

Further — Basic Brand Guidelines

Version 1 –
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Intro

These guidelines present a unified and graphically appealing brand and, therefore, require the consistent use of name, logo, typography and color.

Please refer to these guidelines often to ensure that our graphic elements are used properly.

Welcome to the **Further Digital Solutions** brand guidelines. These guidelines exist to make us look consistent. Color, design, words are used to make everything memorable and a powerful presentation of our brand.

The brand personality we wanted to convey to our customers was one that is **modern, professional** and **serious** but in the mean time it should also be **personable** and **approachable**.

The whole identity is built upon the concept of ‘**FURTHER**’ and the visual counterpart of it: a bold arrow shape, which points forward.

Corporate Logo

This is the logo for Further.
It is shown here in the full corporate colors: Cobalt Blue and Pearl Green.

Further logo consist of the graphically modified wordmark “Further” and an arrow mark shaped by two polygons pointing right-forward in the right-top corner.

In general usage both elements - the logo-type and logo-mark - should be positioned like in the scheme on this page.

This is the main logo that will be used across primary brand applications. This trademark helps audiences easily identify Further, signboards, web presence and advertisement across different application. It is essential to the success of the brand that the logo always be applied with care and respect in every application according to these guidelines.



GENERAL LOGO

The main logo is cobalt blue with pearl green on white background. For dark background you will find an alternative solution on the following pages.

Moodboard

The inspiration for **Further** were bold, forward-pointing shapes that inspired professionalism and innovation.



Logo Variations

Use the 2-color positive logo whenever possible. Use the preferred positive logo when color printing is available. These will be used when the background is light colored.



2-color positive logo



2-color logo w/ tagline

The stand-alone logo-mark can be used on web avatars, badges and every time when the space or the form of the support didn't allow to use the general logo. Allowed also in reverse version (pg. 07).



2-color logo mark

Logo Variations

Additionally, primary logos are available in black and reverse versions. These versions should only be used in cases where it is not possible to use the preferred full-color versions.

These versions of the logo are provided as scalable vector artwork.

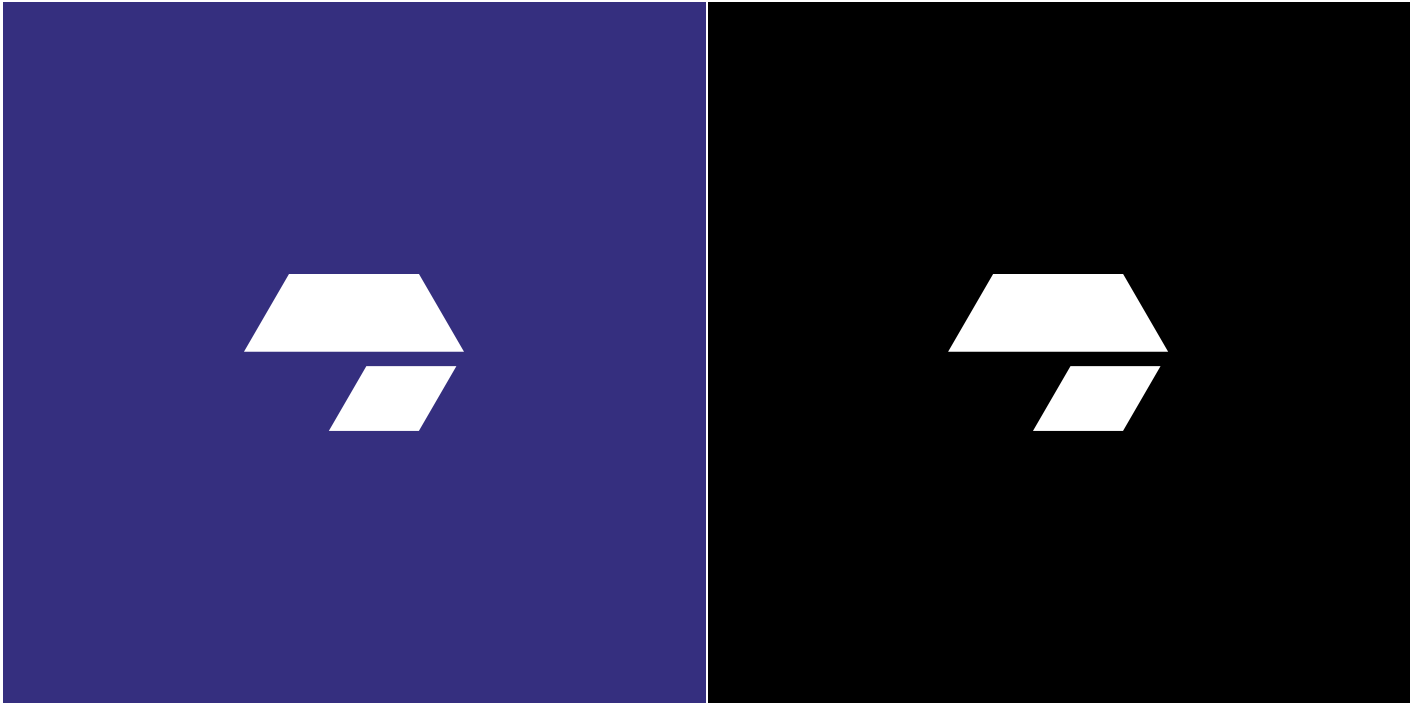
You may use these files in page layout and graphics programs for print projects.



1-color positive logo



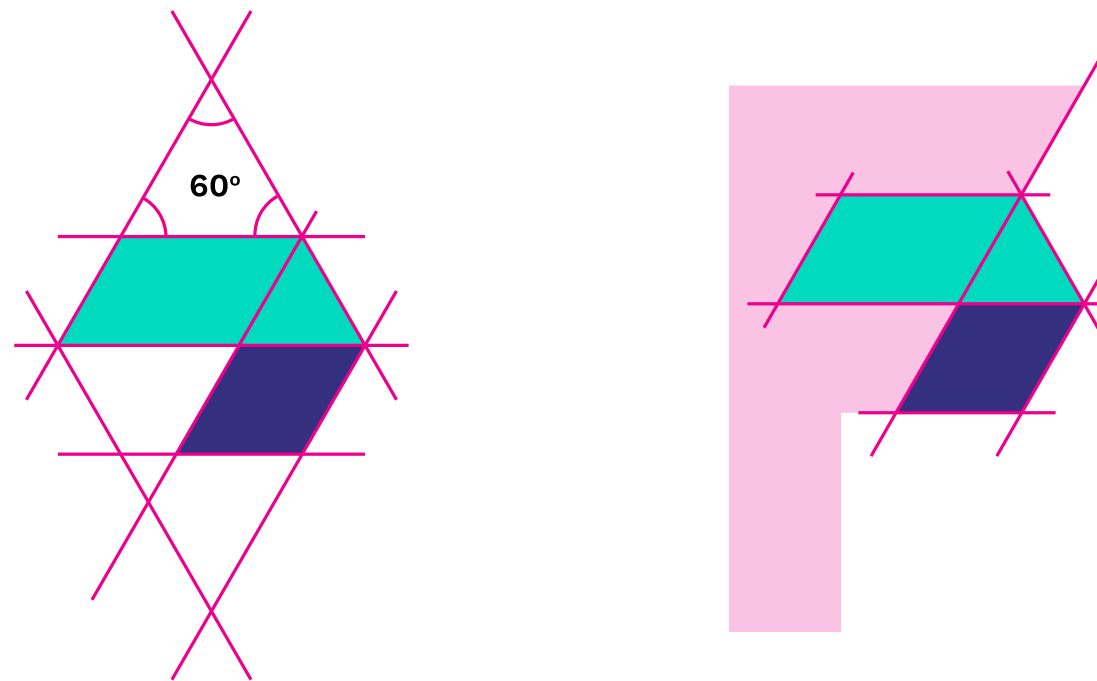
1-color reverse logo



1-color reverse logo-mark

Logo-mark construction

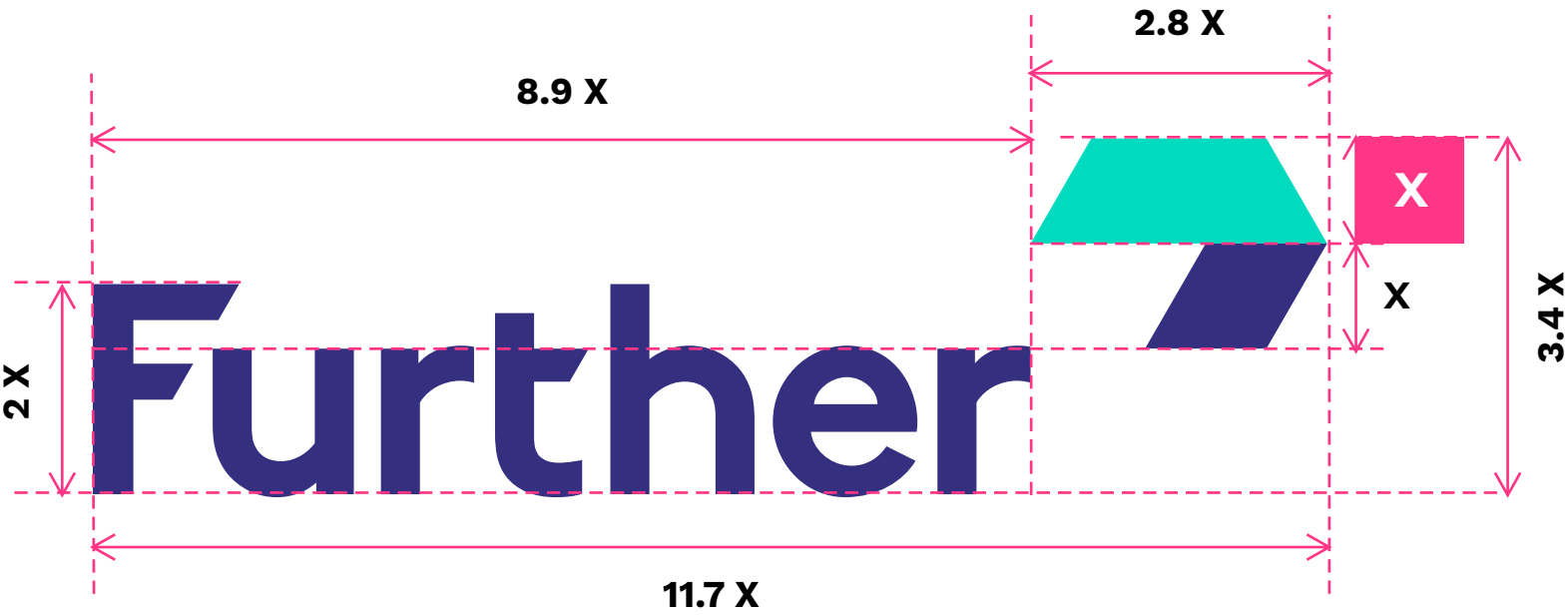
The core elements of the Further identity was built upon the following scheme. The characteristics and the “fingerprint” of the logo is the 60 degrees cut from the ‘F’ and the ‘t’.



Logo Structure

The Further logo was built as it is shown in this page. If the logo needs to be reproduced please consider these measurements.

The logo-type a modified geometric - humanistic sans-serif font. The key element and the “fingerprint” of our logo is the unique aproach upon the letter “F” and “t” which wears the idea upon the identity was built: the forward pointing arrow and it’s angles.



Clear Zone

The logo should always be surrounded by a clear space to maximize recognition and maintain integrity.

Should be kept free of competing graphics, images, or typography. This should be at least the height of the logo-mark which is marked by **X**.



Minimum Size

There are no predetermined sizes for the Further logo. Scale and proportion should be determined by the available space, aesthetics, function, visibility and the size of the media. There is no preset maximum size for the logo.

For digital uses the minimum size for the standard logo is 100 pixels. In print the minimum size is 26 mm.



When scaling maintain a consistent aspect ratio.



100 px

SCREEN

Minimum size for logo on screen and displays.



26 mm

PRINT

Minimum size for logo on print materials.

Incorrect Use of the Logo

This page provides some examples of incorrect usage. The Logo, color palette and typeface are the primary elements of the brand identity.

To maximize the opportunity for visual recall, they must be applied consistently as specified in these guidelines.



Don't distort or skew



Don't use effects



Don't place elements in the logo clear space.



Don't miscolour or outline



Do not alter the relationship of the Signature elements



Do not place the Logo on background that may compromise legibility.

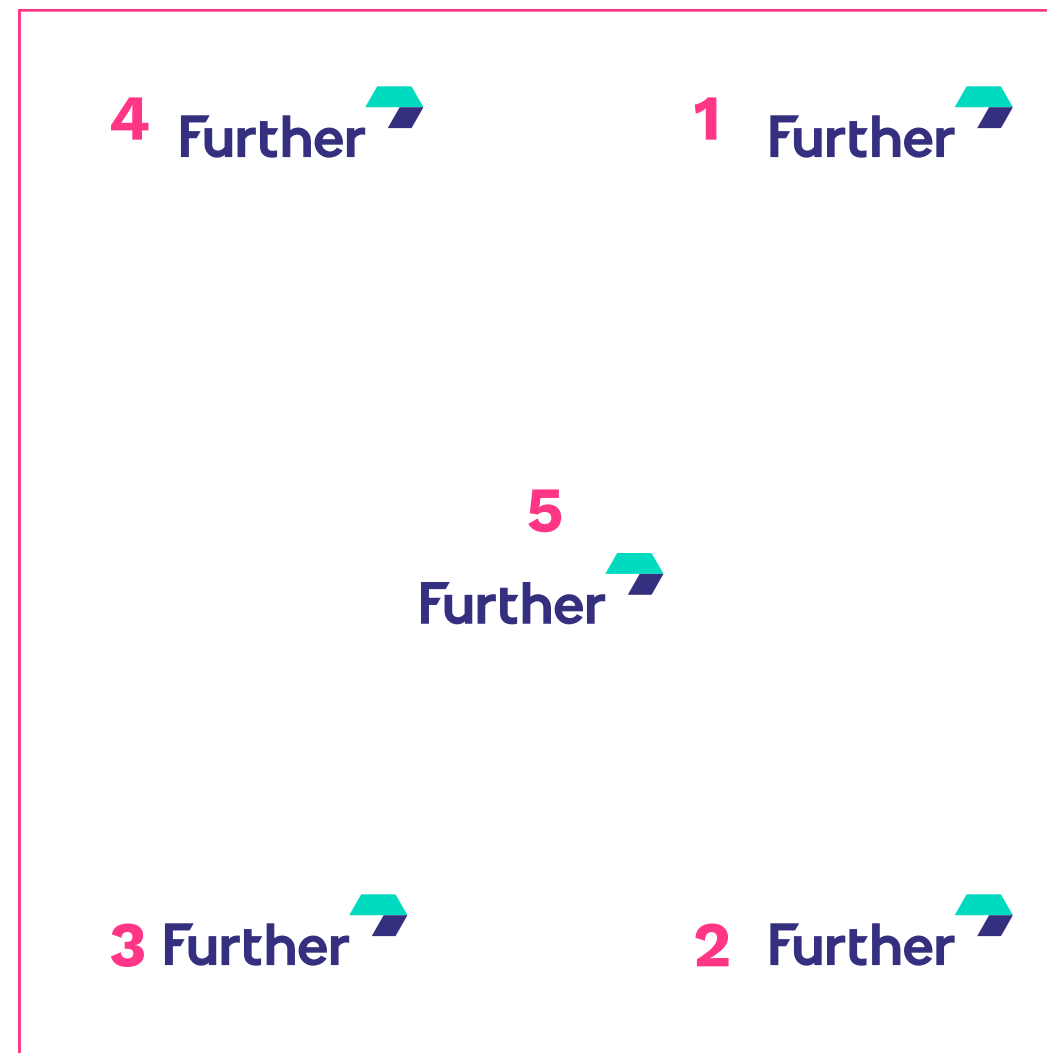
Logo Placement

Regardless of communication size or orientation, the Logo can only ever be placed in five locations. This keeps Logo placement simple and consistent, while allowing enough flexibility to accommodate our dynamic graphic system.

Please keep in mind the Clear zone when placing the Logo in a corner.

In relevance order, the placement options are:

1. Top right corner
2. Bottom right corner
3. Bottom left corner
4. Top left corner
5. Centered



Corporate colors

Our core colors are what give us our personality. We're bright, bold and vibrant. But keep in mind that the Further brand has two main colour: **Cobalt Blue** which is used as a primary colour and **Pearl Green**, used as accent colour. Please consider that these colors have specific nuances which makes us Us.

Primary Colors

Our primary colors consists of the speific **Cobalt Blue** and **Pearl Green** and should be used on all design and marketing materials, both internally and externally.

When using the colors in print, it is important to always seek to use Solid Pantone inks. This way, all of our materials will be consistent, and our colors look vibrant.

These same vibrant colors cannot be achieved using standard CMYK printing. Only use CMYK colors when absolutely necessary.

Both colors looks best on a clean white surface which creates enough contrast around the colors.



COBALT BLUE

RGB: 53 / 47 / 127
HEX: #352F7F
CMYK: 96 / 100 / 14 / 0
Pantone: 2118 C



PEARL GREEN

RGB: 0 / 219 / 192
HEX: #00DBC0
CMYK: 50 / 0 / 30 / 0
Pantone: 2239 C

Cobalt Blue is saturated and cold. It's a cool calming color that shows creativity and intelligence. It is a popular color among large corporations, hospitals and airlines. It is a color of loyalty, strength, wisdom and trust. Blue has a calming effect on the psyche.

Pearl Green is a very saturated very light cold bluish green. The color has some of the same cool and calming attributes. Turquoise is associated with meanings of refreshing, feminine, calming, sophisticated and energy.

Secondary Colors

Raspberry is a saturated very light warm red. Red is a very strong color. It is a noticeable color that is often used on caution and warning signs. It is often associated with stop or beware. It's a hot color that evokes a powerful emotion of passion, lust, sex, energy, blood and war. It's the complementary color of our primary **Pearl Green**. Use these colors in 60/40 percent (pearl green / raspberry).

Tangerine is a very saturated very light warm orange. It represents fire, the sun, fun, warmth. Orange increases oxygen supply to the brain and stimulates mental activity. It's the complementary color of our primary **Cobalt Blue**. Use these colors in 80/20 percent (cobalt blue / tangerine).

Nearby you can see some neutral greys that can be used for backgrounds, texts, and also for icons to balance the saturated colors.



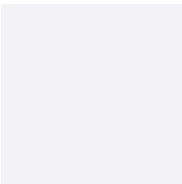
RASPBERRY

RGB: 236 / 12 / 110
HEX: #EC0C6E
CMYK: 0 / 100 / 30 / 0
Pantone: 213 C



TANGERINE

RGB: 252 / 188 / 60
HEX: #FCBC3C
CMYK: 0 / 28 / 88 / 0
Pantone: 136 C



LIGHT GREY

RGB: 243 / 243 / 247
HEX: #F3F3F7
CMYK: 5 / 5 / 2 / 0
Pantone: P 115-1 C



GREY

RGB: 108 / 108 / 122
HEX: #6C6C7A
CMYK: 60 / 53 / 39 / 12
Pantone: 2363 U



DARK CHARCOAL

RGB: 35 / 31 / 32
HEX: #231F20
CMYK: 0 / 0 / 0 / 100
Pantone: 419 C

Corporate typography

The main communication form of a brand is typography. This is the first thing that a viewer read when you communicate with them.

Typography is an essential part of our visual system. It unifies the messaging and creates familiarity.

Primary Typography

This Our primary typography consists of Work Sans type family. It's highly legible geometric sans serif typeface. It's dynamic and contemporary.

Various weights helps to choose the right one for each media where Further communicates with typography.

You should use it for **Body** and **Subheadings**.

Available on Google Fonts:
<https://fonts.google.com/specimen/Work+Sans>

Work Sans Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Work Sans Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Work Sans Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Work Sans SemiBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Work Sans Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Work Sans ExtraBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Secondary Typography

Kanit is a complementary font for Work Sans that may be used for larger texts and **Headings**.

Available on Google Fonts:
<https://fonts.google.com/specimen/Kanit>

Kanit Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
0123456789

Kanit Bold

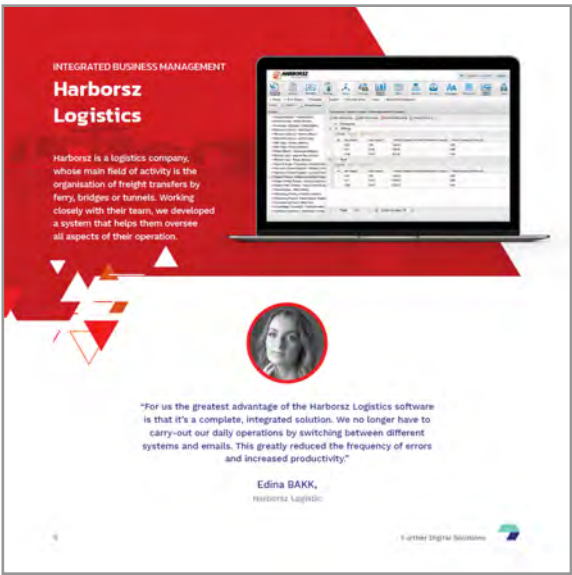
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
0123456789

Corporate Key Visuals

The key visual is not directly a part of logo design, but under certain conditions, it is a very effective add-on to the logo. The key visual is an image motif that is used in campaigns in order to enhance brand recognition.

Further Key Visuals

These could be imageries, icons and patterns, created and applied into the marketing materials.

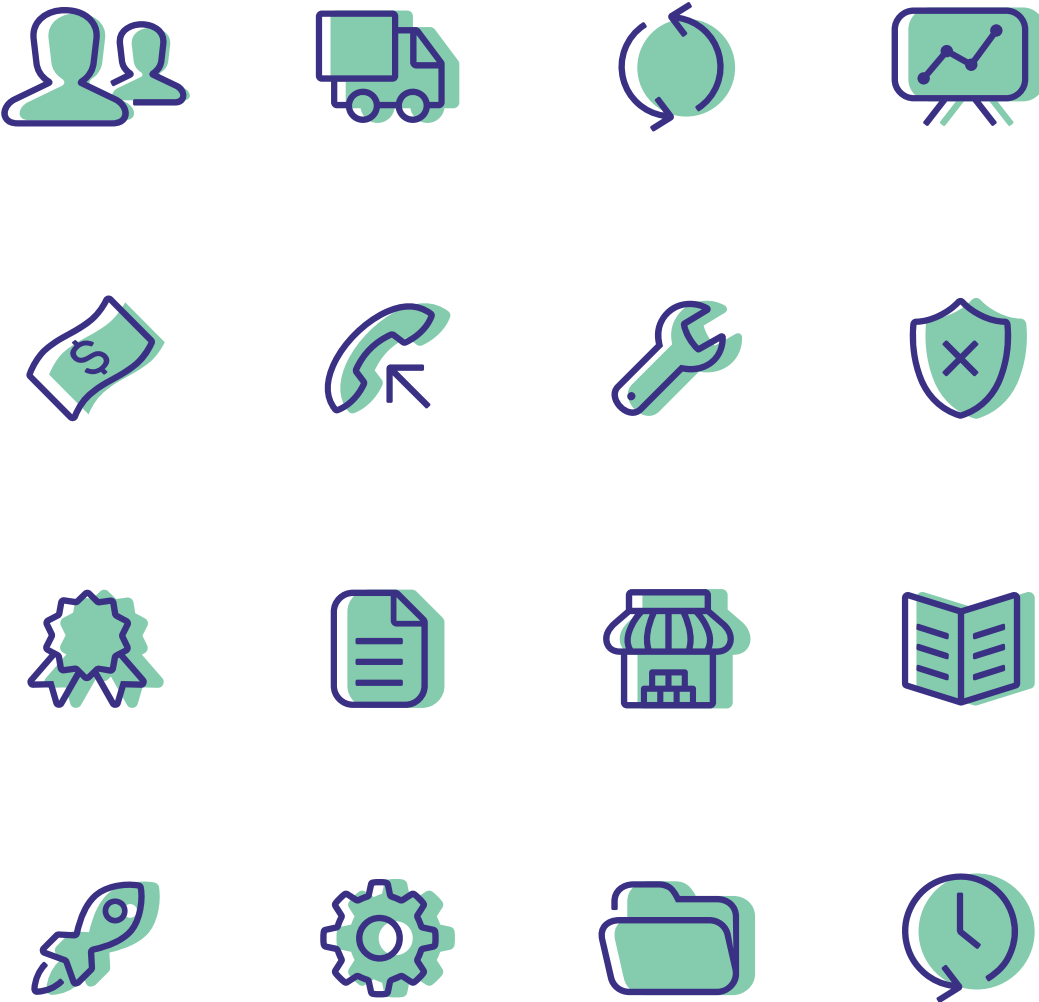


Further Booklet layout
May 2019

Icons

Our graphic elements make understanding information effortless. We use them to enliven and complement our stories while making information easier to assimilate.

They are solid and linear and made up in two tonal contrast color from our brand-color spectrum.



Contact

Using any element of Further visual brand needs previously approval.

For further information please contact:

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