



FABRICA

**Guidelines
2021**

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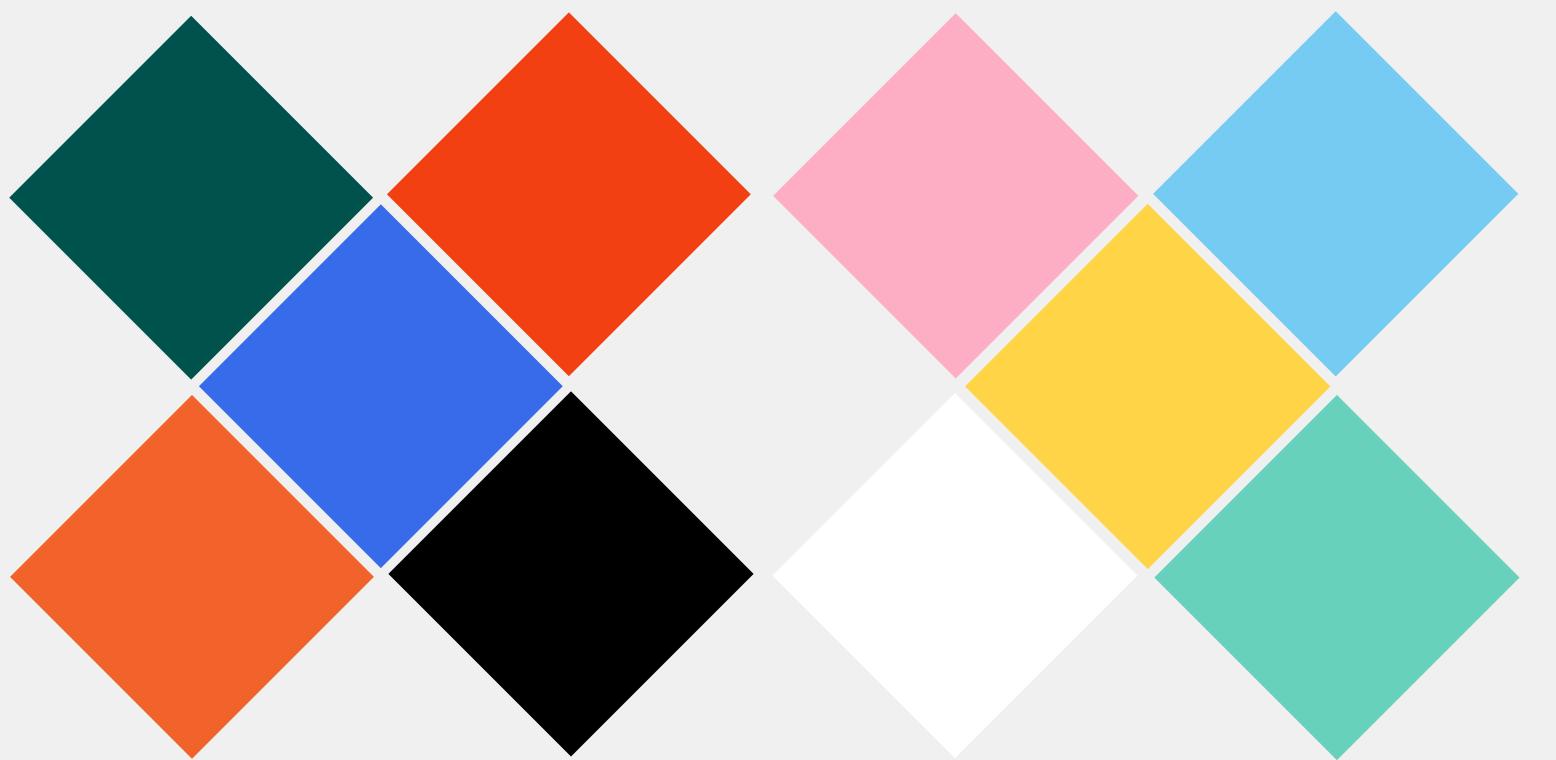
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Introduction

Welcome to the new Fabrica visual identity guidelines.

These are intentionally simple, uncomplicated and easy to use.

1.2 Brand at a glance



Traulha Lineara
Traulha Jurno

Subheadings: Haas Grot Text Medium
Body text: Haas Grot Text Roman

FABRICA

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Logo

2.0 Logo

Primary logo

Our logo is an important element of our visual identity. It helps audiences to understand who we are, and unifies our brand across our communications. Always ensure the correct logo variation is used.

Please use the PNG (Digital) and EPS (Print) Master logo files provided.

FABRICA

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2.0 Logo Variations

The Fabrica logo is available in black or white only. Please do not change the colour. Use this page as a guide for background colour control, to ensure there is always enough contrast and clarity between the logo and the colour background. For example, always use a black logo on a yellow bacground.

Please use the PNG (Digital) and EPS (Print) Master logo files provided.

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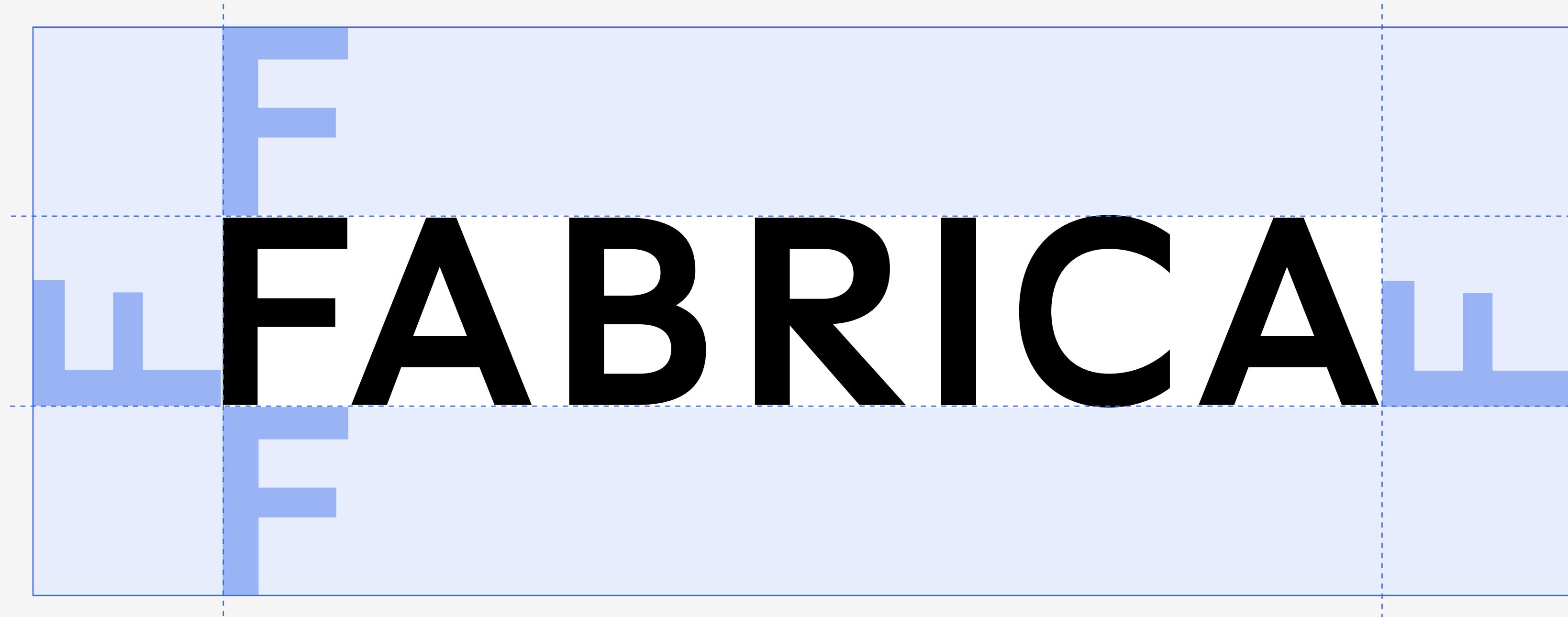
FABRICA

2.1 Logo use

Clearspace and sizing

To ensure legibility and impact at all times, the logo has an area of clearsapce associated with it.

This clearspace is measured by taking the height of the 'F' of the wordmark, and the width of the 'F' rotated 90° anticlockwise. This dictates that no other elements such as other logos, type or graphics may intrude into this area.



FABRICA

Minimum size: 30mm

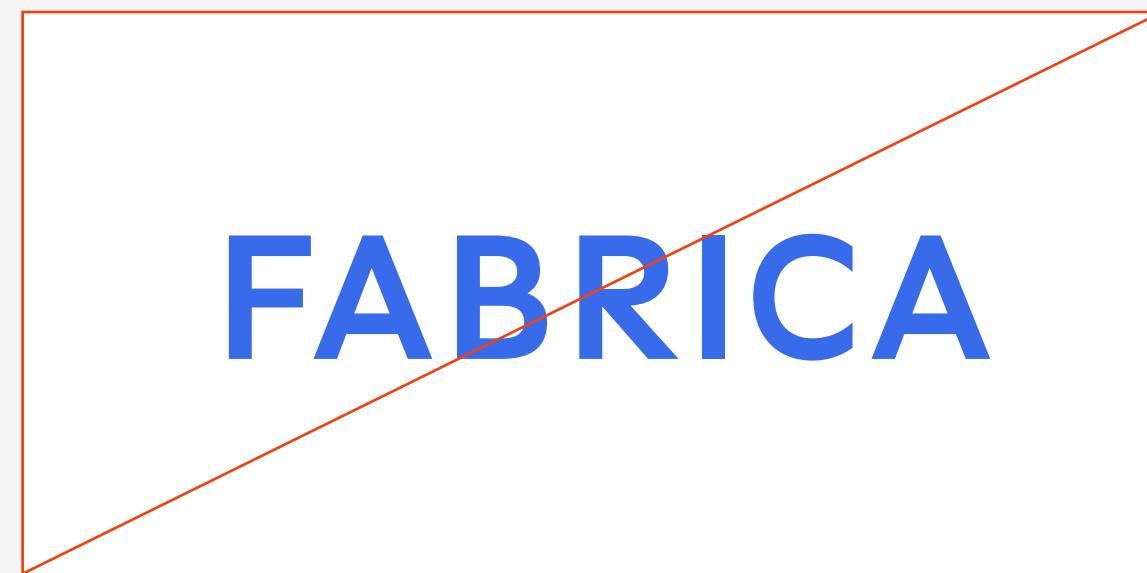
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2.1 Logo use

Incorrect usage

In order to ensure maximum legibility please avoid incorrectly using the logo. This includes changing the colour or adding any effects.

Please use the PNG (Digital) and EPS (Print) Master logo files provided.



Don't change the colour of the logo, it should only appear in black or white



Don't change the spacing between the characters



Don't change the typeface



Don't stretch or distort the logo



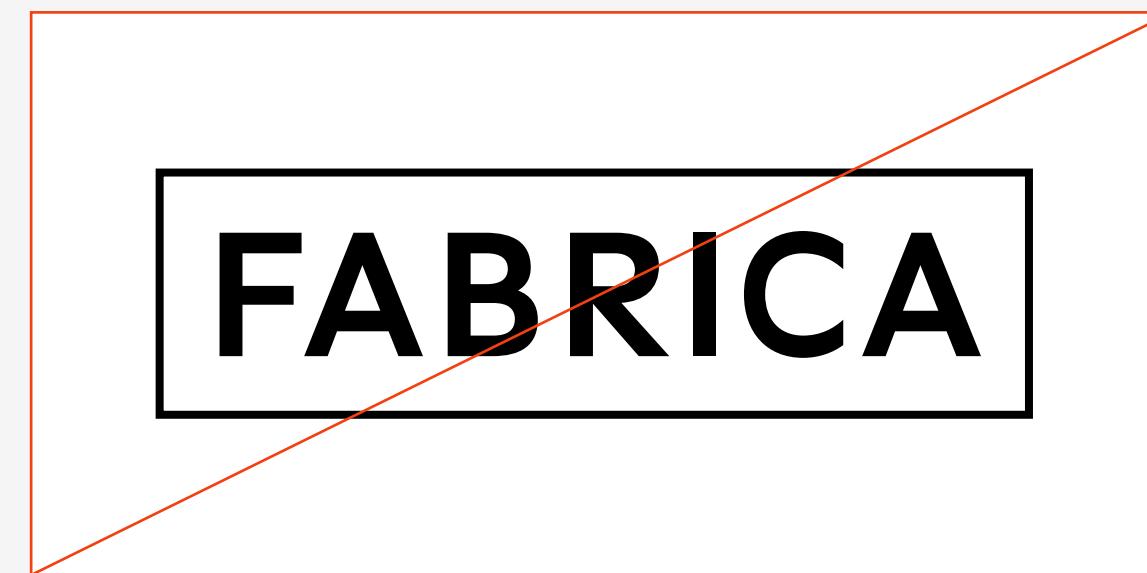
Don't add effects or drop shadows to the logo



Don't use at an angle below 90°



Don't outline the logo



Don't contain the logo in a shape



Do not use an inappropriate logo on a colour bacground. Ensure there is enough contrast between the logo and the background.

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2.0 Logo

3.0 Typography

4.0 Colour

5.0 Style Guide

6.0 Digital Application

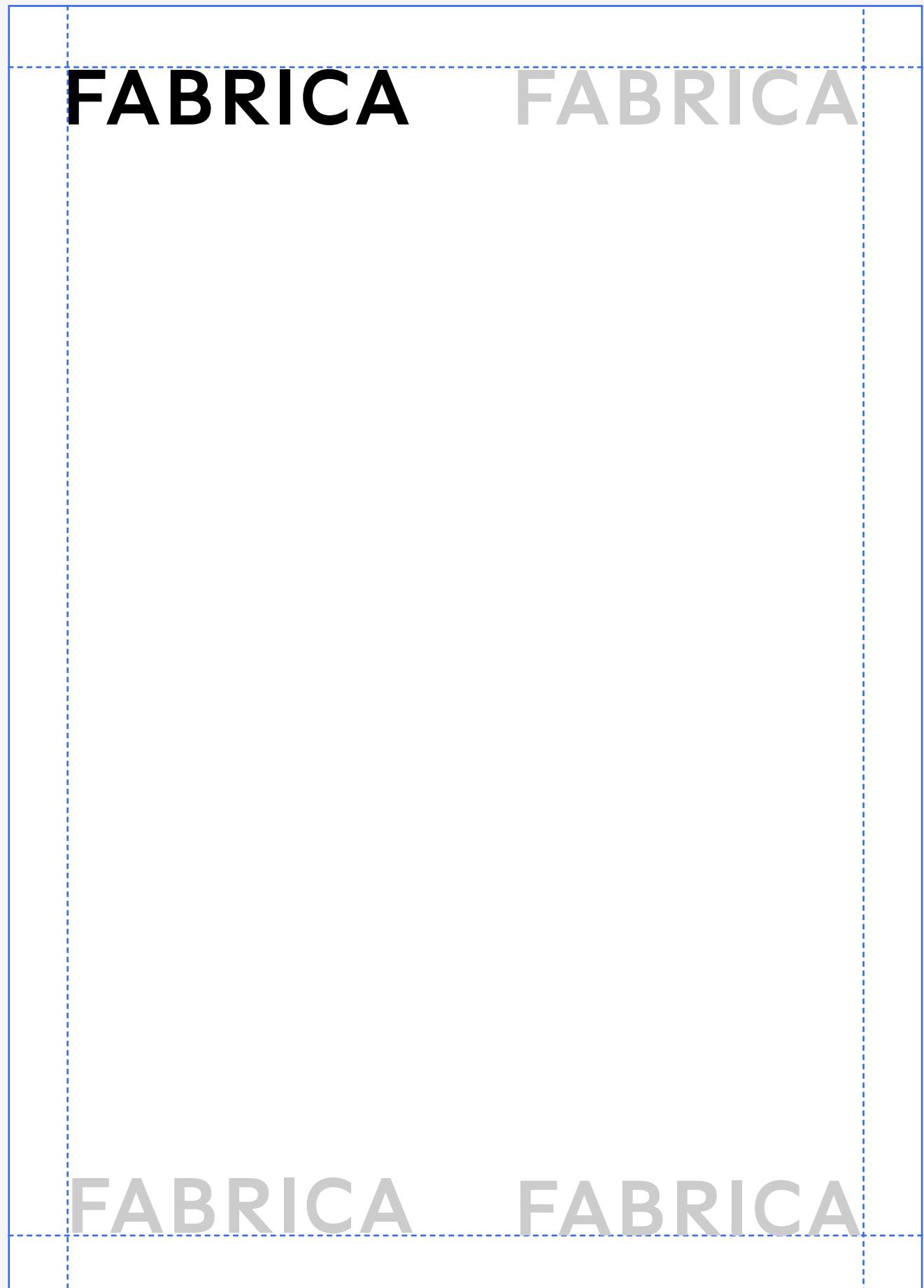
7.0 Print Application

8.0 Exhibitions

2.1 Logo use Positioning

For consistency of use the logo placement is ideally top left. However, the content may force the logo to be placed elsewhere. Other placements are restricted to the four corners of the page, and must use the clearspace formula in the previous page for guidance. Please note: clearspace only applies to standard paper sizes.

Portrait format



Landscape format



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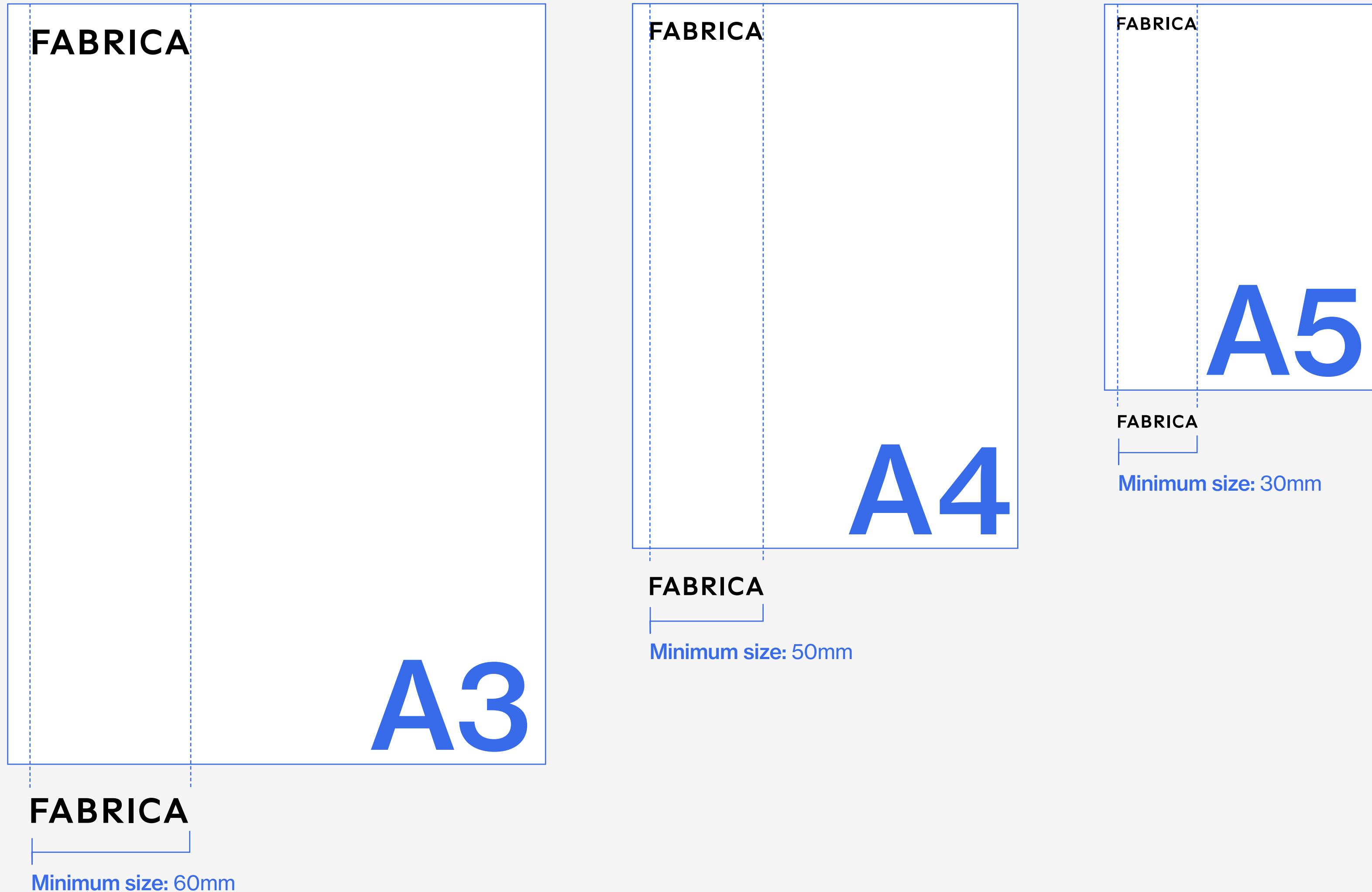
2.1 Logo use

Standard paper formats

In order to ensure maximum legibility please avoid incorrectly using the logo. This includes changing the lock-up and using colours outside the provided palette.

Please use the PNG and EPS Master logo files provided.

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2.1 Logo use

Hierarchy

In order to create visual consistency across all communications created, the size hierarchy of the logo is incredibly important when alongside other text. To create visual impact this scale of hierarchy is used. This enables you to turn the volume up or down within communications, where deemed necessary.

The logo should appear in isolation, at either: **1/3** of the page, **1/2** of the page or the **full-width** of the page. (When using the logo on non-standard paper sizes, for example a digital application, clearspace does not need to be applied).

1 third

FABRICA

1 half

FABRICA

Full width

FABRICA

FABRICA

18 May – 20 June 2021

The Forked Forest Path
Olafur Eliasson

Free entry
Tuesday–Sunday, 11–6pm
(closed Monday except Bank Holiday)

fabrica.org.uk

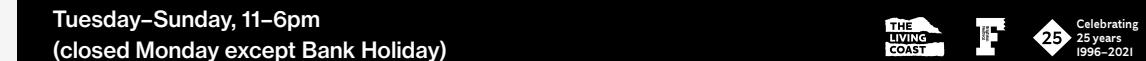


FABRICA

18 May – 20 June 2021

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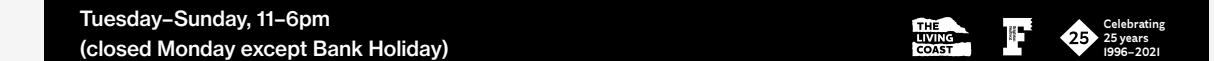


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2.2 Icons

These are the available icons to you, which exist as PNG's and EPS files.

1. Social Media Icon: This is to be used for all social media channels. It should only be black and white.

2. Framing device: This is used to create assets and to hold photography. This shape can be cropped, but the angle must not be amended in anyway

3. Compact logo: Although the wordmark is our primary logo, a compact version is also available where necessary

4. Favicon: This icon is used mainly as our website favicon, but also as a highlight graphic.

25 year anniversary icon: see p.41 for detailed guidance.

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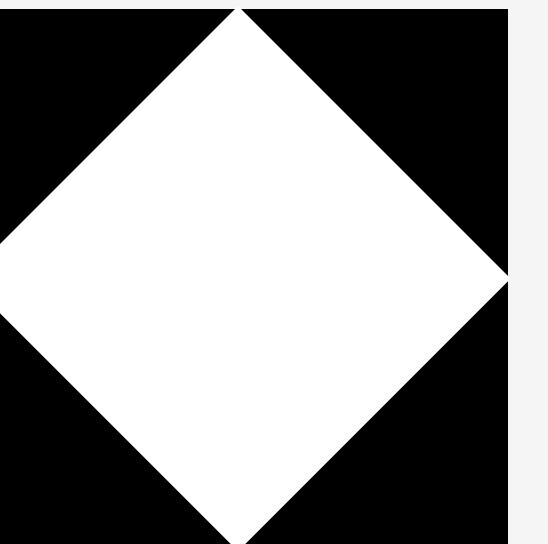
1. Social Media Icon



25 year anniversary icon



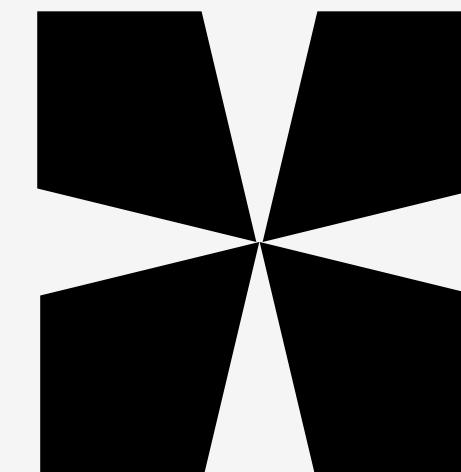
2. Framing device



3. Compact logo



4. Favicon and icon



2.3 Strands

Strands of the Fabrica brand are visually treated like so. It is not necessary to create new logos or lock-ups as artwork already exists for strands. These are most likely used within signage and wayfinding.

These strands consist of a single word, and therefore can be successfully locked-up with the Fabrica compact logo. Strands should always appear in a white diamond. To ensure consistency, we use two type sizes for these single words. Which type size you use will depend on the length of the word and the scale.

Type size 1

Cafe

Shop

Film

Venue

Learn

Type size 2

Volunteers

Outreach

Members

Donate

Events

Lock-up geometry



Type size 1

Cafe

Type size 2

Volunteers

Application



2.3 Strands Poster application

Fabrica strands can be configured in several ways. The most common example of this is within poster application. The layout you choose should depend on: the scale and dimensions of the application, the amount of copy required and where the application is intended to be viewed.

Flexibilty and consistency are key. However, it is vital that maximum legibility and accessibility are at the forefront of your layout and positioning decision-making.

Strands can be used when separated from the Fabrica compact logo, but the Fabrica wordmark must always be present (see option 3 & 4).

NB. Please do not create new logos. Please use the PNG and EPS Master files provided.

Option 1

Support us with a regular donation to keep Fabrica for everyone.

Memberships start at £2.50 per month. Visit fabrica.org.uk/donate or ask our gallery team for a sign up form.

We are a charity and need your support. #supportFabrica



fabrica.org.uk

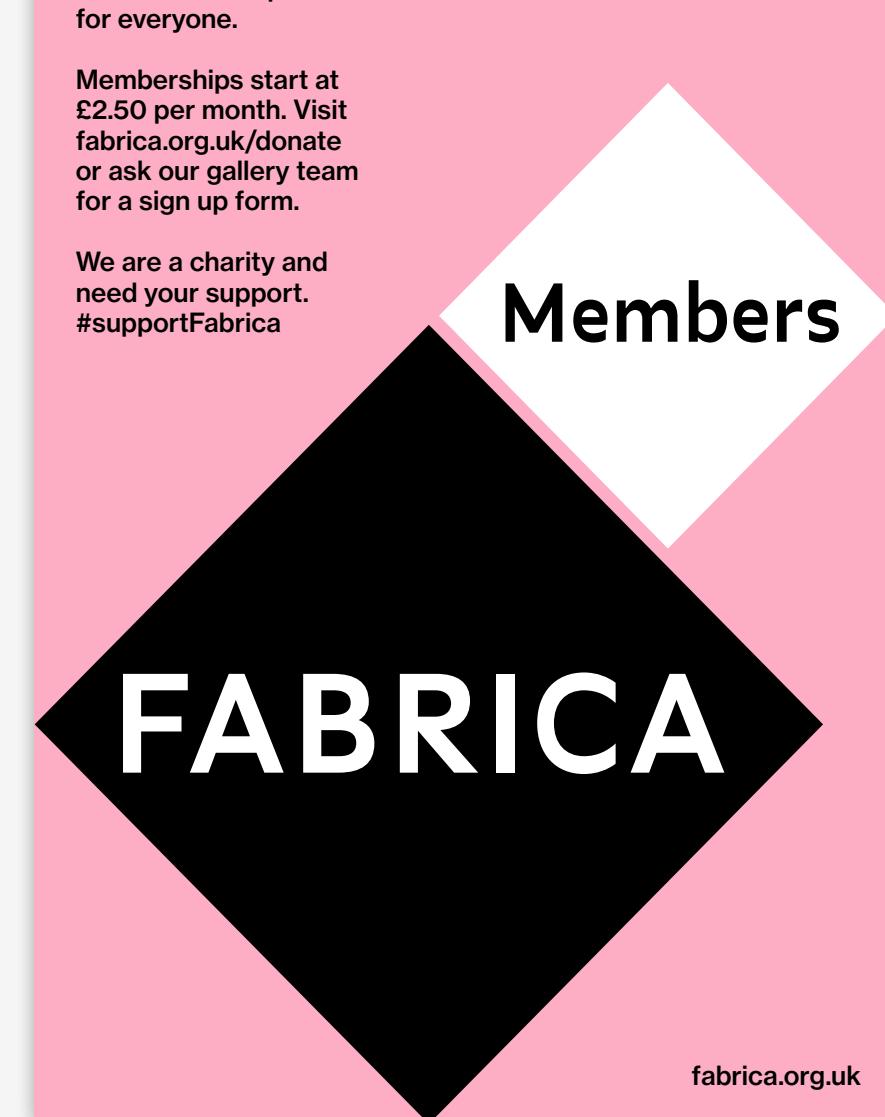
Fabrica strand lock-up used. Has equal size proportions on the page as text.

Option 2

Support us with a regular donation to keep Fabrica for everyone.

Memberships start at £2.50 per month. Visit fabrica.org.uk/donate or ask our gallery team for a sign up form.

We are a charity and need your support. #supportFabrica



fabrica.org.uk

Fabrica strand lock-up used as primary focus. Text sits smaller alongside.

Option 3

Support us with a regular donation to keep Fabrica for everyone.

Memberships start at £2.50 per month. Visit fabrica.org.uk/donate or ask our gallery team for a sign up form.

We are a charity and need your support. #supportFabrica

FABRICA

fabrica.org.uk

Members

Strand device used large in isolation. **Please note:** when separating the white strand diamond from the Fabrica compact logo, the Fabrica wordmark must be present.

Option 4

FABRICA

Members

Support us with a regular donation to keep Fabrica for everyone.

Memberships start at £2.50 per month. Visit fabrica.org.uk/donate or ask our gallery team for a sign up form.

We are a charity and need your support. #supportFabrica

fabrica.org.uk

If text is not necessary, you may also wish to drop an image inside the black diamond crop.

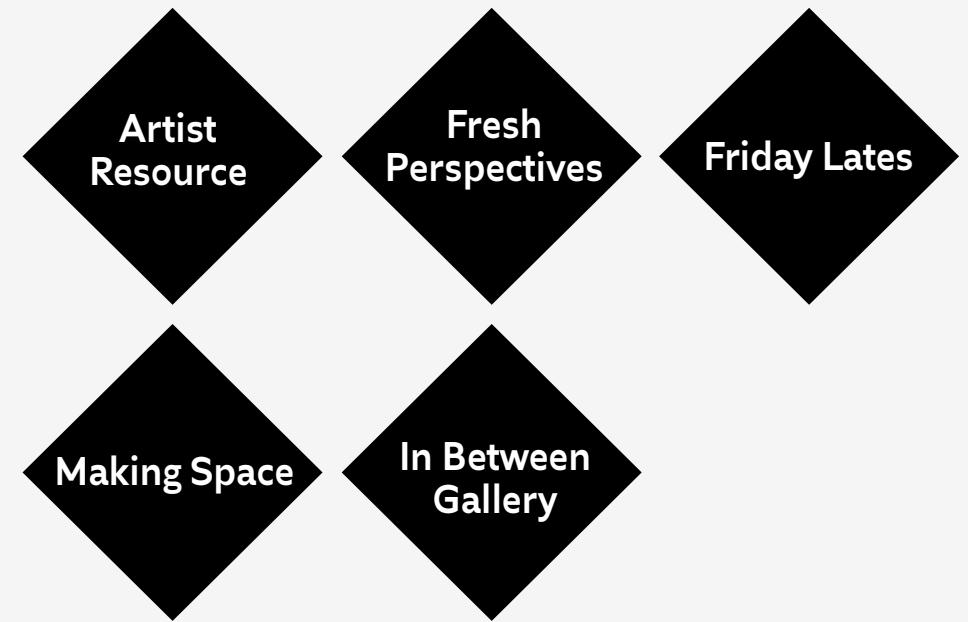
2.4 Sub brands

Treatment

Fabrica Sub brands can be treated in two ways:

Option 1 – a standalone diamond mark which must sit alongside the Fabrica wordmark. Sub brands should always appear as white text centred in a black diamond.

Option 2 – written as a headline. Should always sit top left and appear with either Fabrica logo. See p.21 for further type styling.



Artist Resource
Fresh Perspectives
Friday Lates
Making Space
In Between Gallery

Option 1



Option 2



Application

1.



2.



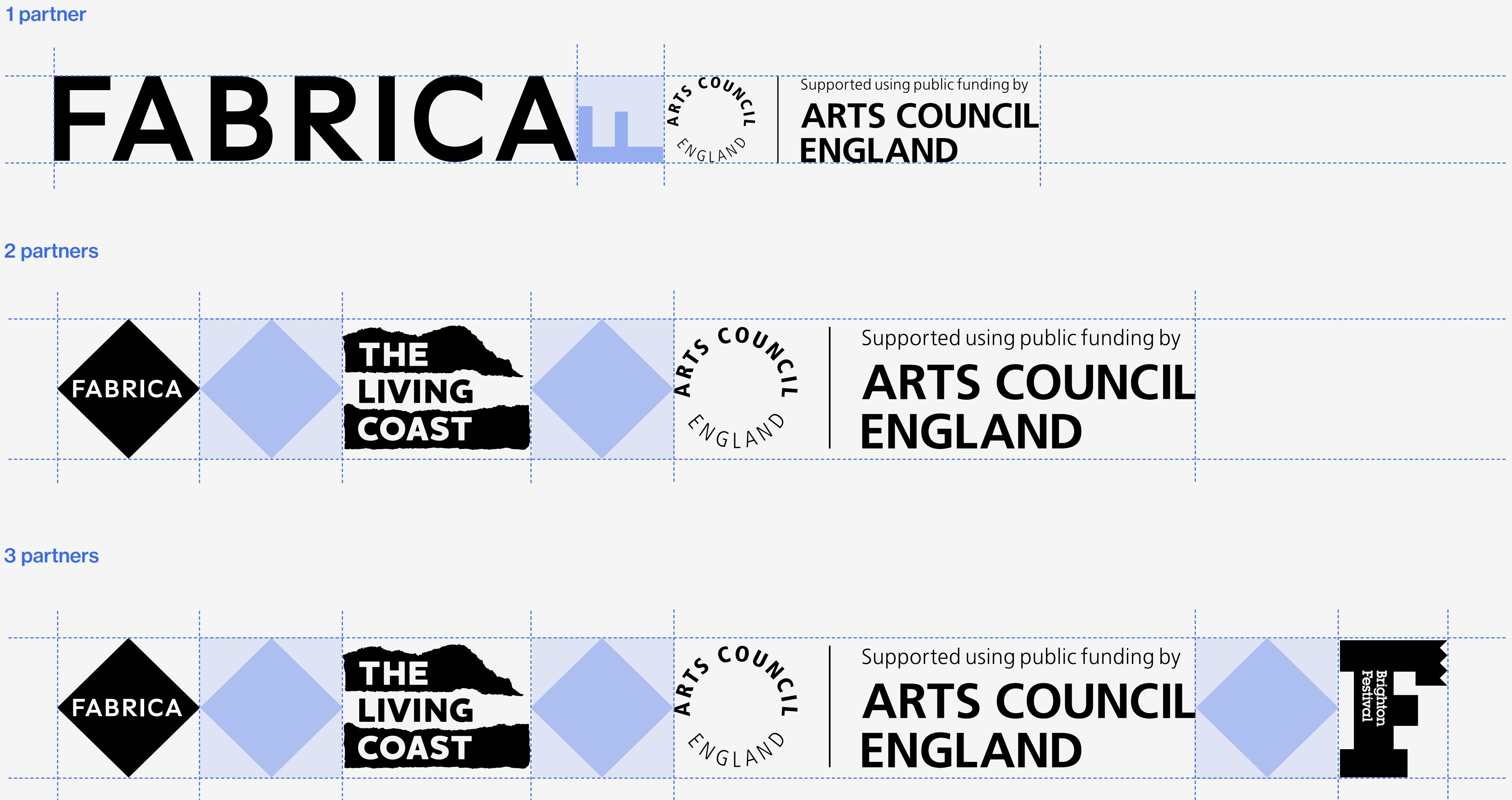
2.5 Partnerships

When Fabrica appears with partners, it is important to use the correct logo-mark:

1 other partner: Use the primary wordmark. The space between the logos is measured by taking the 'F' from the Fabrica logo and rotating it 90° anticlockwise. The height must be the same.

2 other partners: When Fabrica appears alongside more than one other partner, we use the compact logo. The space between is measured by the width of the compact logo.

3 other partners or more:
Same rules apply as above.



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Typography

3.0 Typography

Fonts

Traulha is our house typeface. We use it in two weights: Lineara for headlines, and Jornau for supporting text such as artist names. Please note: Traulha should be used very sparingly and should never be used for large amounts of copy.

Haas Grot Text is our primary typeface. In order to keep all communications simple and clear please stick to a maximum of two weights. These are: Medium for Sub headings, and Roman for Body copy

Arial can be used for desktop applications such as Word and PowerPoint when other fonts are not available.

Traulha Lineara

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.!?@

Traulha Jornau

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.!?@

Haas Grot Text Medium
Subheadings
abcdefghijklmnopqrstuvwxyz

Haas Grot Text Roman
Body Copy
abcdefghijklmnopqrstuvwxyz

3.1 Type styling Exhibition

In order to create consistency across all communications, the styling of typography must use the same principles. Here are the most common use of type styling. Traulha Lineara is used for titles of exhibitions, Traulha Jornau is used for artist name, and Haas Grot Text is used for everything else (body copy).

Please note: all text must always be left-hand aligned.

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Title of exhibition

Artist Name

12 March – 30 June

Free entry
Tuesday–Sunday, 11–6pm
(closed Monday except Bank Holiday)

fabrica.org.uk

Size 3
For all other additional information use Haas Grot Text in the appropriate weight.

Size 1
Headlines and large titles should always be set in Traulha Lineara.

Size 2
Descriptors such as Artist names are set in Traulha Jornau.

Application

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18 May – 20 June 2021

The Forked Forest Path
Olafur Eliasson

Free entry
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fabrica.org.uk



3.1 Type styling

Literature

Other forms of communication material such as flyers should be styled like this. Traulha Lineara is used for titles, large titles or Sub brands (see page XX for further guidance on Sub brands). Traulha Jornau is used for event name. If the layout allows it, you might wish to pull out key info like dates and times in the same style as headlines. Haas Grot Text is used for everything else (body copy).

Please note: all text must always be left-hand aligned.

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Friday Lates

Drink + Draw

26 July
7 - 10pm

An after hours Friday night bar amongst the summer exhibition 'Putting Ourselves In The Picture' presents Drink + Draw.

128BPM Life Drawing + Music with DJ's + Life Models.

fabrica.org.uk

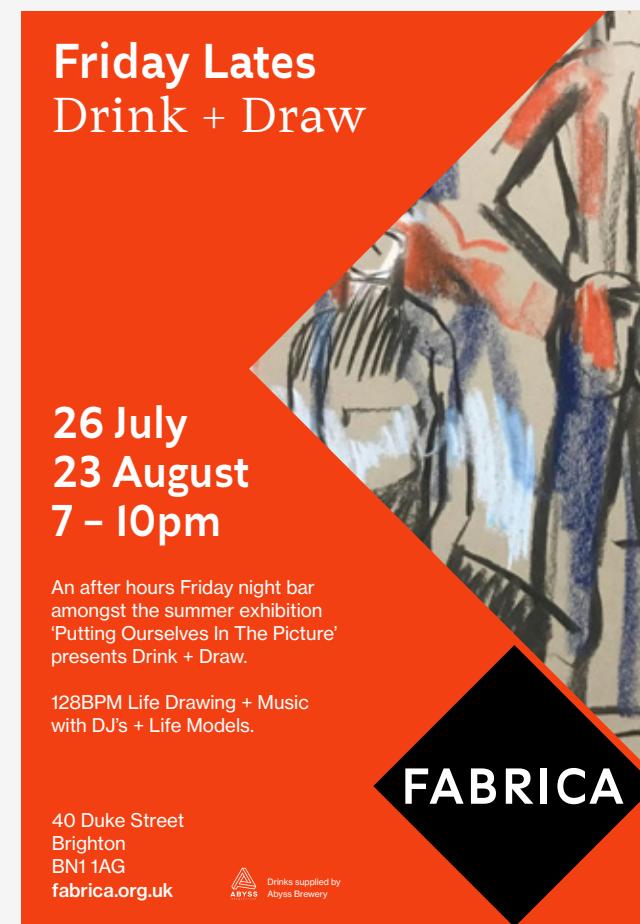
Size 3
If deemed necessary, pull out info such as dates and times in Traulha Lineara.

Size 4
For all other additional information use Haas Grot Text in the appropriate weight.

Size 1
Headlines, large titles and Sub brands should always be set in Traulha Lineara.

Size 2
Descriptors such as event name are set in Traulha Jornau.

Application



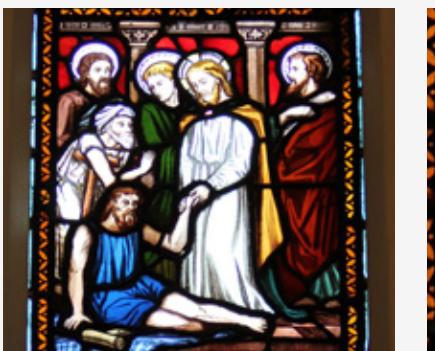
Colour Palette

4.0 Colour Palette

Primary palette

The colour palette has been developed around a core set of bright, bold, fresh and optimistic colours which can be used across all communication. All colours should be used at 100% and should never appear as tints.

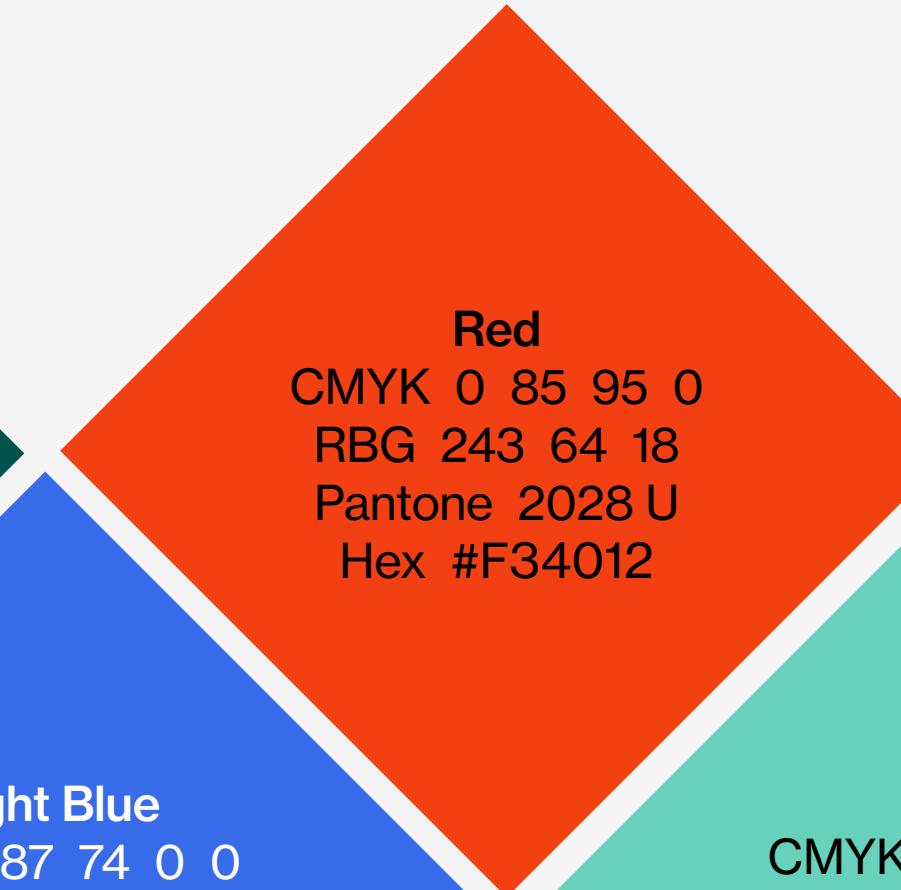
The palette is made up of four bright tones and four softer hues. These colours are designed to both compliment, contrast and balance one another. The colour palette was heavily influenced by the stain glass windows within the building.



Brights



Dark Green
CMYK 99 9 56 27
RBG 0 83 76
Pantone 329 U
Hex #00534C



Red
CMYK 0 85 95 0
RBG 243 64 18
Pantone 2028 U
Hex #F34012

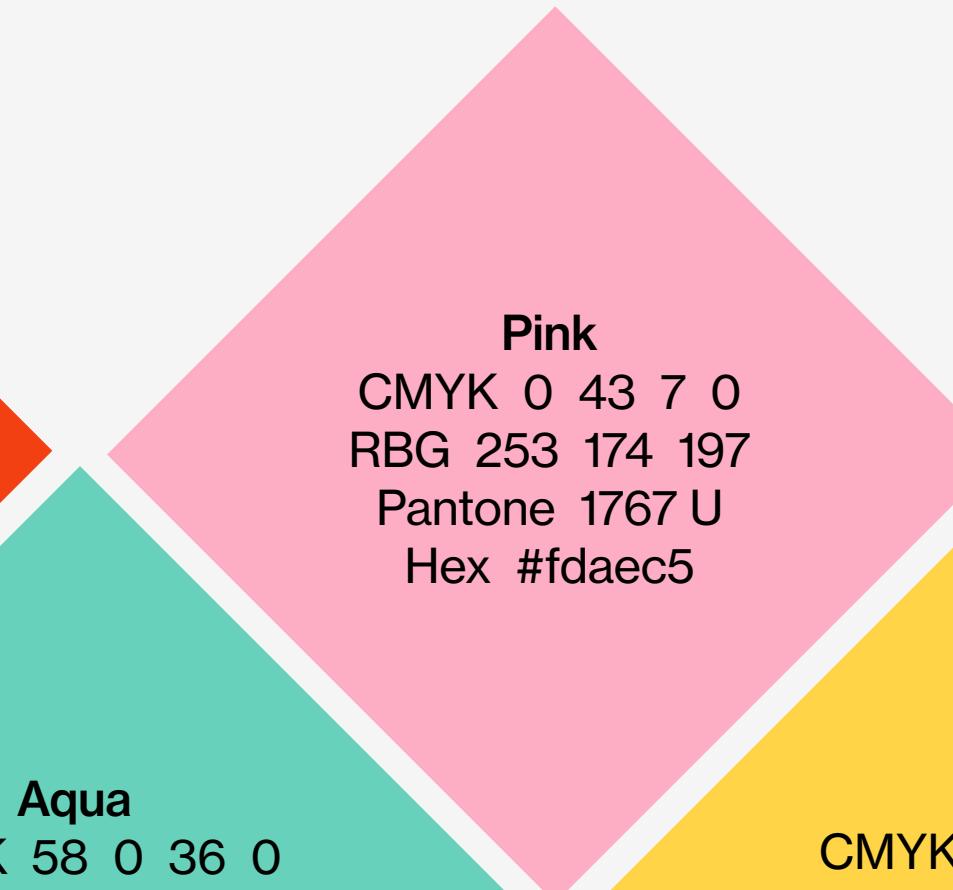


Orange
CMYK 0 72 86 0
RBG 242 99 44
Pantone 165 U
Hex #00534C

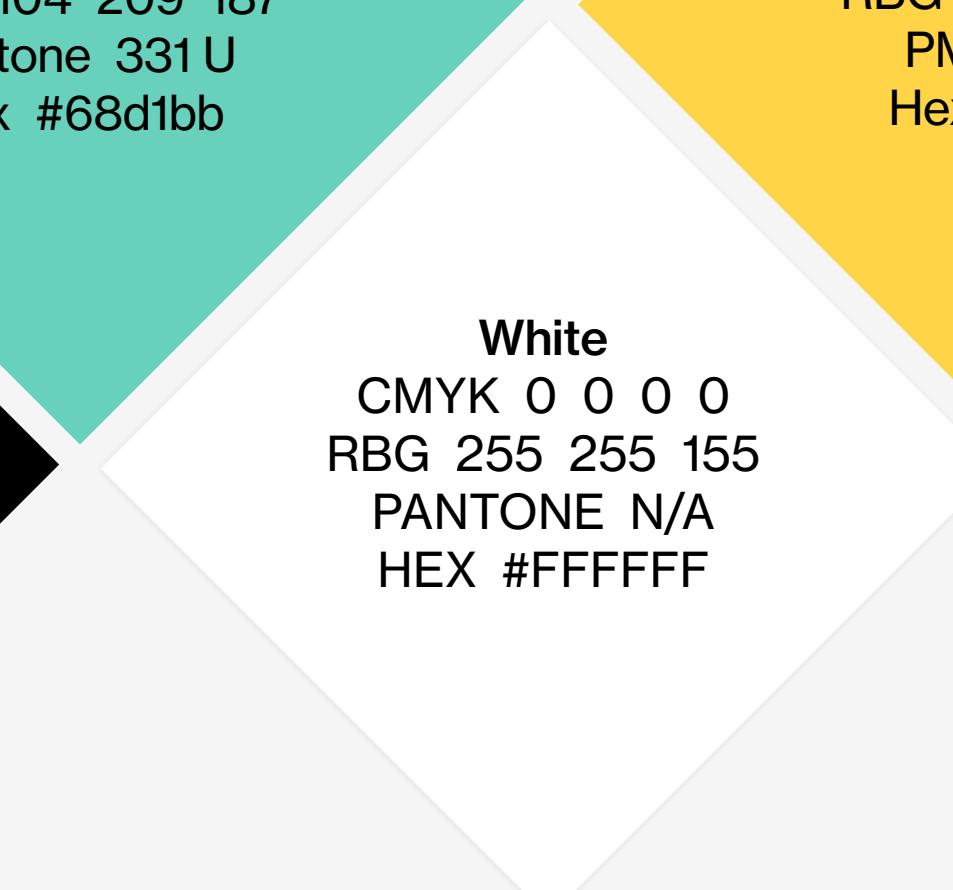


Black
CMYK 0 0 0 100
RBG 0 0 0
PANTONE Black U
HEX #000000

Soft hues



Pink
CMYK 0 43 7 0
RBG 253 174 197
Pantone 1767 U
Hex #fdaec5



Yellow
CMYK 0 20 80 0
RBG 255 212 71
PMS 128 U
Hex #ffd447



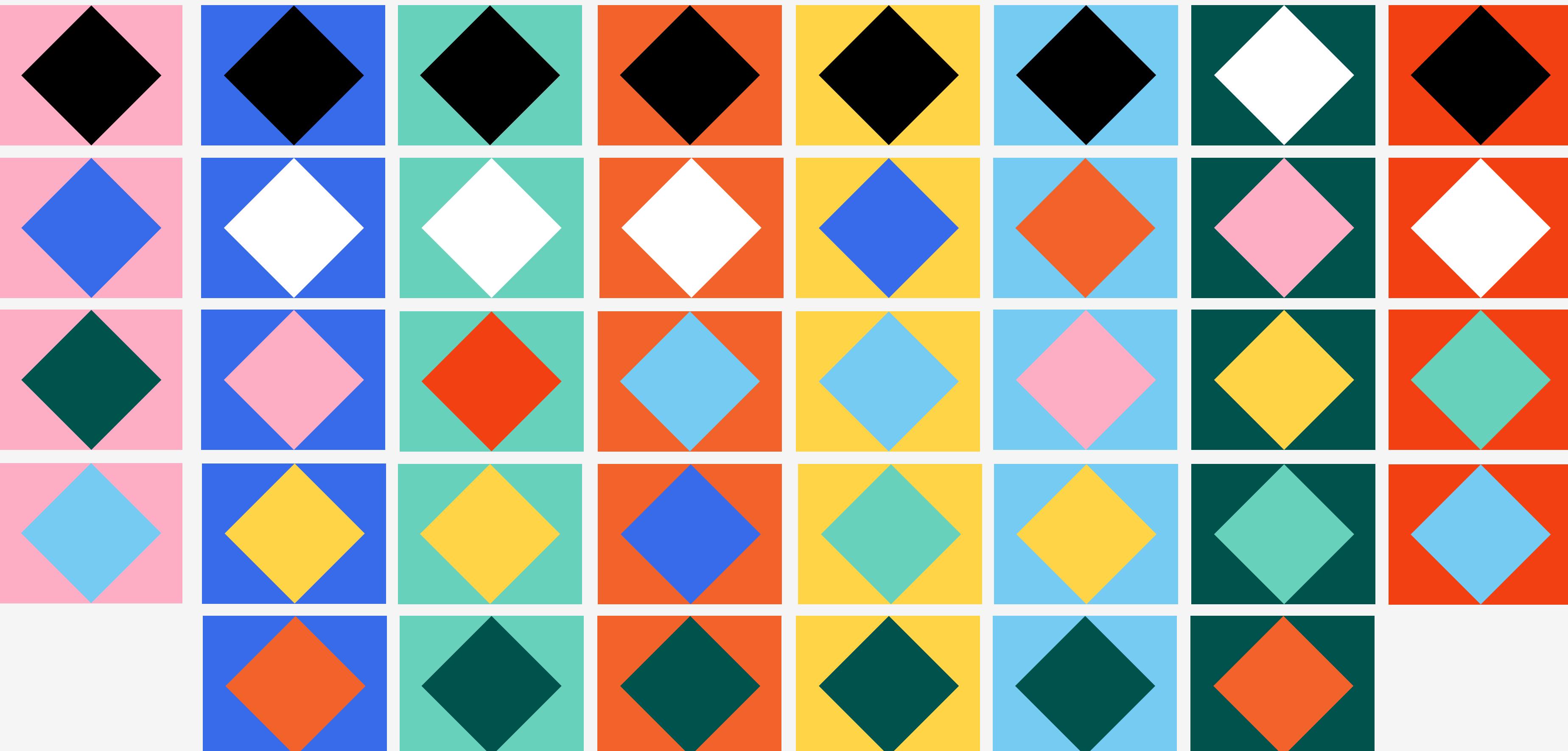
Light Blue
CMYK 54 1 1 0
RBG 117 203 242
PANTONE 2905 U
HEX #75CBF2

4.1 Colour control

The following colour combinations can be paired together successfully, whilst maintaining acceptable legibility and accessibility.

It is important to consider whether the desired colour pairing will be used in print or on-screen for accessibility issues.

Please note that these colour pairings are limited only to shapes and backgrounds, and should never be used for typography. Type should always only ever appear in either black or white.



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Style Guide

5.1 Grid systems

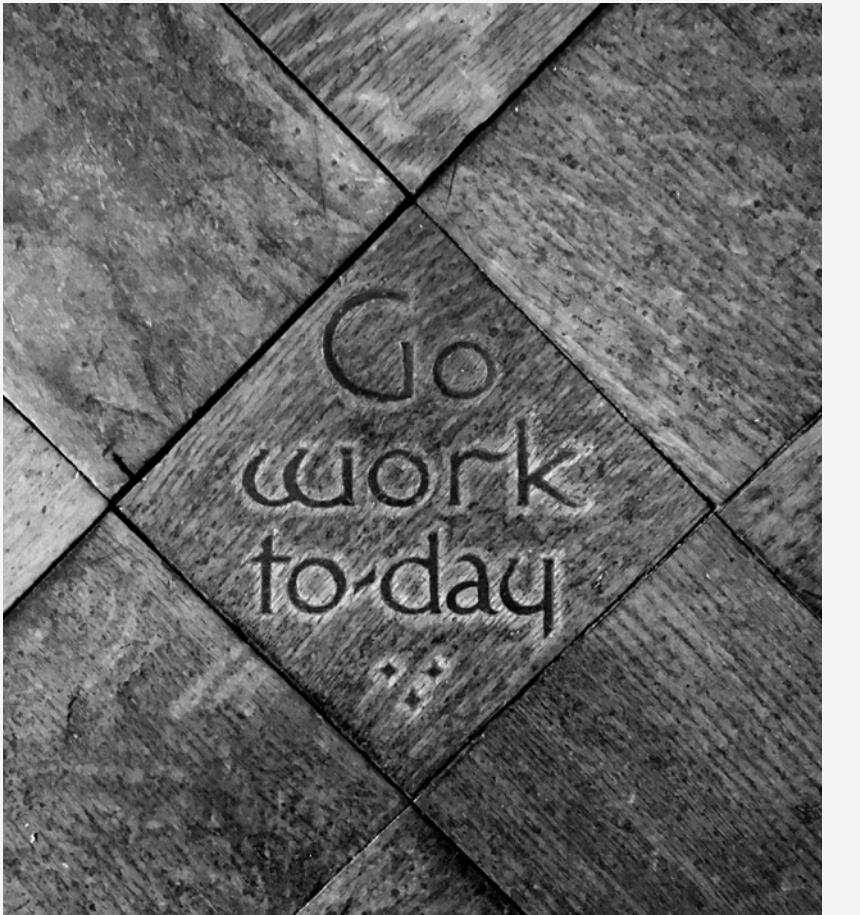
Structure

The diamond grid device is a powerful and flexible graphic element which is derived from the flooring inside the Fabrica building (see below).

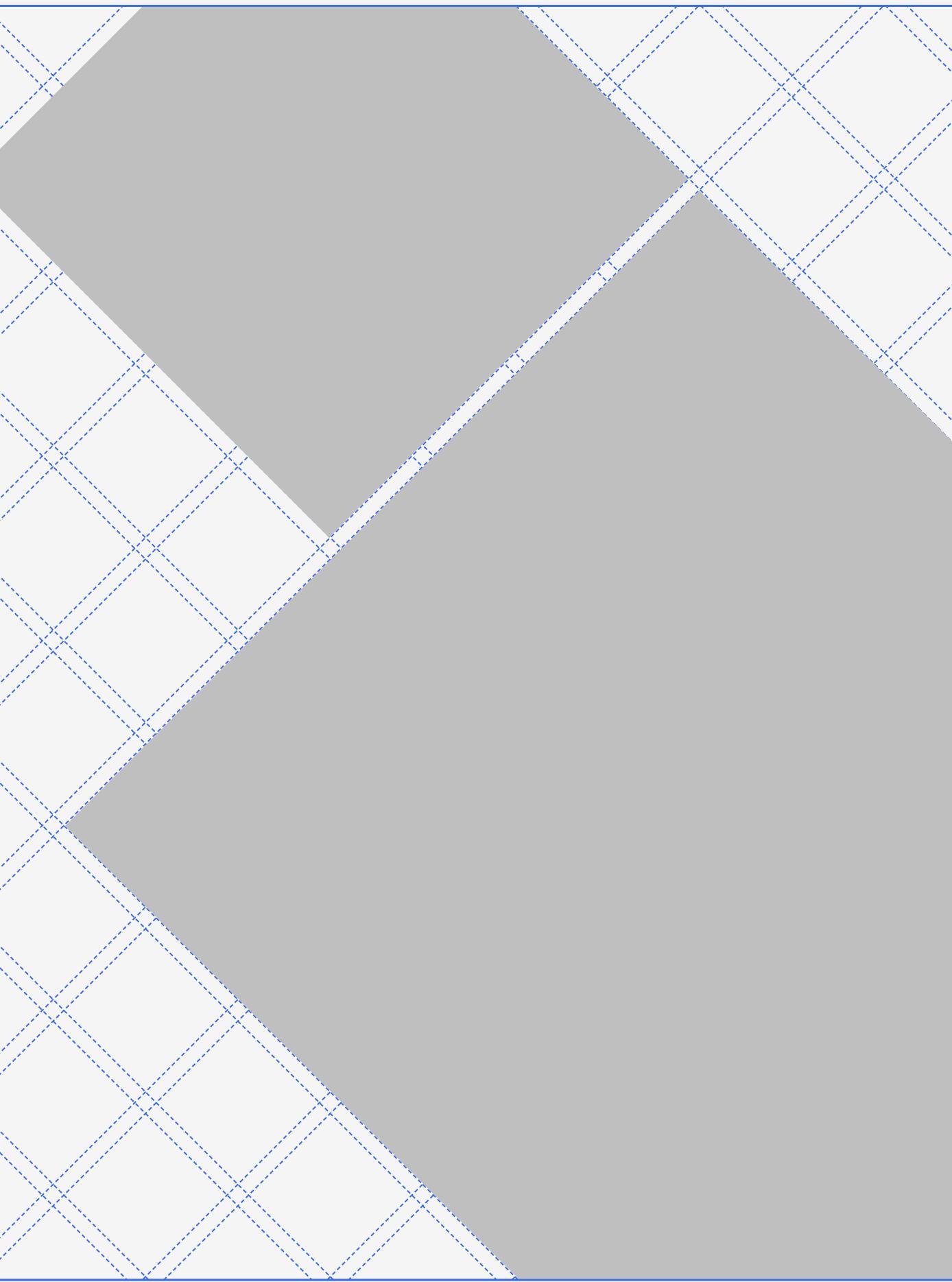
These examples indicate how to create framing devices for photography and lock-ups with the compact logo. The compact logo must always align with the edge of the device.

This device can also be used for multiple images within a page.

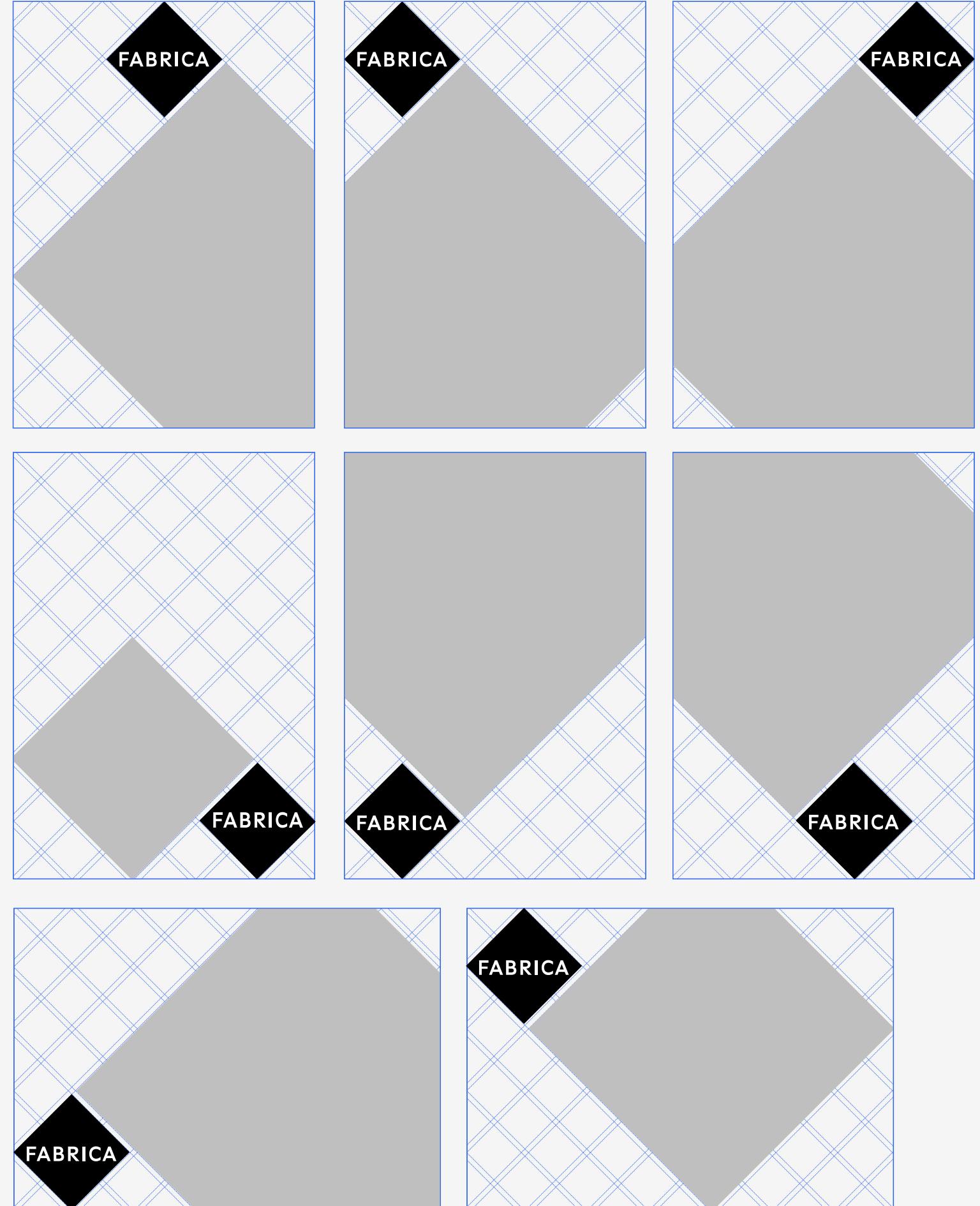
Referencing the graphic shapes of the flooring inside the building.



Grid geometry



Use grid to create lock-ups



5.1 Grid systems

Application

The grid system is very flexible and easy to use. Here are some successful examples of the grid system in application. It can be used across all dimensions and platforms, and can be used to hold photography, or create block coloured graphic backgrounds.

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Digital application

6.1 Social Media Assets

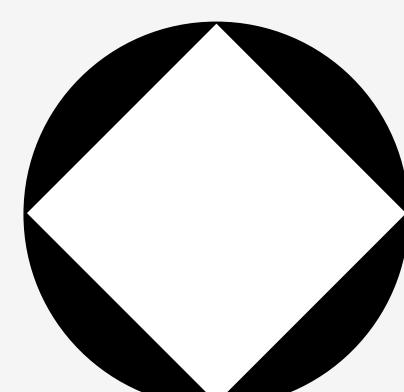
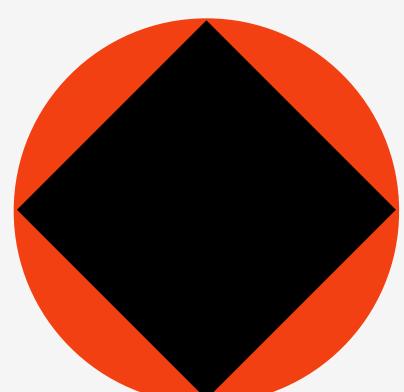
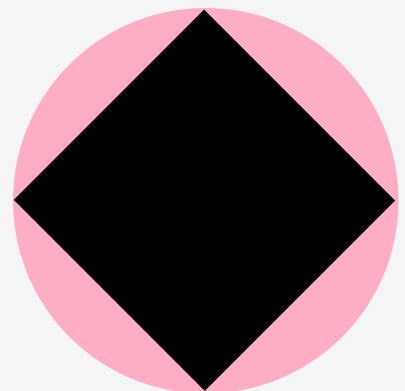
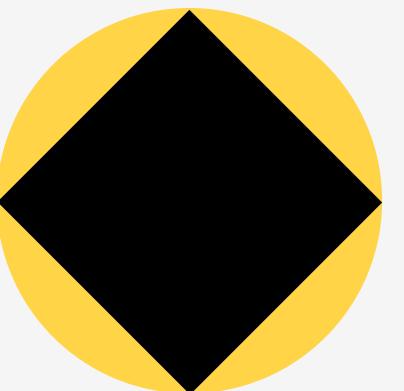
Social Media applications should always contain the Fabrica logo. This can be displayed within a profile image or a header image. The Fabrica social media icon should always only ever appear in black and white.

Try to keep consistent visuals across all social media platforms in order to enhance the identity and appear recognisable. Assets and templates will be available to aid you in doing this, such as highlight icon JPEGs for Instagram, and Banners for Twitter and Facebook.

Social Media Icon



Highlight icons



Example Banners

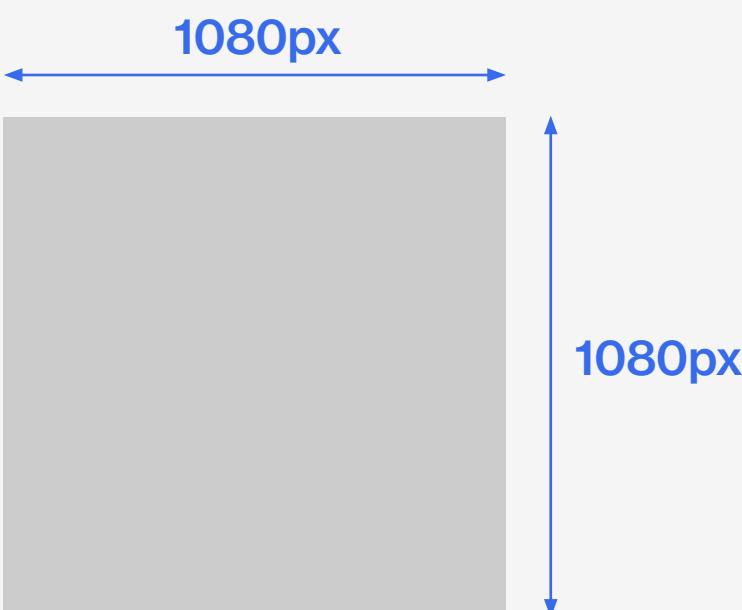


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6.1 Social Media Assets

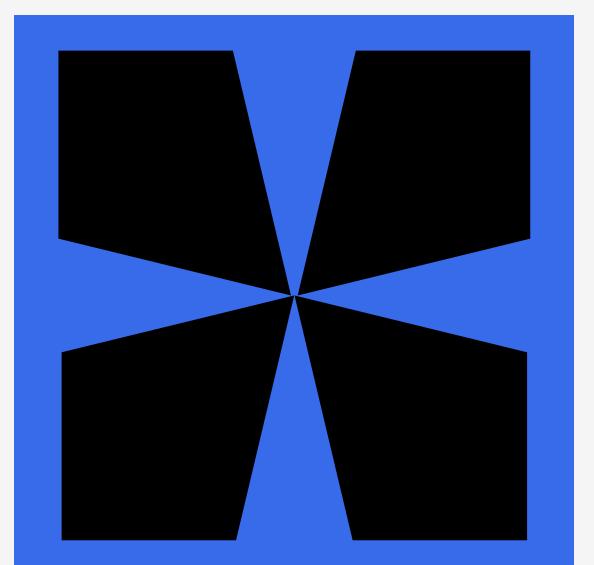
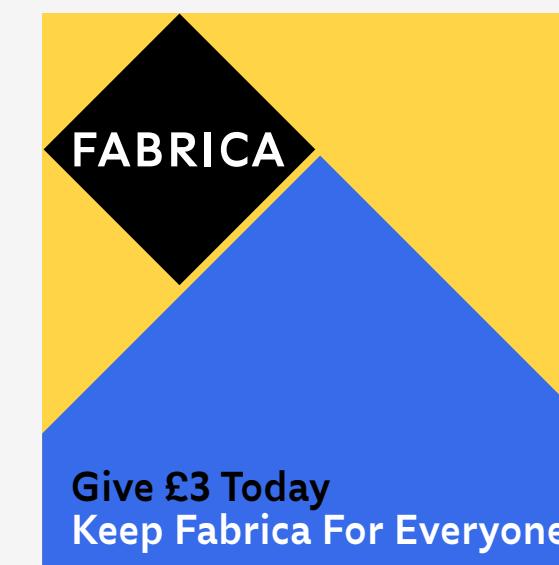
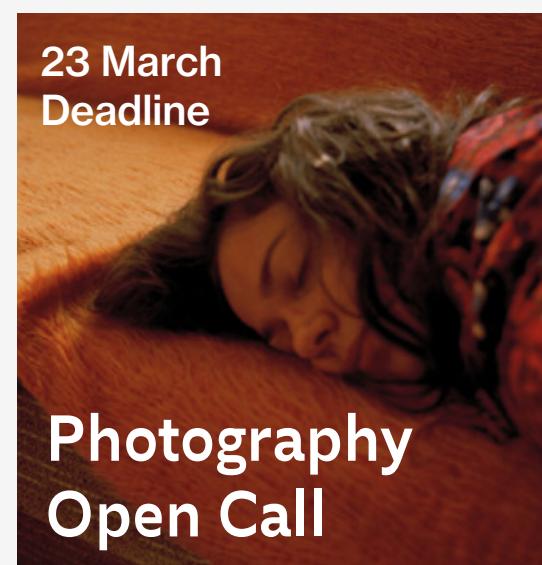
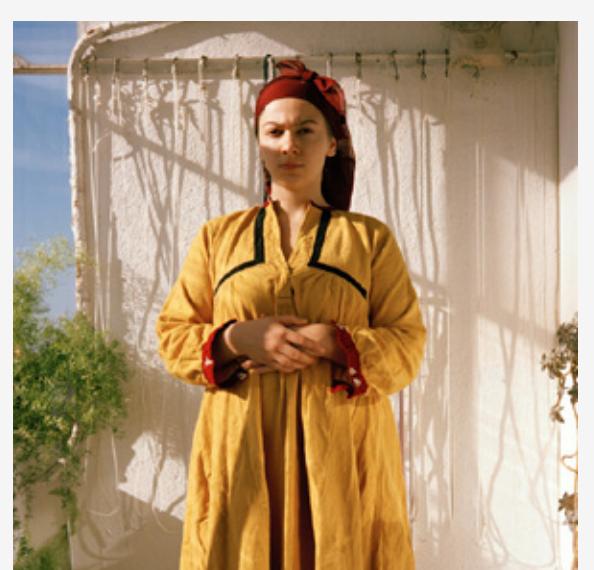
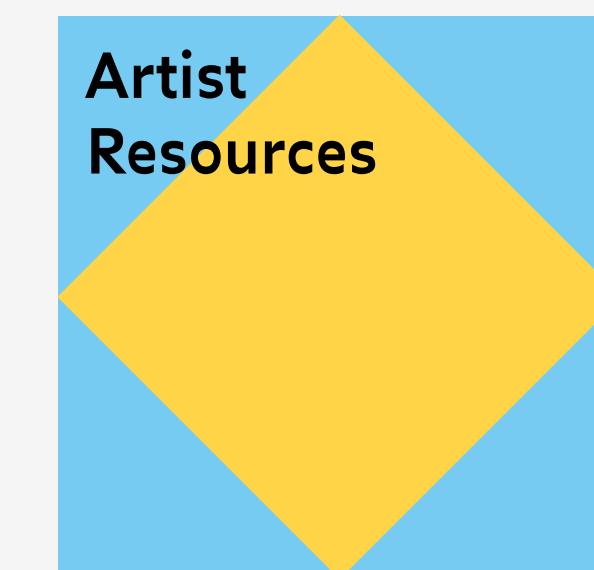
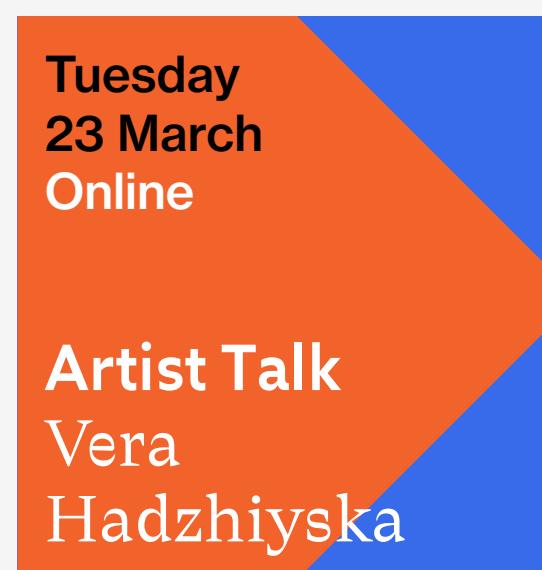
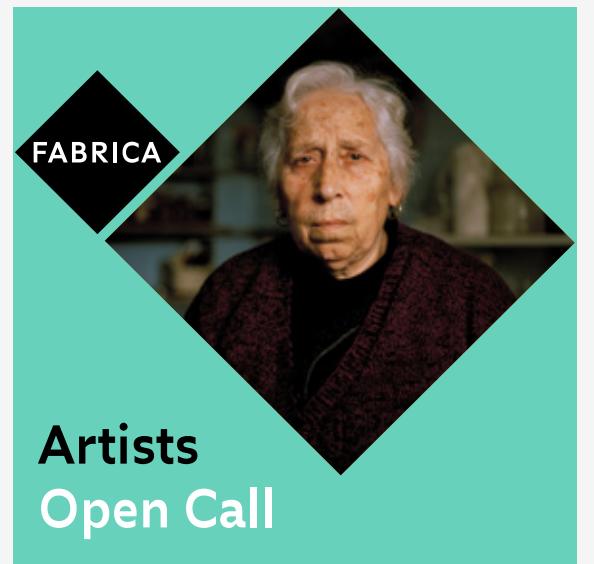
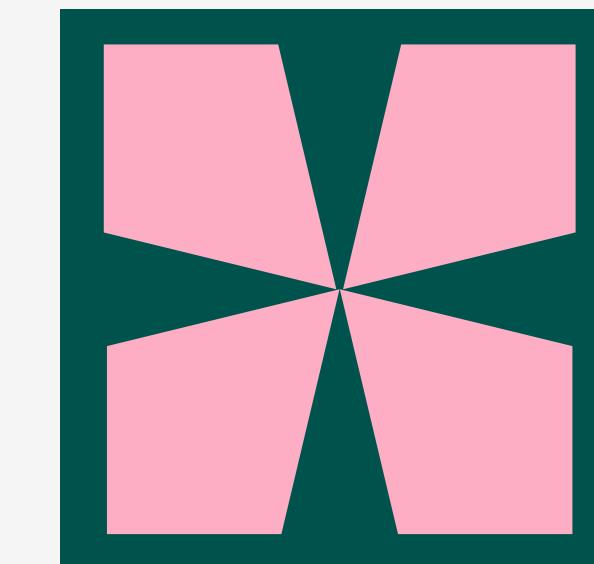
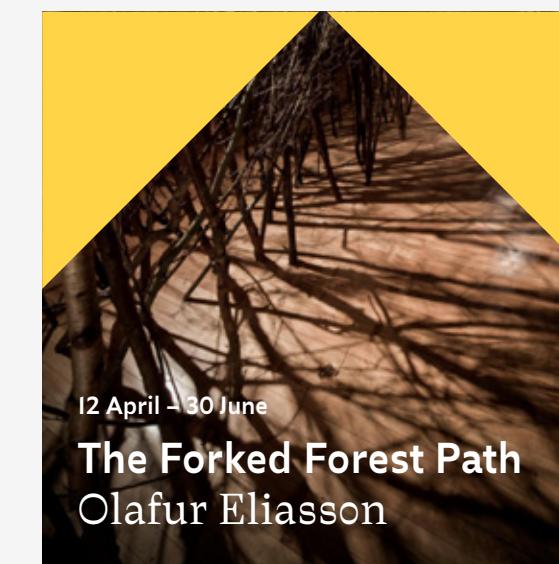
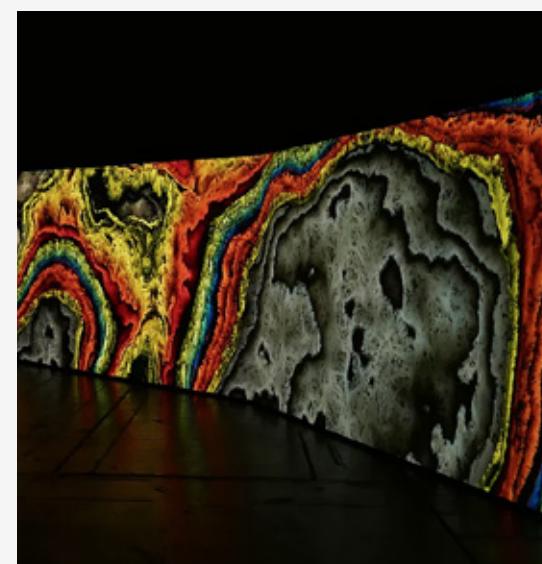
Instagram posts are most effective when square. Here are some visual examples of some layouts. Templates and JPEG files will be available to you so you can create your own assets.

These posts should always be a minimum dimension of 1080px wide x 1080px high.



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Example posts



6.1 Social Media

In application

Successful application of these assets can result in consistent and striking impact of the brand as seen here. The visual language creates an immediately recognisable feel.



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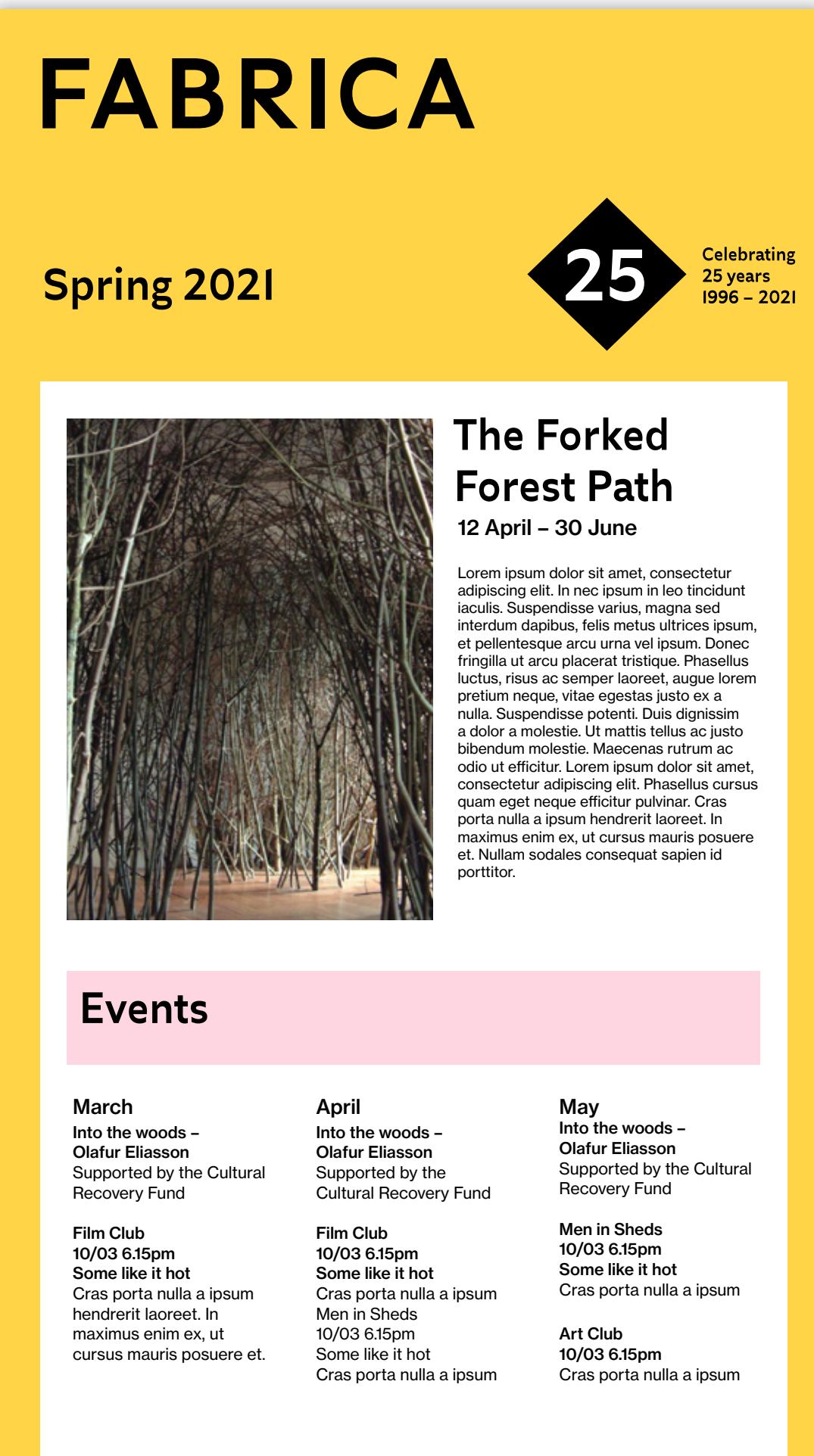
6.2 Email newsletter

In order for all digital communications to be consistent, it is important the designated templates are assets are used correctly. The Fabrica newsletter email template can be easily adapted to your needs by simply dragging and dropping in the correct header JPEG file.

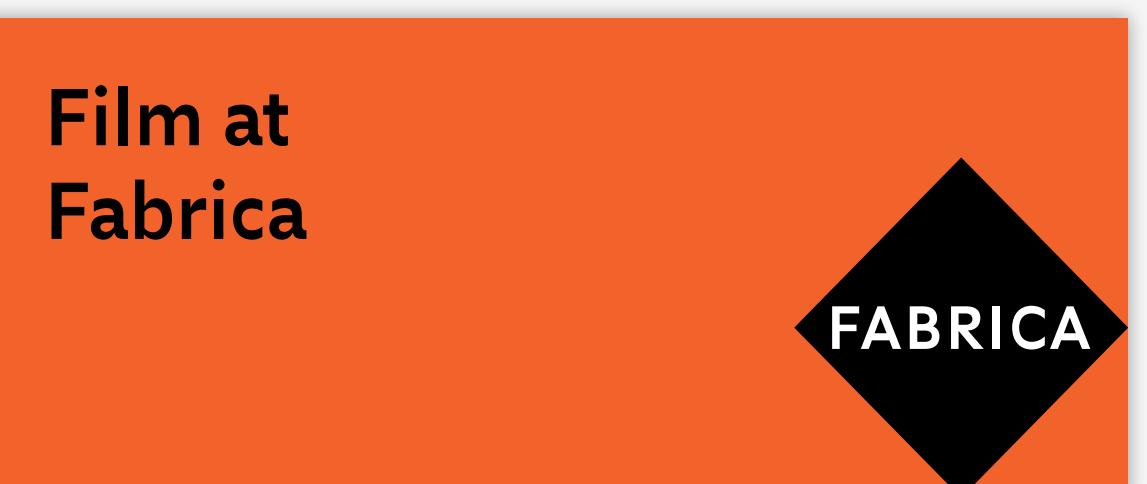
Header JPEG files have been created to switch out within the Email newsletter template. These are 600px wide and 300px high. Each email type has been assigned a colour, for example: Families and Young People emails should always use pink headers. Each email type has a generic header as well as a 25 Year Anniversary edition.

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Template



Interchangable headers



NB. 25 Year Anniversary editions of all headers will also be available

Print application

7.1 Posters

Posters are an important part of our brand expression. There are four variations of poster layouts we use. For temporary/ quick fixes we use simple black and white printout posters, which can be done in-house. These should feature only the message and logo. Please note: these should not be a long-term solution to communications.

We also use type-only posters to create impact. When posters are required to advertise an exhibition we use image inset posters (using the framing grid system) or full-bleed image posters (if the imagery provided is particularly striking).

Black and white printouts

Covid-19 Safety
Please help us keep Fabrica safe for everyone by following the one-way route and keeping a safe distance from others.

We are limiting capacity of the gallery which may result in some queuing.

Please wear a face covering during your visit unless you are exempt.

Enjoy your visit.



Type only



Image inset



Full image



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7.2 Miscellaneous

In application

This page shows some examples of how the Fabrica brand can be applied successfully, yet expressed in a playful way. Print applications might include shopper bags, lanyards, stickers and tape. Artwork for these applications will be available to you.



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Exhibitions

8.0 Exhibitions

Interior wall graphics

Exhibiton signage should follow the same type styling as all other exhibition materials. The Fabrica wordmark should always sit with the exhibition copy, in most cases above the copy.



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8.0 Exhibitions

Printed advertising

Posters play a vital part in the role of promoting exhibitions at Fabrica. These will most likely be a large format paper size such as A2 or A1. These can be either portrait or landscape depending on the designated area they will sit.

Poster formats can be adapted depending on the image. Any colour from palette can be used as a highlight, but try to stick to one colourway for consistency.

When creating poster artwork refer to type styling on p.20 of these guides. Ensure all printed material uses CMYK colour values.

Floor sticker



Portrait Poster



Landscape Poster



8.0 Exhibitions

Application

This page shows some examples of how the exhibition posters might look in-situ. Posters can be either portrait or landscape format. It is important to consider whether the poster is situated internally or externally, when making decisions on imagery and scale. All communications should aim to be bright, bold and energetic.



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8.0 Exhibitions

Digital advertising

Exhibitions should also be promoted across digital platforms. It is important to be consistent throughout exhibition communications, in order to keep the message clear. Although social media formats may vary, using the same highlight colour and imagery, a recognisable campaign is created.

Digital advertising may include Facebook / Twitter headers, Instagram posts and Instagram Stories posts. Newsletter banners may also be adapted for more direct advertising.



Celebrating

25 years

1996 - 2021

9.0 25 Year Anniversary

Introduction

2021 marks 25 years of Fabrica.

To celebrate this, a unique campaign has been curated and assets made to commend this.

As a visual nod to this, a bespoke 25 Year Anniversary mark has been created. This can sit alongside the primary Fabrica logo, or be locked up with the compact logo.

To reinforce the campaign, and encourage participation, a set of words and straplines have been produced (see below). These could be used any material created to celebrate the campaign.

25 years of Fabrica
Be part of the Story.
Share Yours.
#MyFabricaStory

25 years of Community
25 years of Creativity
25 years of Welcoming
25 years of Discovery
25 years of Inspiration
25 years of Experiences
25 years of Art

Bespoke mark



**Celebrating
25 years
1996 – 2021**

Compact logo lock-up

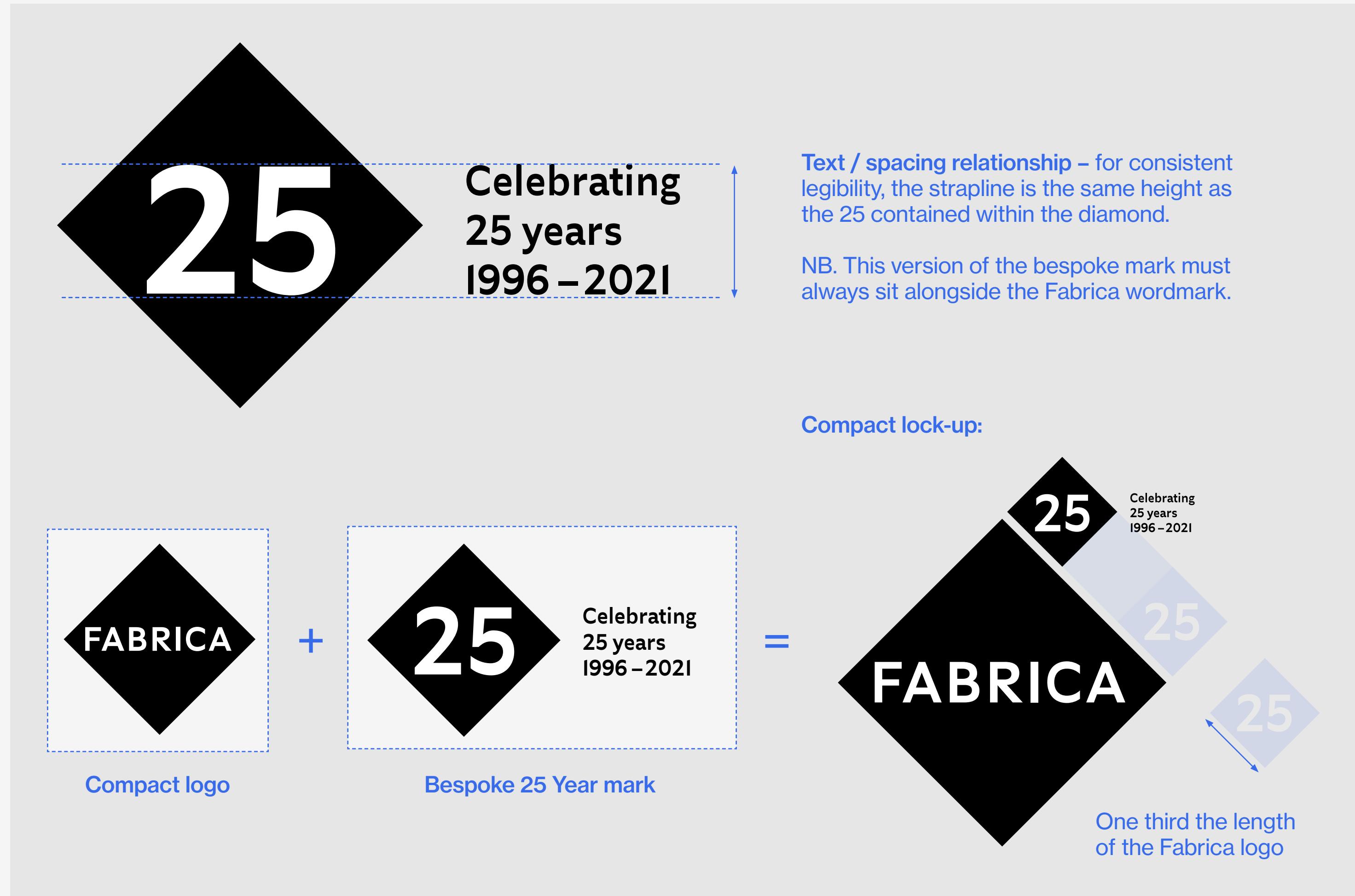


9.0 25 Year Anniversary Logo adaptation

This page shows how the bespoke marks have been created. The main mark is simple, but should always sit alongside the Fabrica wordmark.

The compact lock-up has been created by combining the compact Fabrica logo and the bespoke mark. Rather than setting tight constraints with the compact mark, we like to be free and have flexibility with the lock-up and positioning. As long as all elements are present, the layout can be moved around with playful results.

Geometry



Flexible layout options



9.0 25 Year Anniversary Application

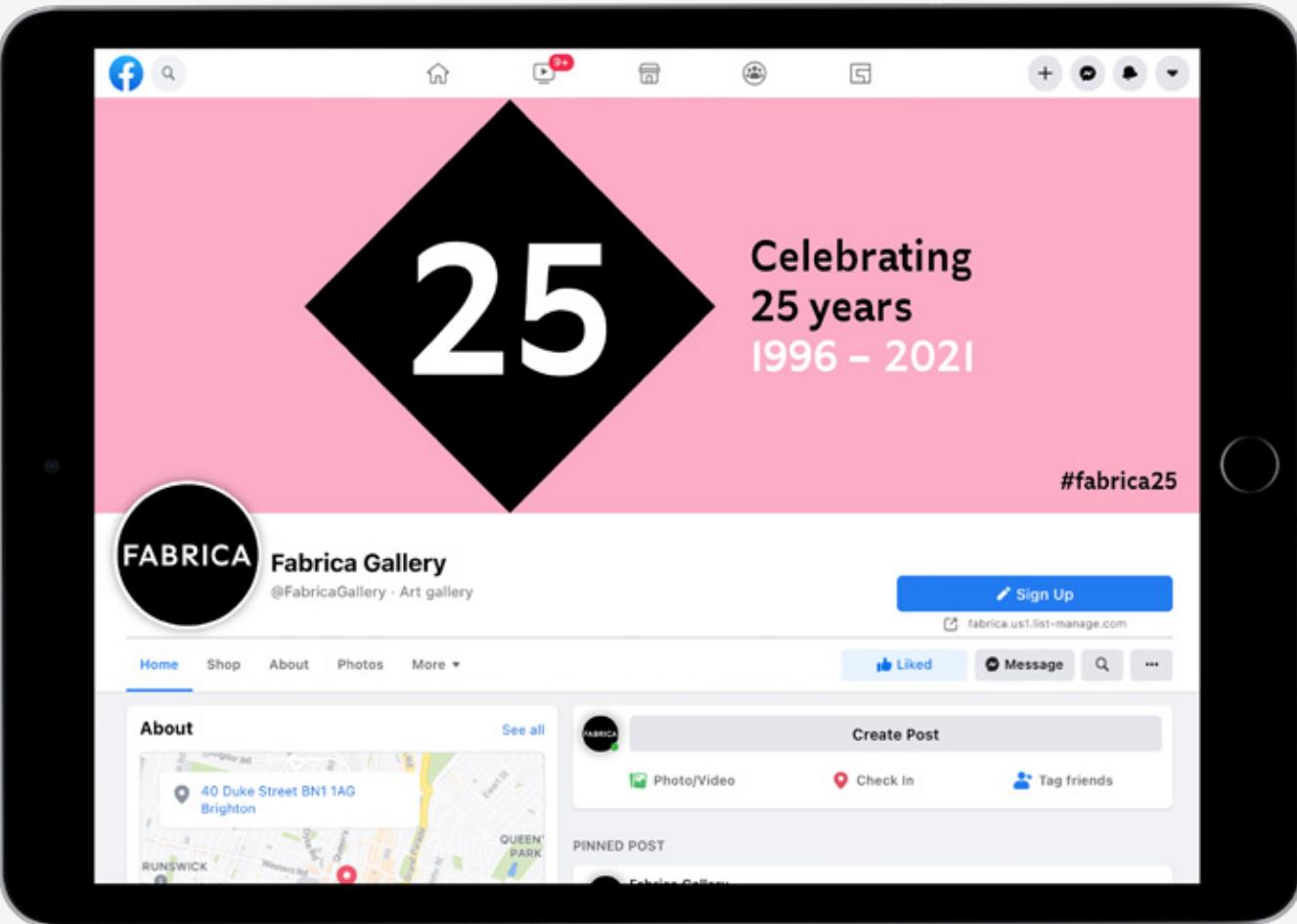
This page shows you some examples of how the elements can be applied to both print and digital. Which logo you use is up to you, depending on what best suits the application and the tone of the communication.

As this is a celebration of 25 years, you might choose to highlight this and apply special finishes such as a silver foil to select printed materials.

Highlight in silver



Silver foil ref:
Foilco 6010



Digital Banners



Postcards



Advertising Posters



Social Media assets (Instagram posts and stories)

Contact

For more details about Fabrica or further visual guidance please contact Laura:
laura.london@fabrica.org.uk