BRAND———
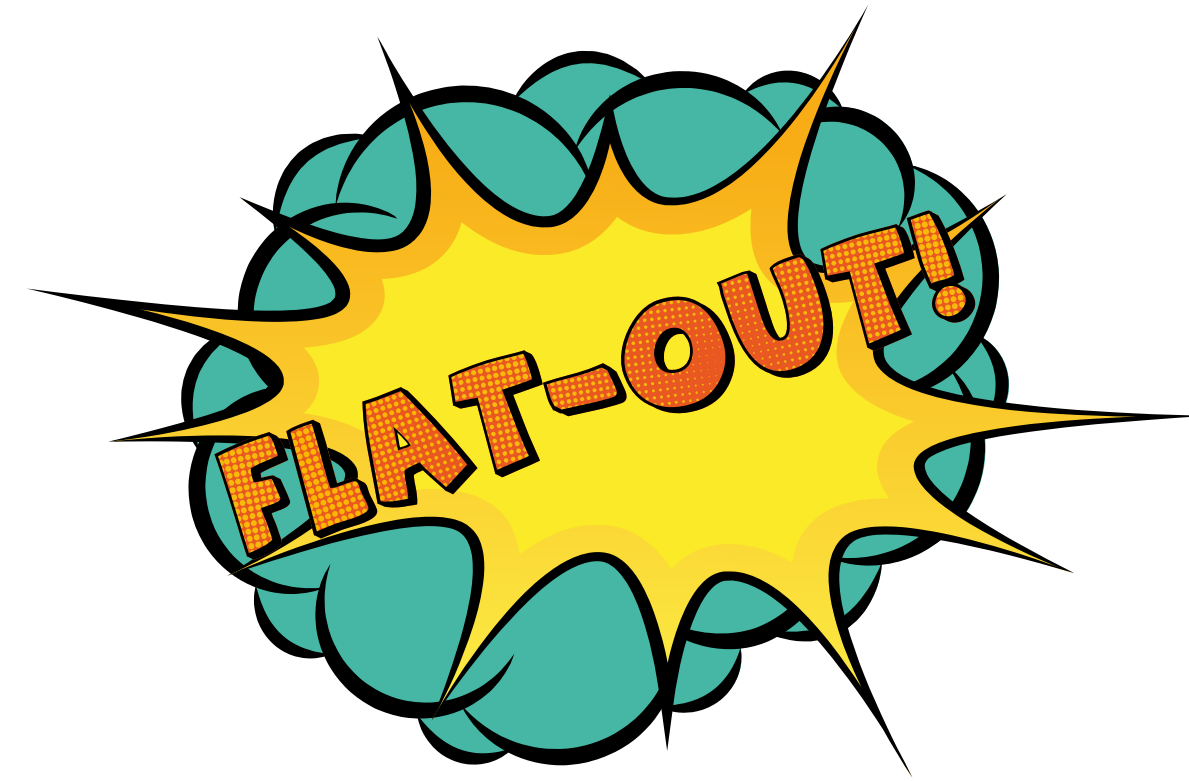# GUIDELINES

LAST UPDATED: MARCH 25,2024

F-OUT!

01—LOGO

LOGO WITH BACKGROUND

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

This logo has two versions:
  • Long
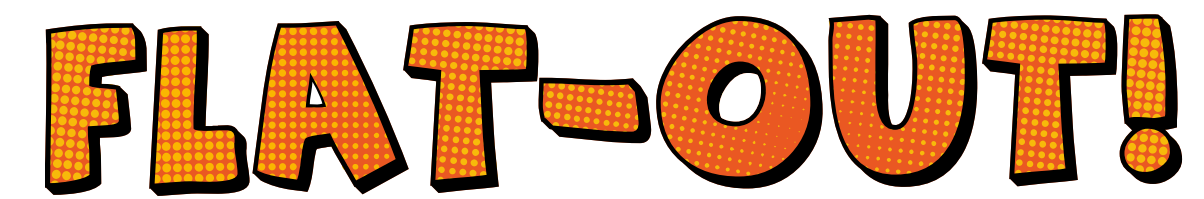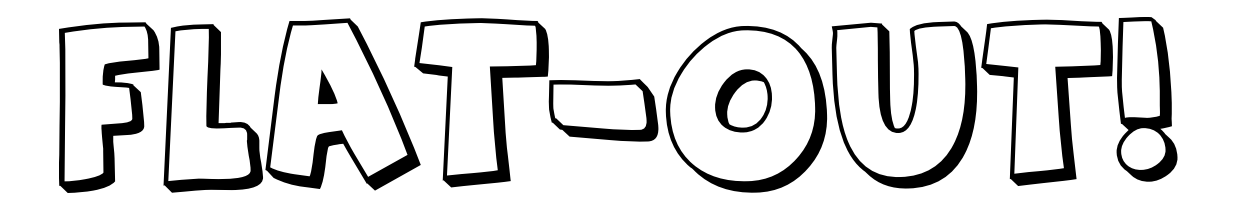 • Short

Long version on white

Short version on white

LOGO TYPOGRAPHY BASED

Typography based logo has four
versions:
- Long color
- Long mono
- Short color
- Short mono

Long version color on white

Long version mono on white

Short version color on white

Short version mono on white

Logo with background,
long version on black
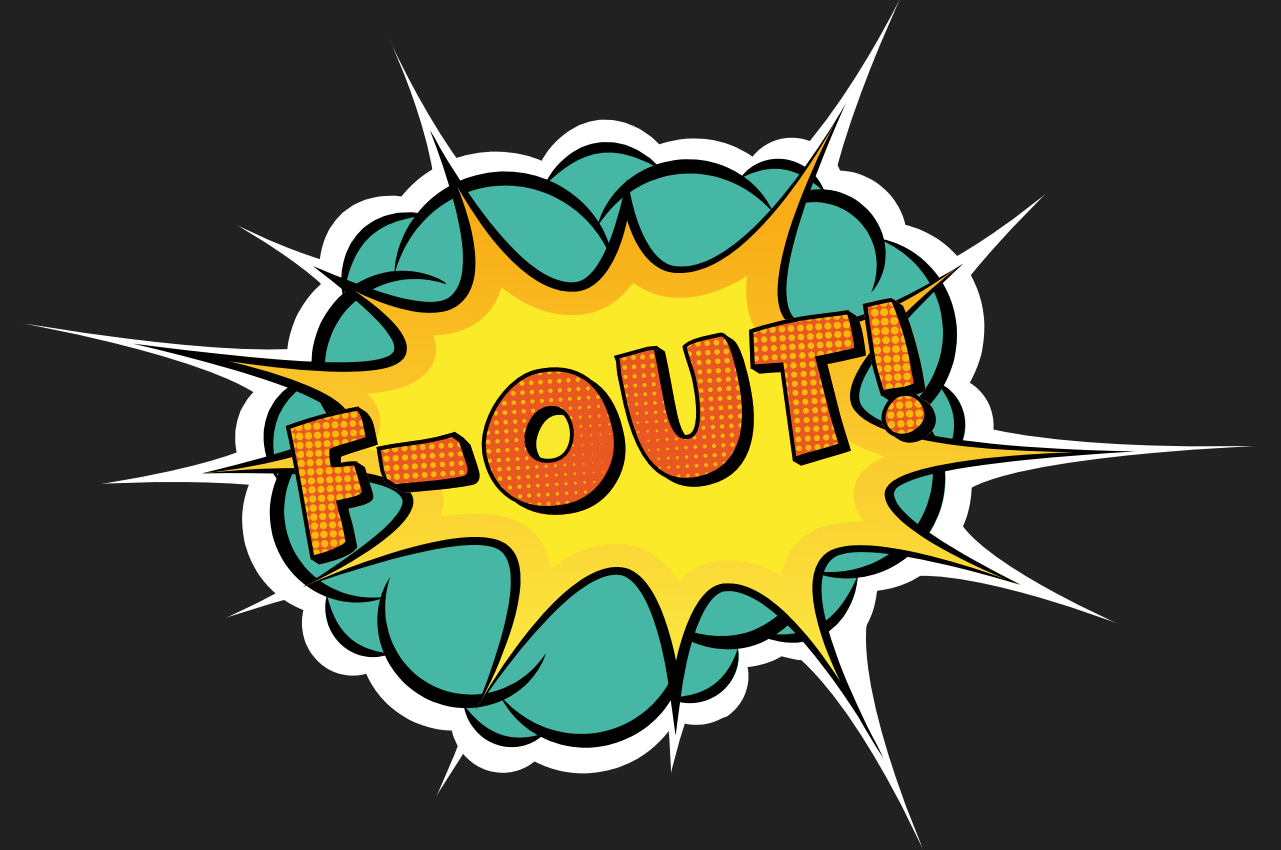
Logo with background,
short version on black

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

Logo based on typography,
mono, short version, on black
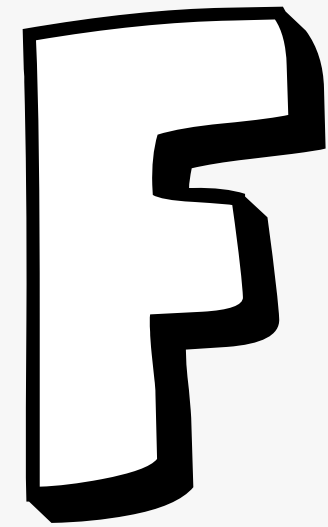
Symbol version, mono on bright
[filled inside]

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.
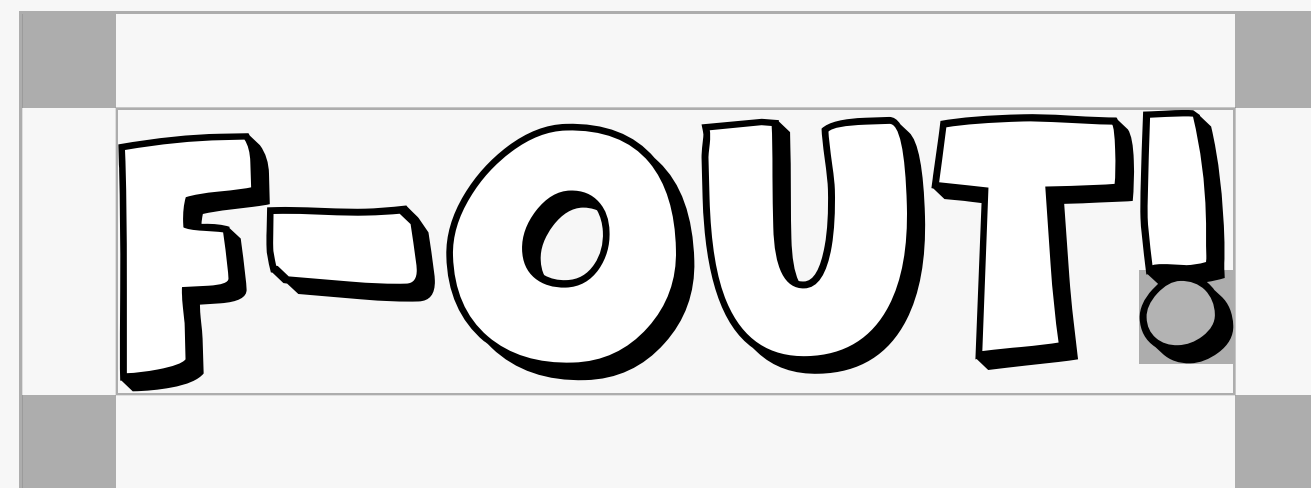
Logo based on typography,
color & mono, short & long version
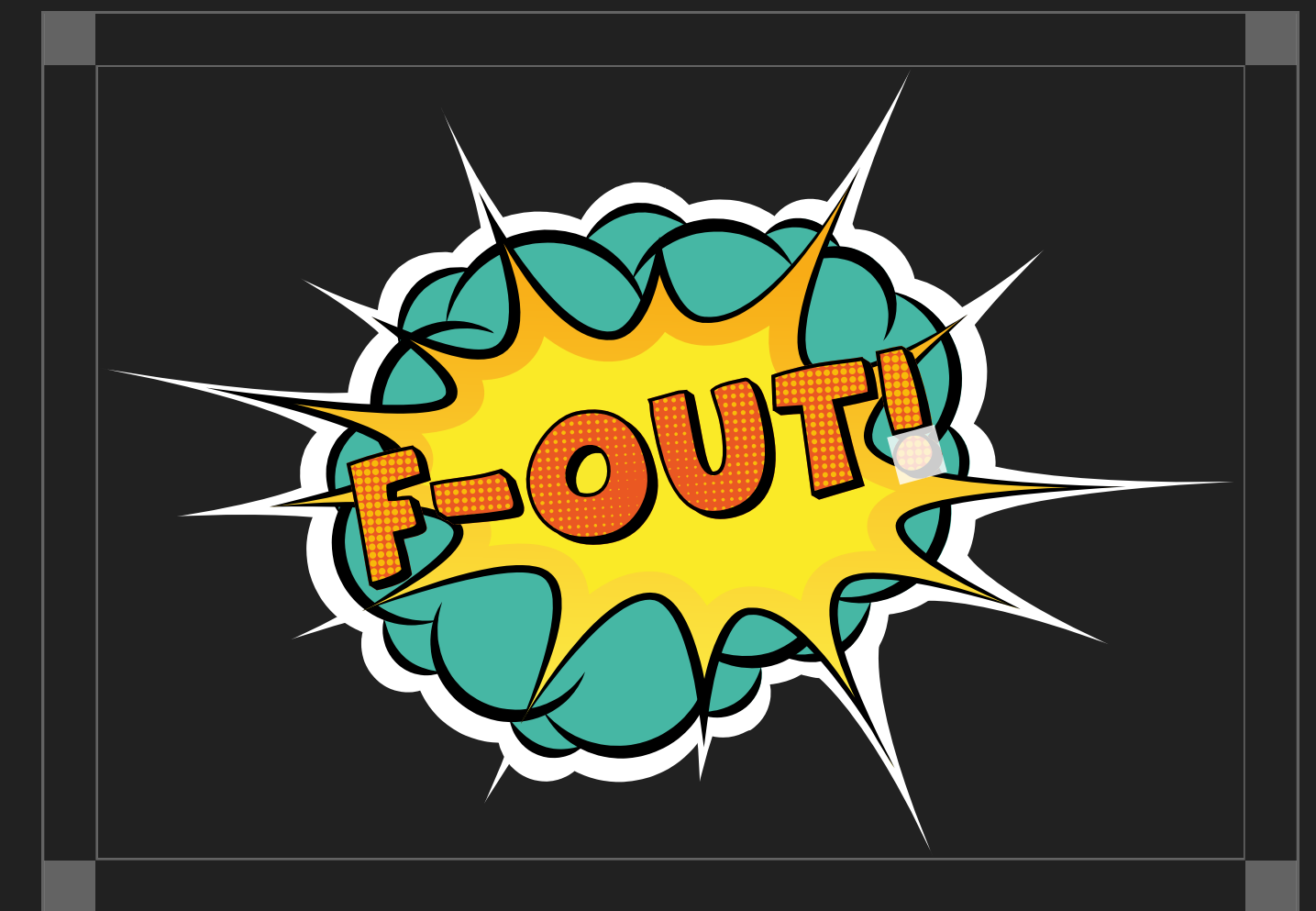
Logo with background,
long & short version

F-OUT!

LOGO DON'TS

Don't warp or sqew the logo. Maintain the proper proportions.

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

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

02—FONTS

F-OUT!

Open Sans

Light
Regular
SemiBold
Bold
ExtraBold

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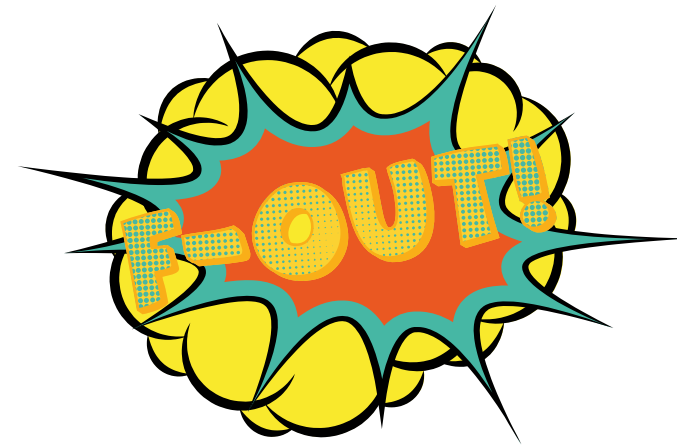Type Director of Ascender Corp.

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.

F-OUT!

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		

F-OUT!

04—BACKGROUNDS

F-OUT!

F-OUT!

SINGLE: **175 ZŁ**
SET: **299 ZŁ**
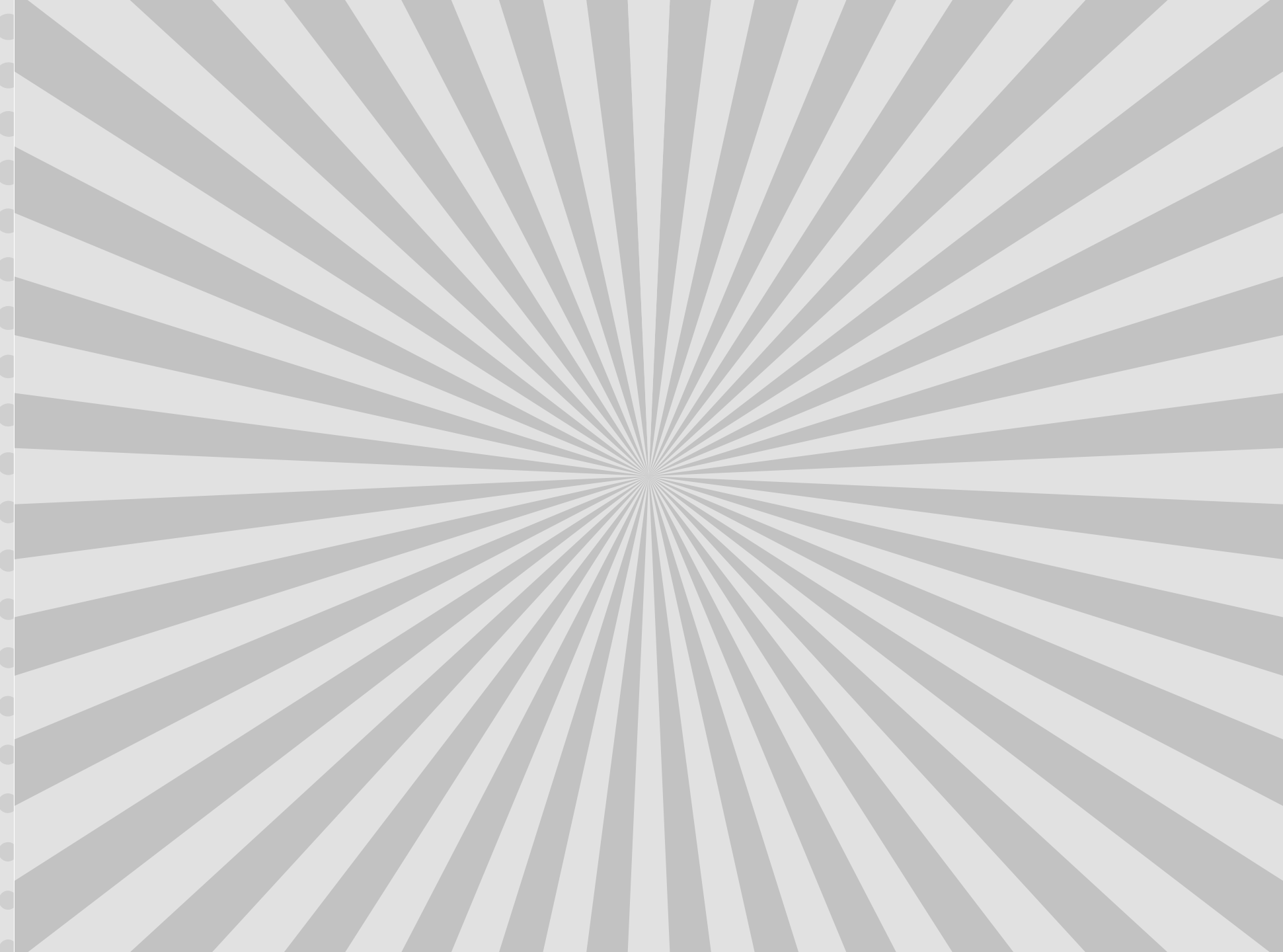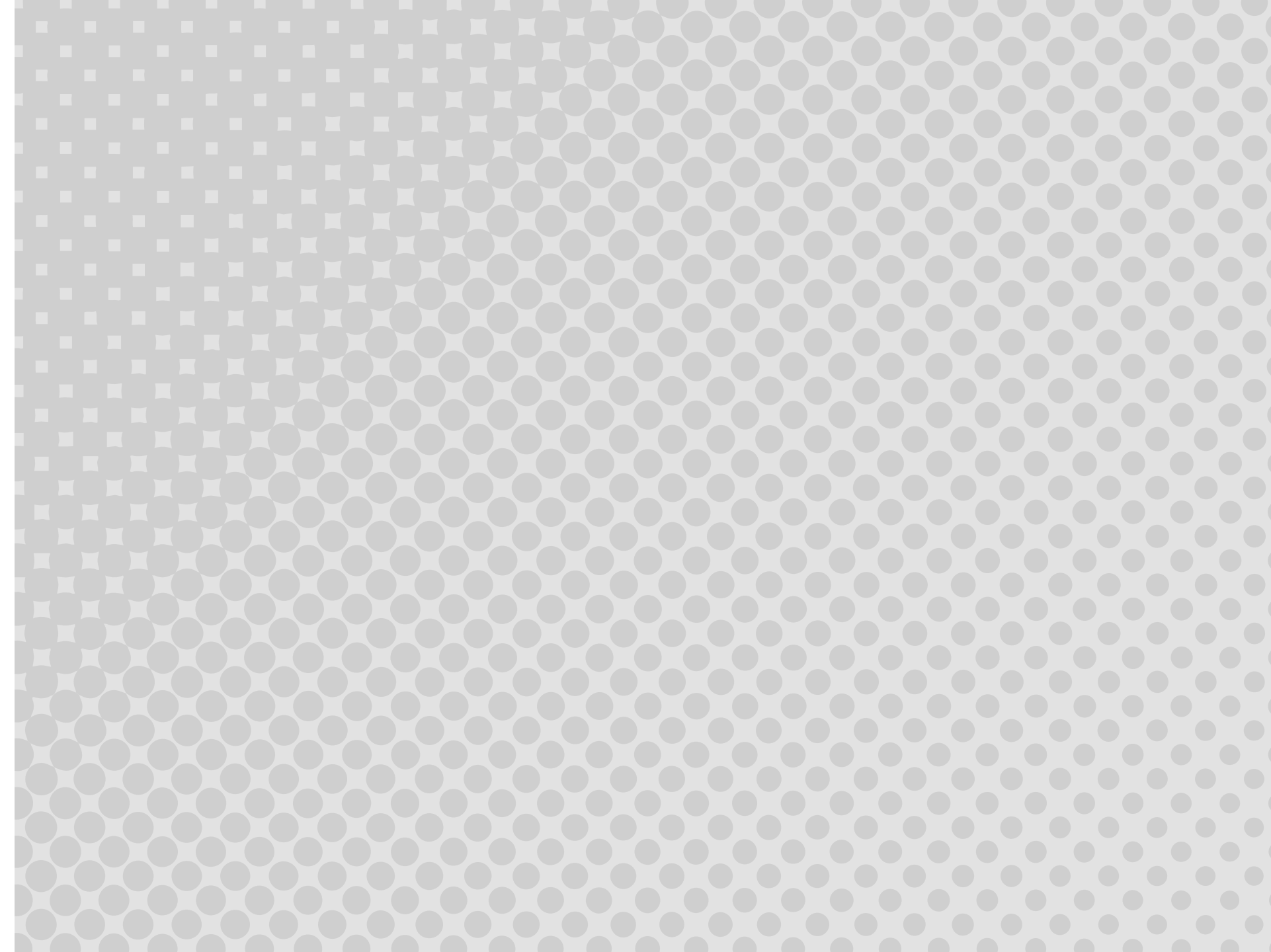
F-OUT!

05—PHOTOGRAPHY

F-OUT!

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.

F-OUT!

F-OUT!