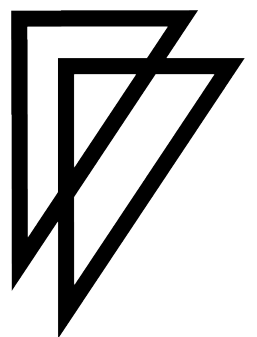


Forward Future Essential Brand Guidelines



Our Values

Open-minded:

We believe diversity drives evolution in technology, design, and culture. Forward Future works to cultivate an environment of collaboration in both product development and community interaction.

Imaginative:

Oftentimes, the best ideas are born while we are at play. Forward Future strives to integrate the creative spirit with technical excellence to further innovation in the intersection between technology and fashion.

Positive:

Forward Future believes that technology will change lives for the better. We support research and development that aims to improve the human condition.

Efficient:

Modern technological advancements have enabled humankind to achieve more with less resources. We plan and execute all operations with the longevity of people and the planet and in mind.

Our Mission

At Forward Future, our mission is to explore the transformative potential of technology through fashion, an accessible physical medium and outlet for personal expression.

We believe that passion is a powerful unifying force, and invite people to connect with each other and showcase their excitement for the future of fashion, technology, and culture.



Our Vision

Integrate the confidence of good design and the utility of cutting edge technology to positively impact the lives of every person.

Typography

Oxygen Regular 12pt

Oxygen Regular 14pt

Oxygen Regular 18pt

Oxygen Regular 21pt

Oxygen Regular 24pt

Khand Medium 48pt

Khand Medium 36pt

Khand Medium 24pt

Arial Regular 12pt

Arial Regular 14pt

Arial Regular 18pt

Arial Regular 21pt

Arial Regular 24pt

Impact 48pt

Impact 36pt

Impact 24pt

The header typeface for our brand is Khand Medium. The Body typeface for our brand is Oxygen Regular. Both Oxygen and Khand can be downloaded from Google Fonts for free.

Header type should be at least 24pt font, and body type should be at least 12pt. Make sure the header text is bigger than the body text, since the actual size of their letters differ even with the same font size. Text spacing should at least be the same size of the text.

Text that uses Khand as its font should be no longer than a brief sentence. Oxygen should be used for text such as descriptions. Alternate fonts for Khand are Impact, then sans-serif. For Oxygen, use Arial, then sans-serif.

Color and Logo Use

Lorem ipsum
dolor sit amet

Lorem ipsum
dolor sit amet

Lorem ipsum
dolor sit amet

Black
HEX Code:
#000000



Virtual Violet
HEX Code:
#5A00B9



Blue Screen
HEX Code:
#1E00A4



Error Red
HEX Code:
#C62300

White
HEX Code:
#FFFFFF

Color Use

Primary brand colors are black and white, since our focus is on simplicity and utility. Black and white have the best contrast, and are also color-blindness friendly. The secondary colors are violet, blue, and red. For any combination, make sure the colors draw attention to the right place, and are suited for the intended effect. Colors may display differently depending on the user's monitor settings.

Color should be used sparingly as accents to differentiate content, or imply functionality, such as links. Body text with color accents should be bolded for extra legibility.

Khand Medium 24pt

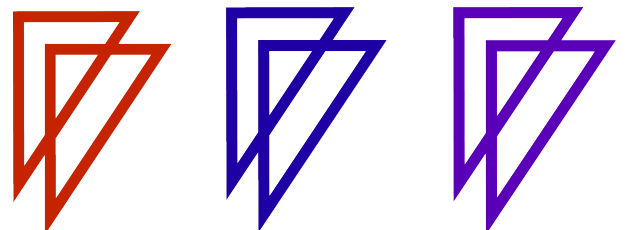
Forward Future

Forward Future

Forward Future

Logo Use

The Forward Future Logo is an integral part of the brand identity. The logo should only be in solid colors and be fully visible. Always keep the original proportions of the logo. Original logo files should already have a 10% margin around all sides. If not, please add a margin of at least 10% of the image height.



Content Organization

Website Layout

For ease of reading, most of our website should utilise a white background with black text. Special information may permit pages to display white text on a black background. Headers and text are mainly left-aligned. Keep text decorations and colors minimal. Ideally, the visitor's attention will naturally gravitate towards the products. Please refer back to the color and logo use page for guidance regarding color use in text.

Navigation should be easy to access and self-explanatory. Content should have consistent spacing throughout each page. Make sure that the contents do not obstruct each other even when the browser window changes size. Older internet browsers may not support some functionalities of our website. Strive to maintain a positive user experience even for visitors from these browsers.

Tone of Voice

The tone of voice for any text by Forward Future should be straightforward, concise, and free of any grammatical errors. Be cognizant of our values when authoring any writing, such as product descriptions, social media posts, and replies to users. Humor can be included in the text, but should be respectful of others and the Forward Future brand.

Visual Guide

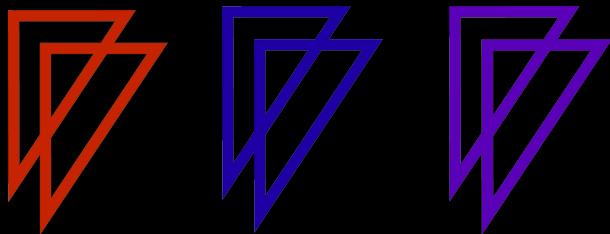
Here are some examples of color and text variations for use in media branded by Forward Future. Remember, colors may vary by users depending on screen monitor settings.

Khand Medium 36pt

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Thank you for keeping the brand alive in Forward Future. Contact Jona Joe at joejona@forwardfuture.com for any inquiries regarding the Forward Future brand.

Khand Medium 36pt

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