



BRAND GUIDELINES

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01. THE LOGO

LOGO USAGE



LOGO CLEARSPACE

The logo must be surrounded by a designated amount of clear space on all sides, called the safe area. Below is a diagram showing the safe area boundary for the Fursan logo. DO NOT crowd the logo's white space. No text can be placed within that area. Use the height and width of the banner from the logo as a measurement to determine the minimum size of white space to allow on all sides.



BLACK AND GREYSCALE



INCORRECT USAGE



06. BRAND COLORS

PRIMARY COLORS

Primary colors are the dominant colors in the palette. They're used to construct the logo and word mark and may also cover large surface areas. These should be the first choices when selecting colors.



HEX: E42130
R:228 B:33 G:48
C:0 M:100 Y:100 K:0



HEX: 000000
R:0 B:0 G:0
C:65 M:50 Y:50 K:95



HEX: FFFFFFFF
R:255 B:255 G:255
C:0 M:0 Y:0 K:0

08. TYPOGRAPHY

PRIMARY TYPEFACE

Aa

TIMES

REGULAR

ITALIC

BOLD

BOLD ITALIC

SECONDARY TYPEFACE

Aa
FUTURA

REGULAR

MEDIUM

MEDIUM ITALIC

BOLD

11. PRINT DESIGN

BUSINESS CARD



LETTERHEAD



ENVELOPE-DL



15. BRANDING ITEMS

BADGE IDENTITY



T- SHIRT



USB STICK



PAPER BAG



CAP



COFFEE MUG



PEN



PLASTIC BAG



NOTE BOOK



VEHICLE



INVOICE



FLYER A4



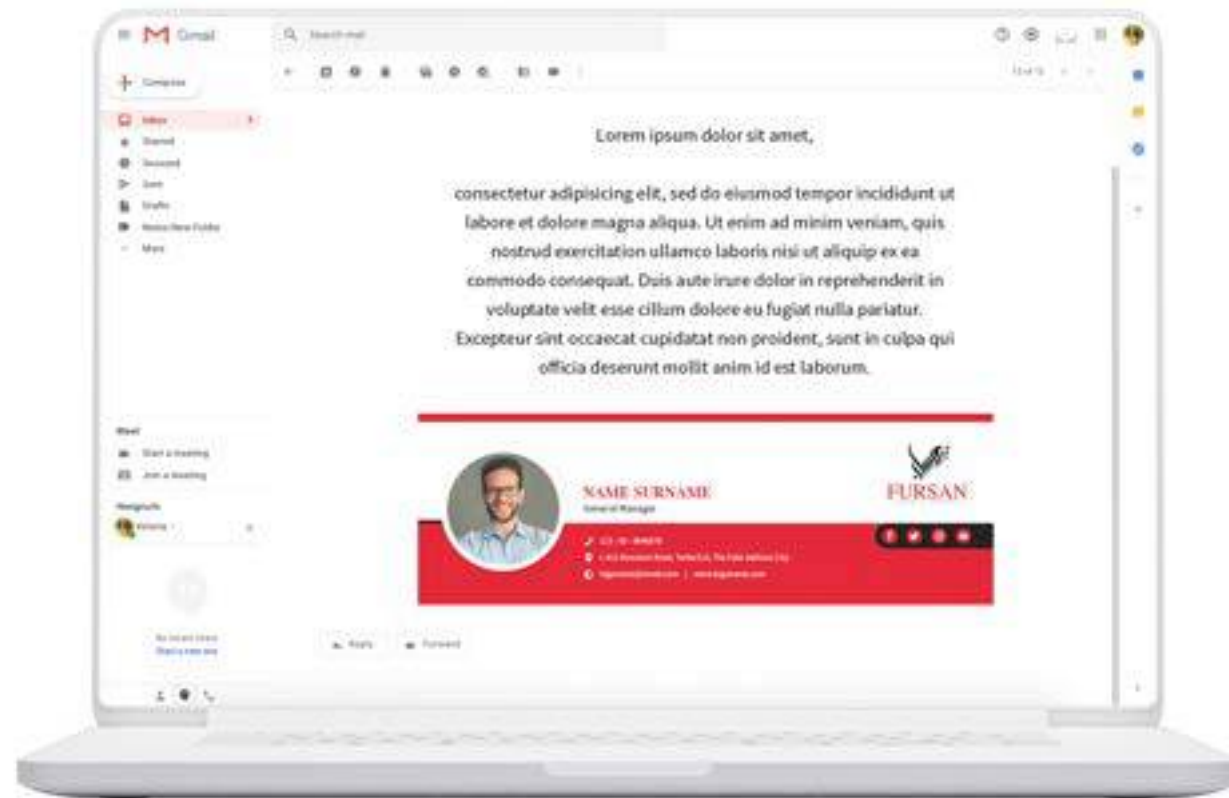
STAMP



ISO DOCUMENTS SYSTEMS



EMAIL SIGNATURE



ENVELOPE A4



DESK CALENDAR



BROCHURE



SIGN BOARD



BUILDING GUIDE SIGN



DOOR GUIDE SIGN



A4, A5 PAPER WATERMARK



A4



A5

THANK YOU



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