

Fondy

Logo guidelines

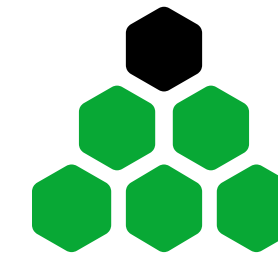
Version 1
May 2020



Main logo

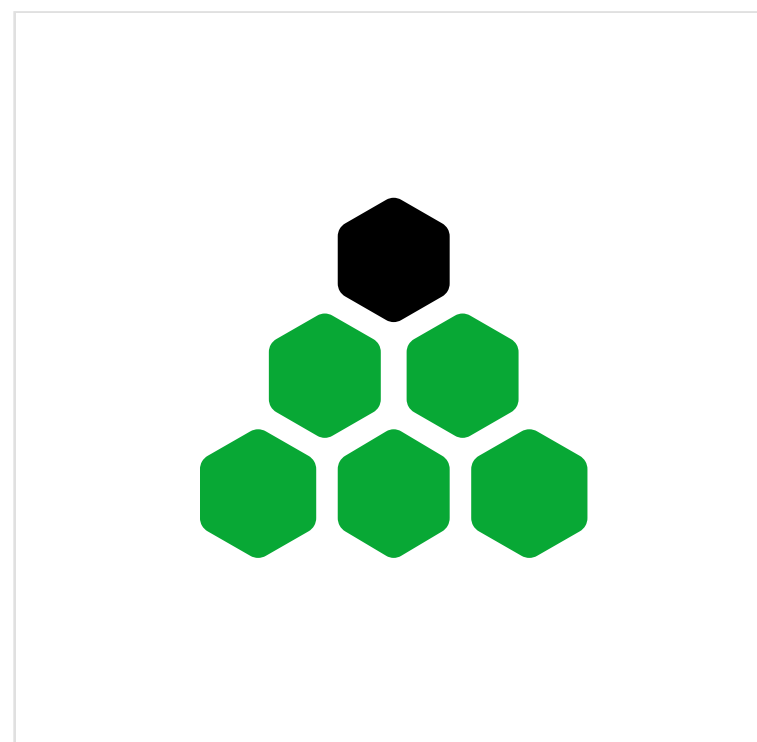
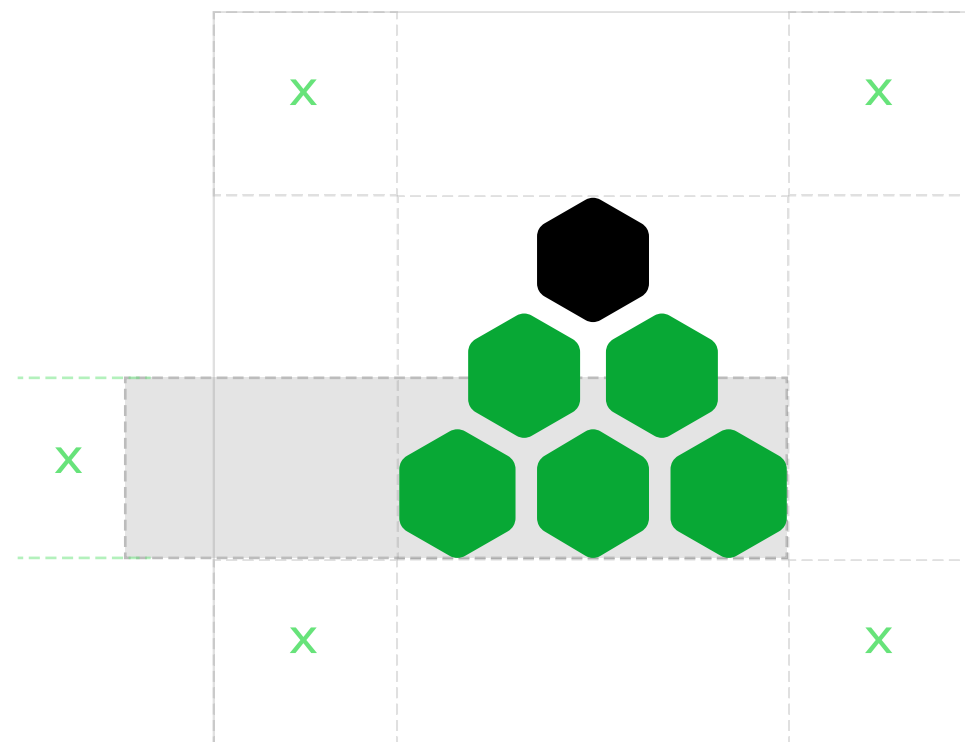


Horizontal



Only sign

Logo variations



Logo clearspace

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, and lessen the impact of the mark.



100%



60%



20%



10%

Scale



Inversion

Greenwich

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890

The quick brown fox jumps
over the lazy dog.

Шустрая бурая лисица
прыгает через ленивого пса.

Typography

Our typeface:
use in web and print

Greenwich is used for all
headlines and title in our site. It
should also be used for all
standart body-copy.

Inter

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

1234567890

The quick brown fox jumps
over the lazy dog.

Шустрая бурая лисица
прыгает через ленивого пса.

Typography

Our typeface:
use in web

We use Inter as a main font for
our merchant portal.

Montserrat

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

1234567890

The quick brown fox jumps
over the lazy dog.

Шустрая бурая лисица
прыгает через ленивого пса.

Typography

Our typeface:
use in web and print

Since Greenwich is currently not available as a free Google webfont, we have substituted it with close alternative called Montserrat.

We use it for body copy and web pages with a huge text massive, such as blog.

Arial

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

1234567890

The quick brown fox jumps over
the lazy dog.

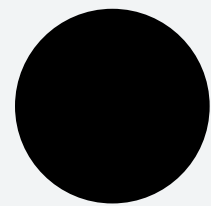
Шустрая бурая лисица прыгает
через ленивого пса.

**Secondary typeface:
use in Powerpoint**

In cases where a standart system font is required — such as sales presentation Powerpoint documents — Arial Regular and Bold should be used.

Typography

Main colors



HEX
08A835

HEX
000000

HEX
ffffff

RGB
8 168 53

RGB
0 0 0

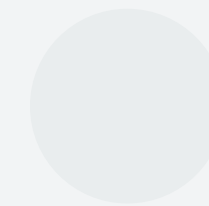
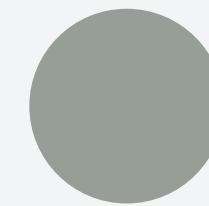
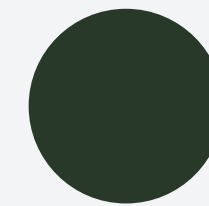
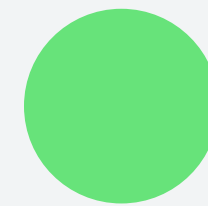
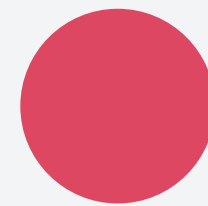
RGB
255 255 255

CMYK
82 5 100 1

CMYK
75 68 67 90

CMYK
0 0 0 0

Secondary colors



HEX
DE4761

HEX
67E37A

HEX
28392A

HEX
969E97

HEX
E9EDEE

RGB
222 71 97

RGB
103 227 122

RGB
40 57 42

RGB
150 158 151

RGB
233 237 238

CMYK
8 87 51 1

CMYK
54 0 73 0

CMYK
75 53 76 59

CMYK
44 31 39 1

CMYK
7 4 4 0

Colors



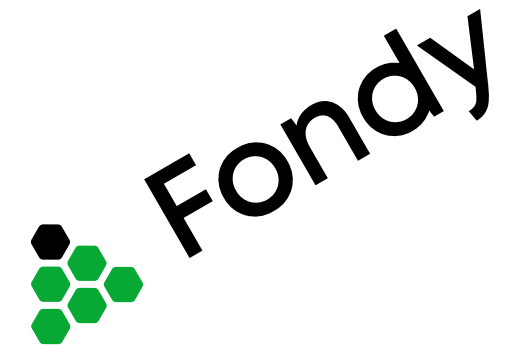
Don't rearrange the logo elements.



Don't change the proportions between the symbol and logotype.



Don't rotate the logotype.



Don't stretch the logo.



Don't use non-approved colors.



Don't add a drop shadow to the logo.



Please don't...

The examples shown here illustrate possible misuses of the Fondy logo that should be avoided.