

Identity Guidelines

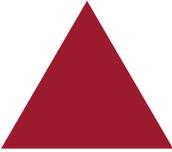
Version 1.1

foundation | SP

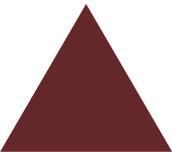
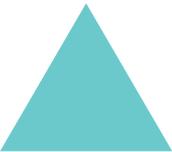


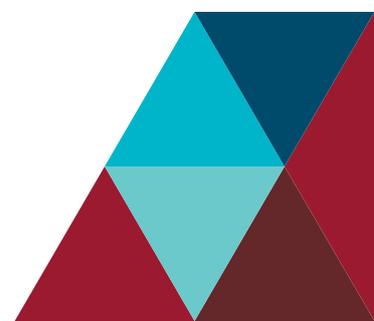
Colours

Primary colour palette

	Coated paper	Uncoated paper	Screen
	PMS 1807 C C11 M95 Y71 K33	PMS 1807 U C0 M100 Y90 K20	#9E3039
	PMS 423 C C43 M37 Y40 K2	PMS 423 U C48 M39 Y39 K4	#96938E
	PMS 425 C C52 M29 Y30 K78	PMS 426 U C30 M0 Y0 K90	#60605B

Secondary colour palette

	PMS 3025 C C100 M27 Y10 K56	PMS 315 U C100 M5 M20 K30	#00546B
	PMS 3125 C C85 M0 Y22 K0	PMS 3125 U C95 M0 Y25 K0	#00B7C6
	PMS 1817 C C70 M100 M100 K15	PMS 315 U C100 M5 M20 K30	#5B2D28
	PMS 325 C C54 M0 Y22 K0	PMS 325 U C54 M0 Y22 K0	#56C9C1



Logotype

Safe area

A safe area is an invisible clear zone area where no other content should be placed. It is designed to let the logo breathe, add focus and keep its clarity without having to increase logo size for legibility.



Minimum logo size

The Foundation SP logotype is designed to be legible at all sizes, however a minimum size has to be set for consistent clarity and production quality. The recommended absolute minimum size is 25mm or 71pixels in width. This rule is to be used if the logo has to be placed on a sponsor strip/banner along with other logos, either in print or on a website for example.

25mm / 71pixels



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Fonts

Foundation SP corporate font

Aller is the corporate font for Foundation SP. It not only is the chosen font for all textual uses but the font that the logotype was created from. Aller was chosen for its legibility and array of weights.

<http://www.fontsquirrel.com/fonts/Aller>

Aller Light

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789 (!@#
\$%&.,?::)

Aller Light is used for large titles and body copy, 9pt and upwards.

Aller Regular

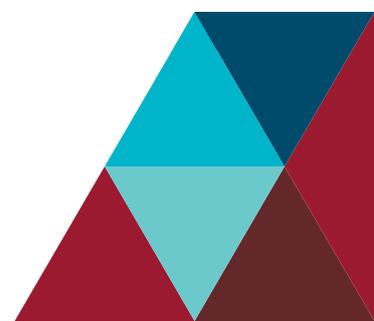
abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789 (!@#
\$%&.,?::)

Aller Regular is used for body copy at small sizes less than 9pt as the light version will become too thin. It is used for emphasising words in 'Aller Light' body copy, along with italics where appropriate.

Aller Bold

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789 (!@#
\$%&.,?::)**

Aller Bold is used for emphasising words in 'Aller Regular' body copy, along with italics where appropriate. Please use the bold sparingly as overuse can become too shouty and cumbersome.



Logotype

Colour usage

Where possible the logo should only be placed in a clean white space to adhere to the visual simplicity of the Foundation SP brand. If the logo has to sit on a coloured background then the logo should be reversed out only.

Optimal colour usage



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2 colour logo on white background.

Mono usage



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1 colour black and white logo to be used where production restrictions apply; for example, 1 colour printing in black only.

Reversed out usage



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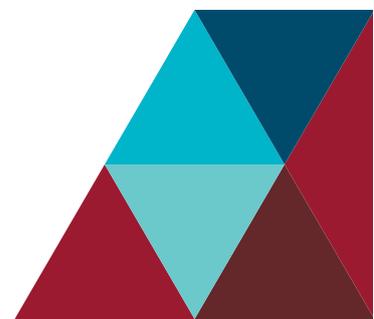
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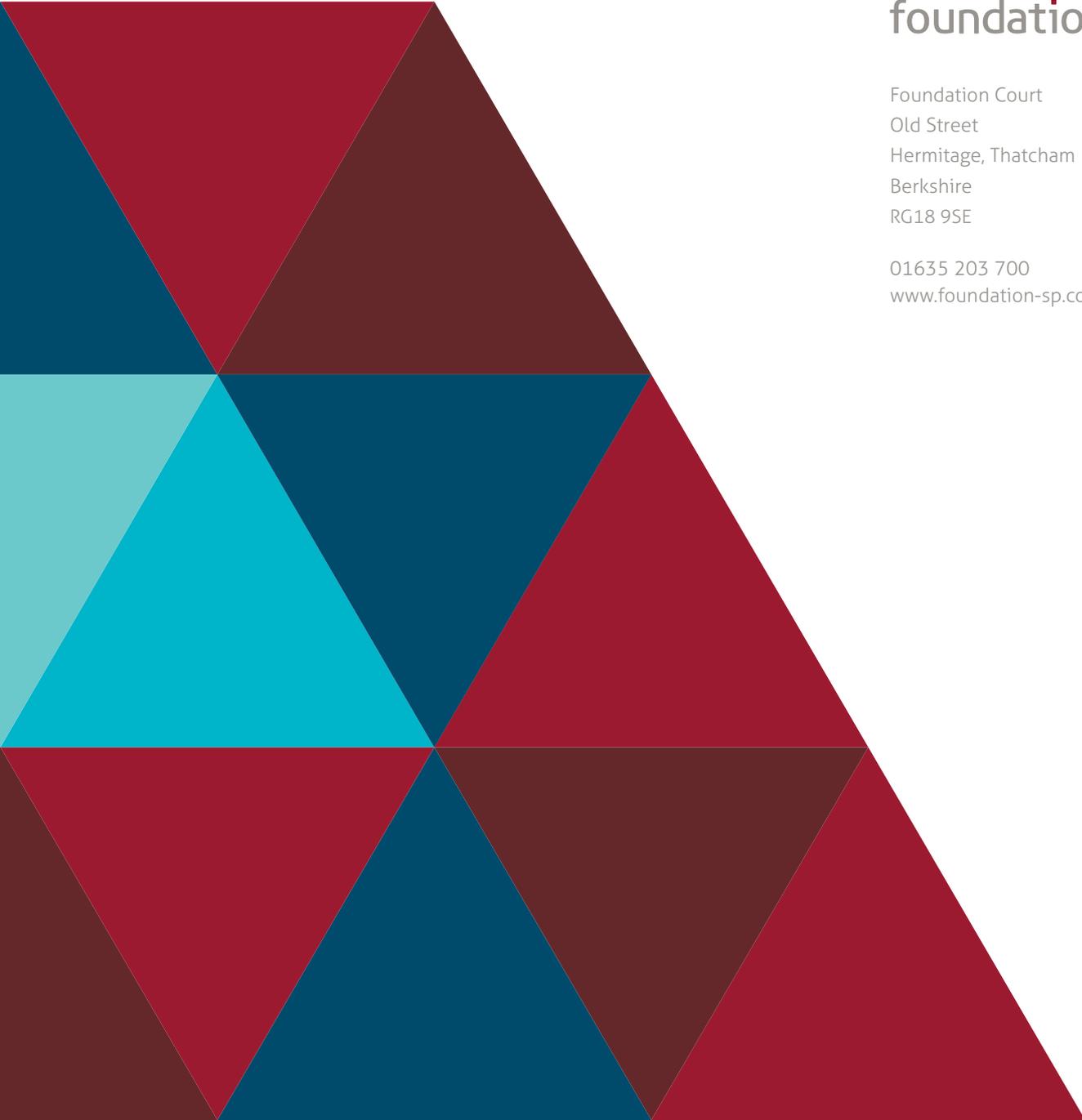


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Reversed out logo on background colour.

Please make sure the background colour used offers enough contrast for the white of the logo.





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