

Fethr Brand Guidelines

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Overview

This guide outlines the core visual identity for the Fethr and Fethr Pro logos, including color palette, typography, gradients, spacing, and logo usage. It ensures consistency across all digital and physical touchpoints.

1. Color Palette

Feather Gradient

- **Top (Blue):** `#87CEFA` | RGB: (135, 206, 250) | HSL: (203, 92%, 75%)
- **Middle (Purple):** `#8A2BE2` | RGB: (138, 43, 226) | HSL: (272, 76%, 53%)
- **Bottom (Magenta):** `#DA70D6` | RGB: (218, 112, 214) | HSL: (302, 59%, 65%)

Background

- **Dark Navy:** `#0b0719` | RGB: (11, 7, 25) | HSL: (253, 56%, 6%)

Text

- **'fethr':** `#FFFFFF` (pure white)
- **'pro':** `#b28dfa` | RGB: (178, 141, 250) | HSL: (258, 89%, 77%)

2. Typography

- **Font Family:** Closest match is Arial Rounded or Inter (Sans-serif)
- **Weight:** Regular/Medium
- **Letter Spacing:** 0.5px (optical)
- **Size Relationship:** 'pro' text is the same height as 'fethr' for balance
- **Baseline Alignment:** Shared baseline for both 'fethr' and 'pro'

3. Logo Composition

- **Feather Position:** Left-aligned next to text, approx. 1x feather width spacing
- **Spacing Between Words:** Gap between 'fethr' and 'pro' is 1x character width
- **Padding:** At least 2x feather width padding on all sides
- **Minimum Clear Space:** Maintain 150% of feather height around the entire logo

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4. Gradient Specifications

- **Feather Gradient Angle:** Vertical (top -> bottom)
- **Stops:**
 - 0% - `#87CEFA`
 - 50% - `#8A2BE2`
 - 100% - `#DA70D6`
- **Background Gradient:** None (solid dark navy)

5. Usage Guidelines

Minimum Size

- **Digital:** 32px width minimum
- **Print:** 12mm width minimum

Acceptable Backgrounds

- Dark backgrounds only (e.g. navy, black, dark gradients)
- Do not place over bright or mid-tone backgrounds without contrast box

Do's

- Use provided logo assets
- Maintain spacing and colors
- Prefer vector files for scalability

Don'ts

- Don't modify the feather gradient
- Don't stretch or distort the logo
- Don't rearrange or resize elements independently

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