

# BRAND GUIDELINES

LAST UPDATED: MARCH 25, 2024

F-OUT!



01 — LOGO

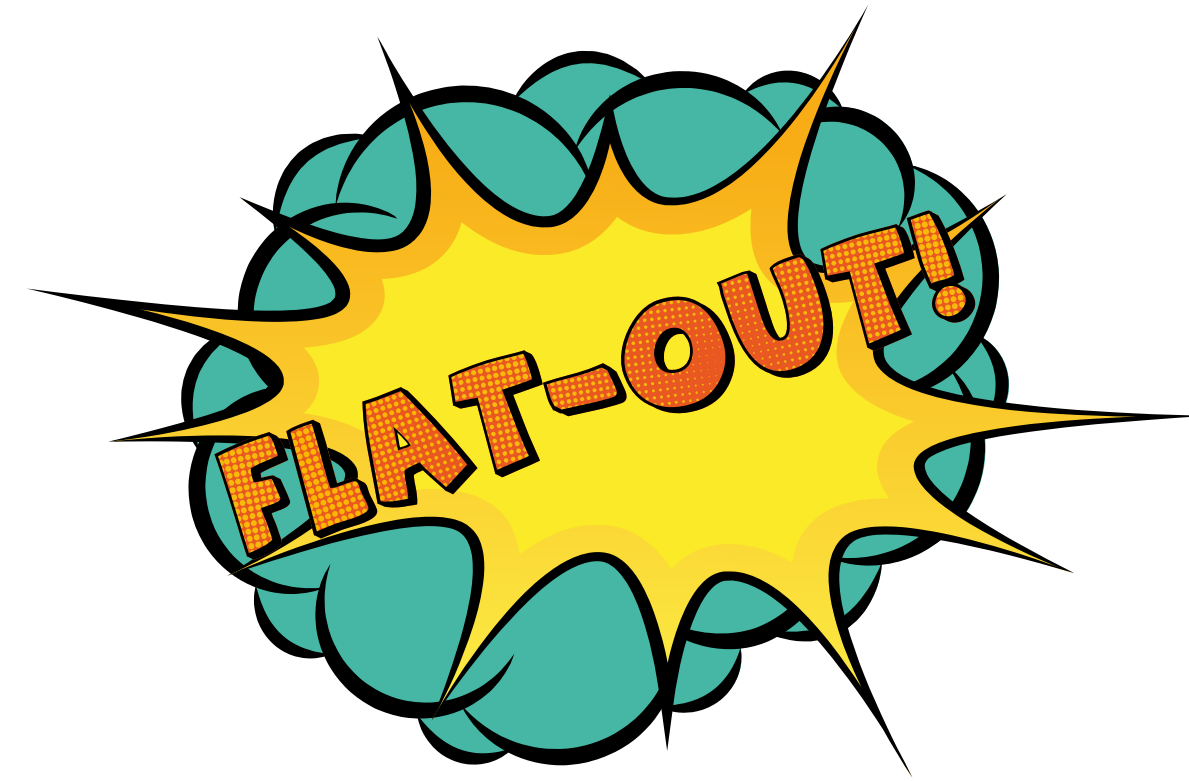
**F-OUT!**

## LOGO WITH BACKGROUND

Colorful background is a core element of the this version of a logo.

This logo has two versions:

- Long
- Short



Long version on white



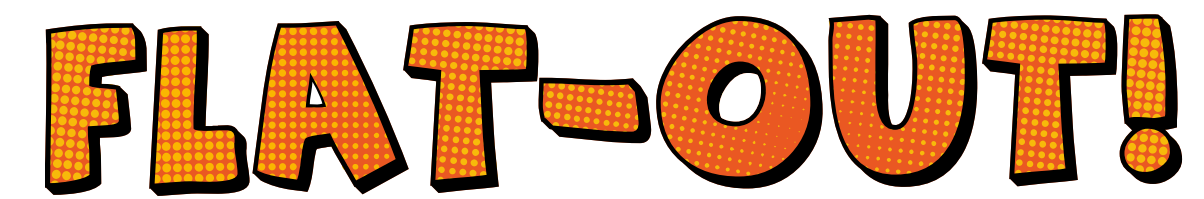
Short version on white

F-OUT!

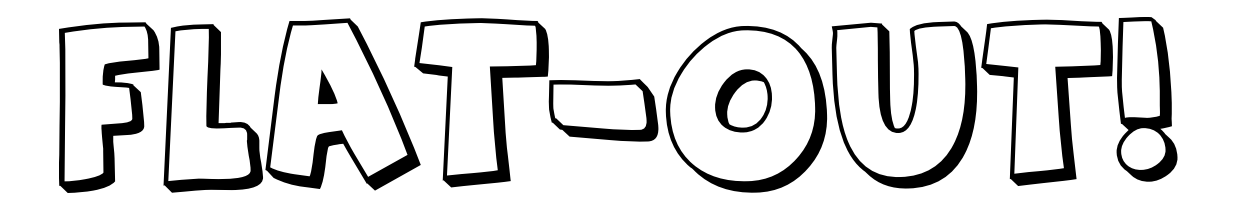
## LOGO TYPOGRAPHY BASED

Typography based logo has four versions:

- Long color
- Long mono
- Short color
- Short mono

The text 'FLAT-OUT!' is rendered in a bold, rounded, sans-serif font. The letters are filled with a vibrant orange color and feature a halftone dot pattern. Each letter has a thick black outline, giving it a 3D, blocky appearance.

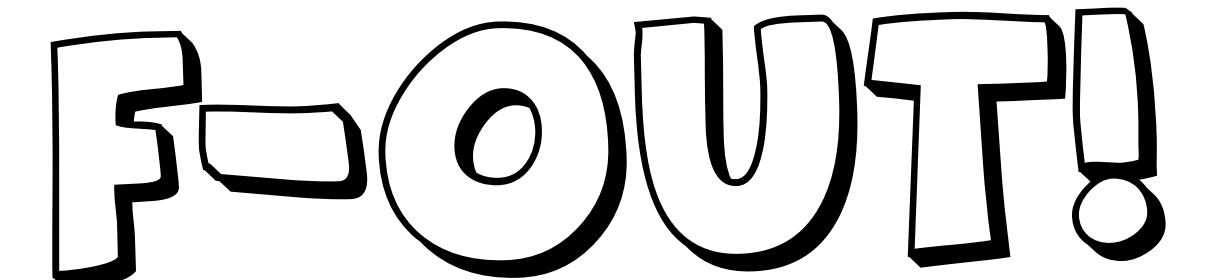
Long version color on white

The text 'FLAT-OUT!' is rendered in the same bold, rounded, sans-serif font as the first version. However, the letters are white with a thick black outline, creating a high-contrast, monochromatic look.

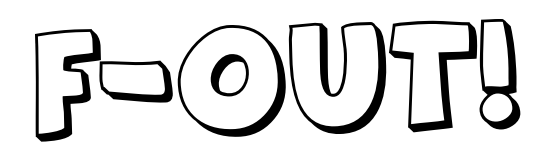
Long version mono on white

The text 'F-OUT!' is rendered in the same bold, rounded, sans-serif font. The letters are filled with the same orange color and halftone dot pattern as the long version, with a thick black outline.

Short version color on white

The text 'F-OUT!' is rendered in the same bold, rounded, sans-serif font. The letters are white with a thick black outline, matching the monochromatic style of the long version.

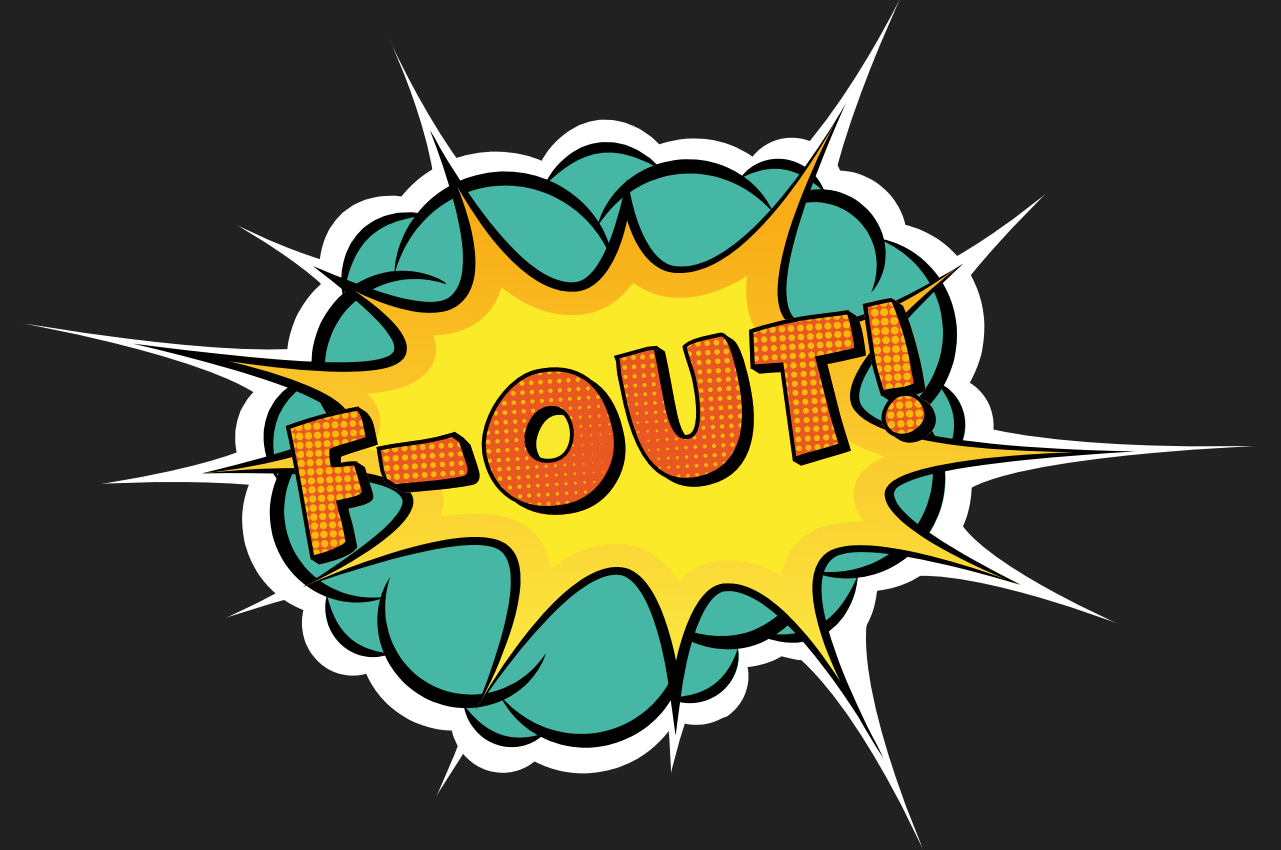
Short version mono on white

The text 'F-OUT!' is rendered in the same bold, rounded, sans-serif font. The letters are white with a thick black outline, matching the monochromatic style of the long version.

**LOGO ON BLACK**



Logo with background,  
long version on black



Logo with background,  
short version on black

**FLAT-OUT!**

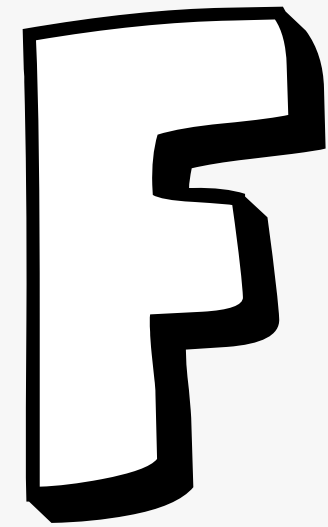
Logo based on typography,  
mono, long version, on black

**F-OUT!**

Logo based on typography,  
mono, short version, on black

**F-OUT!**

**LOGO** SYMBOL



Symbol version, mono on bright  
[filled inside]

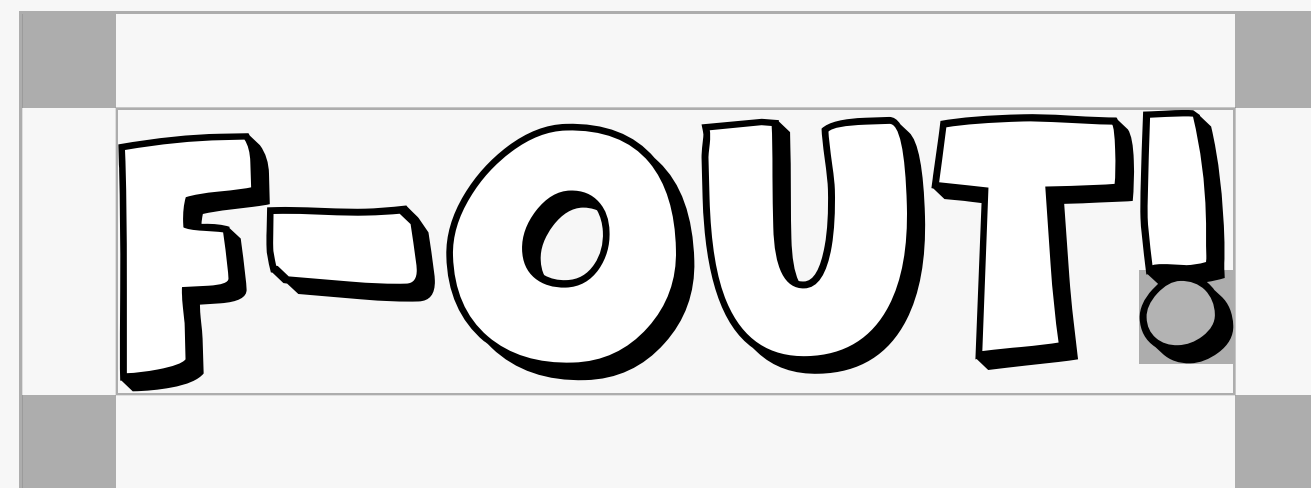


Symbol version, mono on dark  
[empty inside]

**F-OUT!**

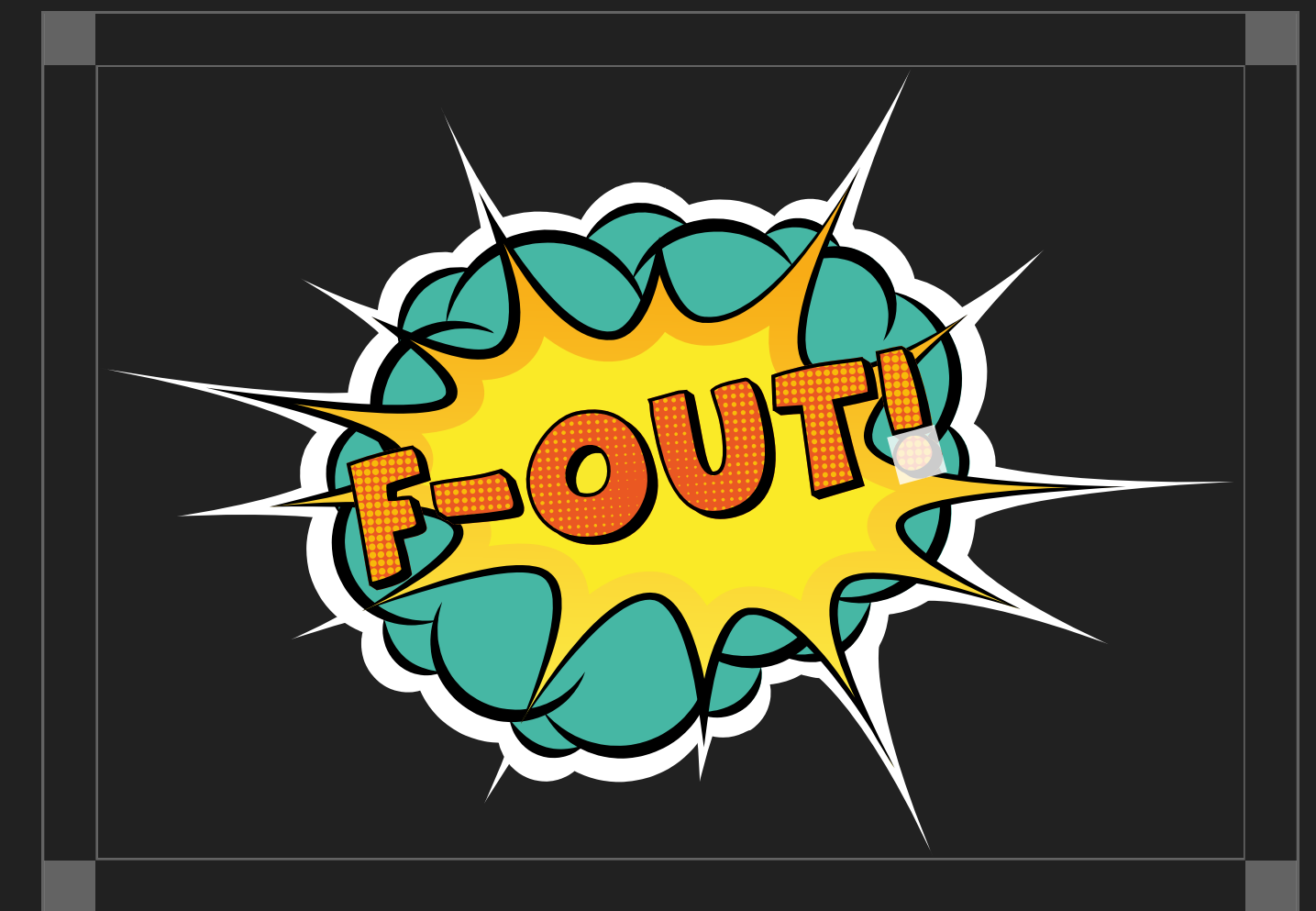
## LOGO CLEAR SPACE

To preserve the logo's integrity, always maintain a minimum clear space around the logo from competing graphic elements such as other logos, copy, photography, or background patterns that may divert attention. The minimum clear space for the logo is defined by a point used in exclamation mark. This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.



Logo based on typography,  
color & mono, short & long version

**F-OUT!**



Logo with background,  
long & short version

## LOGO DON'TS

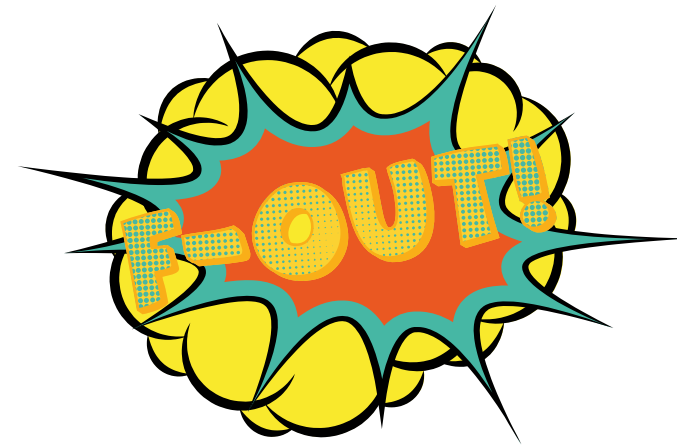
**Don't** warp or skew the logo.  
Maintain the proper proportions.



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FLAT-OUT!

**Don't** use multiple colors even if they  
are within the brand palette.



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**Don't** adjust the scale of the individual  
elements of the logo, maintaining  
consistent proportions.



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F-OUT!



# 02—**FONTS**

**F-OUT!**

## FONT INFO

# Open Sans

Light

Regular

**SemiBold**

**Bold**

**ExtraBold**

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp.

Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

In March 2021, the family has been updated to a variable font family and it also includes Hebrew, and unified and simplified the licensing under OFL.

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# 03 — COLORS

**F-OUT!**

# COLOR PALETTE

## BLACK

C	0	R	0	#000000
M	0	G	0	
Y	0	B	0	
K	100			

## JUICY ORANGE

C	0	R	234	#EA5822
M	76.27	G	88	
Y	91.35	B	34	
K	0			

## MISTY SUN

C	2.34	R	247	#F7BA0A
M	29.69	G	186	
Y	94.14	B	10	
K	0			

## SQUEZED LEMON

C	6.25	R	0	#FAEA27
M	0	G	0	
Y	87.11	B	0	
K	0			

## MINT GREEN

C	68.13	R	70	#46B7A4
M	0	G	183	
Y	43.64	B	164	
K	0			

## WHITE

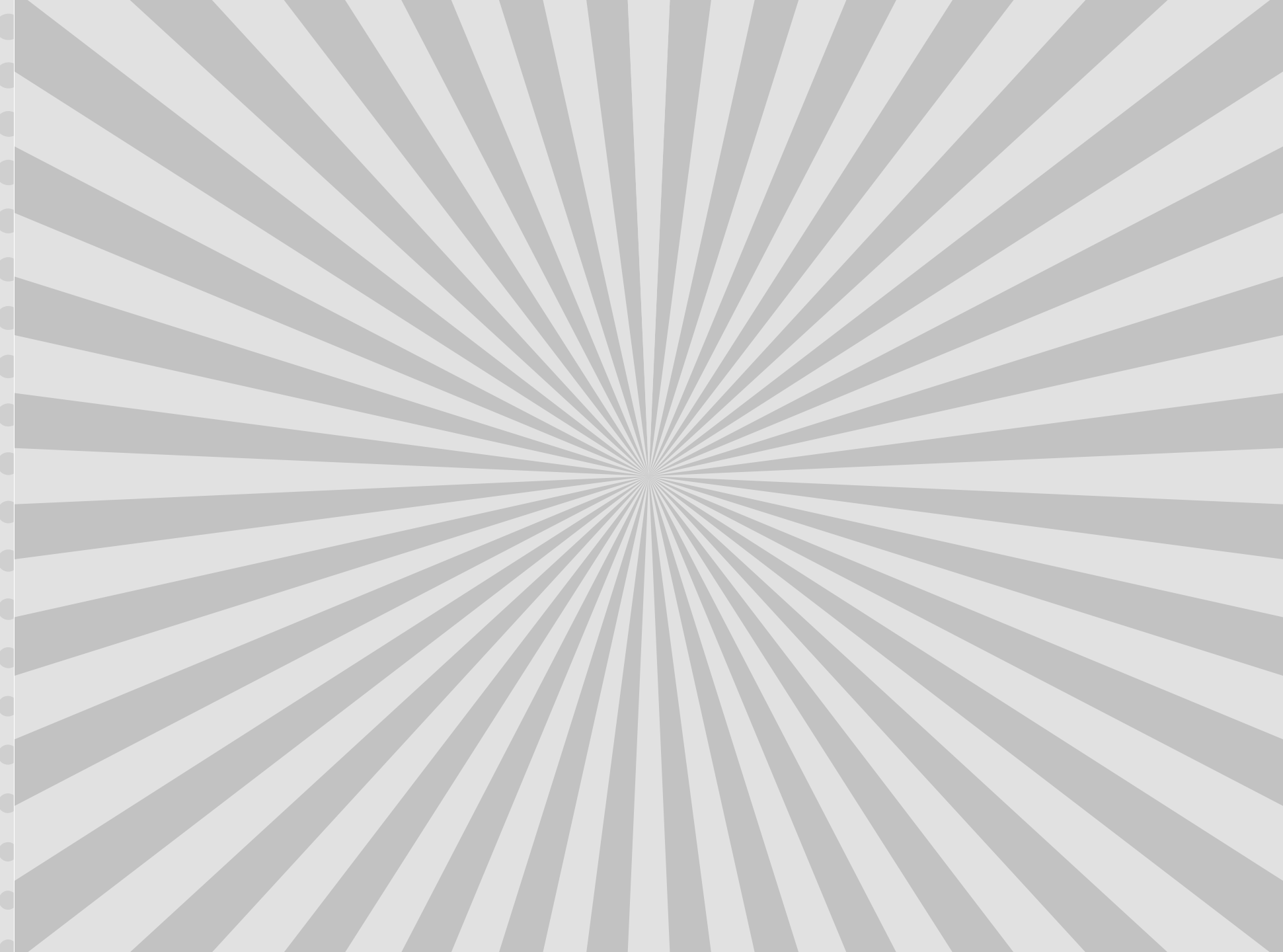
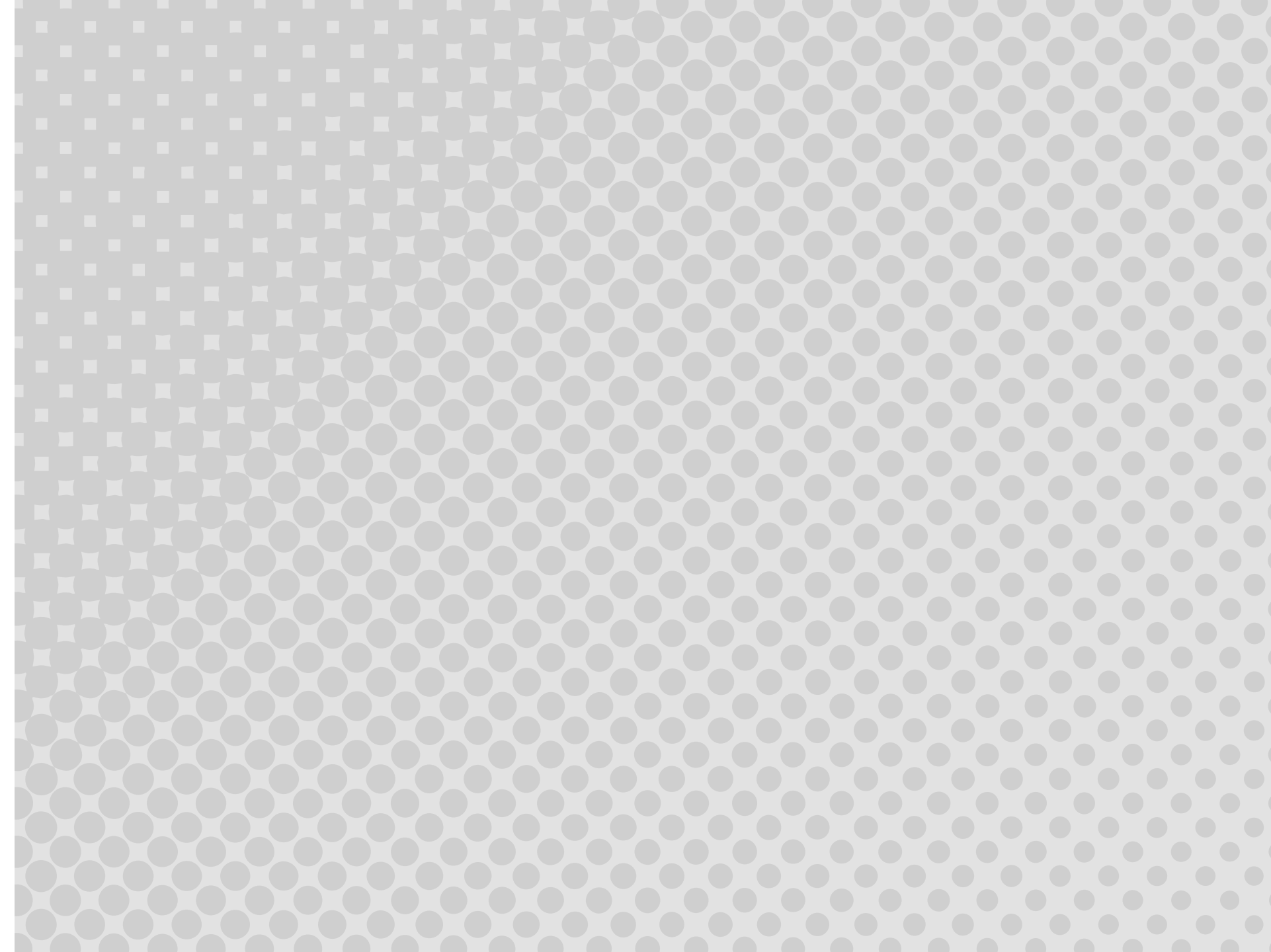
C	0	R	255	#FFFFFF
M	0	G	255	
Y	0	B	255	
K	0			

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# 04—BACKGROUNDS

**F-OUT!**

**BCKGS** IN USE



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**BCKGS** EXAMPLE



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# 05 — PHOTOGRAPHY

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## PHOTO PACKSHOTS

Packshots should be taken on a solid background (white, gray), so there is no color disproportions on the products.

Final images should be delivered as PNG files with background removed.



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FOR MORE INFORMATION AND ADDITIONAL GUIDANCE ON HOW TO  
USE THESE GUIDELINES PLEASE CONTACT **ŁUKASZ NOWICKI**