



FAIPI

Brand Identity



# Logo Usage

When using the visual identity of FAIPI please consider the rules that are defined on the following pages.

The images that follow are the only acceptable forms of the logo to use. Anything that falls outside these specifications breaks the standard of the brand and should not be used

## Section Contents

- Primary Use
- Color & Mark Variants
- Text Variants with Additional Color Variants
- Logo Mark
- Word mark

## Primary Use



## Main Use

In the majority of cases, this is the preferred version of the logo.



# Color Variants



## Alternate Use

### Reversed & One-Color

A full white and full black option is available for a single color logo as needed



### Inverted

Use on fields of darker colors or photography, when a splash of color is warranted.



## Solid Logo Mark

In cases when a color can't be used a solid color logo mark variation is provided.



# Text Variants with Additional Color Variants



## Primary

For primary usage, this variant will be utilized as the main style of the logo on all branding



## Presentation

For presentations and secondary usage, this variant expands upon the primary logo's design, by adding an additional caption to specify the brand's industry title.

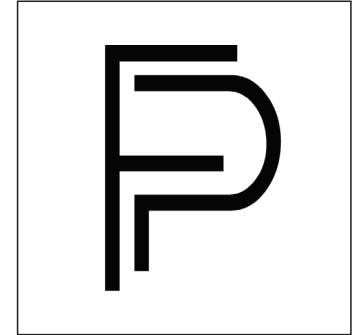


# Logo Mark



The logo mark is encouraged to be used as a stand alone icon for the brand to help enhance the brand identity

One-color black and white, as well as solid color versions of the logo mark are also available



# Word mark



If the need ever arises in which the company names needs displayed graphically without other elements, the word mark variation may be used.

One-color black and white versions of the variant are also available

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# Supporting Elements

Non-logo items that can help support the logo and brand imagery are defined in the followings pages.

## Section Contents:

- Colors
- Typography



# Colors: Main



## Primary Palette



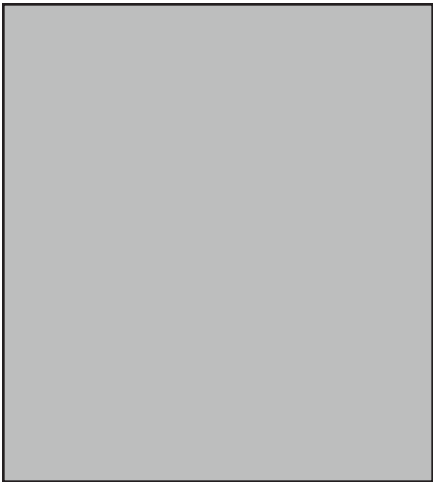
**RGB**  
r35, g31, b32  
#231F20

**CMYK**  
0,0,0,100



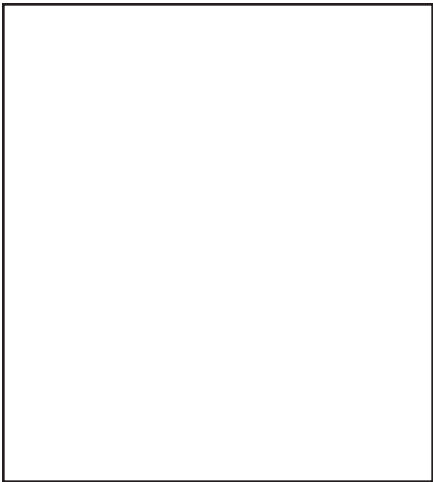
**RGB**  
r13, g65, b35  
#0D4121

**CMYK**  
87,45,95,55



**RGB**  
r189, g190, b191  
#BDBEBF

**CMYK**  
26,20,20,0



**RGB**  
r255, g255, b255  
#FFFFFF

**CMYK**  
0,0,0,0

## Display

Best used for Headlines, Titles, and Calls to Action

Americane Condensed  
Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

Americane Condensed  
Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

## Supporting

Best used for General Copy and Large Bodies of Text

Americane Condensed  
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

Americane Condensed  
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

# Typography: Example



**Headline**  
**Americane Condensed Black**

**Ipssum. Re dita sitas eum hit,  
eaquam**

**Subhead**  
**Americane Condensed Bold**

Ipssum. Re dita sitas eum hit, eaquamEctur se di bla conecto ent debit volu-  
pit omni nim quibus nobis nonsequid que quibere mporia sapiciate porerae  
eaquid explaci enient pa nistrum quaturio volupti ium fuga. Harchilit, id mi, sit  
vent labores que nis simus, voloren ienihiciate pe dolo odi a dolum dolor ma

**Body Copy**  
Americane Condensed Light

Ipssum. Re dita sitas eum hit, eaquamEctur se di bla conecto ent debit volupti omni nim quibus  
nobis nonsequid que quibere mporia sapiciate porerae eaquid explaci enient pa nistrum quatu-  
rio volupti ium fuga. Harchilit, id mi, sit vent labores que nis simus, voloren ienihiciate pe dolo  
odi a dolum dolor ma commoluptur solorro cus volorepudam

**Call to Action**  
**Americane Condensed Bold**

**Learn More**