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**Fossickpoint Style Guide**

The word ‘fossick’ is a term used in Australia and New Zealand and refers to exploring, rummaging or searching for something of value such as precious stones, gold, etc.

The word ‘point’ refers to an interplay between the meanings: ‘point of departure’ -where you begin to explore self, the it also indicates the ‘point’ at which an individual identifies strengths and/or becomes self-aware, as well as the physical place/location where you come to perform such exploration.

Fossickpoint dot relates to identifying and highlighting key elements that need attention. These same elements are a source of passion and at the center of each individual’s being. Red symbolises passion, the uniting of strengths with purpose to do whatever it is you are in this world to achieve.

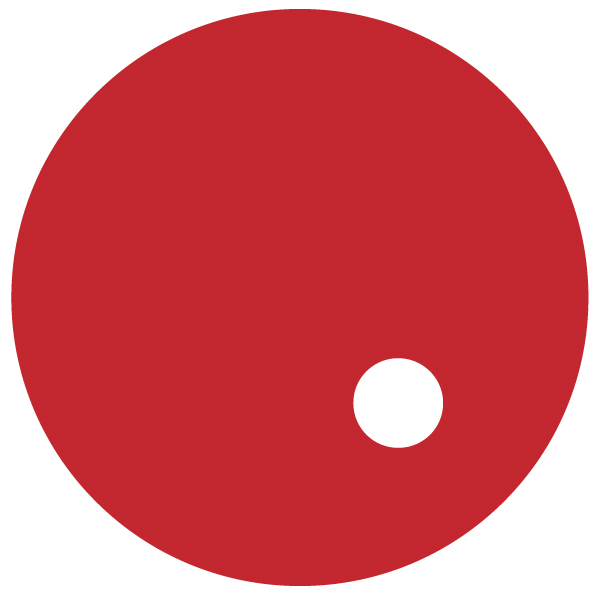
**Fossickpoint word**

The word Fossickpoint is written uncapitalised in dark grey with the dots of both ‘i’ in red. The bottom half of the ‘t’ has been stretched past beyond the descender line to match the length of the f and the p. These indicate three levels or points of deep search under the surface. The two red dotted ‘i’ s represent the individual’s self – ‘I am’. The written business name represents an exploration deep into the individual’s identity.



**Fossickpoint Icon**

Round dot is scaled as per the dot in the letter ‘i’ of the font used to write the name of the business. Within the red dot in the lower right side there is a scaled white dot with the same characteristics. The dot is in white, indicating the hidden treasure that is found when we ‘zoom into the I’. It is located in the right bottom quadrant indicating its relevance to the future.



**Colours**

Fossickpoint colours are bright, clear and simple. They reflect the demystifying approach to our practice and the simplicity of the message.

Red indicates passion and life as in the colour of blood.

The dark grey indicates authority, stability, neutrality, and humility.

**Grey**

|  |  |
| --- | --- |
| R = 45  G = 44  B = 44  # 2d2c2c | C = 70%  M = 64%  Y = 63%  K =64% |

**Red**

|  |  |
| --- | --- |
| R = 193  G = 40  B = 45  # c1282d | C = 17%  M = 98%  Y = 92%  K =64% |

**White**

|  |  |
| --- | --- |
| R = 255  G = 255  B = 255  # ffffff | C = 0%  M = 0%  Y = 0%  K =0% |

**Copy and tone of voice**

Our signature writing style is professional, straightforward, direct, lighthearted, caring and relaxed.

To reinforce this style we include the grey and white sketches and hand written information charts etc.

**Capitalization**

Fossickpoint should only be capitalized at the beginning of a sentence and never, under any circumstance, listed as ‘Fossick Point’ or ‘fossick point’.

**Typography Print**

The font is a key element to communicate the personality of Fossickpoint.

Our font is Simplo Soft Regular by Durotype.

On the web and other print we can use any sans serif font that is suitable in regular (not bold or italics with the exception of headings where relevant).

The logo must always be made with Simplo Soft Regular.

**Trademark**

Fossickpoint is a registered trademark property of Entwined Epiphanies Pty Ltd.

Along with the rules to display our logos there are rules to display our trademark wordmark.

1. Always use fossickpoint marks in sentences and adjectives.
2. Always distinguish the fossickpoint marks from surrounding text by full capitalizing, italicizing or using the Simplo Soft font for fossickpoint mark.

* All- Caps: FOSSICKPOINT®
* Italics: *fossickpoint®*
* Simplo soft Regular: fossickpoint®

1. Always follow the use of our fossickpoint mark with the ® symbol as applicable in superscript.
2. Do not use fossickpoint in the possessive form.
3. Do not use the ® symbol when referring to our company. It is only used when fossickpoint is employed as a brand to identify our products or services.
4. Use the trademark ownership statement on every communication or publication:

Fossickpoint and the *fossickpoint®* logos are registered trademarks of Entwined Epiphanies Pty Ltd.

**Logo Usage**

***Don’t***

1. Change the Logo’s orientation
2. Add extraneous effects. This includes but is not limited to bevel & emboss, lighting effects, and drop shadows.
3. Place the logo on busy photography.
4. Change the logo colours.
5. Attempt to recreate the logo.
6. Scale the logo unproportionally.
7. Make alterations additions or substitutions to the words and/or colours contained in the logo.
8. Use the logo as a repeated pattern ‘wallpaper’ or other decorative device.
9. Display the logo without the ® symbols as applicable.

**Icon Usage**

The fossickpoint icon is used on tabs and other social media.

***Don’t***

1. Change the colour of the icon to fit your campaign colours.
2. Remove core elements of the design or attempt to re-draw.
3. Rotate the icon.
4. Stretch or distort the icon.
5. Flip or invert the icon.
6. Add any additional typography.