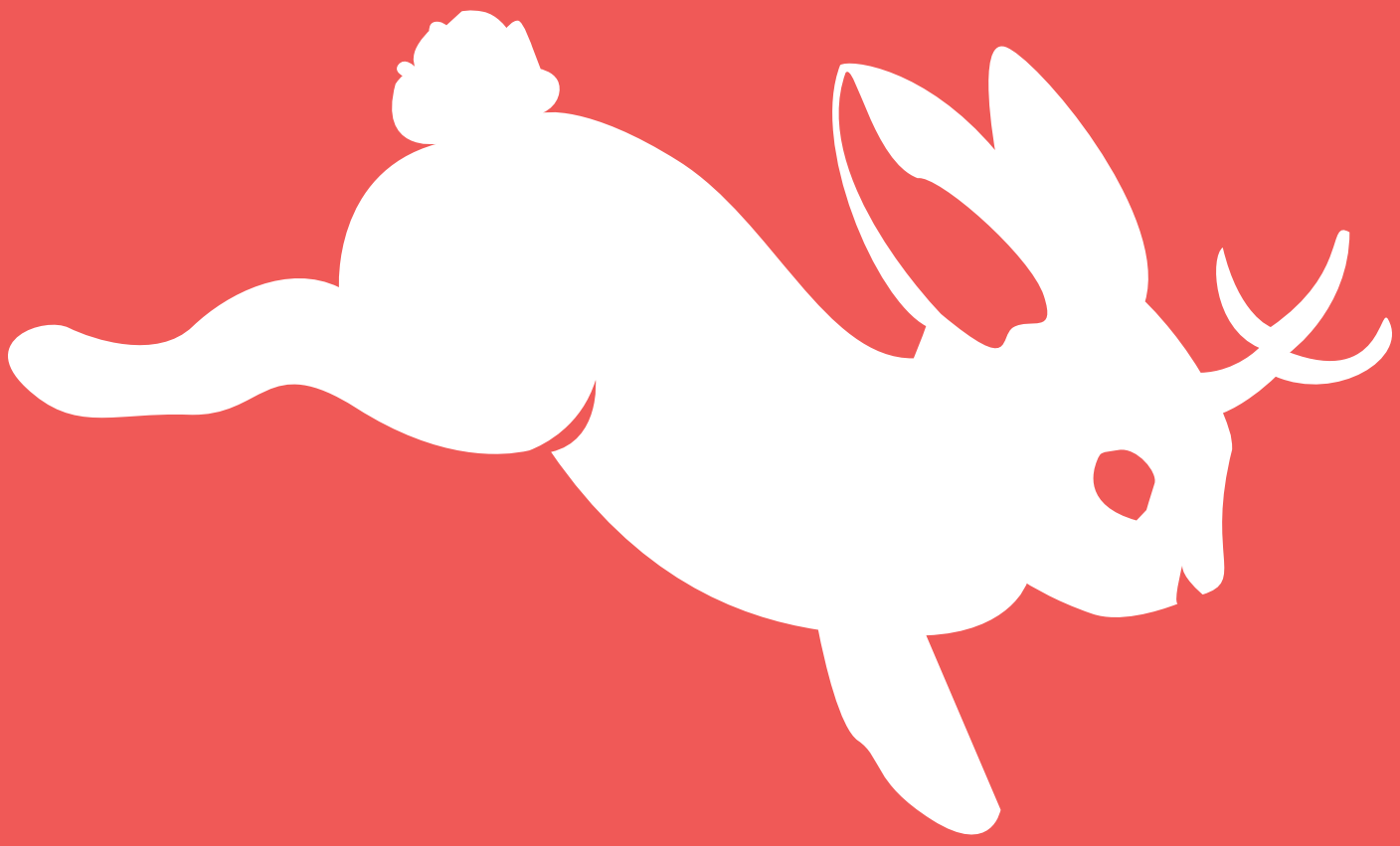
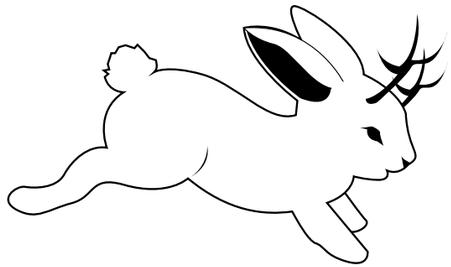
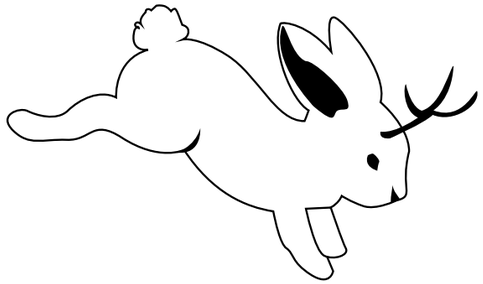


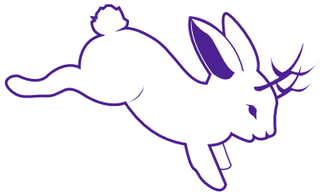
FAO Brand Standards

Initial Logo Sketches

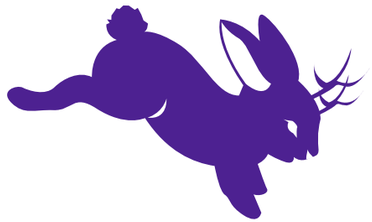




Refinements

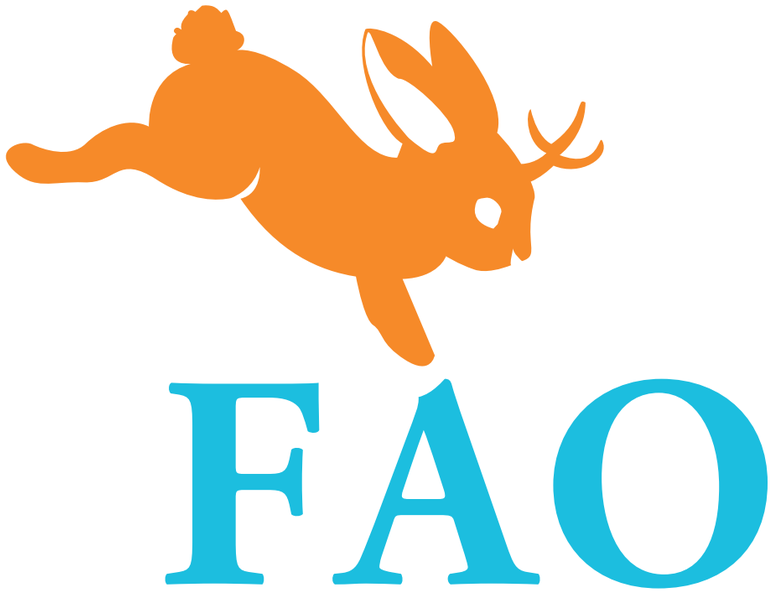


FAO



FAO

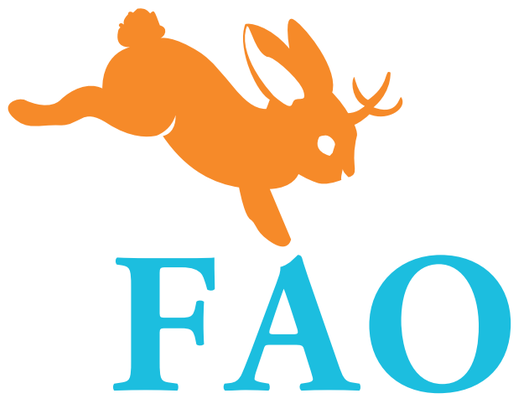
Final Mark

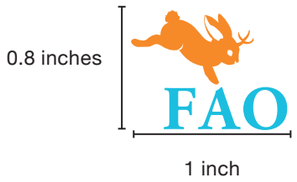


Mark

No maximum size for the logo but The master logo is to only be used in the approved colors. The color of the background should complement the logo determining which logo should be used on the background.

Minimum size no smaller than three-quarters of an inch wide:



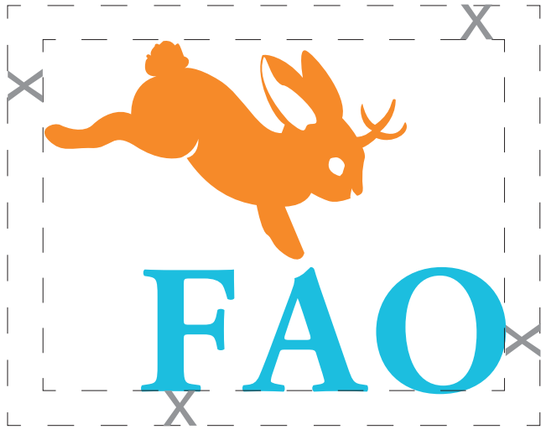


Logo Integrity and Clear space

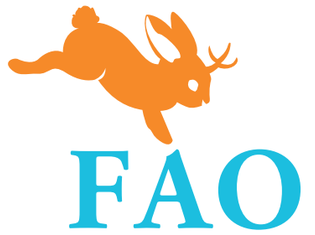
Clear space is the area around the logo. This area should be clear of any graphics or typography. This space also includes the edges of magazines and newspapers.

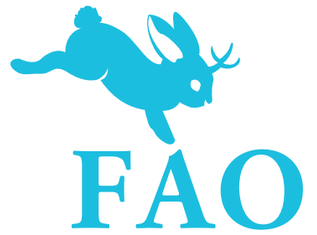
Use the height of the tail to determine the clear space needed around the logo

x = height of tail



Logo Variations





Typography

The main logo is always to be used in capital letters. The signature or any secondary typography can be either all caps or caps and lowercase. When using Garamond do not use all caps for the signature.

Adobe Garamond Pro Regular

Adobe Garamond Pro Bold

Helvetica Neue Regular

Helvetica Neue Bold

Colors

CMYK 0 55 95 0
RGB 216 103 29
HEX #d8671d
PMS P24-8U

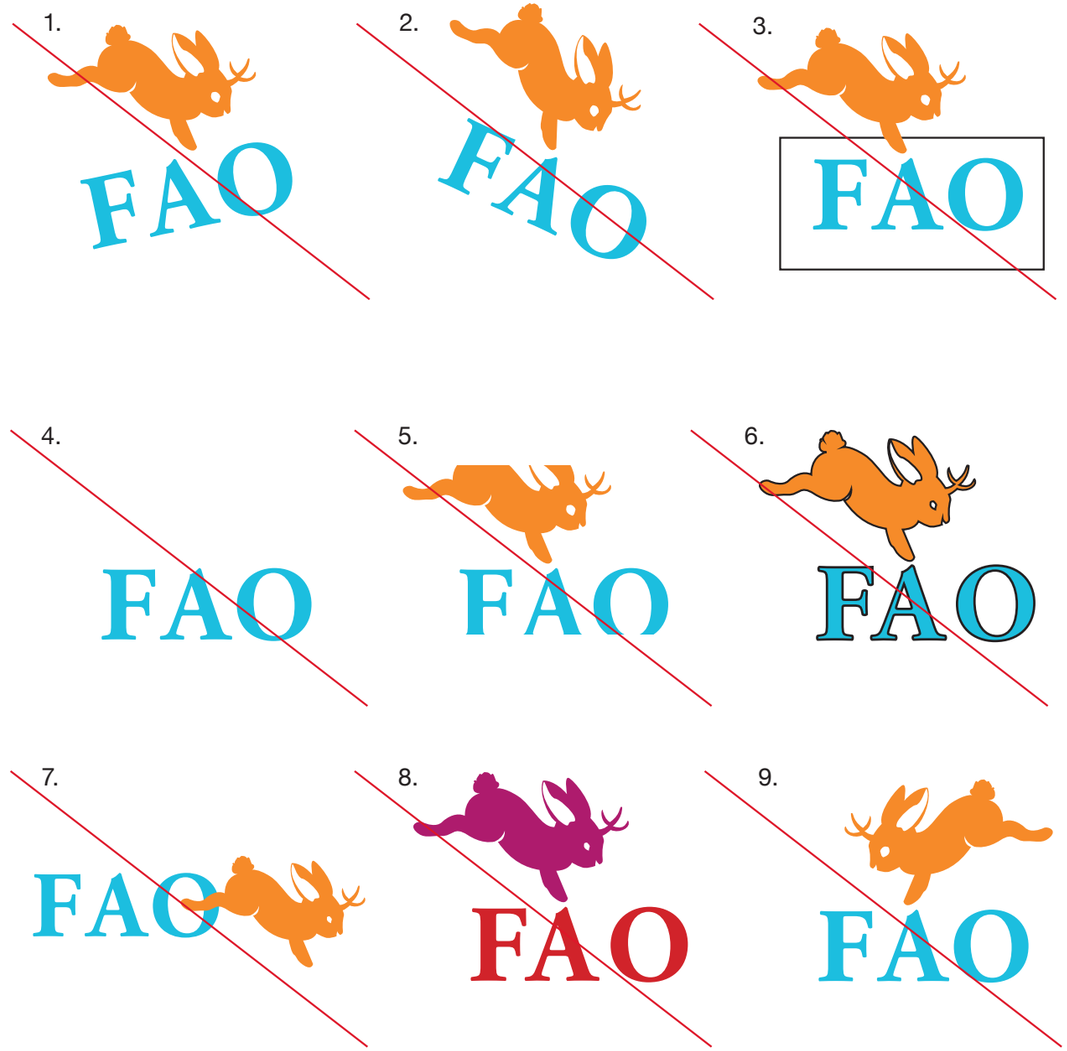
CMYK 70 0 11 0
RGB 58 107 205
HEX #3aaacd
PMS P118-6U

CMYK 0 80 63 0
RGB 206 57 57
HEX #ce3939
PMS P55-6U

Unapproved Uses

To preserve the integrity of the FAO brand, use the brandmark correctly and consistently with any application. Altering, distorting or redrawing the mark in any way may weaken the overall brand image.

1. Rotate brandmark or wordmark
2. Alter the angle
3. Add text or graphics
4. Use the wordmark or brandmark alone aside from in pattern
5. Crop the brandmark
6. Outline the brandmark
7. Use brandmark next to wordmark
8. Use any color other than the brand colors
9. Flip brandmark



Business System

FAO

Michael Smith
875 Avenue of the Americas
New York, NY 10001
1-800-326-8638
info@fao.com

Jane Smith
PO BOX 123
Philadelphia, PA 19123

Dear Ms. Smith,

Bitisima ximoleniendi occuptat reperes volorro veribusa simet et doloremodi odipicid et fugitatur accum eat vit, conet latum laboria quia pratam fugia dion reicae. Ut latquibus aut mo inimet perore odis dolorer umquaerescia nisti sam res et andande numet, aut quat hic to vercitatque cullorro et et aliquat.

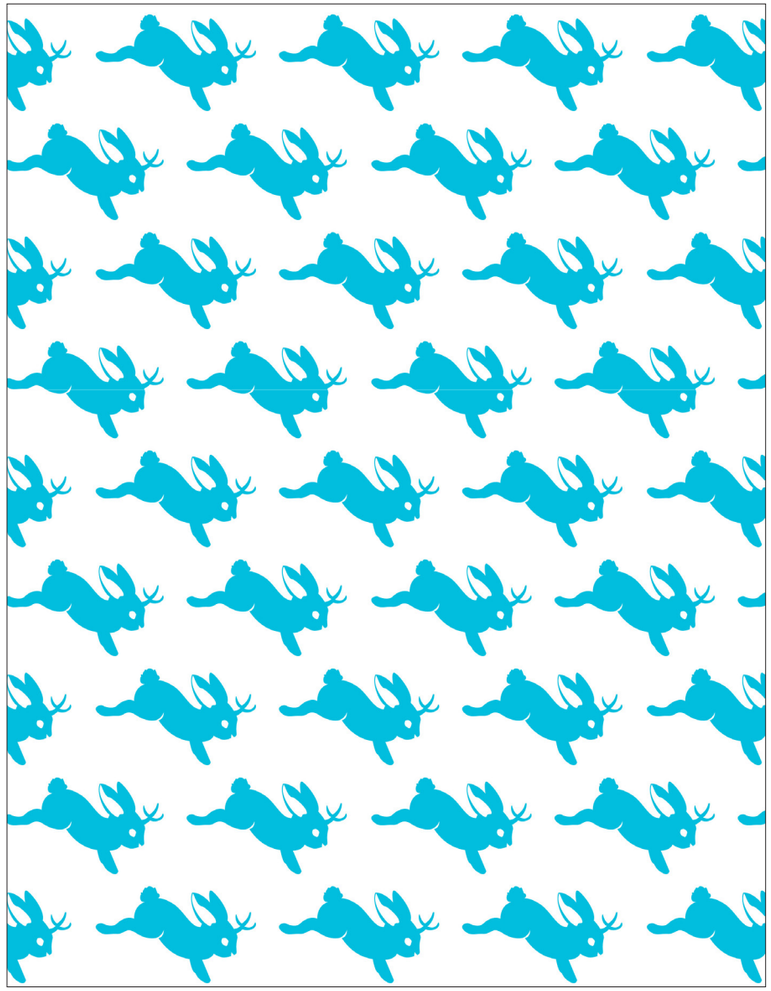
Ex es quia velicia nis saerit velit, simus dolenis aliquam libus accum que soluptas num hiti reniti te ium, omniend ioratis sinciisi sa net alignisi asperupta ne pa consequamet ipsandit, sunto quis escit, sitatibusam, que ime prempor molupienti reicium quis doleniet vendi que nulla dit, arum lacepero tota ne od es maximod earunt ratum reperfereped ut eos most quatiam, quis cones et estint quatum facearum et el id magnisq uidunt dissit, sime mos am, sapit reptatur?

Ferovid essimi, untiam faccati core volume et etum debis exces et re eos dolest enihictas aborporerci dolese simoluptatis quas ius nus vendebis estiantio bla eium volupienet et eume dolest hit prae lab iunto ipiciet pa veraereped utectiusam, te estotatiis siti blaborit rem entur magnam quid quae rendi dolore nem quis velent velit eos et doluptatios dolectem rem. To consed magnat.

Busa non porehende nus, sa sitaqui sintur? Ibus voluptas nossi conessequo illatur asperibus dene nobis nit optatiur? Ugit ium coresequae vercia nonse dolupta cus ni torpost, veruptis sitatur aut liquias mo doloreh enditaq uundis asi id magnis dolorio mi, santia a vollaceperem exerume quae qui reprerum fugit apicia conserist adis et pra volupta arunt, qui aut id maximaion cum, ium quia sunto denda sam quistrum quo blabore ent, cus cum delitam idis res cusciam volo blabo. Hento evendae sim quossim agnient rat.

Sincerely,

Michael Smith

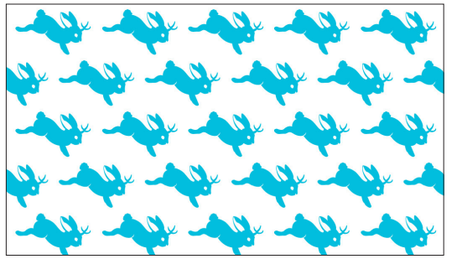


FAO

875 Avenue of the Americas
New York, NY 10001

FAO

Michael Smith
Executive Director
215-123-4567
smithm@fao.com
875 Avenue of the Americas
New York, NY 10001



Staff ID

Uniforms

Packaging