flatfair

Brand Guidelines

flatfair.co.uk

LOGOS

flatfair logo

HORIZONTAL LOGO

Main logo to be used where possible

We have two versions
of our master logo –
horizontal and square.

We use the horizontal version
wherever possible.

The square version works best
for smaller scale media, like web
banners, and should only be used
when it's not practical to use the
horizontal version.

SQUARE LOGO

Use if it's not possible to use horizontal version

flatfair logo colours

Primarily, the master logo is used in our deep navy colour on a white background.

Secondarily, the master logo can be used in our deep navy or white against the other flatfair primary colours.

flatfair No Deposit logo

We have two versions of our No Deposit logo – horizontal and square.

We use the horizontal version wherever possible.

The square version works best for smaller scale media, like web banners, and should only be used when it's not practical to use the horizontal version.

The No Deposit logo is always used on a white background.

HORIZONTAL LOGO

Main logo to be used where possible

SQUARE LOGO

Use if it's not possible to use horizontal version

logos usage (1)

flatfair
30mm / 85px

flatfair
22mm / 62px

flatfair
No Deposit
38mm / 108px

flatfair
No Deposit
22mm / 62px

The logos should not appear
smaller than the following sizes:

logos usage (2)

The logos should follow
these exclusion areas:

COLOUR PALETTE

Colour palette for digital use

When you're creating assets, you only need to use our primary colours, but if you're talking about No Deposit, the secondary blue colours can be used.
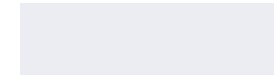
PRIMARY COLOURS

RGB: 30 67 125
HEX: #1E437D

RGB: 202 209 221
HEX: #CAD1DD

RGB: 234 237 241
HEX: #EAEDF1

SECONDARY COLOURS

RGB: 255 172 0
HEX: #FFAC00

RGB: 70 145 250
HEX: #4691FA

RGB: 255 230 179
HEX: #FFE6B3
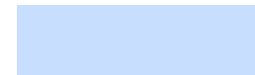
RGB: 200 222 254
HEX: #C8DEFE

Colour palette for print

Colours look different when they appear on paper to when they appear on print, so use these codes if you're working with print.
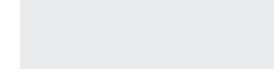
PRIMARY COLOURS

CMYK: 98 78 21 7
PANTONE: 2945 U

CMYK: 25 15 10 0
PANTONE: 538 U

CMYK: 10 5 5 0
PANTONE: 656 U

SECONDARY COLOURS

CMYK: 0 38 94 0
PANTONE: 2010 U

CMYK: 78 25 0 0
PANTONE: 2191 U
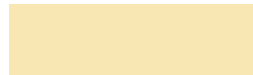
CMYK: 0 11 36 0
PANTONE: 7499 U

CMYK: 24 8 0 0
PANTONE: 2707 U

TYPEFACE

Our typeface

We use two typefaces:
Untitled Serif Bold and
Sailec Regular and Bold.

If you're working in Google Docs
and these fonts aren't available,
we use Montserrat and Lora bold.

Untitled Serif Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

Sailec Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Sailec Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

Usage

Here's how you use our fonts in your assets.

Headlines are in Untitled Serif Bold

Subheadings are in Sailec Bold

Body copy is in Sailec Regular

flatfair.co.uk