

FARFETCH

400 BOUTIQUES. 1 ADDRESS

Brand Guidelines

—
January 2016

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01 LOGOTYPE

The Farfetch Marque

The Farfetch marque is the cornerstone of the brand. It shall be revered as holy sanctum and held up to the highest of standards.

Here are the basic forms the marque can take and a few guidelines on how to use it efficiently.



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Download Assets 

01 LOGOTYPE

SMALL SIZES & MINIMUM REPRODUCTION SIZES

Logo at Small Sizes

The logo has a modified layout when it is being reproduced at smaller sizes.

In this context the strapline goes fullwidth of the "Farfetch" portion of logo

Minimum Reproduction Sizes

Screen

On the web the minimum size of the logo is 35 pixels deep. There is no maximum reproduction size of the logo.

Print

The logo has been designed to reproduce at a minimum height of 12 mm.



SCREEN



PRINT



01 LOGOTYPE

SMALL SIZES & MINIMUM REPRODUCTION SIZES



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Recommend logo
configuration
greater than
12mm



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01 LOGOTYPE

REPRODUCTION MEASUREMENTS

FARFETCH

400 BOUTIQUES. 1 ADDRESS

Two "F" legs



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01 LOGOTYPE

LOGO EXCLUSION ZONE & CONSTRUCTION

Logo Exclusion Zone

Every logo should have an exclusion zone, or padding, around the logotype. In other words, this is a safe-zone that nothing shall enter that detracts, or obscures the logo. Nothing barring exceptions laid our in this PDF.

To ensure the good reading of the logo we should have exclusion zone of 3 times the size of the red triangle of the letter "F" on the logo.

This will ensure that our branding will be clear in every situation the logo inhabits.

We also need to ensure that all the space between the letters and strapline are respectfully treated, thus there are to be no alterations to the logo we supply.



01 LOGOTYPE

USE

Rules of logo copy.

Logo needs to be used as per files attached.

No reproduction of the logo or strapline is allowed at any circumstances, strapline is always part of the logo, shouldn't never be typed as font.

Always use outlined original EPS

or AI Logo files.

**Strapline is not a font file, is part of the logo
as vector.**



400 BOUTIQUES. 1 ADDRESS

01 LOGOTYPE

SECONDARY VERSIONS

Secondary Color

This version can be used on screen (web / app) or print, when the logo needs to be placed in a black or darker background. Be aware that this logo is only for special situations.



Logotype Black

This logo is only to be used in situations where the logo needs to be reproduced in only one color, like: Print copies, billboards etc. You also can use a variation of this logo in white.



01 LOGOTYPE

INCORRECT USE

Incorrect use of the logo

Don't combine the logo with any other elements—such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.

Don't display the logo in a way that suggests that a third party's product is a Farfetch. Here you can see some situations of incorrect uses of our logo.



01 LOGOTYPE

LOGO USAGE ABOVE IMAGES

Using in photography

You need to choose the logo variation that fits best for the context.

In darker photos you can use the white logo, but keep it in mind that is always better if you use the primary version of Farfetch logo.

Try to ensure everytime that the customer can read all the words that we have in the logo.

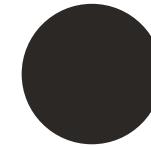
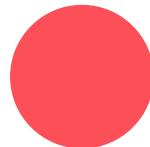


02 COLORS PALETTE

PRIMARY COLOR SET

Primary Color

These are the main colors of the Farfetch.
At our core, these 3 colors could support the
brand and deliver the variation necessary.



Farfetch Red

CMYK 0 84 60 0
RGB 253 79 87
Web #FD4F57
PMS : Red 032U

Farfetch Beige

CMYK 7 22 34 0
RGB 233 198 167
Web #E9C6A7
PMS : 726U

Farfetch Black

CMYK 72 65 65 72
RGB 34 34 34
Web #222222
PMS : Neutral Black U

02 COLORS PALETTE

GREY COLOR SET

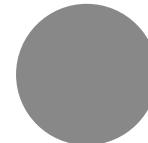
Greys

While Farfetch Black is strong and bold, a range of tones are needed for hierarchy and various user interface states. These additional greys offer enough range to support the brand in any medium.



Light Black

RGB 85 85 85
CMYK 64 56 55 31
Web : #555555
PMS : 425 C



Dark Grey

RGB 136 136 136
CMYK 49 41 41 5
Web : #888888
PMS : Cool Grey 8 C



Medium Grey

RGB 170 170 170
CMYK 35 28 28 0
Web : #AAAAAA
PMS : Cool Grey 6 C



Light Grey

RGB 204 204 204
CMYK 23 17 18 1
Web : #CCCCCC
PMS : Cool Grey 3 C



Platinum

RGB 221 221 221
CMYK 16 11 13 0
Web : #DDDDDD
PMS : Cool Grey 1 C



Off White

RGB 245 245 245
CMYK 5 4 4 0
Web : #F5F5F5
PMS : 7541 C



Light White

RGB 248 248 248
CMYK 3 2 3 0
Web : #F8F8F8
PMS : 7541 C

02 COLORS PALETTE

INTERNAL COLOR SET

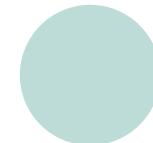
Internal Colours

Our internal colour palette: these are the 2 basic colors, which deliver and create the full system that establishes the tone of Farfetch's internal designs, and as such, are solely designated for internal communications.



Farfetch Ocean

RGB 105 200 205
CMYK 58 0 24 0
Web : #69C8CD
PMS : 319 C



Farfetch Lake

RGB 189 220 215
CMYK 31 3 18 0
Web : #BDDCD7
PMS : 572 C

03 TYPOGRAPHY

TYPEFACE

Typeface

Our typeface is Galaxie Polaris. It is at the heart of the Farfetch identity and is the foundation for all Farfetch branding; clean, distinctive and legible.

GALAXIE POLARIS REGULAR BOOK

Regular

GALAXIE POLARIS MEDIUM BOOK

Regular

GLYPHS

aAbBcCdDeEfFgGhHiljJkKlMmMnNoOp
PqQrRsStTuUvVwWxXyYzZ
1234567890!"#\$%&/()=?*+'~\,.~^`|^;_

GALAXIE POLARIS BOLD

Regular

[Download Assets](#) 

03 TYPOGRAPHY

SECONDARY TYPEFACE

Typeface

Polaris Condensed is the typeface that we use in only for titles in our Portal. We also use this typeface in editorial materials.

GALAXIE POLARIS CONDENSED REGULAR BOOK

Regular

GALAXIE POLARIS CONDENSED MEDIUM BOOK

Medium

GLYPHS

aAbBcCdDeEfFgGhHilJkKlMmMnNoOp
PqQrRsStTuUvVwWxXyYzZ
1234567890!"#\$%&/()=?*'+'~\,-^|;:_

GALAXIE POLARIS CONDENSED BOLD

BOLD

03 TYPOGRAPHY

TYPE HIERARCHY - BODY TEXT

Body Text Standard Column

Setting body text is often not nearly as simple as one images. Column width is critical to ensuring legibility. For a more 'standard' width of 60-65 characters, please use the spec's presented to the right.

Tracking and leading are used in slight excess Farfetch to bring more nuance to the typography and relay our visual brand principals.

The Oscars are on Sunday and we've got evening wear on our minds. The ladies have their gowns but dressing after dark can be something of a conundrum for men. Not to fear, we've identified three top looks, and there's an option to suit everybody...

The Oscars are on Sunday and we've got evening wear on our minds. The ladies have their gowns but dressing after dark can be something of a conundrum for men. Not to fear, we've identified three top looks, and there's an option to suit everybody...

Design Specs

(12pt) over (Npt+4) with 40 tracking

03 TYPOGRAPHY

TYPE HIERARCHYB - TITLES

Titles

Most titles for Farfetch will be set in Galaxie Polaris condensed bold and in ALL CAPS.

Any typeface in all caps needs additional tracking (space between the letters) to enhance its legibility.

While the most defining cut of Polaris, this must be used with restraint. Legibility is increasingly compromised with long line lengths because of its underpinning tracking values.

SHOP WOMEN

Design Specs

(Npt) over (Npt+2) with 140 tracking

03 TYPOGRAPHY

TYPE HIERARCHY - TITLES

H1 Header

30 Pixels / 36 Leading

H2 Header

24 Pixels / 30 Leading

H3 Header

18 Pixels / 22 Leading

H4 Header

16 Pixels / 20 Leading

H5 Header

13 Pixels / 18 Leading

H1 HEADER

30 PIXELS / 36 LEADING

H2 HEADER

24 PIXELS / 30 LEADING

H3 HEADER

18 PIXELS / 22 LEADING

H4 HEADER

16 PIXELS / 20 LEADING

H5 HEADER

13 PIXELS / 18 LEADING

03 TYPOGRAPHY

TYPE HIERARCHY - HEADLINES

Headlines

To contrast the iconic look of the Galaxie Polaris Condensed Bold, we can use size and weight to offer contrast. This increases legibility yet still provides visual weight to a smaller title set in Galaxie Polaris

By using a consistent amount of tracking we enhance those characteristics and use the text as a visual element of style.

Hip Hop's 10 Most Stylish Women Ever

Design Specs

(Npt) over (Npt+4) with 40 tracking

04 ICONS

FARFETCH VALUES ICONS



BE BRILLIANT



BE HUMAN



TODOS JUNTOS



THINK GLOBAL



BE REVOLUTIONARY



AMAZE CUSTOMER

Download Assets 

04 ICONS

PORTAL ICONS SET



05 UI MATRIX

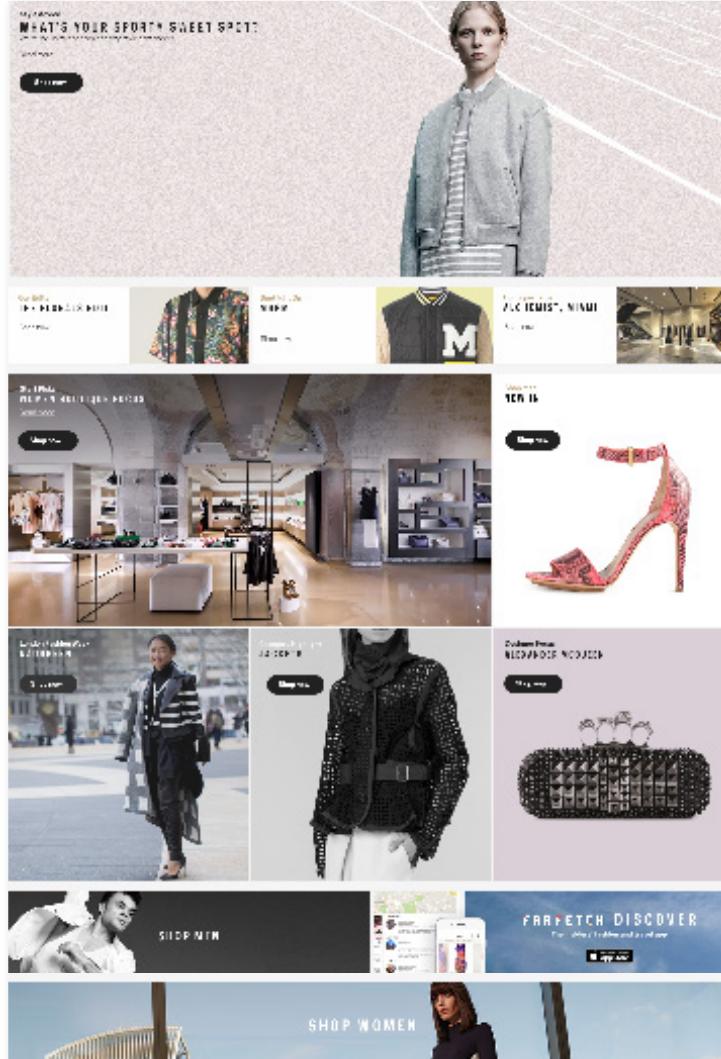
HOME PAGE MODULES

Homepage Image Modules

You have a few modules that you can choose to use in the home page and in the landing pages.

These modules are composed by an image, copy and buttons. You may use that combination to present content in a relevant manner.

In the following pages you will have all the image sizes that you need to use for each module (in all breakpoints). Please ensure that you use the correct image sizes.



05 UI MATRIX

HEADLINES AND TITLES IN THE MODULES

Headline and Titles in the Images Modules

We have five different types of copy in the modules that you can use and are composed by:
Slug, Headline, Subline, Link and Gender Title.

You can combine the first four into the same module and we advise you to use all the combinations to maintain consistency.

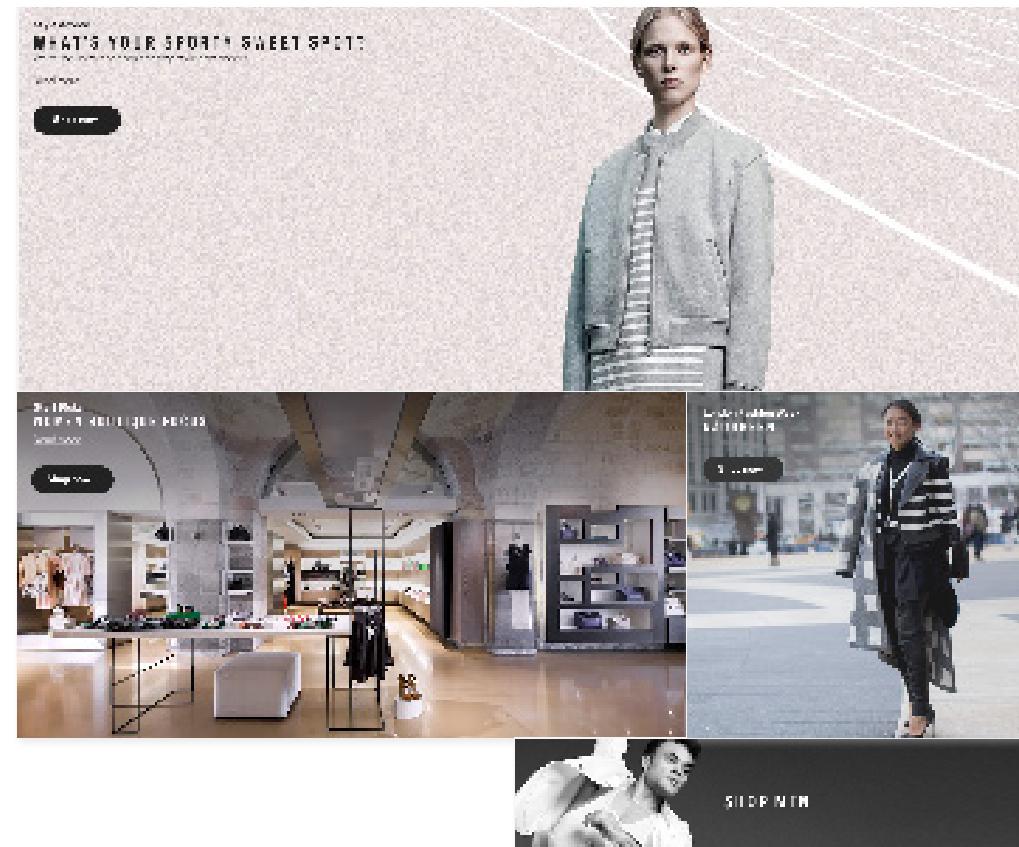
Bear in mind the last type is only used in the modules that send the user to another gender.

Style Advice

SPORTY SWEET SPOT?

We round up this season's sporty

[Read more](#)



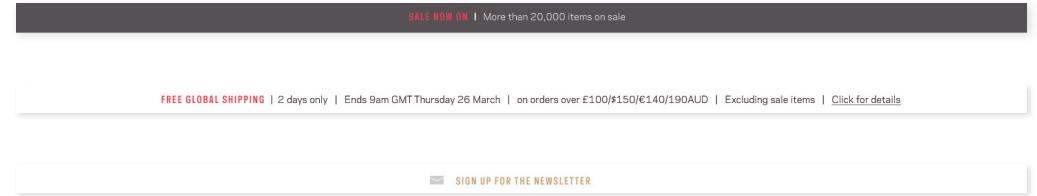
05 UI MATRIX

SALES BANNERS

Sales Banners

We have 3 different types of banner that are:
Sale Banner, Freeshipping Banner and Sign up
email newsletter.

You need to adhere to these banners, however in
special situations, e.g. Unfollow campaign, we
are able to re-design a special banner.



UX & Design Team

Brand Guidelines

January 2016

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