

BADGE GUIDELINES

FU⁺URE PLUS
IT ALL ADDS UP



COLOUR



Our badge can be used in our master ‘Night’ blue, black or reversed.

Primary

Night

R=1
G=23
B=43
HEX #01172B

Mono

Black

R=0
G=0
B=0
HEX #000000

Reversed

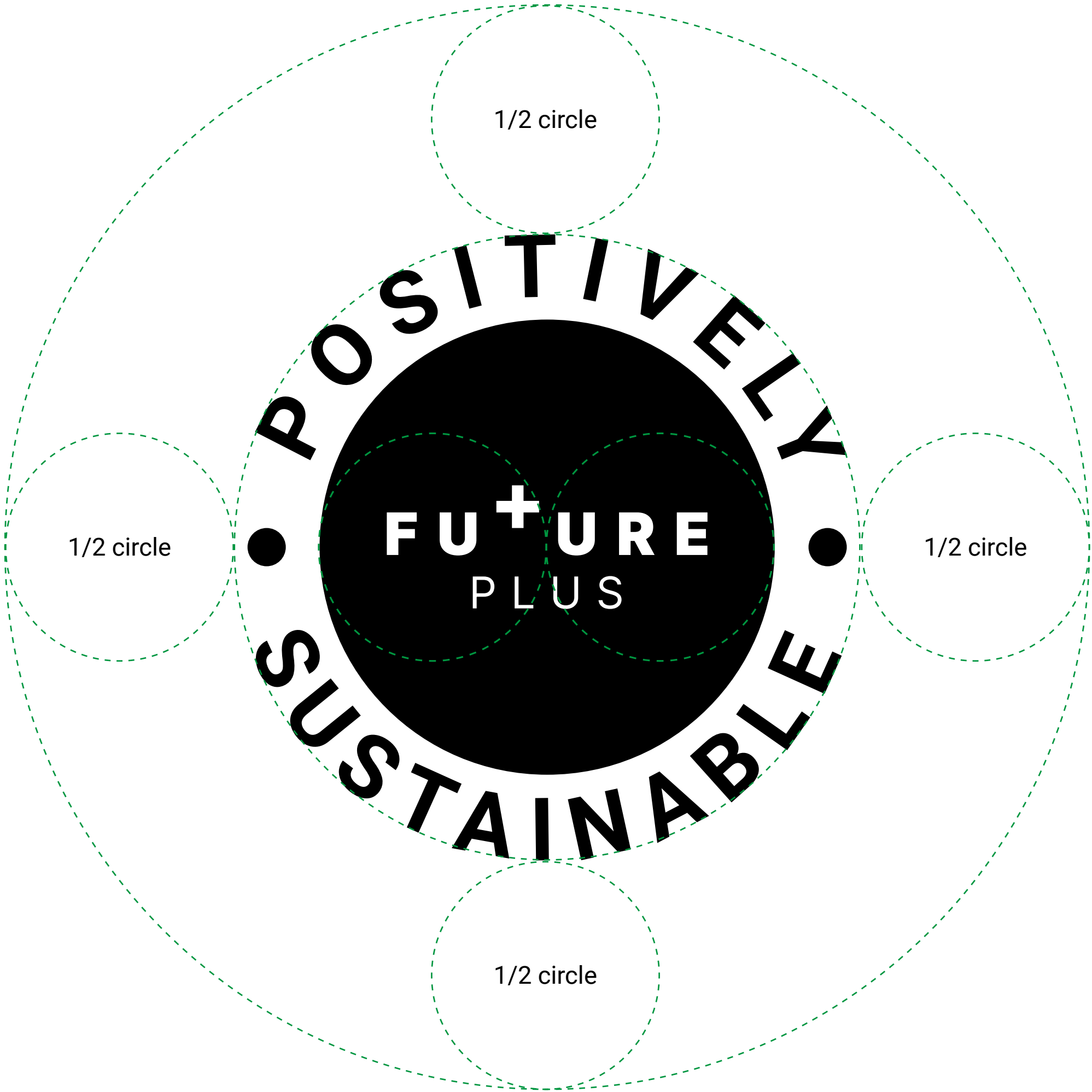
White

R=255
G=255
B=255
HEX #ffffff

SAFE AREA



Safe area
A clear space around our badge is determined by a space equal to half the width of the badge's central circle. Ensure no content encroaches into this space.



INCORRECT USAGE

What to avoid

Do not change the colour



Do not stretch or condense



Do not rotate



Do not add effects



Do not change its shape



Do not change the font

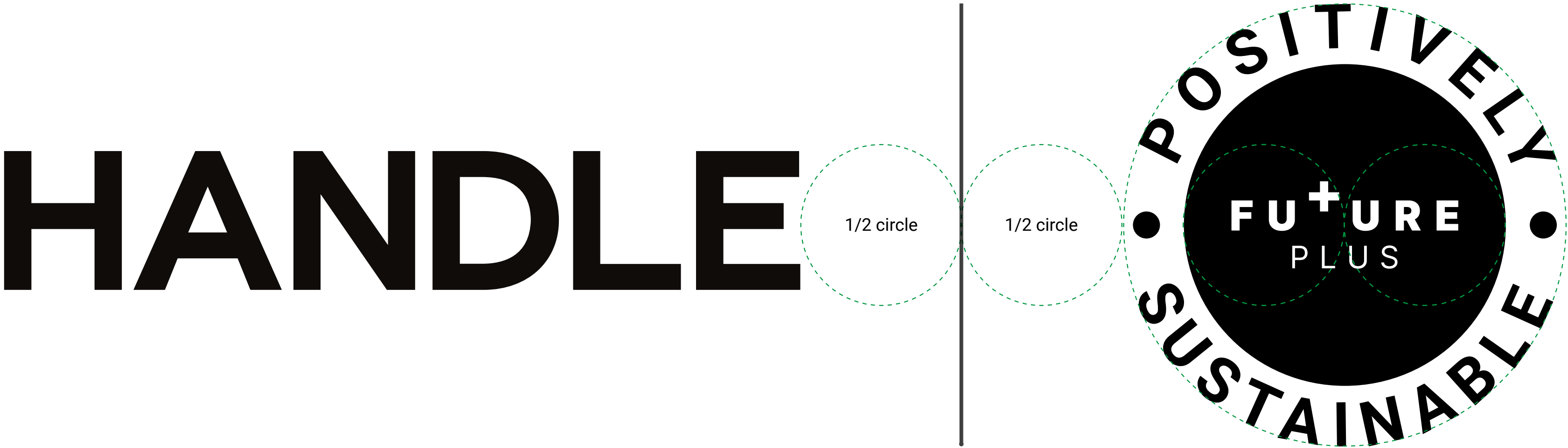


USING OUR BADGE



Working with other brand logos

When displaying our badge with other brand logos, use the same safe space rules from the previous page. A 1px width vertical black or reversed line should be used to ensure both the brand logo and badge are distinguished from one another.



USING OUR BADGE

Minimum size
The badge’s minimum size is determined by the surrounding type being legible.

Email signature

Joe Bloggs
Project Manager
+44 (0) 7747 612 286

HANDLE



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USING OUR BADGE

Packaging

