# Fear of God
## Brand Guidelines

# Logo Spacing

The Fear of God logo should be spaced out properly with all typography at all times.
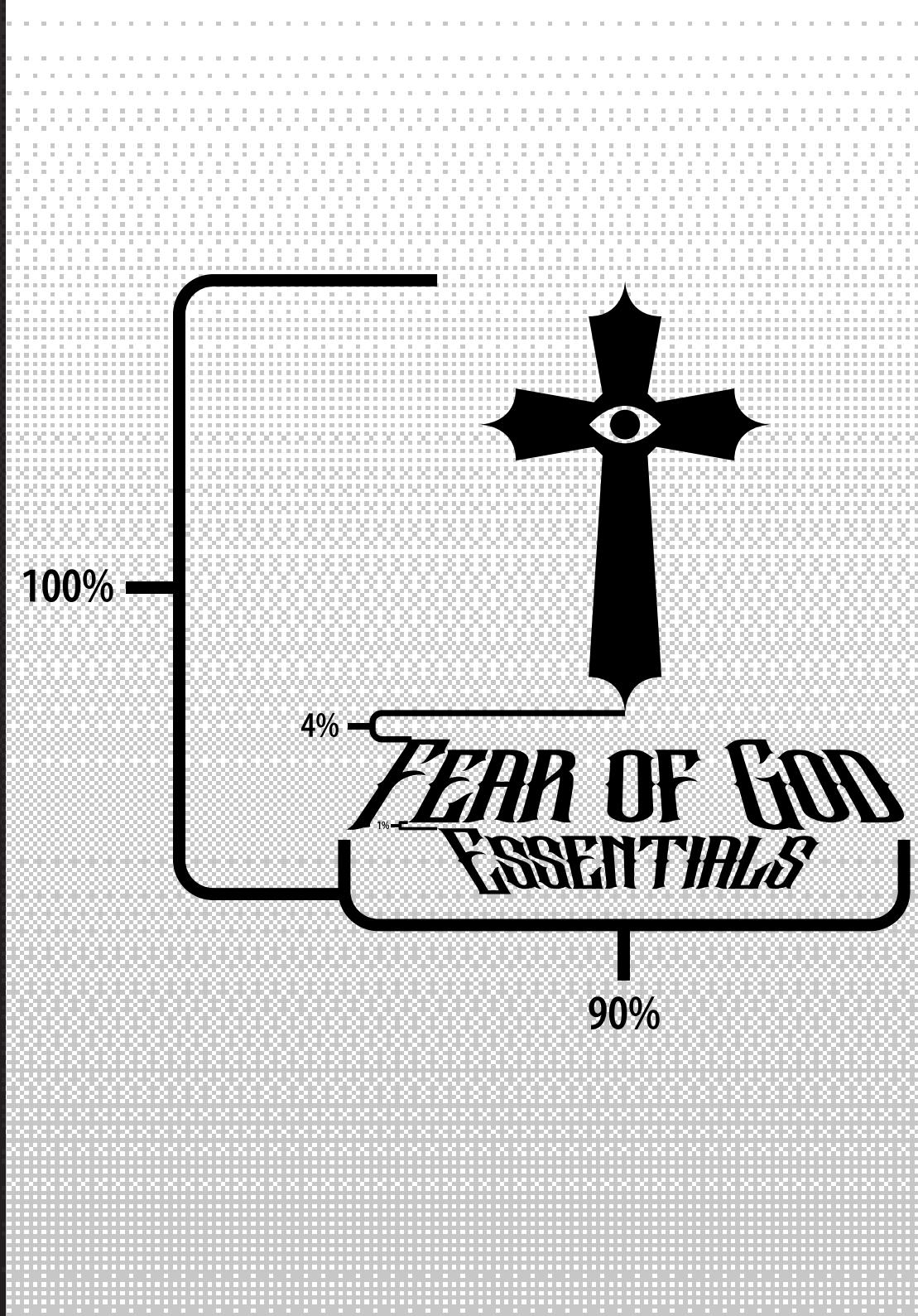
The gap between the logomark and wordmark should **always be 4% of the total logo height.**

The gap between the wordmark and the descriptor should **always be 1% of the total height.**

The wordmark size should **always be 90% of the height in width.**

**For example:**
If the height of the entire logo is 1000px, the wordmark should be 900px wide.

100%

4%

1%

90%

# Logo Padding

The Fear of God logomark and wordmark should always have an 8% padding between it and any other object on the canvas. The eye can be used as a reference for this.

8%



In use:

# Do's and Don'ts.

The Fear of God logomark is fairly flexible. You can dissect, split, and seperate it all you want as long as you determine it is still legible.

If the logo is going into a place where the type will not be legible, you should use the minified version of the logo.

Do not warp, stretch, or shade the logo in inappropriate ways.
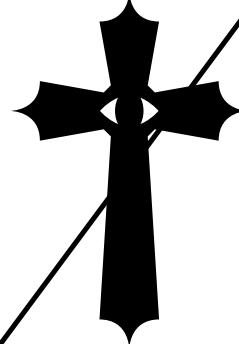
Do not warp the type.

Do not distort the inner elements.
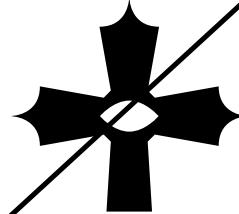
Do not add unnecessary effects.

Do not change the anchoring of the type.

Do not seperate important elements.

0.5cm

# Iconography
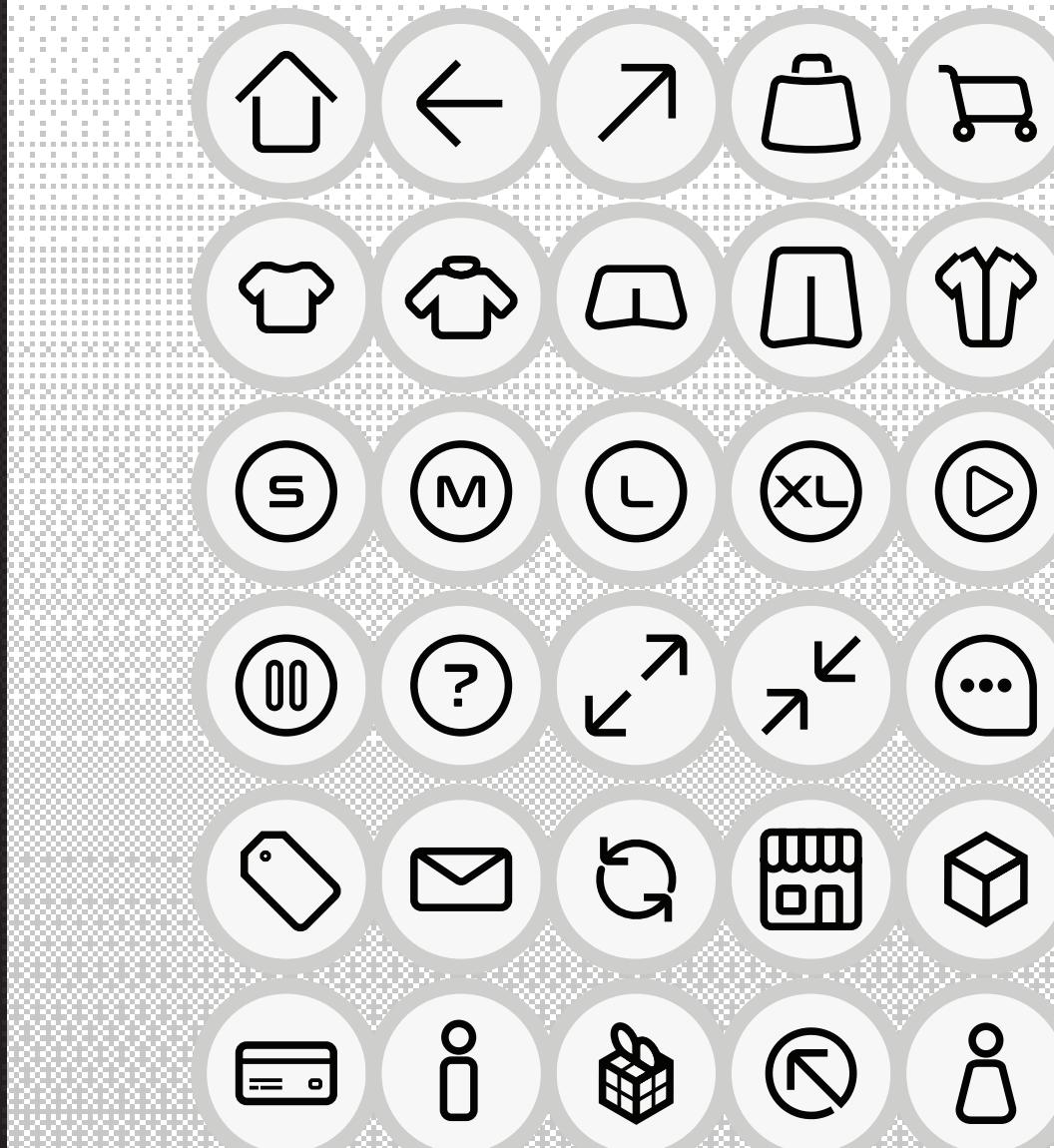
The Fear of God iconset is made at 16x16px with a stroke width of 1pt.

Icons should use angles set at 45 degrees when possible.

Corners should also be rounded at exactly 1pt where appropriate.

If a typeface is necessary, the typeface "Conthrax" should be used.

The base iconset can be seen on this page, consisting of 30 icons ready for the web.

# TYPOGRAPHY

The Fear of God wordmark uses the typeface "Drughard" by Alit Design. This typeface is the main display typeface for the brand and should be used for titles and headings when appropriate and accesible. Drughard can also be distorted at 12% when used as the logotype to give the perspective illusion.

The typeface that should be used for all body text is Futura Medium. Futura is used for the body as it has a clean, geometric look with a sharpness which represents our brand values.

For subtext, Futura Condensed should be used.

## Drughard Regular

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUuVv
WwXxYyZz

## Futura Medium

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz

## Futura Condensed

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz

# Marketing

Simplicity is a core value of Fear of God. Our marketing should reflect that value. You should try not to represent any products in the marketing, and aim to market the entire brand and / or a line or specific drop.

# Backgrounds

Backgrounds are integral assets for keeping the brand consistent, easy to recognise, and clean.

The brand backgrounds consist of three images,

Light Dithering Pattern (BACKGROUNDS/ Dither-Gradient-Light.png)
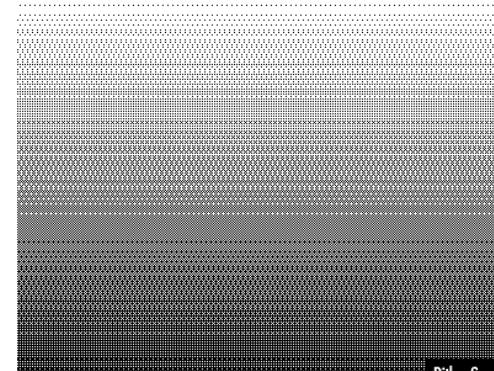
Dark Dithering Pattern (BACKGROUNDS/ Dither-Gradient-Dark.png)

Fractal (BACKGROUNDS/Fractal.png)
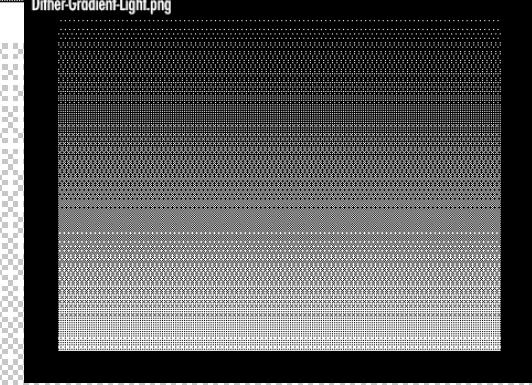
The dithering patterns emulate shading, in a sustainable, low-ink way, and simultaneously act as a skeuomorph of a fine-woven texture. When using the Dithering assets, please use Nearest Neighbour scaling in order to preserve pixel sharpness and colours.

The fractal consists of a blooming flower in Black and white, and should be used as a general background plate when detailled raster printing / display is an option. It can also be coloured via a Gradient Map if necessary.

Dither-Gradient-Dark.png



Dither-Gradient-Light.png



Fractal.png