



Brand Guidelines

Visuals

Logo Space

This is hard to explain but give enough clear spacing to let the logo breathe. Usually this is equivalent to the height of the f used in the logo.



Use the other variants as needed, again with room to breathe



You can find them here: [Logos](#)

We like prominent logos so if a stacked logo allows it to be bigger - use it.



Dos and don'ts

Of course, the exception to prove the rule - Do use the reversed version on social media if it means we can leverage the existing white space to break the spacing rules above.



VS.



Oh and the circle is for illustration here, our logo needs no borders.

Bad ideas

Don't box it up, drop shadow, emboss it, add to it or gradient it. - it has feelings.

Don't add a santa hat to it, or make custom swag with it on.

Don't use it on a background that clashes or that's too busy - think nice tie on busy shirt.

Fonts

We use easily accessible web fonts and their default fall backs.

Primary font = Arial

Secondary font = Lato normal

Pull quote and headings = **Montserrat bold or** Montserrat Light

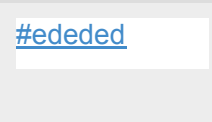
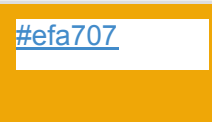
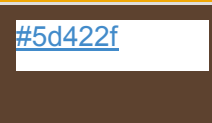
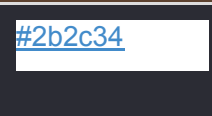
Serious headlines = **Libre Baskerville** \the world's most believable font.

Core Palette

<http://www.color-hex.com/color-palette/61892>



Colors in Palette

Color	Hex	RGB
	#ffffff	(255,255,255)
	#ededed	(237,237,237)
	#efa707	(239,167,7)
	#5d422f	(93,66,47)
	#2b2c34	(43,44,52)