Style guide

Following this guide will assure appropriate and consistent use of logo, brand's color pallete and typography.
Always make sure that logo is legible and propertly displayed.

Logo on brand's light background

futureconnect

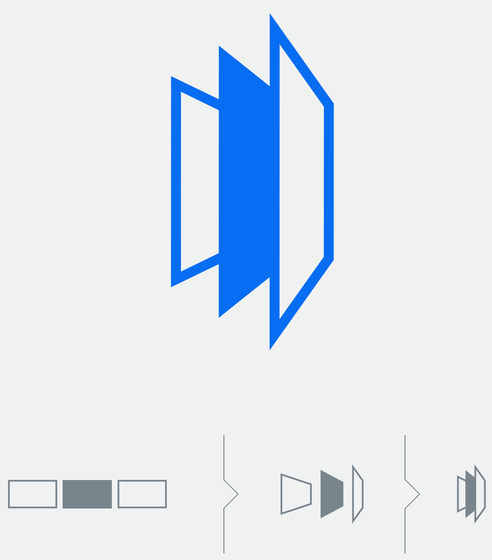
Logo on brand's dark background

futureconnect

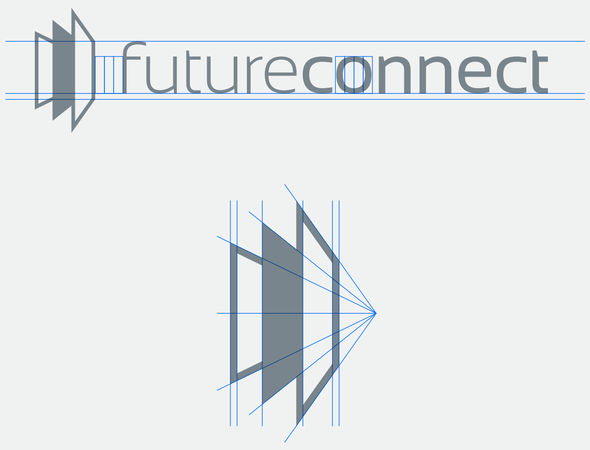
Logo on brand's blue

futureconnect

Symbol



Construction and proportions



Safe zone (defines the minimum spacing distance from the page edge, text or image)

Light color scheme
(when using logo on brand's light background)

Future blue
#076df2

Dark blue
#031926

Dark color scheme
(when using logo on brand's dark background)

Light future blue
#0583f2

Off white
#f0f2f2

Logotype typo

Sansation Light
Sansation Regular

Brand's typo

Wotford Font *Family*

Examples of unauthorized modifications

modyfying structure

changing color scheme

adding custom effects

Minimum logo size for displays

80 px

20 px