

Brand Guidelines

This document has been created to ensure the consistency of the identity and communication of the Forenzone brand.

01 Our Brand

- About Us
- Our Mission
- Our Vision
- Our Strategy
- Our Values

02 Logo

- Logo
- Lettermark
- Logo Usage
- Minimum Size & Safe Zone
- Incorrect Usage
- Social Icon

03 Color

- Color Palette
- Tint and Shades

04 Typography

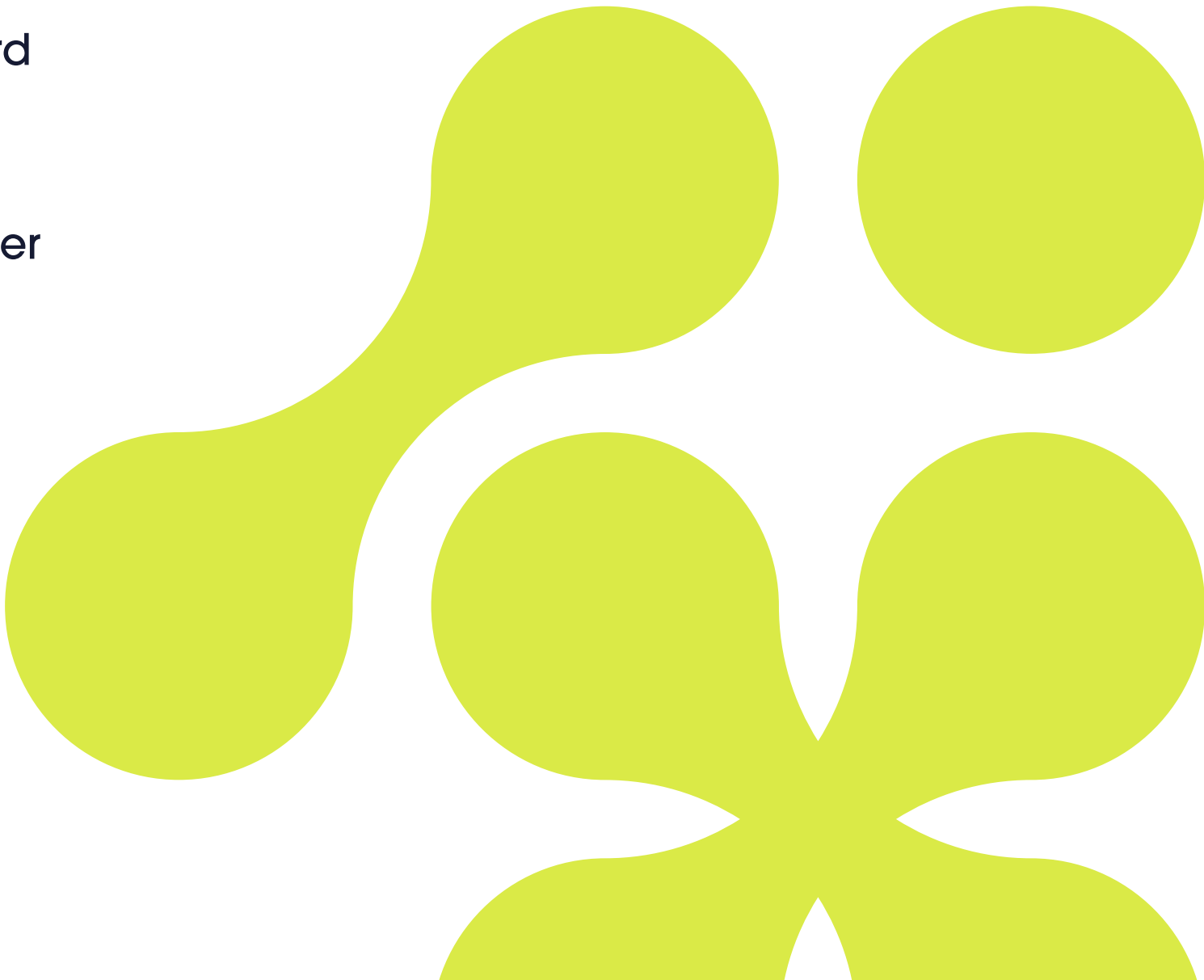
- Primary Typeface
- Secondary Typeface
- Hierarchy

05 Graphic Elements

- Basic Elements
- Patterns
- Pattern Usage

06 Applications

- Tote Bag
- Bussines Card
- Water Bottle
- Name Tag
- Sample Poster
- Booklet



01 Our Brand

About Us

Practise Based Innovation Engine For Future of Work

Forenzone consists of technology development laboratories that facilitate the preparation of sectors and institutions for the future of work by being ambassadors of change for young talents. It operates technology research and development areas that disrupt the industry's routine through the processes of talent acquisition and development, transforming experience into talent value, and project development.

Our Mission

Youth and Talent Empowerment: The Connector & Curator & Creator Of Future Of Work

Empowering the youth and talents to play a significant role in shaping the future, utilizing their potential, creative energies, and awareness as catalysts in the transformation of business, systems, and institutions.



Our Vision

**Those who have a word in
designing the future should be
those who actually live it!**

Youth's potential, creative energy, meaning and common sense awareness have the power to transform the future of work, systems and institutions.

Our Strategy

We are adopting a strategy that will make the power of youth the fuel of the future we want to build.

Tomorrow's life is not based on yesterday's mind and blind spots;
It is designed by the hands of generations that deserve to have a say
in their own future.

Our Values



Out of Box Thinking
Talent Empowerment
Collaboration
Authenticity
Foresight Mindset
Adaptability
Community Engagement
Empathy
Social Impact

Improve
Develop
Leadership
Unity
Innovation
Connection
System Design
Change Making
Strategy



02 Logo

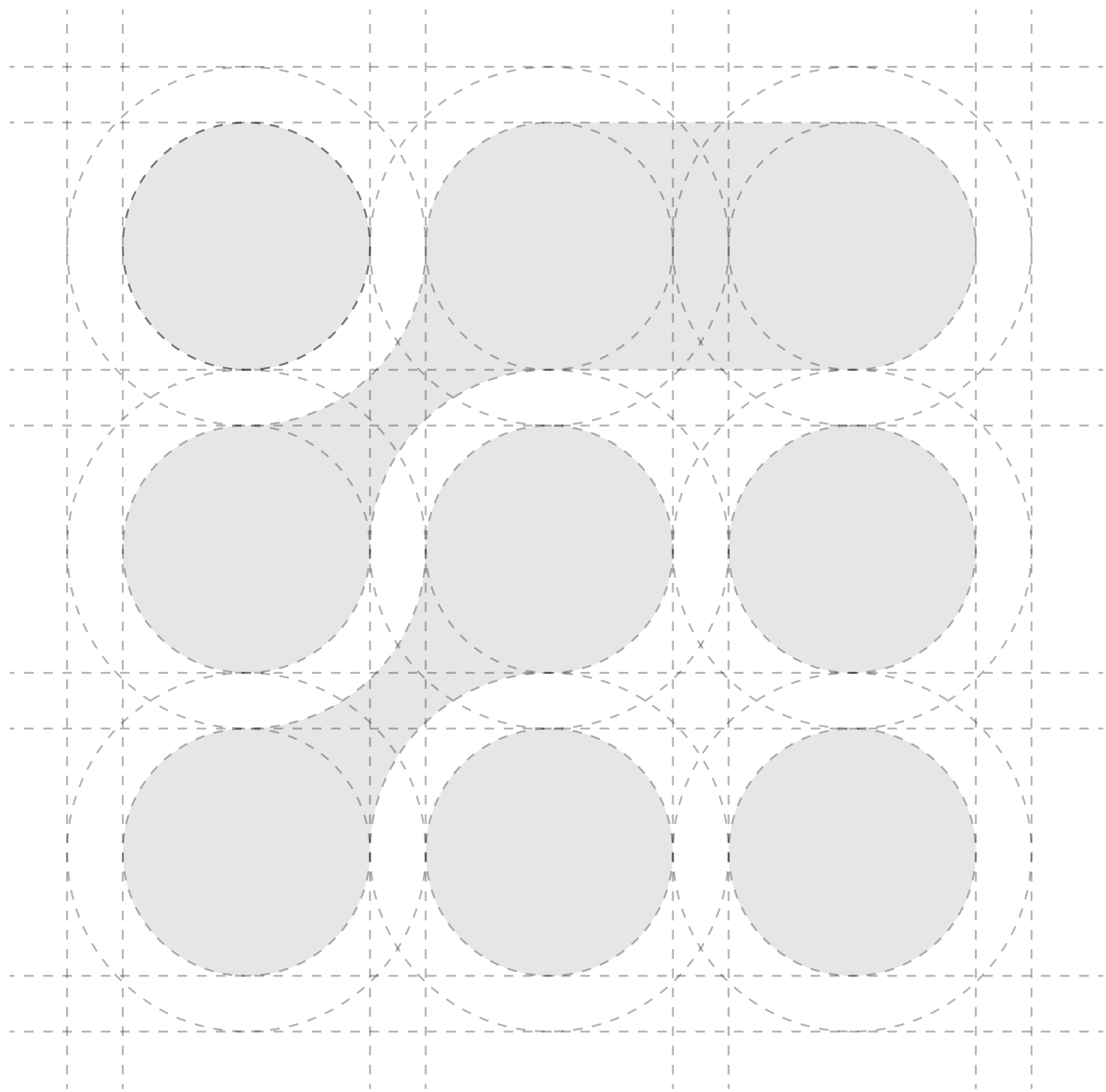
Logo



Lettermark

Forenzone’s lettermark is made up of talent empowerment zones.

Talent empowerment zones are forces that brings together young people of different colors, backgrounds, experiences, talents and perspectives, fostering change and shaping the future.



Logo Usage

The logo should be in our brand colors whenever possible. It can also be used entirely in black or white, depending on the background color.

Ensure sufficient contrast between logo colors and background to enhance readability.



Minimum Size & Safe Zone

Minimum Size

A minimum size has been defined for both screen and print to ensure legibility.

Logo Minimum Size

For screen: 50 px height
For print: 5 mm height

Lettermark Minimum Size

For screen: 50 px height
For print: 5 mm height











Safe Zone

When using the Forenzone logo, the specified safe space should be taken into consideration to ensure the visibility and legibility. The safe space has been created using the lettermark unit.



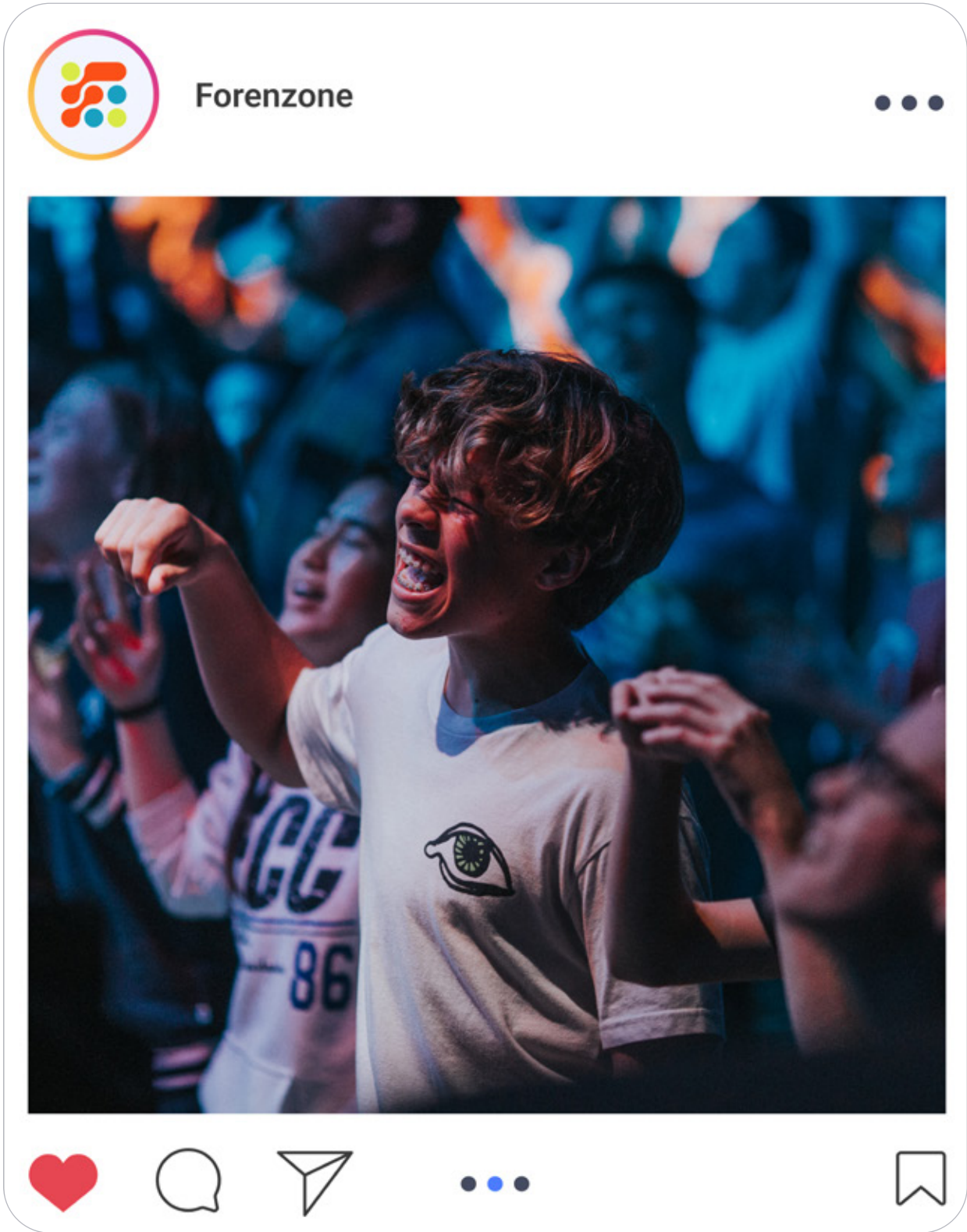
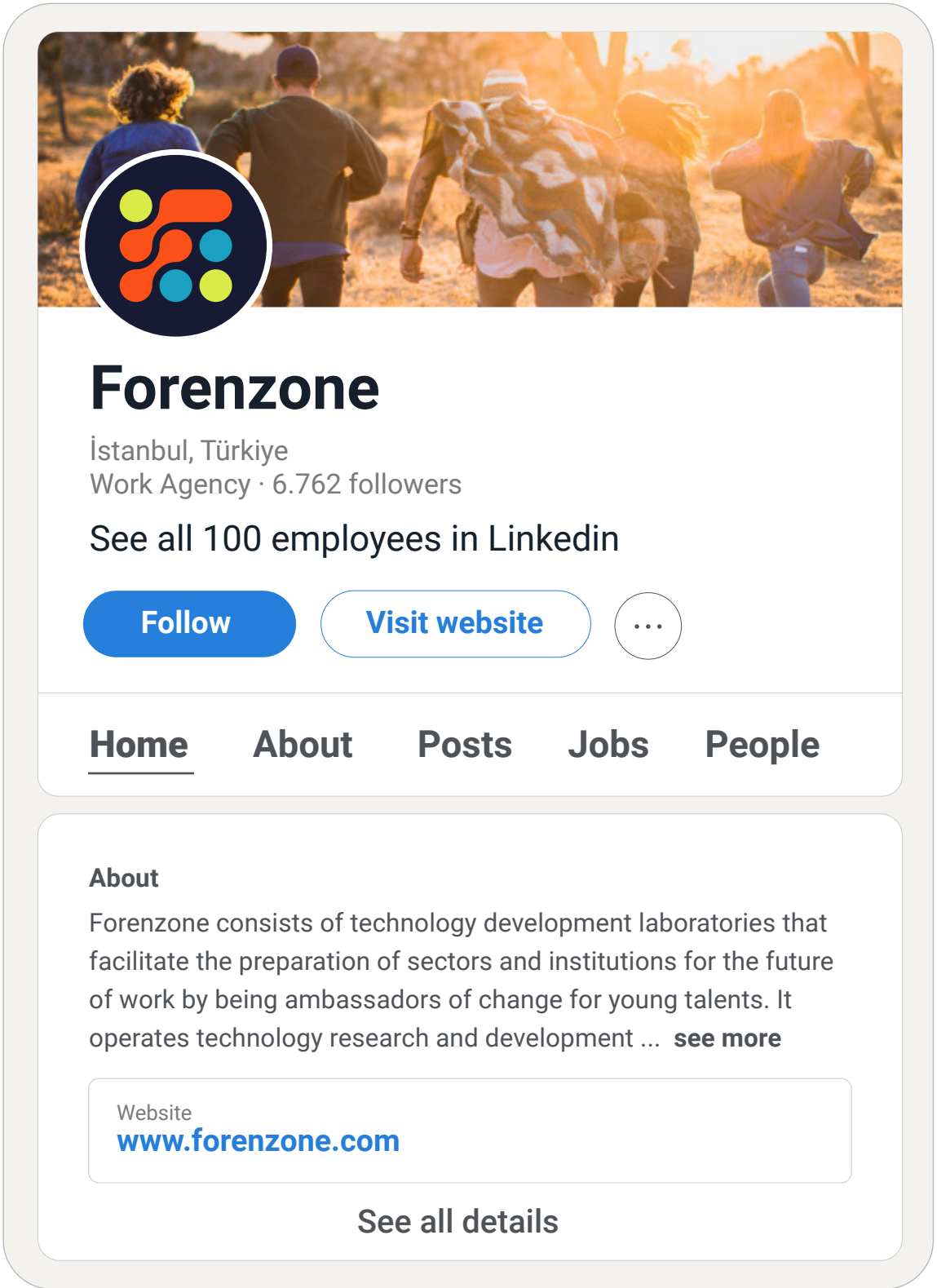
Incorrect Usage

The following examples depict incorrect usage of our logo and should not be used in any condition.

			
Scaling too small	Stretching or distorting the logo in any way	Using non-brand colours	Rotating or reflecting the logo
			
Editing position of the logo elements	Adding effects or drop shadows	Framing the logo	Using the logo over areas that does not provide enough contrast

Social Icon

On social media only use the lettermark as it makes optimal use of the limited space.



03 Color

Color Palette

<div><div>Orange</div><div>R251 G80 B24 C0 M68 Y90 K2 #FB5018 PMS 172 C</div><div>01</div></div>	<div><div>Starship</div><div>R218 G234 B71 C7 M0 Y70 K8 #DAEA47 PMS 380 C</div><div>02</div></div>	<div><div>Eastern Blue</div><div>R26 G161 B193 C87 M17 Y0 K24 #1AA1C1 PMS 2200 C</div><div>03</div></div>	<div><div>Mirage</div><div>R22 G27 B51 C57 M47 Y0 K80 #161B33 PMS 4146 C</div><div>04</div></div>	<div><div>Zircon</div><div>R242 G245 B255 C5 M2 Y0 K0 #F2F5FF PMS 656 C</div><div>05</div></div>
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Tint and Shades

Tint and shade variations of the color palette can be used for applications.

#64200A	#575E1C	#0A404D	#090B14	#000000
#C94013	#AEBB39	#15819A	#121629	#616266
#FB5018	#DAEA47	#1AA1C1	#161B33	#F2F5FF
#FC7346	#E1EE6C	#48B4CD	#45495C	#FAFBFF
#FDB9A3	#F0F7B5	#A3D9E6	#A2A4AD	#FFFFFF

04 Typography

Primary Typeface

ITC Avant Garde Gothic by Monotype is the primary typeface for Forenzone. It is built from circles and clean lines and compliments the lettermark well.

It is used for logotype and also body text.

License/Download: Adobe Font

ITC Avant Garde Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,;!?()/&

Book

Medium

Bold

Secondary Typeface

Degular by OH no Type Co..
is the secondary typeface for Forenzone.

It can be used only for headings,
statements and subtitles.

License/Download: Adobe Font

Degular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,;:!?()/&

- Thin

Thin Italic

Light

Light Italic

Regular

Medium
- Medium Italic*

Semibold

Semibold Italic

Bold

Bold Italic

Black

Black Italic

Hierarchy

In order to create a typographic hierarchy and ensure the readability; use Degular for headlines and subtitles and ITC Avant Garde for body text and call to action.

Headline
Degular set in Bold

Headline Style Example

Subtitle
Degular set in Medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse sit amet purus euarcu imperdi et pretium vel vitae enim.

Body Text
ITC Avant Garde set in Book

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse sit amet purus euarcu imperdi et pretium vel vitaeenim. Nam a augue ac purus ornare hendrerit. Etiam luctus nunc vel massauctor mattis. Aliquam erat volut pat. Suspendisse potenti. Integer mollis tempus consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse sit amet purus euarcu imperdiet pretium vel vitae enim.

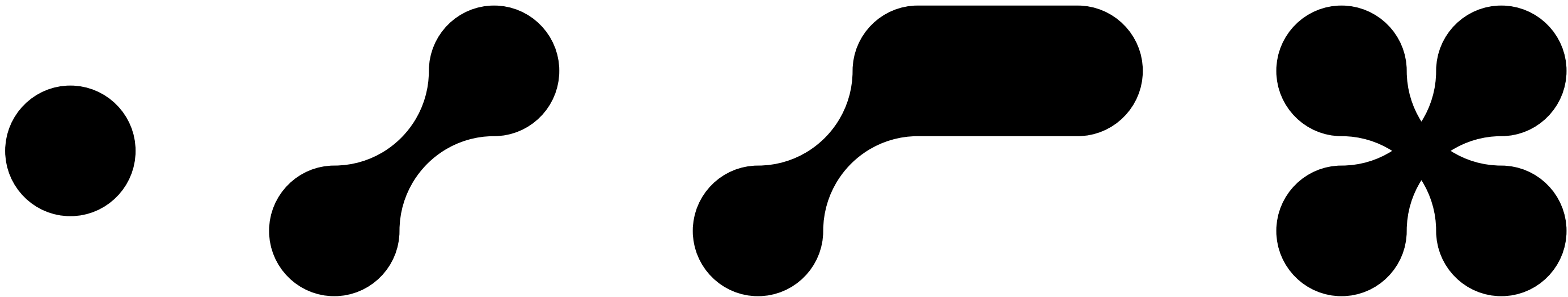
Call to Action
ITC Avant Garde set in Bold

CLICK TO LEARN MORE

05 Graphic Elements

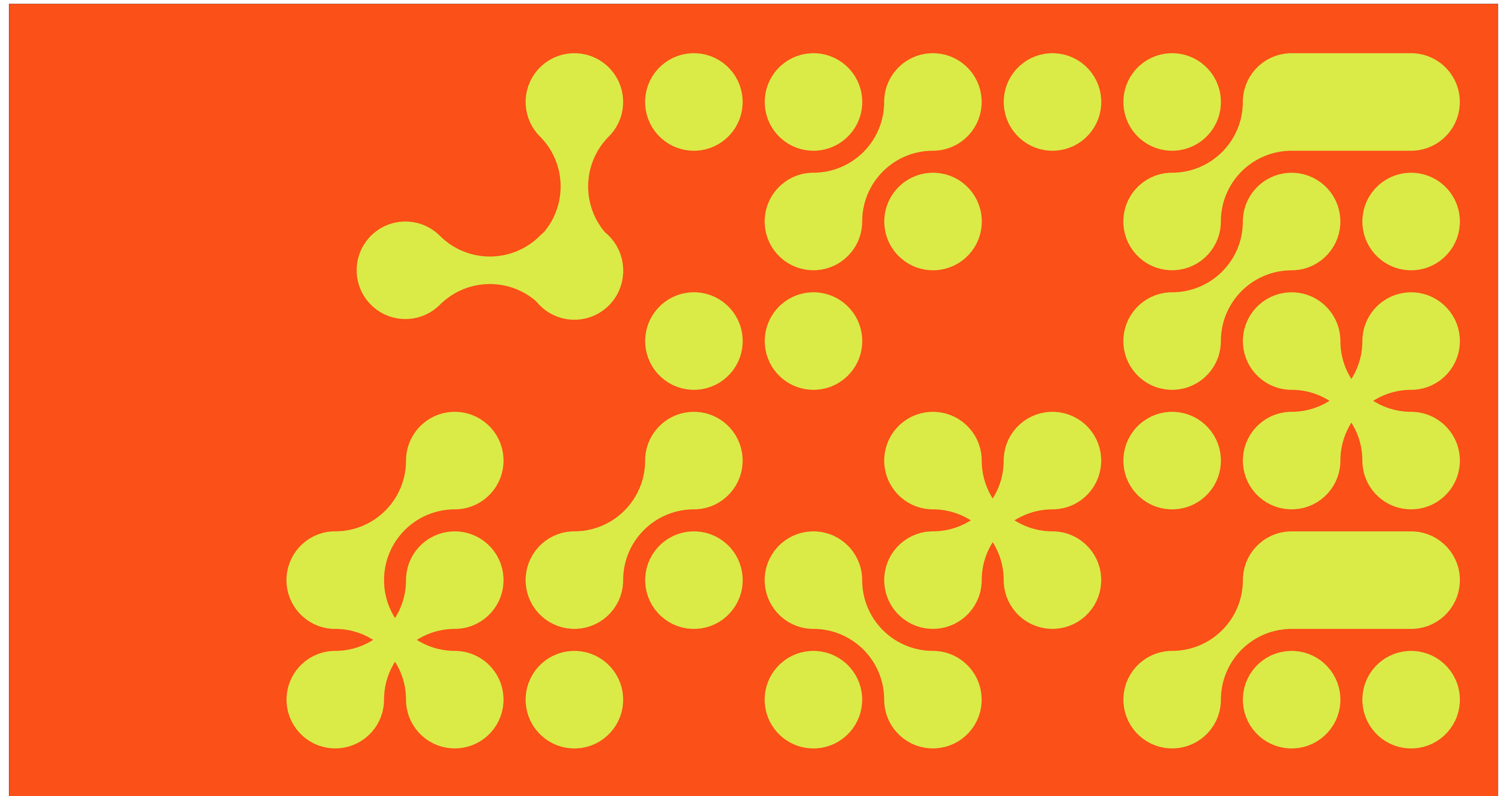
Basic Elements

The shapes on the right are
the basic brand elements of Forenzone.



Pattern

The pattern on the right is made of the basic brand elements of Forenzone and can be applied throughout our marketing and communications efforts across platforms.



Pattern

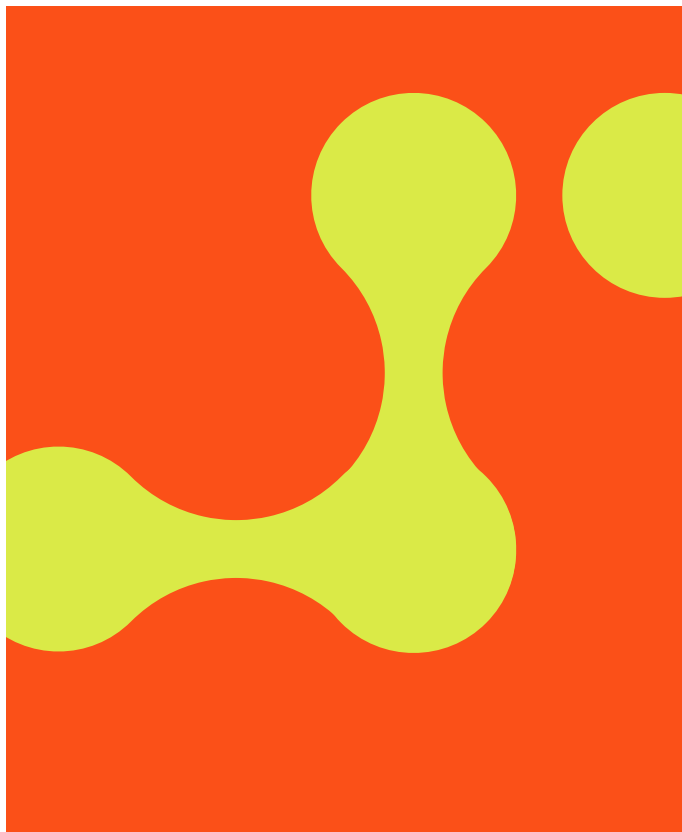
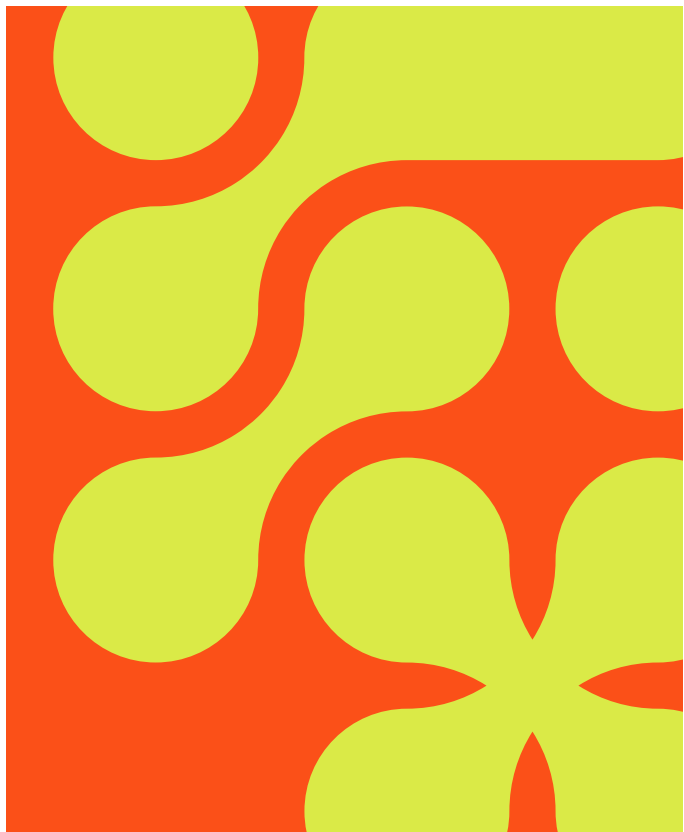
The pattern on the right is made of the basic brand elements of Forenzone and can be applied throughout our marketing and communications efforts across platforms.



Pattern Usage

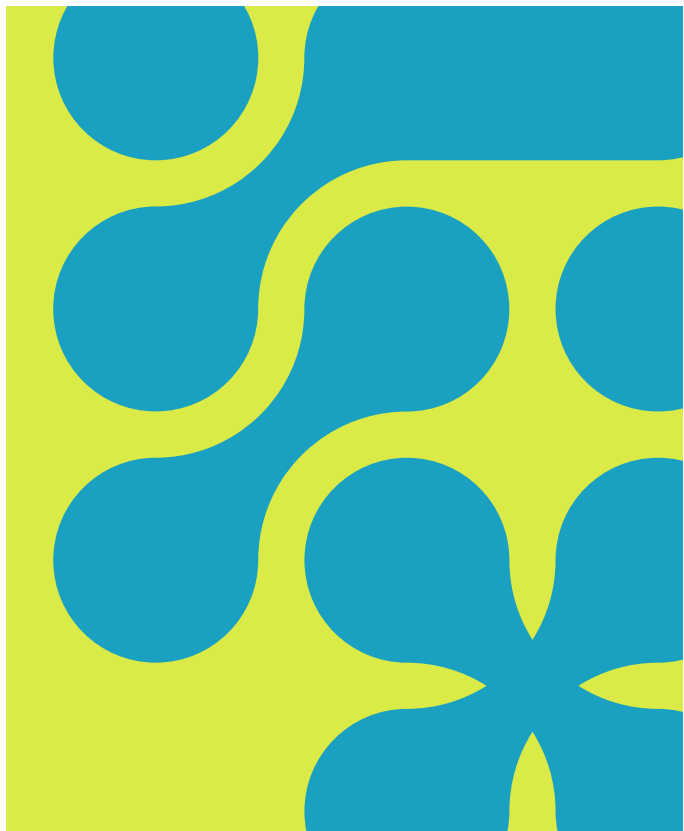
Patterns can be cropped.

Make sure to leave sufficient clear space to ensure that the shapes do not overlap with other shapes or text.



Patterns can be used with other colors from the palette.

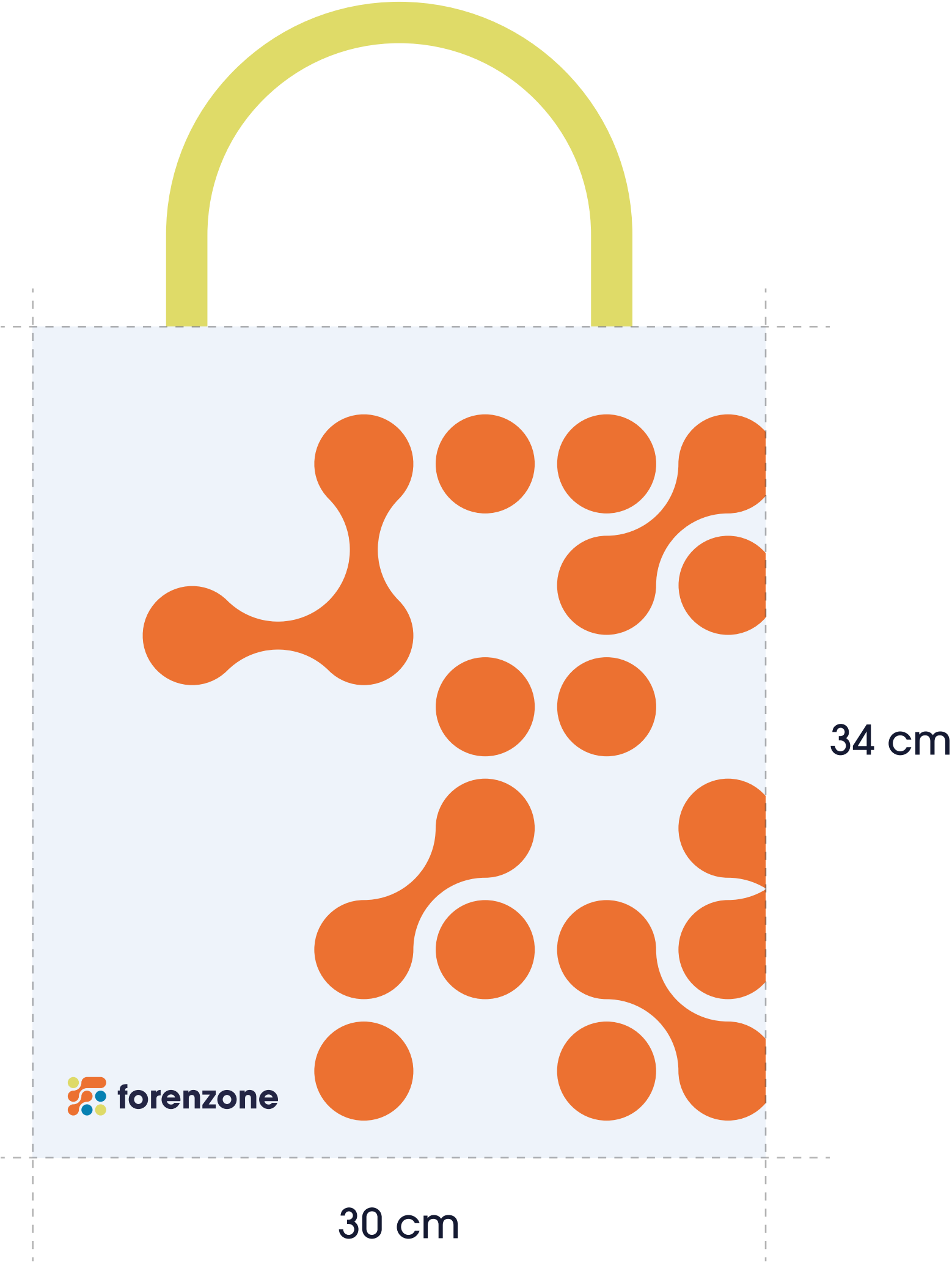
Ensure sufficient contrast between shape colors and background to enhance readability.



06 Applications

Tote Bag

Bag Size
30 x 34 cm



Tote Bag



Bussines Card

Card Size
85 x 55 mm

Includes
Name
Title
Contact



7 mm

name
title

contact



4 mm

3 mm



Water Bottle



Name Tag



Sample Poster

The youth mind
is the main center
that nourishes
the design of future.



Booklet



