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# Forward3D Identity Guidelines

FORWIRD3D

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# Introduction

Welcome to the Forward3D Identity Guidelines. This document will give you the information and resources you need to ensure the Forward3D visual identity is maintained at every level.

For more information or for any questions, contact the design team:  
[design@forward3d.com](mailto:design@forward3d.com)



# Identity

Forward3D is a 300 strong global agency running cutting edge digital marketing campaigns across all markets and platforms worldwide. Evolving from TrafficBroker, a PPC affiliate agency founded in 2004, since rebranding as Forward3D in 2010 the agency has grown in size and stature, now with offices across three continents. With this evolution has come

a need to reassess the brand's identity, so it remains relevant to our work and to the clients we represent.

The intention of the rebrand is not to overhaul, but refresh the brand, adapt to the industries we work with and to better reflect the high quality service that Forward3D provides to its clients.

# Guidelines

In rebranding, we have considered how the brand is perceived at every level. It is of the utmost importance that a strong, tight and consistent visual identity is maintained wherever the brand is experienced, and this can only be achieved with an understanding of the new visual language.

The Identity Guidelines have been created as a tool to inform and assist the user in allowing the Forward3D brand to be experienced as it should.

# Logo

The first point of experience with the Forward3D brand is often the logo, from the neon sign at the London office's reception, to the website's splash screen. Therefore, this has been one main focus of the entire identity.



# The Logo

The Forward3D logotype is based on Herb Lubalin's 1970 'Avant Garde' font, making use of its flexibility through employing ligatures to create the forward moving W and A. The round curves and crisp edges allow the text to feel sharp and rigid whilst simultaneously soft and accessible.

The extended lines of the W and A give the logo a dynamic, forward moving energy on an upward trajectory, that represents Forward3D's progression as an agency and commitment to success.

This element has been used as a visual tool throughout the identity, to make sure the brand is always connected with applications without having to reuse the logo over and again.

Primary Logo



Variation #2



Icons



Variation #1



Variation #3



# Variations

A number of variations on the logo have been created for different purposes, to make sure the logo is clear and relevant in every context.

The **Primary Logo** will be the most commonly used at the standard (heavier) weight with the lines of the W and A at their standard (short) length. This should be used for most applications including letterheads, websites, presentations, banners and more. This should also be used for all small applications, as the heavier weight and space between letterforms makes it clear and legible.

**Variation #1** is to be used for the same purposes as the primary logo, but when more vertical space is available. Judgment must be made to use this based on whether occupying the extra space is necessary or not.

**Variation #2** and **#3** will not be used that frequently. They are only for very large applications (stands, large print banners etc.) where a large amount of space is available. The extended version should again be used with more vertical space.

The **Icons** should be used for applications such as social media icons, favicons etc. They can also be used in presentations and other such applications to complement imagery and where the primary logo would be inappropriate. A variety of icons are provided.

Light background / dark grey logo



Dark background / white logo



Mid-tone background / black logo



Mid-tone background / white logo



Light/mid image / black logo



Dark/mid image / white logo



## Treatments

The Forward3D logo is versatile enough to fit on many different types of backgrounds. By keeping the logo black, dark grey or white, it can sit on top of dark, light and mid-tone flat colours, gradients and images of all types.

For very light backgrounds, the text grey logo should be used (see page 14 for 'Colour System'). For light backgrounds the black logo should be used, and for dark background the white logo. For mid-tone coloured or grey backgrounds, either can be used, but selected based on complementing the rest of the design and standing out clearly.



## Isolation Area

The Forward3D logo should be surrounded by a minimum margin of space to ensure clarity. This area is defined by the height of the lettering, without the extended lines [x].

The margin must surround the entire logo as if it were a box. This has been made visible in the diagram opposite as a guide, but would be invisible in application.

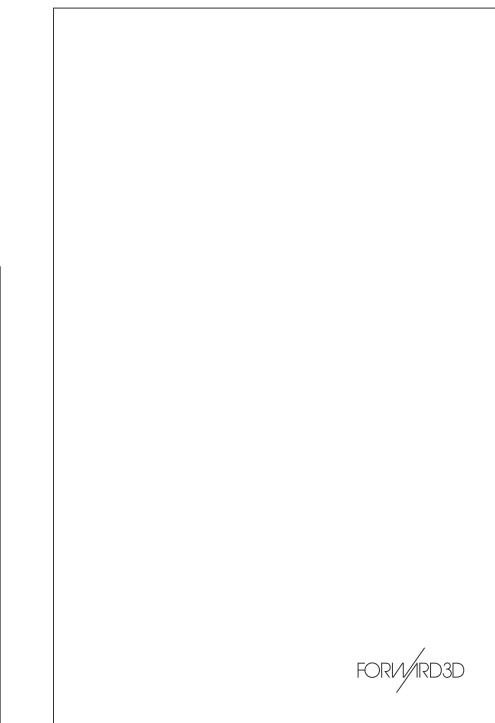
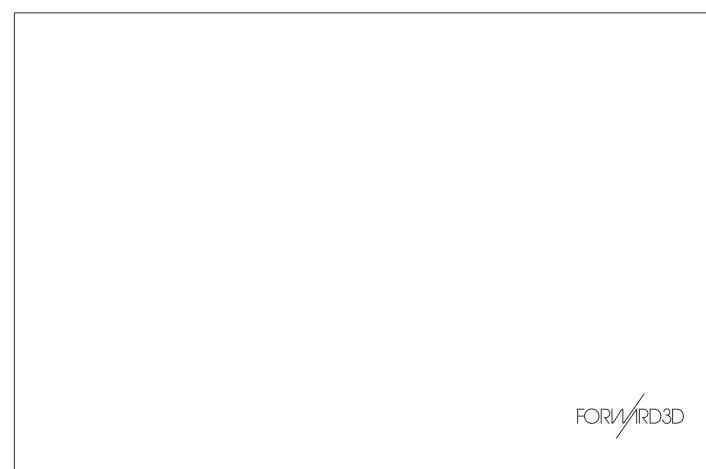
The isolation area is only intended as a minimum boundary, and the logo should be given more space wherever possible.



Minimum Width for Digital – **90px**



Minimum Width for Print – **18mm**



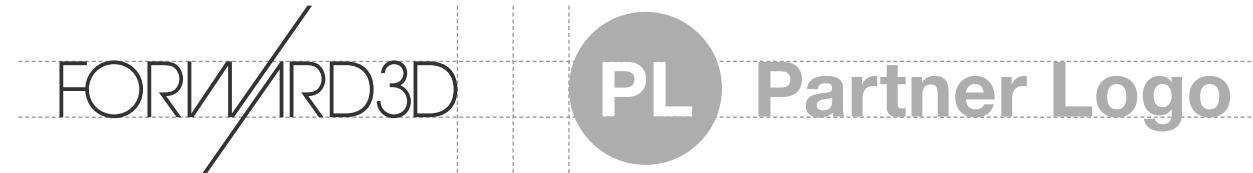
# Size & Positioning

In order for the Forward3D logo to be seen as it should, there are guidelines set out for its use regarding size and position. A minimum size has been set for digital and print use, but the logo should be substantially larger where possible.

When the logo is the main focus of a page, it should be placed either in the centre, or the top-left corner and its width should be at least 30% the width of the page.

When being used to accompany content on a page, it may be reduced to a minimum of 10% the width of the page, or use the minimum width as stated opposite – whichever is larger. In this instance it should be placed in the bottom-right corner of the page except for letterheads, where the logo must be placed in the top-right corner of the page.

Example #1



Example #2



Example #3



# Partnership

When the Forward3D logo is used alongside a partner or partners' logos, scale and position are important to consider. Here are some examples of how to display the Forward3D logo in these situations.

When in general partnership with another company or client, the logos should be of equal proportion, as displayed in **Example #1**. It's important that the logos scale 1:1 and sit on the same level.

When supporting a partner, the Forward3D logo should be proportioned as shown in **Example #2**. The diagram to the left also illustrates the relative positioning that should be applied. In this instance, the partner may have their own guidelines, in which case these should be followed.

When Forward3D is supported by another company or client, the other logo(s) must be of the proportions set out in **Example #3** (roughly 1:3). Again, the relative positioning has been shown.

Each partner's logo will be of a different shape, so be sure to keep to the scale as a guide and as close to the positioning as possible, but judgment based on each case is advised.

DO NOT distort or warp the logo



DO NOT place the logo in a box



DO NOT adjust the kerning or letterspacing



DO NOT place the logo in a frame



DO NOT outline the logo



DO NOT use drop shadow or other tacky effects



# Misuse

In order for the Forward3D brand to work it must be consistent. A central part of this is to use the logo correctly. It should not be misinterpreted, manipulated or modified in any way.

To ensure the logo appears as it should, it must be reproduced only from the artwork provided (see 'Resources' on page 32). Examples of some of the most common mistakes have been provided to the left.

# Colour

Colour is an important visual element that can be employed across various applications for screen and print.

Despite a focus on black and white, the Forward3D brand benefits from touches of it's primary aqua-green colour and occasional use of it's supporting colourways as well as solid backgrounds.

## Primary



RGB 64 · 224 · 174  
CMYK 76 · 0 · 50 · 0  
HEX #40DFAD  
PMS 333 C/U

## Text



RGB 51 · 51 · 51  
CMYK 0 · 0 · 0 · 100  
HEX #333333  
PMS -

## Secondary



RGB 216 · 18 · 42  
CMYK 0 · 92 · 75 · 0  
HEX #D8122A  
PMS Red 032 U



RGB 241 · 150 · 30  
CMYK 0 · 40 · 85 · 0  
HEX #F1961E  
PMS 1235 U



RGB 0 · 161 · 188  
CMYK 77 · 2 · 22 · 0  
HEX #00A1BC  
PMS 3125 U



RGB 0 · 170 · 90  
CMYK 80 · 0 · 80 · 0  
HEX #00AA5A  
PMS 354 U

## Tertiary



RGB 97 · 25 · 58  
CMYK 47 · 93 · 44 · 31  
HEX #61193A  
PMS 228 U



RGB 230 · 95 · 45  
CMYK 4 · 74 · 85 · 0  
HEX #E65F2D  
PMS Orange 021 U



RGB 0 · 89 · 107  
CMYK 100 · 47 · 47 · 0  
HEX #00596B  
PMS 322 U



RGB 0 · 124 · 18  
CMYK 87 · 24 · 100 · 12  
HEX #007C23  
PMS 363 U

## Background



RGB 0 · 0 · 0  
CMYK 91 · 79 · 62 · 97  
HEX #000000  
PMS Black 6



RGB 230 · 236 · 232  
CMYK 10 · 4 · 8 · 0  
HEX #E6ECE8  
PMS 7541 U

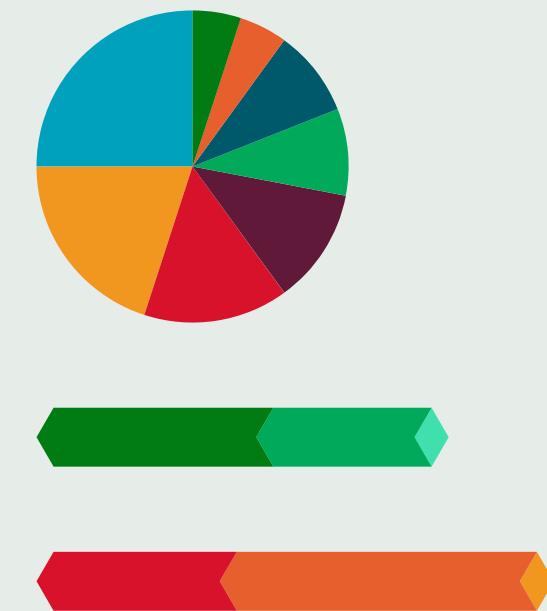
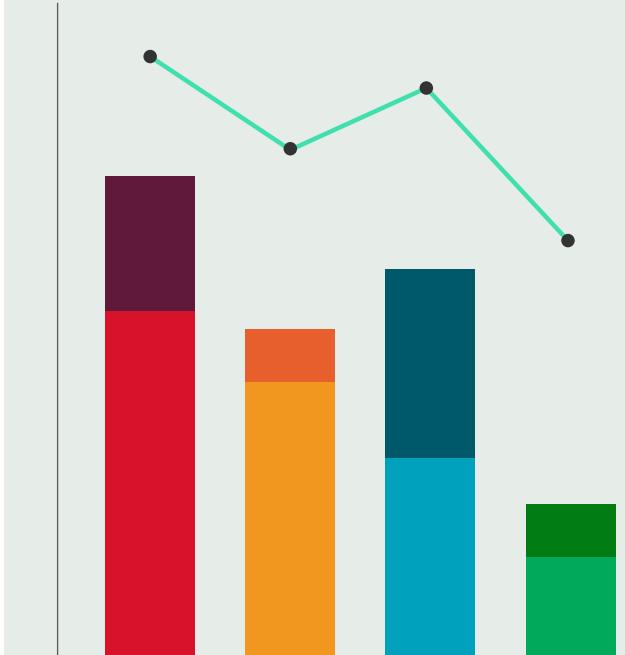
# Colour System

The primary colour provides a strong and sharp contrast to both black and white, giving vibrancy and grabbing attention when used in the right way.

The secondary and tertiary colours combine to act as four strong but warm individual colourways, supporting the primary and adding variation where necessary. The backgrounds provide a solid foundation for the other colours in the system: a base for text, image or flat colour to sit on and stand out from.

All colours are provided as .ase swatch books for Adobe products (see page 32 for links) but for other products, please use the colour codes to the left. For more information on Forward3D's colour system and how to use it, please consult the Colour Usage guide on the next page of these guidelines.

The primary colour can be used like this to make certain words stand out



# Colour Usage

Forward3D's colour system comprises twelve colours (see previous page 'Colour System'). This guide is designed to help with when and how to use each one. Some examples of colours in use are shown to the left.

The primary colour (**Pri#1**) will be employed most frequently for stylistic structural decorations etc. Most commonly, the colour will be used to provide colour variation to the standard black and white, but can also be used to inject vibrancy to text, images, icons or other design elements.

The text grey (**Txt#1**) should be used for all screen text as a softer dark grey alternative to harsh black (as can be seen by the text in this PDF). It may also be used for the logo when placing on very light coloured backgrounds. However, for print it is best to use K100 for text and the logo.

There are four secondary colours (**Sec#1—4**) which should be used sparingly. They are only for adding colour variation, for example for graphs and charts in presentations. Overuse will confuse the viewer and weaken the brand.

The four tertiary colours (**Ter#1—4**) are darker tones of the secondaries. Not only do these provide further colour options, but also combine with the secondaries to form four useful colourways (Sec#1 + Ter#1 etc.)

Backgrounds will usually be in white, but where separation is needed, the two background variations (**BG#1—2**) provide dark and light alternatives.

# Typography

Typography plays an important role in any brand's identity. Each typeface used for the Forward3D identity has been carefully selected to reflect the brand, its values and enhance its image. For guidance, our typography has been broken down into two sections, explaining where to use which for both digital and print applications.

**Title fonts** — Avant Garde Gothic Extra Light / Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 £&@?!/+(.,:)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 £&@?!/+(.,:)

**Copy fonts** — DIN Pro Light / Regular / Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 £&@?!/+(.,:)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 £&@?!/+(.,:)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 £&@?!/+(.,:)

# Primary

In order to add variation and limit the overuse of a single typeface, Forward3D's visual language employs two primary typefaces: **Avant Garde Gothic** (titles) and **DIN Pro** (copy).

Two weights of Avant Garde have been provided for titles. Extra Light should be used for print applications and Book for screen.

Three weights of the copy typeface, DIN Pro are also available. In the same way as with Avant Garde, Light should be used for print, and Regular for screen. The third weight, Medium, should be used for emphasis (as an alternative to Bold).

Title font — Avalon Regular

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 £&@?!/+(.,::)

Copy fonts — Georgia Regular / Bold

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 £&@?!/+(.,::)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789 £&@?!/+(.,::)**

App fonts — Roboto 300 / 400

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 £&@?!/+(.,::)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 £&@?!/+(.,::)

# Alternate

Alternative typefaces are available for situations where the primary typefaces cannot be used.

The alternative title typeface is **Avalon**, a web variation of Avant Garde, which is used on Forward3D's website, the navigation system on Stage and few other instances.

The alternative copy typeface is **Georgia**. This is used again on the Forward3D website, but nowhere else. For the apps within Stage, **Roboto** is used, providing a more rigid structure, better suited to display data than the serif Georgia.

# Layout

Layout is an important part of any brand. Aside from direct aspects of an identity system such as logos and colours, layout is a more indirect link to the brand, providing invisible structure to content for presentations, documents and all other materials.

In this section details of Forward3D's grid system and information about templates for presentations and letters is outlined.

# Grid System

**"The grid system is an aid, not a guarantee. It permits a number of possible uses and each designer can look for a solution appropriate to their personal style. But one must learn how to use the grid; it is an art that requires practice."** – Josef Müller-Brockmann

Forward3D's grid system brings structure to a page, allowing content to fit consistently across a broad range of material.

This page displays the grid specific to a 1280px wide digital document. Dimensions for digital and print sizes are displayed to the right. Print formats are separated between portrait (P) and landscape (L).

Width	Columns	Gutter	Margins
1280px	12	20px	68px
960px	9	20px	40px
640px	8	20px	34px
320px	4	20px	24px

Size	Columns	Gutter	Margins
A6 P	8	2mm	6mm
A5 P	8	4mm	8mm
A4 P	8	6mm	12mm
A3 P	8	8mm	16mm
A2 P	8	12mm	24mm

Size	Columns	Gutter	Margins
A6 L	12	2mm	6mm
A5 L	12	4mm	8mm
A4 L	12	6mm	12mm
A3 L	12	8mm	16mm
A2 L	12	12mm	24mm

**FORWARD3D**

## Forward3D Presentation Title

Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation

.....

Contact Name +44 (0)20 1234 5678 contact.name@forward3d.com	Contact Name +44 (0)20 1234 5678 contact.name@forward3d.com	Contact Name +44 (0)20 1234 5678 contact.name@forward3d.com
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The Far East

4

Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

# Presentations

A number of templates have been provided for Microsoft Powerpoint presentations in four different formats: Digital 4:3 and 16:9 and print A4 portrait and landscape. In addition to the templates themselves, a separate speaker template is available for 4:3 and 16:9 presentations. These are to be used for public appearances and conferences etc.

You can download the templates by following the links on the Resources page of the Guidelines on page 32.



# Letters

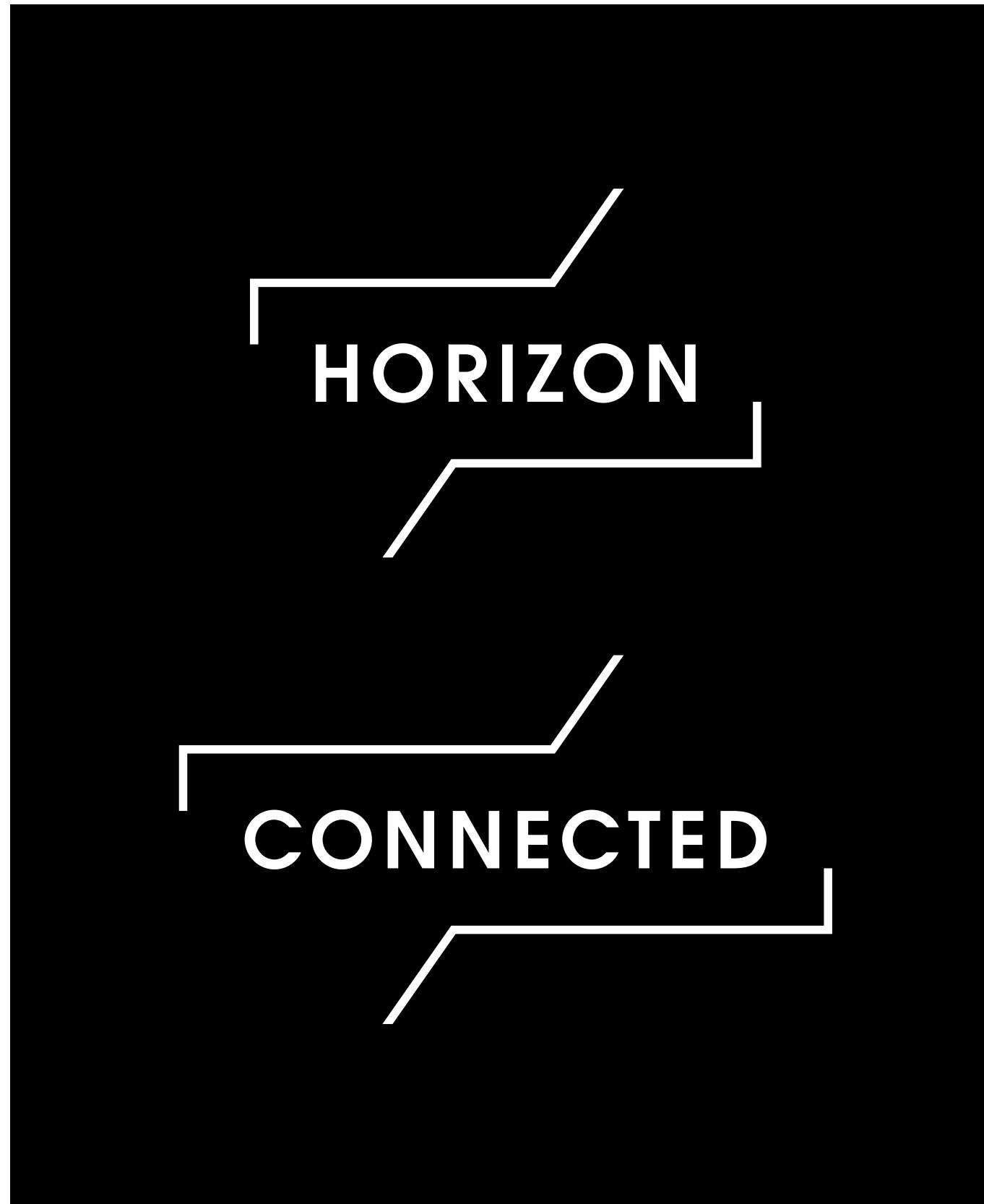
Similar to the presentation templates, we have created a Forward3D letterhead and template for use with Microsoft Word, to be used in all letter correspondance. Letters can be folded and used with DL size envelopes.

An example is shown opposite and can be downloaded along with the template by following the link on the Resources section on page 32.

# Products

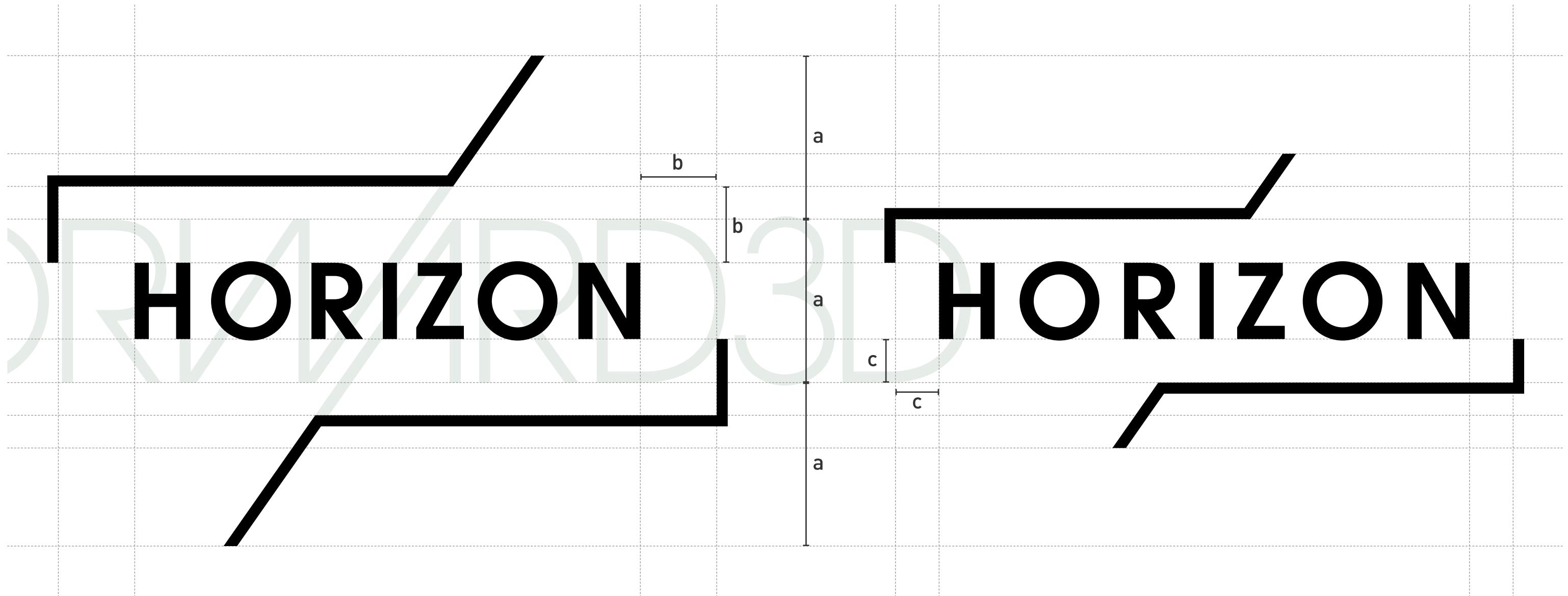
Forward3D's products are an integral part of the company and therefore the brand.

In this section, each of these products is outlined, along with individual logos.



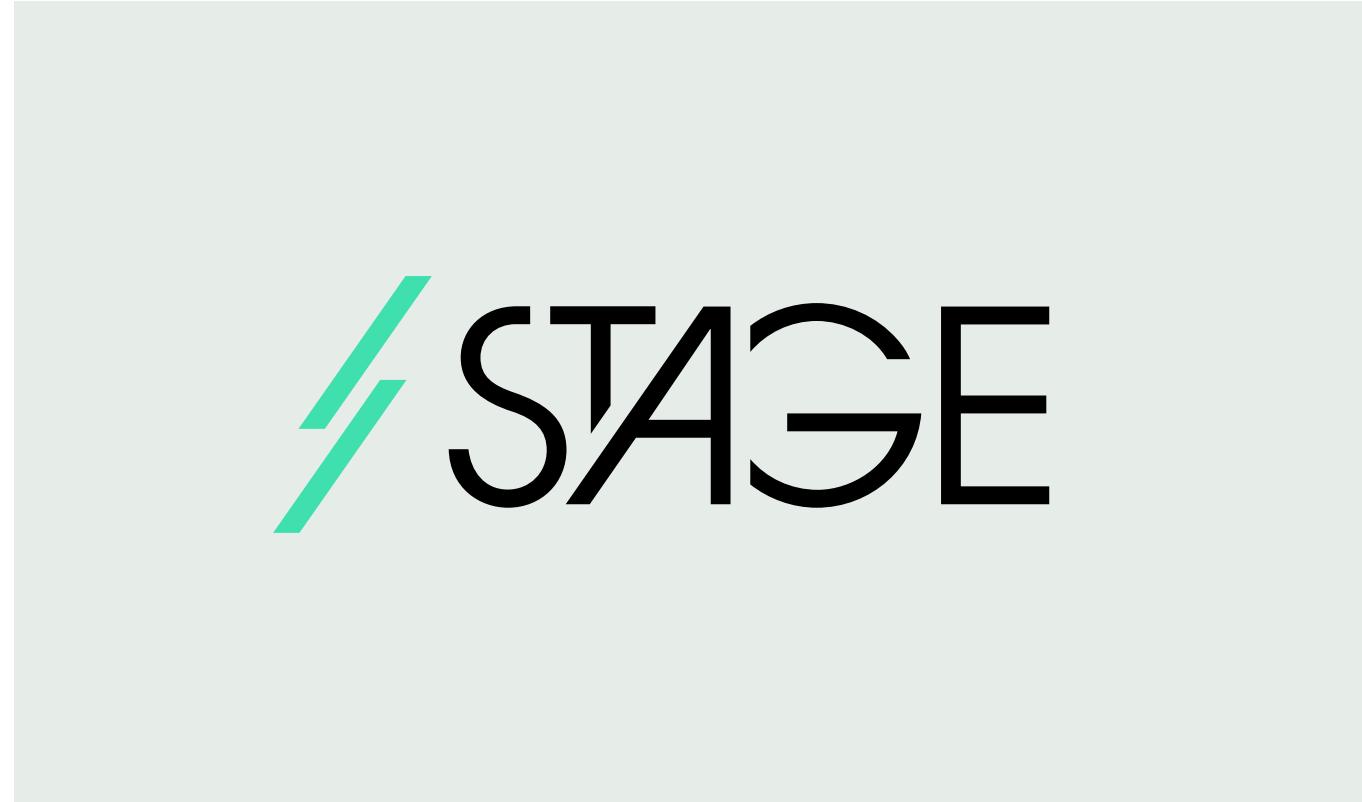
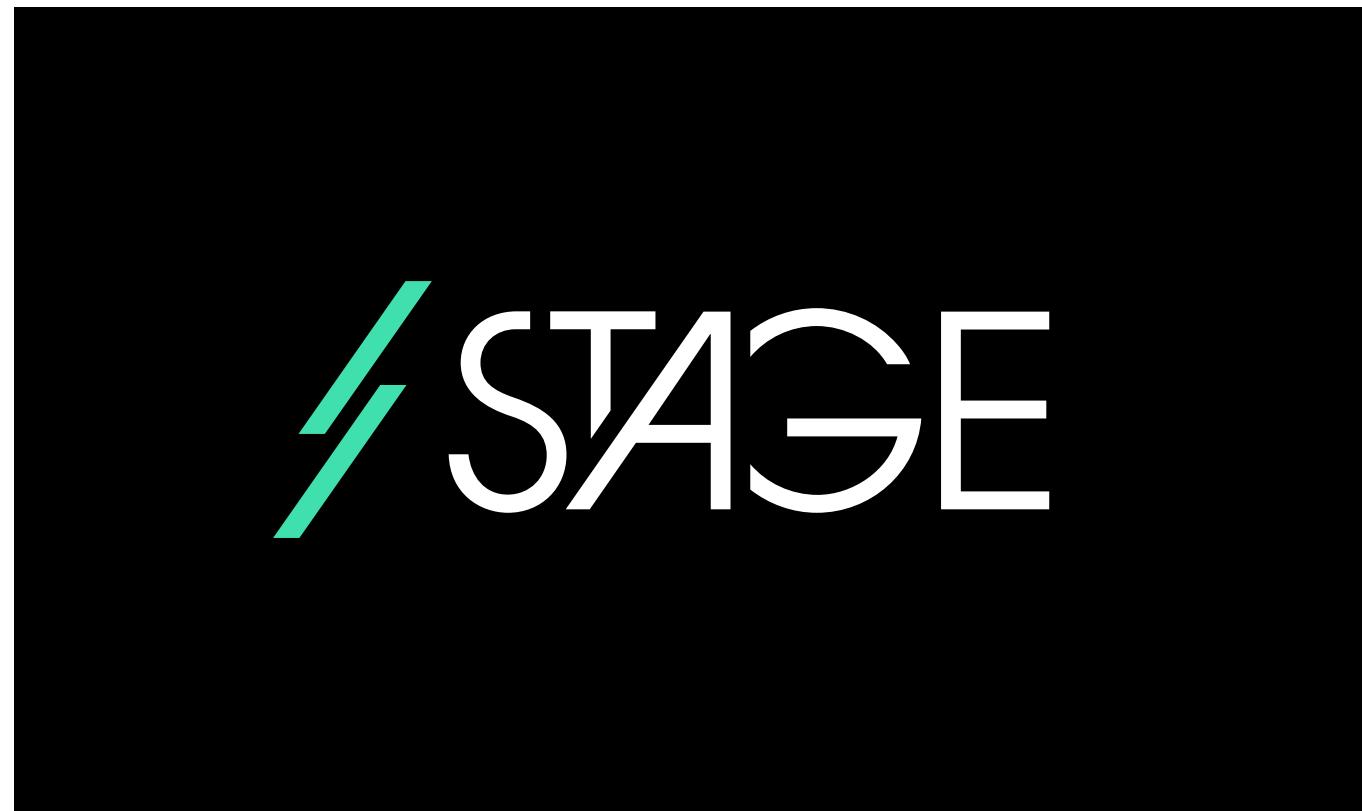
# Divisions

Forward3D contains two divisions – Horizon and Connected, which operate on a level below the main brand. As a result, divisions have their own logo style, set by the shape of the Forward3D logo itself. The structure of this can be seen on the next page.



Division Logo (Regular Size)

Division Logo (Small Size)



# Stage

Stage is Forward3D's proprietary technology platform. The Stage logo itself is an adaptation of the Avant Garde typeface and uses the double-line icon to ensure a strong connection to the Forward3D brand.

The logo is available in a number of different colours and formats (see 'Resources' on page 32).

FORGE



DATASETS



CARDWALL



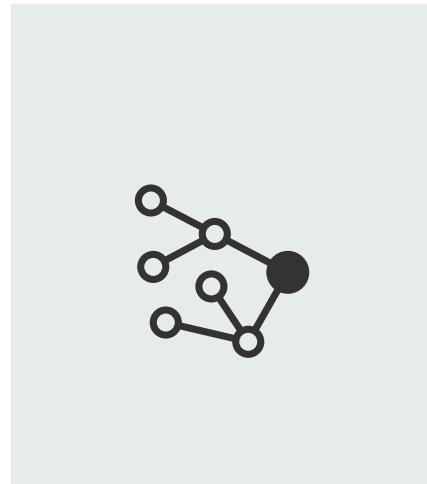
ALERTS



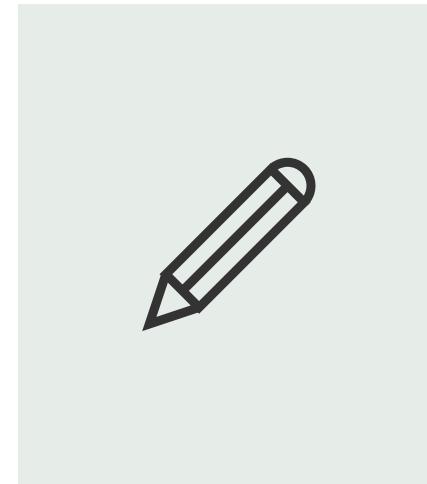
# Stage Products

The Stage platform contains a number of products developed by our in-house team of developers to enable analysts to create tailored alerts, processes and workflows that automate insight at scale.

Opposite are the most commonly used apps: Forge, Datasets, Cardwall and Alerts. All logos are available in Resources on page 32.



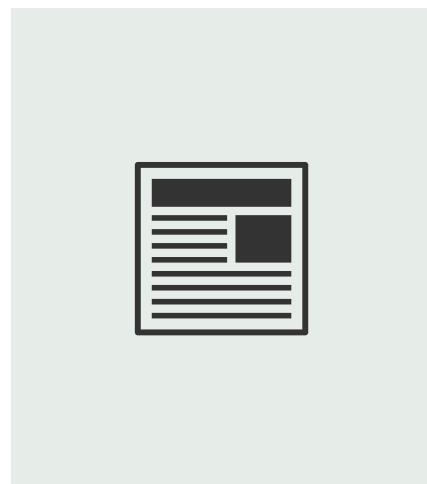
Attribution



Content



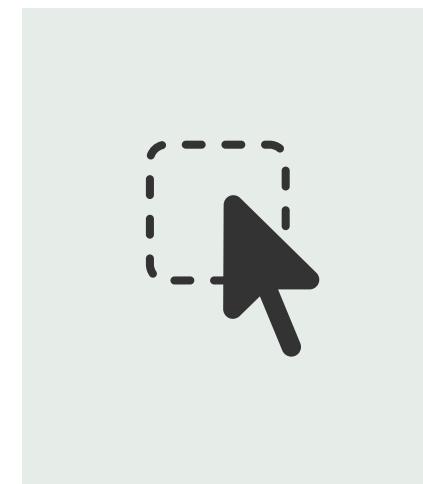
Data Analysis



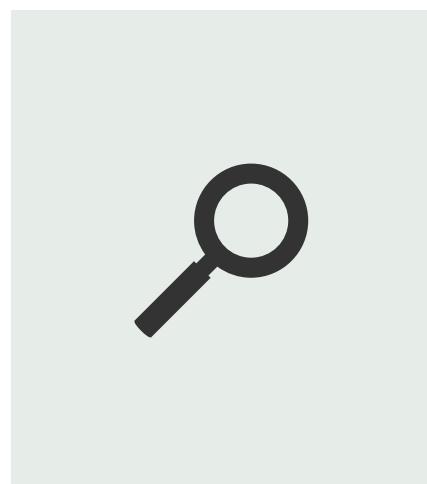
Display



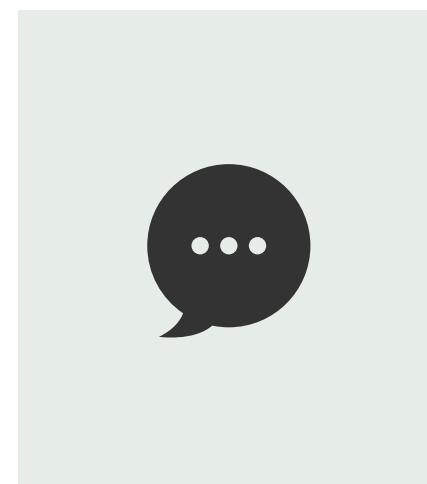
International



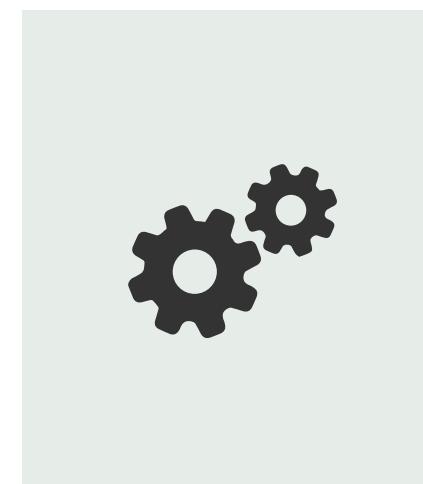
PPC



SEO



Social



Tech

# Channel icons

Forward3D uses a set of icons to represent each of its service channels. These act as a visual tool in sales documents, presentations and online when talking about the company's services.

# Examples

You should now be familiar with the Forward3D visual identity. To help reinforce this understanding, this section provides a selection of examples where the brand is displayed appropriately and in accordance with these guidelines.

**Digital Media Market Profile: South Korea.**

The stable and high GDP of the country [€18.3K per capita] which is the fastest growing over the past two decades, moving towards a similar level to Hong Kong.

Notably stronger conversion rates for international brands (often up to 166% higher than China).

Lower CPCs compared to other APAC regions.

The same products are often already being sold more expensively in this region and Koreans are savvy enough to compare prices online and purchase from overseas brands if it is cheaper.

Country	Internet Penetration	GDP per capita [€]	Avg CPC	Avg CVR
South Korea	84%	18.3K	-14.3%	+26.9%
Mainland China	42%	4.2K	-14.2%	-8.1%
Hong Kong	72%	23.3K	+2%	+2.8%
Singapore	74%	30.5K	-5.6%	+1.5%
Taiwan	76%	13.6K	-14.1%	-13.1%
Japan	79%	24.8K	+10.7%	-6.9%

**Doing Global in 2014 White Paper**

**India**

With a population of 1.2 billion and a rapidly increasing rate of internet penetration, India is a key growth market for brands to keep front of mind in their digital strategy. In 2013, 100 million users came from mobile internet users with a 450%+ predicted increase between 2012 and 2015, whilst desktop use only estimated to increase by 14%+.

In terms of search engines, Google has 90% market share in India, followed by Yandex, AA Networks and searches on Facebook making up the 10%. As internet penetration grows, it'll be important for brands to understand search behaviour relevant to their business as India has the largest\*\* age demographic for 15-24 year olds of all the BRIC countries (including India, Brazil, Russia and China); this age group will have a high level of sophistication with technology and will be more likely to discover and search for products and brands.

In terms of language use, India is the univocal winner English, followed by Hindi, then Telugu and Tamil are the most searched for languages; each with their own unique alphabet.

Only very few global e-commerce sites offer support for Indian languages. The last two are mainly popular in the Indian movie industry and searches are focused around that area. It is also important to note that you will need to target Telugu or Tamil in your Adwords campaigns.

Hindi is the only language which is used by some brands in campaigns targeting India, but hardly any sites use it on their website. Looking again at global e-commerce sites, Google Adwords offers a fully localized site in Hindi, the language with the most native speakers in India.

**Internet Penetration Increasing**

Active Users (in millions)

Year	Active Users (in millions)	Penetration (%)
2008	~10	~5%
2009	~20	~6%
2010	~40	~7%
2011	~60	~8%
2012	~80	~9%
2013	~100	~10%
2014	~120	~11%
2015	~140	~12%

**Mobile Broadband Will Fuel the Growth**

Broadband Users (in millions)

Year	Broadband Users (in millions)
2008	~10
2009	~20
2010	~40
2011	~60
2012	~80
2013	~100
2014	~120
2015	~140

**India's Online Population Skews Significantly Younger than Other BRIC Countries with 75% Under the Age of 35**

Worldwide, India has the highest percentage of younger users (75% under 35), followed by Brazil (70%), Russia (68%) and then China (65%).

Country	Percentage Under 35
Worldwide	65%
India	75%
Russia	68%
Brazil	70%
China	65%

**Doing Global in 2014 White Paper**

**South East Asia**

Moving to East and Southeast Asia, we find a mix of countries that each have their own official language. The most popular ones in search - Thailand, Indonesia, Korean and Japanese - bear hardly any similarities in grammar, writing systems or pronunciation.

Fully localized search campaigns and landing pages, which sound original and natural, as well as generic terms, are the best way to reach English, are paramount if you want to reach the target audience in China, South Korea and Japan.

There are a few markets where English is very popular as has the status of an official language, and English is mainly in Singapore, Hong Kong and Malaysia.

Taking travel and fashion brands as an example, the average % split between English and the local language in terms of traffic are shown below.

China is the largest market in regards to English usage. Most people are bilingual or at least speak English well enough to participate in business conversations. For search in particular, English is the most common language used and click-through rates on English ad copies are mostly higher than on any other local language version. This is because the majority of the population in Mainland China means that the use of Simplified Chinese is growing, especially for generic terms. However, English is still the most common language often tends to use Simplified Chinese or mix Simplified Chinese characters with English.

It is not commonly known that Malaysia has quite a strong level of English amongst its native population. English is the most common language in Malaysia, which is often disregarded in search when targeting Malaysia because conversion rates are lower than in other countries. Nevertheless, it is worth testing Bahasa Malaysia because traffic is significant and it will continue to grow brand awareness within the market as a whole.

**Doing Global in 2014 White Paper**

**Impressions**

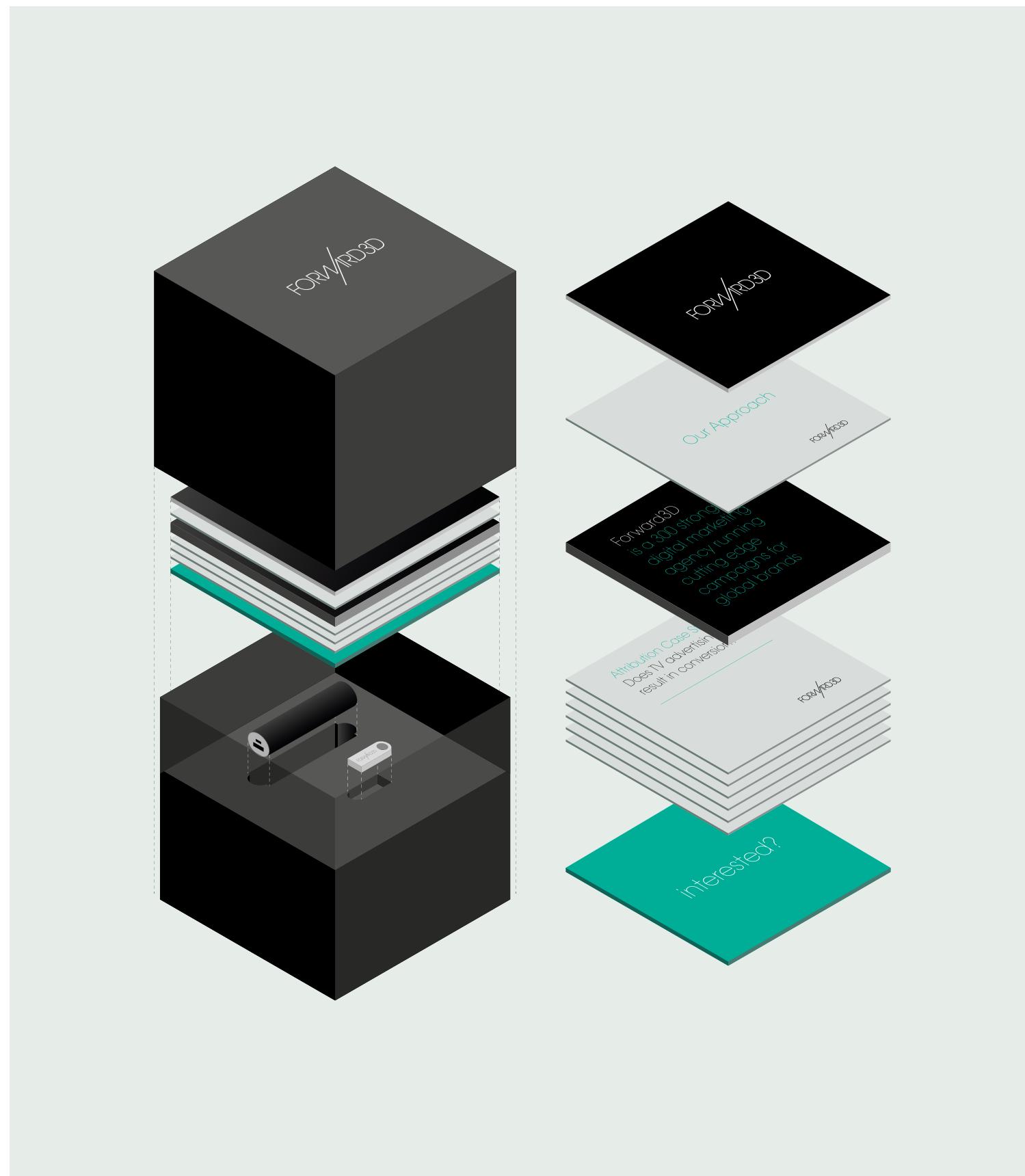
Engine	Pure English	Pure Traditional Chinese
Google	~100	~80
Baidu	~80	~60
Yahoo	~60	~40

**CTR**

Engine	Brand Generic Search	Brand Generic Terms
Baidu	~10%	~8%
Google	~8%	~6%
Yahoo	~6%	~4%

**The recommended solution for Hong Kong is:**

- Google English Keywords, English targeting
- Google Traditional Chinese Keywords, Traditional Chinese Ad, Traditional Chinese targeting
- Google Bilingual Keywords, Traditional Chinese Ad, Traditional Chinese targeting
- Yahoo HK English Keywords, Traditional Chinese Ad, target all languages
- Yahoo HK Traditional Chinese Keywords, Traditional Chinese Ad, target all languages
- Yahoo HK Bilingual Keywords, Traditional Chinese Ad, target all languages



**Logos**[Primary](#)[Variations](#)[Icons](#)[Korea](#)**Sub-Logos**[Horizon](#)[Connected](#)[Stage](#)[Products](#)[Channel Icons](#)**Fonts**[Avant Garde](#)[DIN Pro](#)[Avalon](#)[Georgia](#)[Roboto](#)**Swatchbooks**[Forward3D RGB](#)[Forward3D CMYK](#)**Templates**[Letterhead](#)[Business Card Template](#)[Powerpoint \(4:3\)](#)[Powerpoint \(16:9\)](#)[Powerpoint \(A4 Portrait\)](#)[Powerpoint \(A4 Landscape\)](#)[Word \(Portrait\)](#)[Word \(Landscape\)](#)[Speaker Template \(PPT 4:3\)](#)[Speaker Template \(PPT 16:9\)](#)**Agency Overviews**[Overview UK](#)[Overview US](#)[Sales Pack UK](#)[Sales Pack US](#)

# Resources

A number of resources have been provided to allow the user to apply the Forward3D brand as it should be and as set out in these guidelines.

These resources are to be used as suggested throughout this document.