



**FETCO**<sup>®</sup>

**BRAND VISUAL IDENTITY**

Logomark & Logotype Anatomy

### 1. COMPOSITION

Fetco logo consists of logotype and logomark. See consecutive pages to understand the brand anatomy and the way it should be used across variety of different applications and media.

### 2. COLOR

This will help to understand use and breakdown of color values for digital and print applications.

### 3. APPLICATION

Branding works in different environments. This chapter will explain the safety zone and background application.

### 1. COMPOSITION

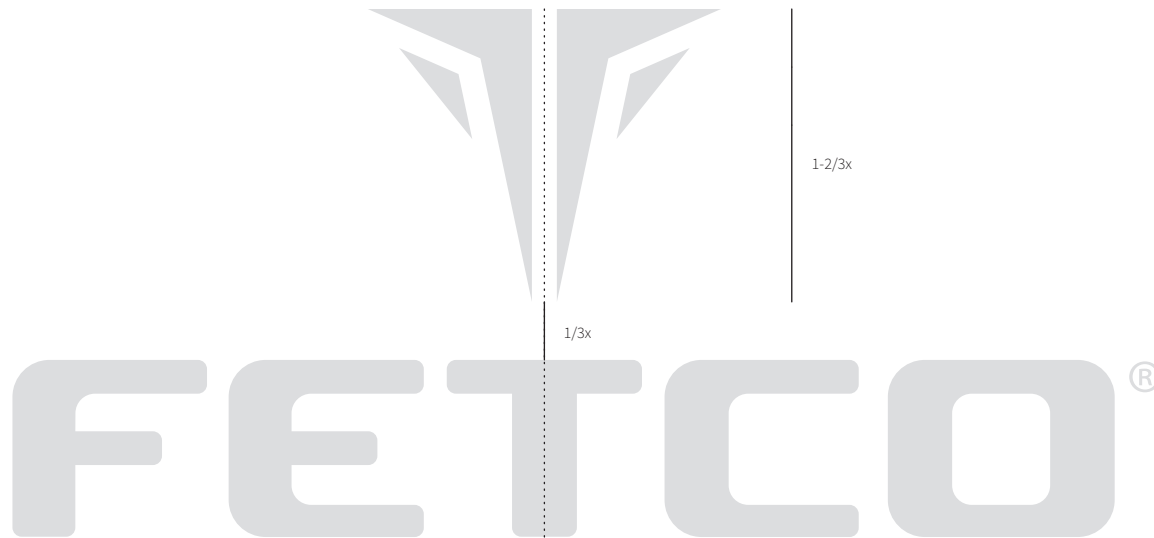
#### A. HORIZONTAL



The logomark is represented by mirrored shape of stylized letter F to create T shape.  
The logomark was built on the basis of height of the logotype (x). The height of the logomark was calculated as  $2/3x+x$  and width as  $2x$  with the gutter in between the elements of  $1/7x$  ( $1/14+1/14$ ). Proportion ratio of width:height in logomark equals 1.2.

## 1. COMPOSITION

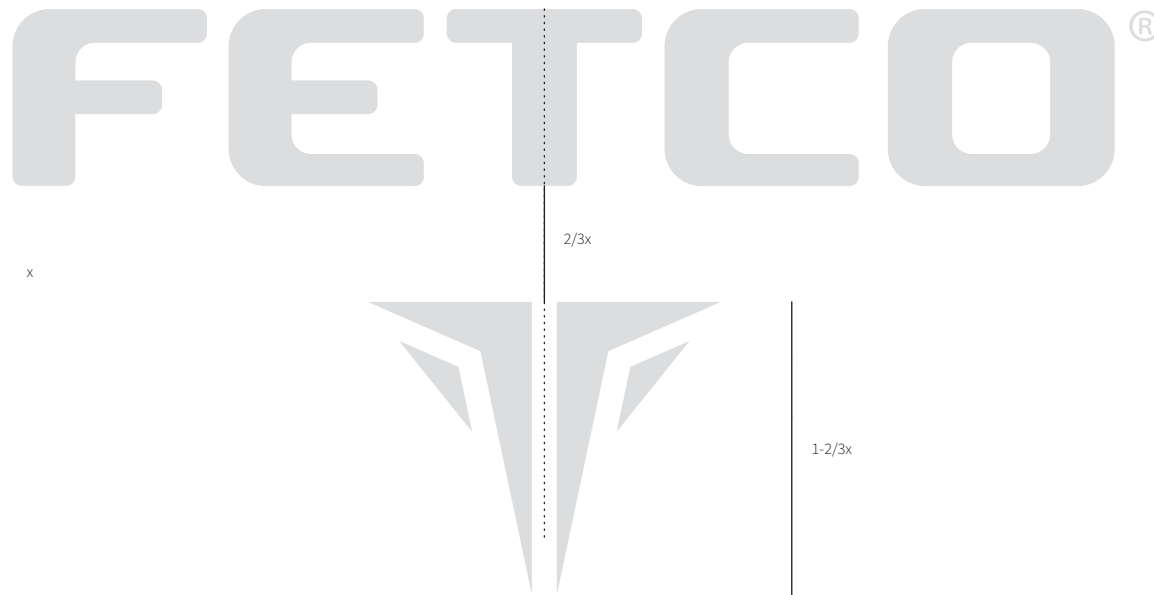
### B. STACKED



The logotype in the stacked version consists of logomark placed above the logotype, on the axis of the letter T. The distance from the top line of the logotype is  $\frac{1}{3}x$  and the height of the logomark  $1\frac{2}{3}x$ .

# 1. COMPOSITION

## C. STACKED REVERSED



The logotype in the stacked reversed version consists of logomark placed below the logotype, on the axis of the letter T. The distance from the top line of the logotype is  $2/3x$  and the height of the logomark  $1-2/3x$ .

## 2. COLOR

### Fetco Orange



**RGB** R224 G117 B0  
**HEX** #e07500  
**CMYK** C0 M48 Y100 K12  
**PMS** 152C

### Fetco Gray



**RGB** R64 G64 B64  
**HEX** #404040  
**CMYK** C50 M50 Y50 K50  
**PMS** 446C

### Fetco Black



**RGB** R12 G12 B12  
**HEX** #0c0c0c  
**CMYK** C50 M50 Y50 K90  
**PMS** Black 6C

### Process Gray



For one-color print only  
**CMYK** C0 M0 Y0 K80

### Process Black



For one-color print only  
**CMYK** C0 M0 Y0 K100

There are three colors used for main branding scheme. Please see the next page for applications.

**2. COLOR**



Two Color



Grayscale Color



Single Color



Grayscale Color Alternative



Two Color Reversed



Single Color Reversed

### 3. APPLICATION

#### A. HORIZONTAL SAFETY ZONE

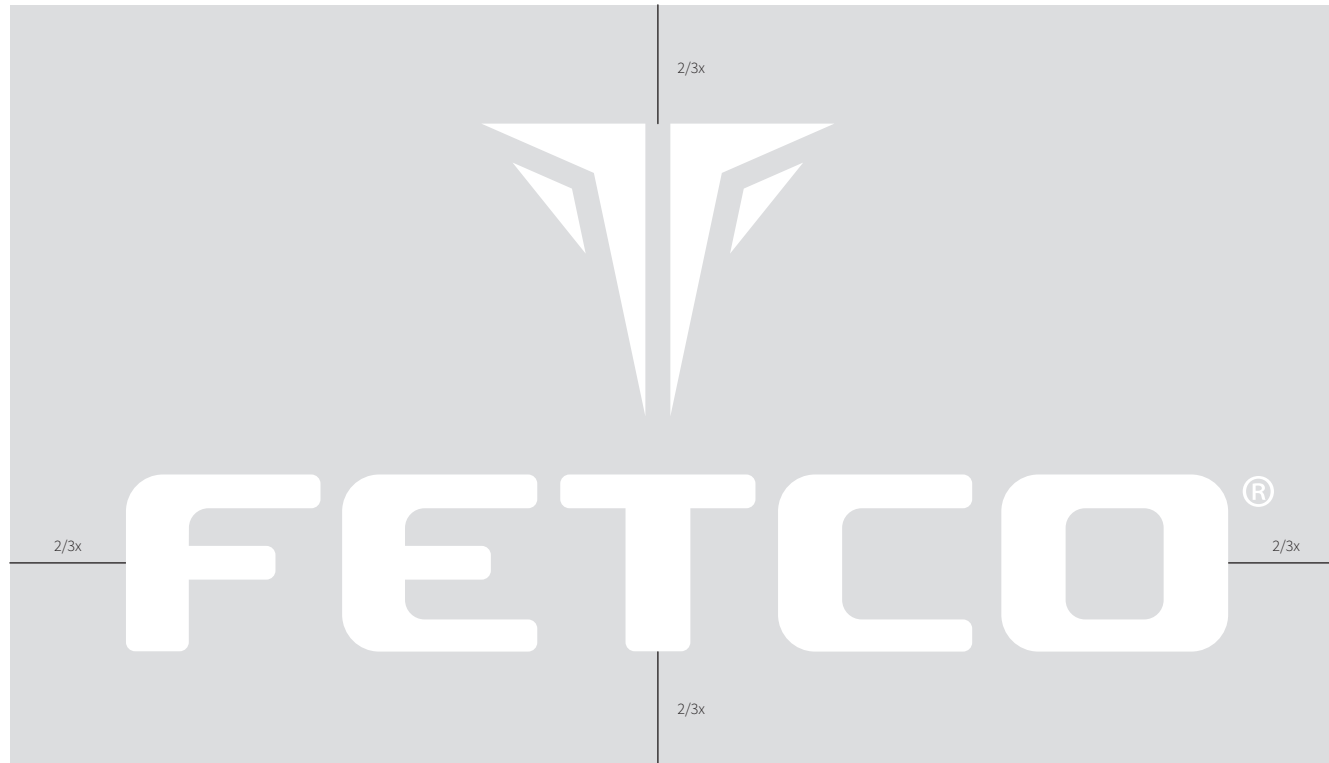


Safety Zone describes the space around the logo where no other objects can be placed. It was built on the basis of logotype height (x) and ranges from 1/3x to 2/3x.



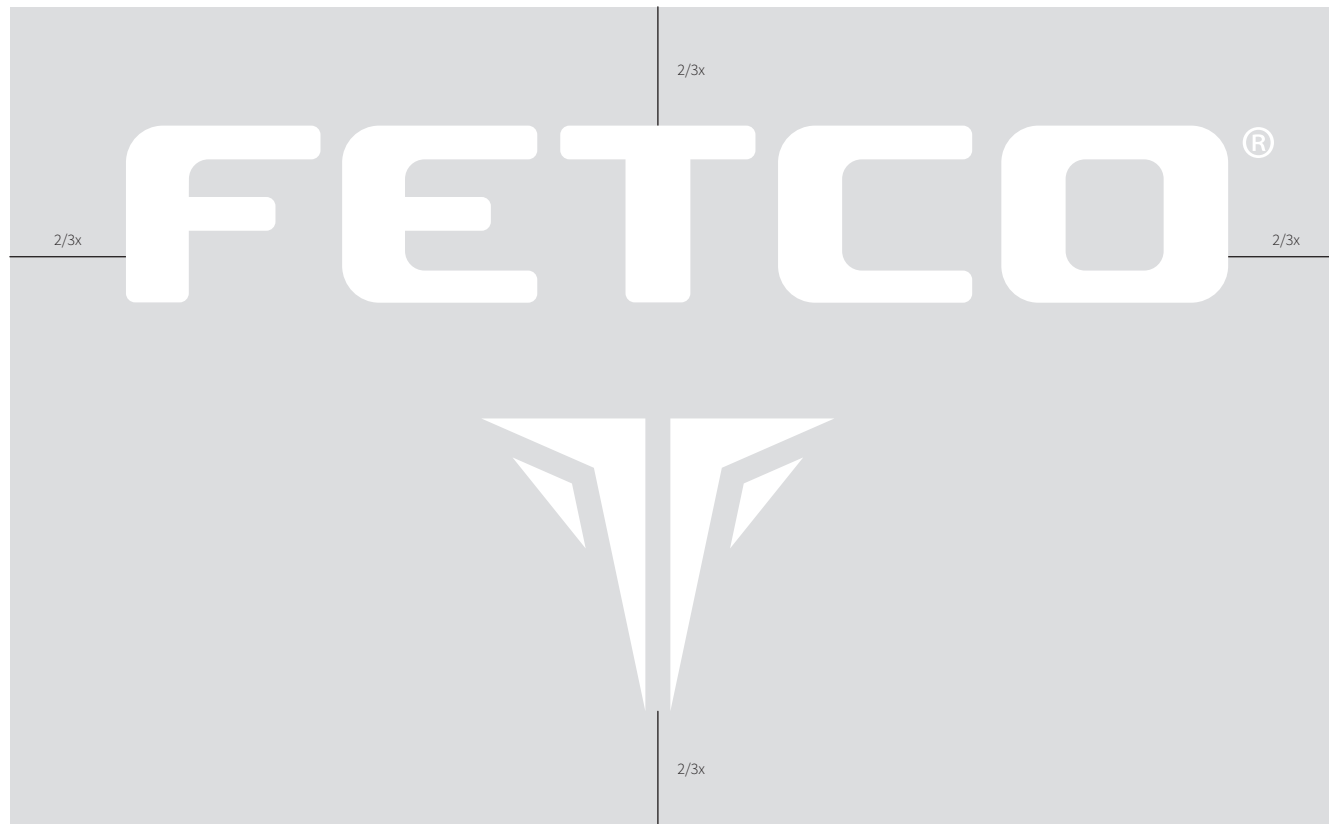
### 3. APPLICATION

#### B. STACKED SAFETY ZONE



### 3. APPLICATION

#### C. REVERSED STACKED SAFETY ZONE



### 3. APPLICATION

#### B. DO'S AND DON'TS



## **APPENDIX**

### **TYPEFACE**

Source Sans Extra Light

Source Sans Light

Source Sans Regular

**Source Sans Semi Bold**

**Source Sans Bold**

**Source Sans Black**

Source Sans typeface is easily accessible from Adobe Typekit or Google library.