

# Brand Identity Guidelines

Making it easier to build and ship  
features that look and feel like they  
came from Fullscript

January 2018



# Brand Identity – The Way We See It

- **Introduction**

- Colors

- Typography

- Iconography

- Logo

- Buttons & Inputs

- Tone

- Contact

## Why?

The beauty of working together is that everybody has their own ideas and perspectives. However, if we want to build something amazing together we have to agree on a solid foundation.

## How?

The purpose of brand identity is to give you a solid foundation for your work, but it won't solve every design question you'll encounter. Stay creative and feel free to think out of the box when necessary.

# Solid Colors

● Greenery #88B04B

● Orion Blue #404F5E

Greenery is our core color and we rely on it heavily to convey our integrative care movement, but we don't limit ourselves to just green!

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## Primary Colors

**Greenery** #88B04B

CMYK 53, 13, 92, 0

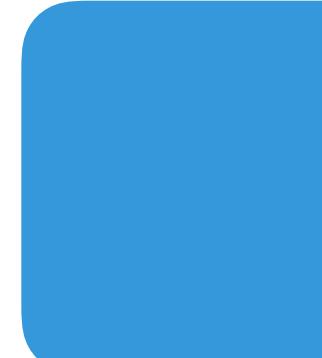
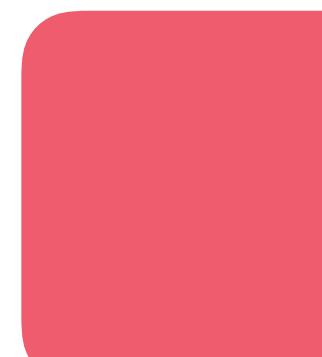
TPG 15-0343

**Orion Blue** #404F5E

CMYK 77, 60, 47, 30

TPG 19-4229

## Secondary Colors

**Hydro** #486971CMYK 77, 47, 45, 17  
TPG 18-4718**Slate** #798990CMYK 56, 38, 37, 4  
TPG 17-4408**Silt Green** #ABBDB1CMYK 35, 16, 31, 0  
TPG 14-5706**FS Blue** #3498DBCMYK 71, 28, 0, 0  
TPG 2925U**Calypso Coral** #EF5C6ECMYK 1, 79, 46, 0  
TPG 17-1744**Grape Kiss** #784067CMYK 52, 82, 36, 16  
TPG 18-3014

# Typographic Style

Montserrat Extrabold 60pt

A newly designed Montserrat for headers and labels, Karla for body text, and custom type for our wordmark.

Montserrat Light 30pt

## Why?

Montserrat Medium 24pt

A font family or even specifically a typeface within that family can garner positive emotional responses to a product. It can effect readability which can in turn effect productivity, focus, and more.

Karla Regular 21pt

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### MONTSERRAT FOR HEADINGS

**AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPpQqRrSsTtUuVvWw  
wXxYyZz123456789!@#\$%**

### KARLA FOR BODY TEXTS

**AaBbCcDdEeFfGgHhIiJjKkLlMmN  
nOoPpQqRrSsTtUuVvWwXxYyZz1  
23456789!@#\$%**

# Icons & Illustrations

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For casual mediums that benefit from a hand-made feel, we use 'Healthy Icons' by Hand-Drawn Goods.



For a cleaner, more serious tone, we use Futura Icons by Bloomicon. 1200 icons to choose from!

For fast, easy icons in our product, we currently use Font-Awesome

## Scene creators

We have a large collection of scene creators in our shared design resources, such as these plants from "The Scene Creator" from Aleksey Belorukov.





LOGO

# Logo Treatments

We have positioned ourselves for flexible use of our logo, but keep these considerations in mind.

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USE THE COLOR LOGO ON LIGHT BACKGROUNDS



USE THE WHITE LOGO ON COLOURS SUCH AS GREENERY



DARK IS OK FOR SINGLE COLOR PRINTS



USE THE COLOURED LOGO ON ORION BLUE OR BLACK



THE FULLSCRIPT LEAF PICTOGRAM FOLLOWS THE SAME RULES



# Form Styling

Typical form styles for use in product and brochure.

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## Inputs & Textareas

First name

First name (active)

Email address (incorrect)

×

Email address (correct)

✓

Phone number (disabled)

Province (dropdown)

Sample footer text for a field.

## Buttons

Primary

Hover

Active

Disabled

Secondary

Hover

Active

Disabled

Standard

Hover

Active

Disabled

# The Way We Communicate

Sometimes how you say something is more important than what you say.

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## Personal

We love communicating on a personal level. This is the core of who we are and what we do.

## Friendly

We're your friends. We exist to help you manage through the difficulties of understanding the motivation of your customers.

## Simple

We hate jargon. Our communication is clear and effortless.

# Wanna talk?

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For more information about our brand or design resources, feel free to contact Warren via Slack or email:

[warren@fullscript.com](mailto:warren@fullscript.com)

Keep in mind that this guide is always going to evolve!

# Color Variations

Use a color picker to grab these colours.

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OVERLAY ITSELF 100% & MULTIPLY ITSELF 50%



OVERLAY ITSELF (0%, 25%, 50%, 75%, 100%)



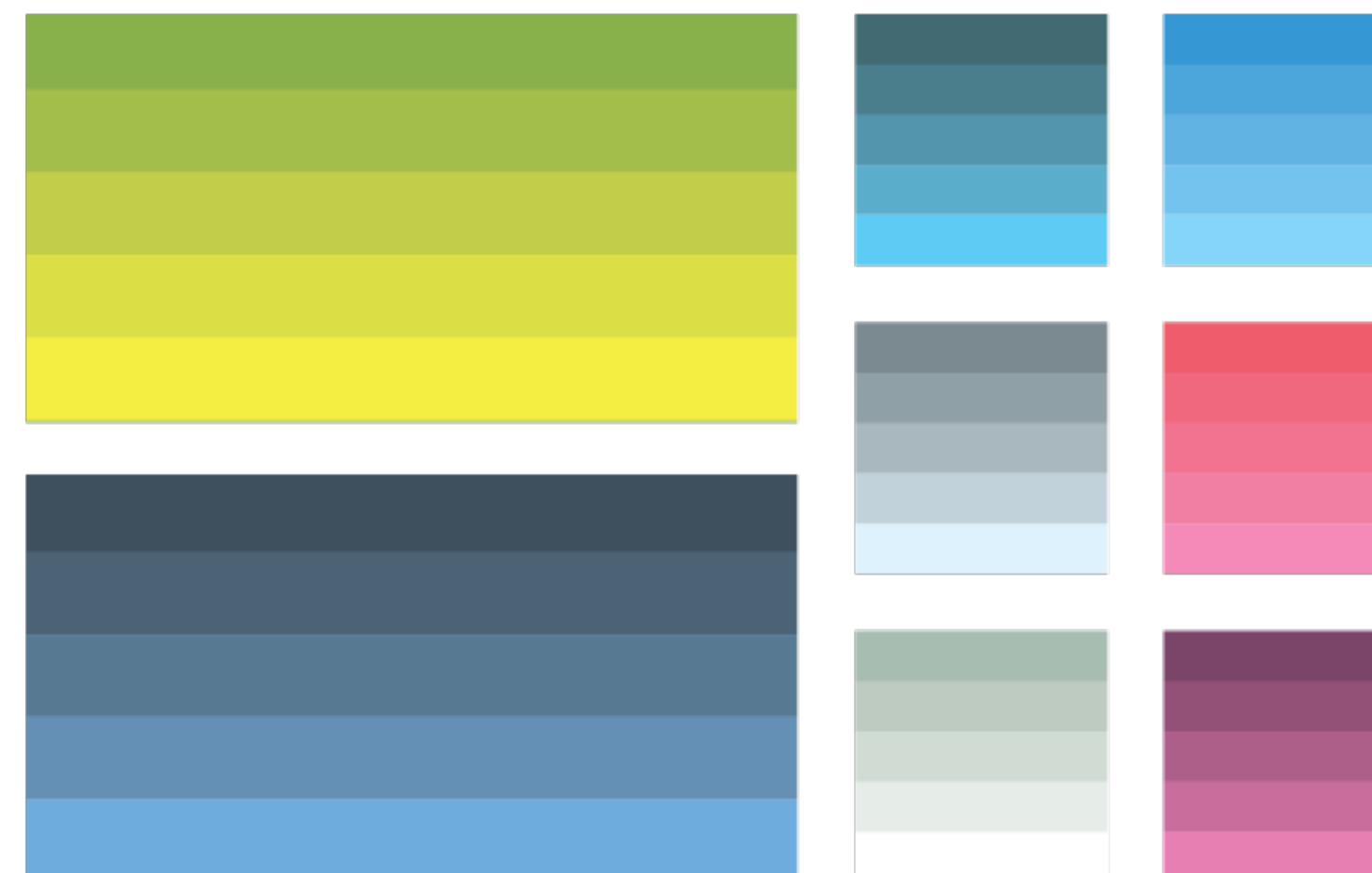
MULTIPLY ITSELF (0%, 25%, 50%, 75%, 100%)



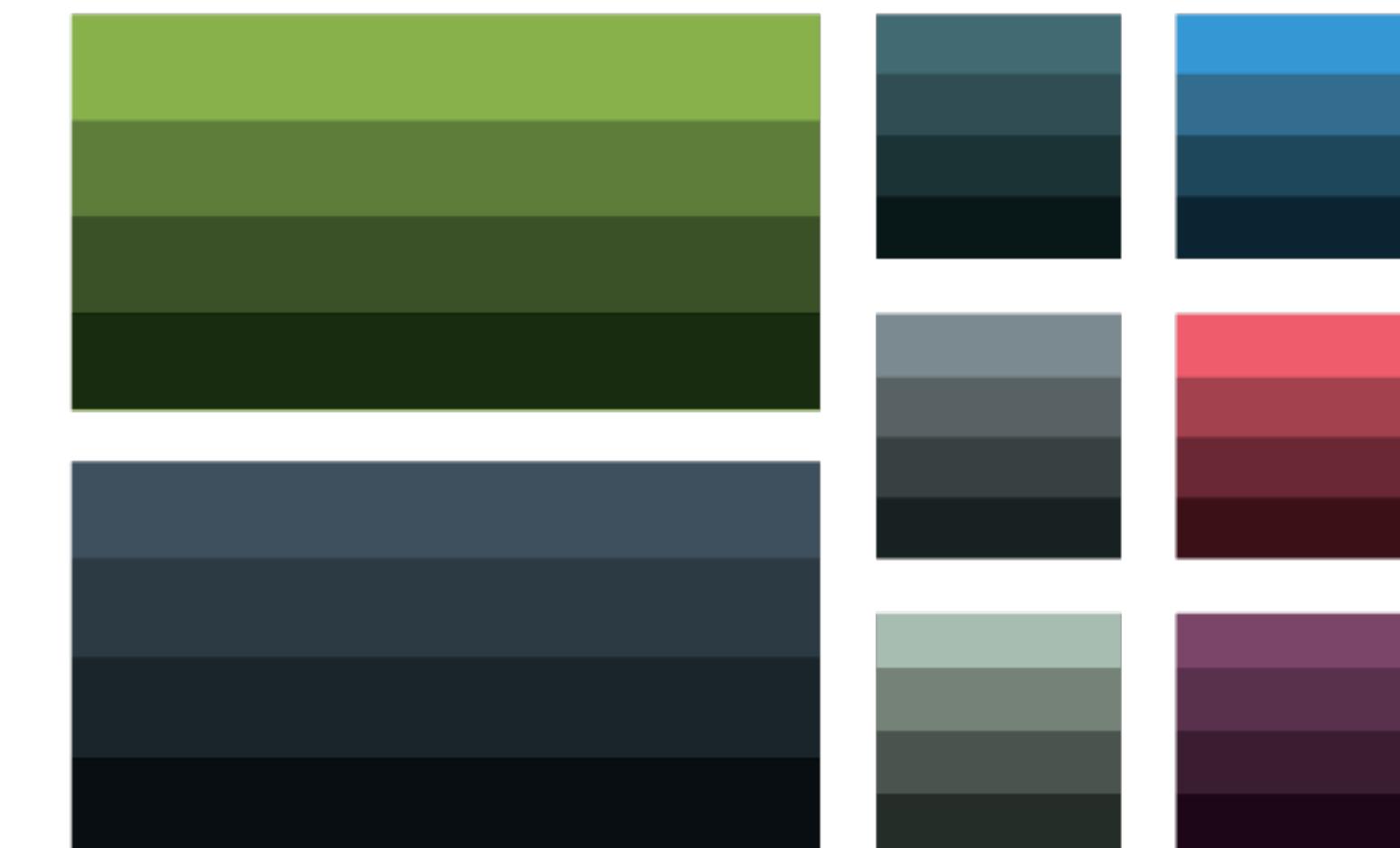
OVERLAY WHITE 50% & MULTIPLY BLACK 25%



OVERLAY WHITE (0%, 25%, 50%, 75%, 100%)



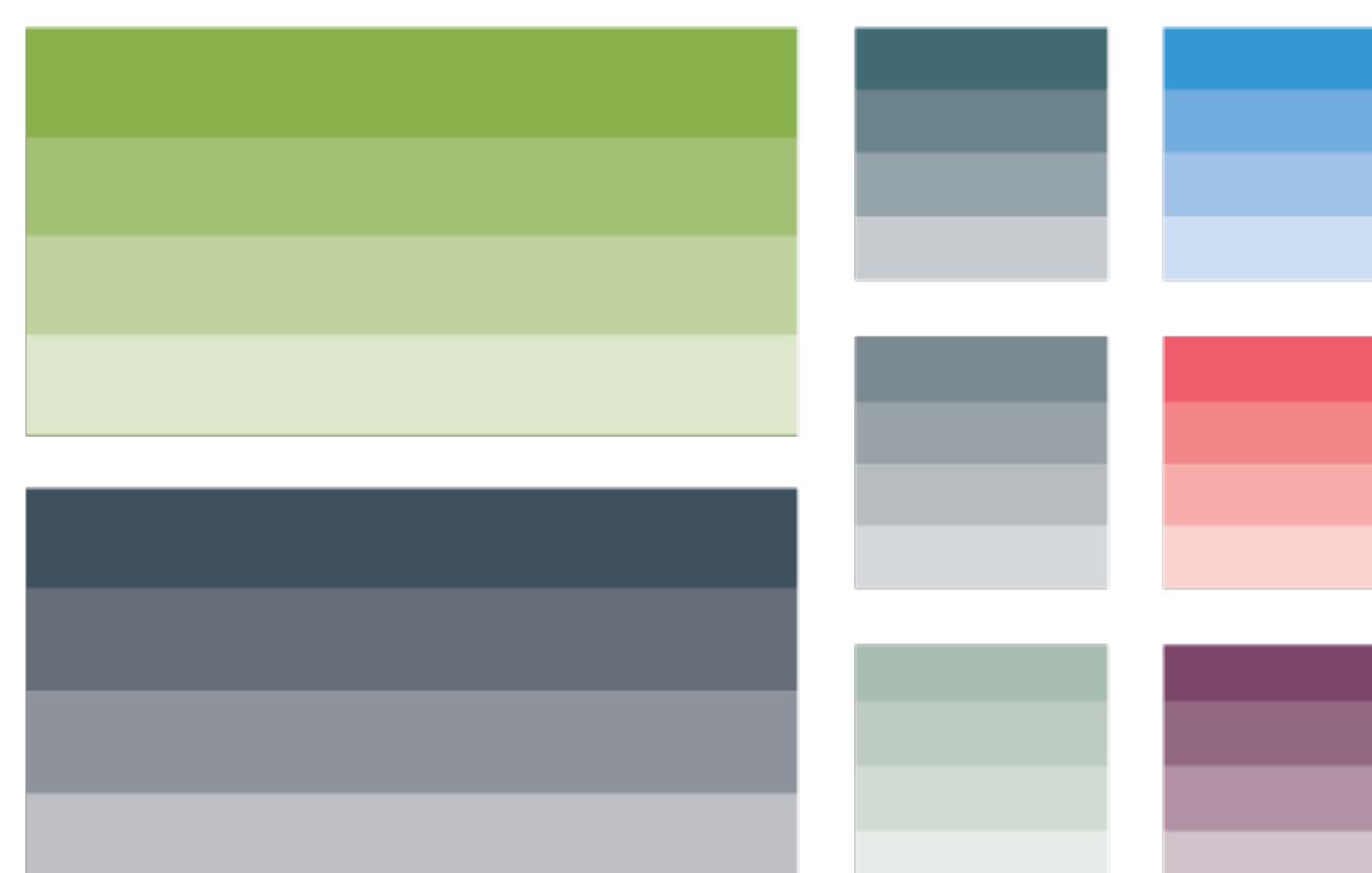
MULTIPLY BLACK (0%, 25%, 50%, 75%)



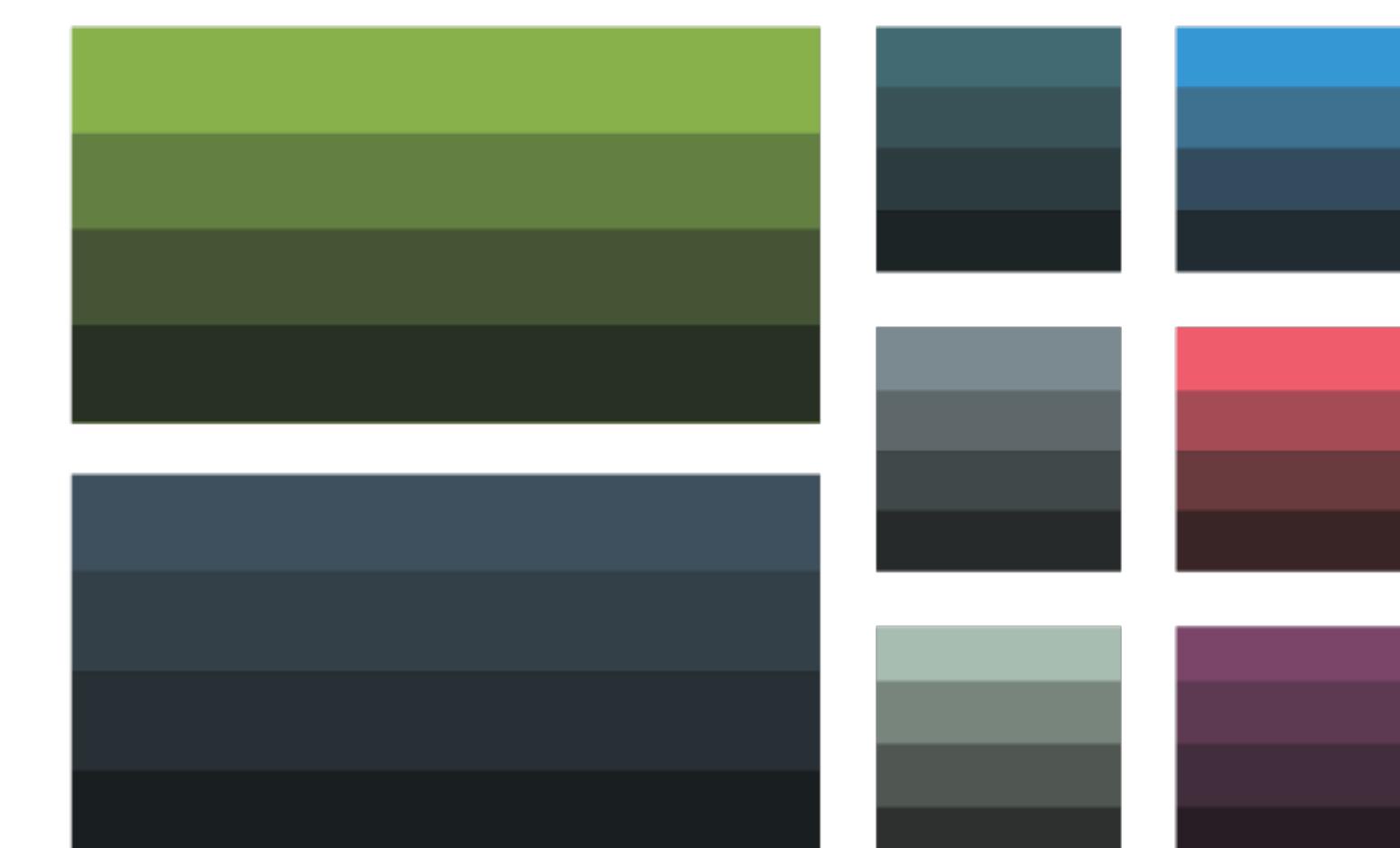
LIGHTEN 25% & BLACKEN 25%



LIGHTEN (0%, 25%, 50%, 75%)



DARKEN (0%, 25%, 50%, 75%)



Questions?

[warren@fullscript.com](mailto:warren@fullscript.com)

# Color Mixing

Use a color picker to grab these colours.

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MULTIPLY FS BLUE



MULTIPLY GREENERY



MULTIPLY CORAL



OVERLAY FS BLUE



OVERLAY GREENERY



OVERLAY CORAL



Questions?

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