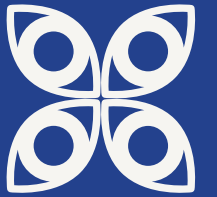


March 2020



Brand Use Guidelines

Four Eyes Financial
Brand Use Guidelines

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Brand Use Guidelines

This document contains a guide to using Four Eyes Financial (FEF) brand. Make sure to follow the rules to keep brand consistency.

It cover all elements of the FEF brand including logo, colours, spacing, typography and more. The guidelines are intentionally specific, and should always be upheld. Should you have any questions regarding the use of the FEF branding material, please contact Weaver Crawford Creative for further consultation.

This document should accompany any logos shared with external parties to ensure the FEF brand is always represented consistently.

ICON

This is the official FEF icon. It’s imagery is derived from the four eyes of the company’s name. The bold graphic quality is influenced by geometric patterning from the 1960s.



LOGOTYPE

This FEF logotype is a customized version of the font Futura PT.
The logotype is always paired with the FEF icon, forming the full logo lockup.



LOCKUPS

This is the primary visual form in which the Four Eyes logo will be presented to the public. The orientation will changed based on the logo context.



Vertical



Horizontal

LOGO VARIATIONS

The FEF brand has two versions - the original lockup, and a version with 'financial'. In most cases, it's recommended to use the regular version, however when situation where more description is desired, the 'financial variation can be used.



Original
vertical orientation



Original
horizontal orientation



Financial variation
vertical orientation



Financial variation
horizontal orientation

LOGO VARIATIONS

The FEF brand has two logo colour variations – regular and inverse. In most cases, it’s recommended to use the regular version. The inverse option can be used on the brand coloured background or on a transparent background depending on the situation.



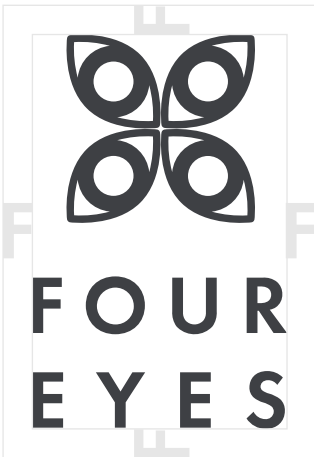
Regular



Inverse

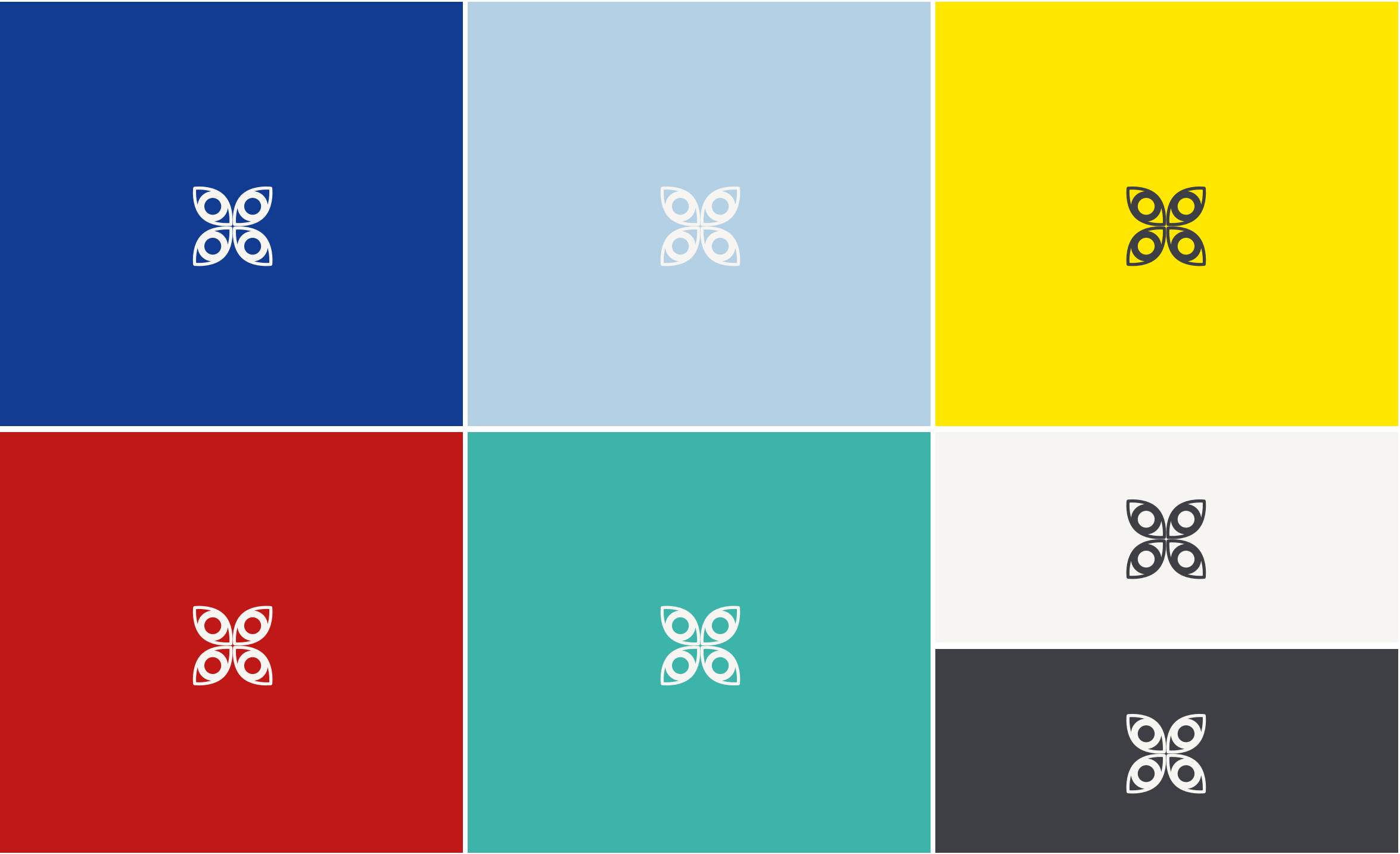
WHITESPACE

The whitespace around the brand elements is important in keeping clarity. The minimum whitespace around the elements is equivalent to one 'F' width. Keep in mind this is the minimum, and in this case more is better!



USAGE ON BACKGROUNDS

The Four Eyes logo was designed specifically to coordinate with the specific brand colours. It's recommended to use either the 'bone' or 'faded t-shirt' logo with the brand colours as indicated below.



SOCIAL MEDIA

These are the recommended versions for each social media profile picture. It’s important to keep consistency in all networks. Cover images and other brand assets have been specifically designed to compliment these profile images, and should be used.



LinkedIn



YouTube

SITE ICON

The site icon is an opportunity to an additional branding opportunity. The most appropriate version to use is the regular version.



COLOUR PALETTE

These are the primary and complementary colors of the brand. The colours should not be mixed except as indicated below.

BLUE

HEX#123C91

RGB18, 60, 145

CMYK100, 89, 10, 1

#B4D0E5

180, 208, 229

28, 9, 4, 0

SKY

HEX#B4D0E5

RGB180, 208, 229

CMYK28, 9, 4, 0

#123C91

18, 60, 145

100, 89, 10, 1

YELLOW

HEX#FFE800

RGB255, 232, 0

CMYK3, 3, 98, 0

#A18730

161, 135, 48

36, 40, 100, 9

CAYENNE

HEX#C01717

RGB192, 23, 23

CMYK17, 100, 100, 8

#F89886

248, 152, 134

0, 49, 41, 0

#F8CFBE

248, 207, 19

01, 21, 21, 0

TEAL

HEX#3DB4A9

RGB61, 180, 169

CMYK70, 5, 40, 0

#265A55

38, 90, 85

84, 46, 61, 31

BONE

HEX#F6F5F1

RGB246, 245, 241

CMYK2, 2, 4, 0

FADED T-SHIRT

HEX#3E3F45

RGB62, 63, 64

CMYK71, 64, 55, 45

TYPOGRAPHY

Futura PT is the primary type family for the FEF brand identity system. It’s a Sans Serif typeface with a modern and minimal look. These four different weights are used to create hierarchy and consistency in designs and documents. *Oblique (italics) can be used for emphasis.*

Book	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()
Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()
Demi	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()
Heavy	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()

HIERARCHY

The following is a sample of an ideal font stacking using the Futura PT family. The exact point sizes and leading are not prescriptive and should be adapted to the size of the material for which they’re being designed. However, the general proportions should be kept intact for all layouts. ALL CAPS can be used in H1 and H2 situations.

H1
Futura PT
Heavy, 60

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H2
Futura PT
Demi, 30

HIERARCHY

H3
Futura PT
Medium, 22

Introduction

P
Futura PT
Book, 20

The following is a sample of an ideal font stacking using the Futura PT family. The exact point sizes and leading are not prescriptive and should be adapted to the size of the material for which they’re being designed.

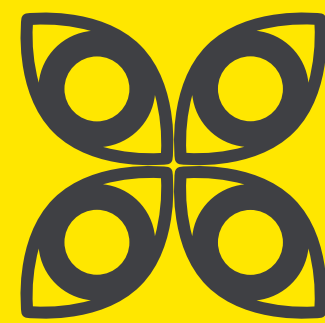
Details
Futura PT
Book, 14

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General Information

This document is the ultimate guide to use the Four Eyes Financial brand elements correctly. It contains the rules for each and every element in order to keep the visuals of this brand consistent.

If ever in doubt, please refer back to this guide. It's recommended to share this guide with anyone responsible to use the brand elements in any way. If you have any questions or need any further information, please contact us at hey@weavercrawford.com



**FOUR
EYES**