



FW3
SOURCING

FW3 Sourcing
Identity Guidelines

May 2011

Identity: Full colour logo

The FW3 Sourcing logo represents the brand for the company.

Applying the rules of the new identity uniformly and consistently across all media will ensure the brand is perceived effectively.



Logo in full.

FW3 Sourcing full colour logo.

Identity: Reversed logo

Wherever possible the full colour version of the logo should be used. If this is not possible the reversed version should be used.



Logo in full.

FW3 Sourcing reversed logo.

Identity: Mono logo

Wherever possible the full colour version of the logo should be used. If this is not possible the mono version here should be used.



Logo in full.

FW3 Sourcing mono logo.

Minimum Clearspace

When using the logo, allow it to “breathe” and have maximum impact by preserving a minimum clear space zone around it. The minimum clear space is equal to the width of the FW3 Sourcing shape, as illustrated.

Maintaining the clear space zone between the logo and other graphic elements such as type, images, other logos, and the edge of pages, helps to ensure that the logo retains a strong presence wherever it appears. Where possible, allow even more space around the logo.



Colours

Two swatches have been chosen for the FW3 Sourcing logo and these must be strictly adhered to throughout all media.

CMYK is the print industry standards for colour match and RGB and Web (Hex) colours are included for digital and online work.

SWATCH 1

Web: #FBB040

RGB: R251 G176 B64

CMYK: C0 M35 Y85 K0



SWATCH 2

Web: #939508

RGB: R147 G149 B152

CMYK: C0 M0 Y0 K50

