

Foot Foundation.

BRAND GUIDELINES

LOGO

PRIMARY LOGOS

Foot Foundation has two primary logo options, in both regular and reversed.
When choosing a logo, consider good colour contrast to ensure legibility.

Foot
Foundation.



SUB BRANDS

In addition to the primary logos, Foot Foundation has logos for their four sub brands. Again, these are available in regular and reversed versions. These are only to be used in communications where it needs to be specific to the service offering eg, sub brand websites.

Foot
Foundation.
Fungal Nail Solutions

Foot
Foundation.
Ingrown Nail Solutions

Foot
Foundation.
Foot & Ankle Rehab

Foot
Foundation.
Cosmetic Nail Solutions

LOGO

CLEAR AREA

There should always be a clear area surrounding the perimeter of the logo. The clear area is equal to the height of the 'F' taken from the logo. No other element, symbol or type should intrude on this clear area to maintain the integrity of the brand.



MINIMUM SIZE

To maintain legibility, it is recommended that the primary logo isn't reproduced less than 9mm in height, and sub brand logos not less than 12mm.



UNACCEPTABLE FORMATS

To maintain legibility and brand consistency, do not alter the logos in any way.



Do not tilt or rotate



Do not tilt or squash or elongate



Do not change colours



Do not use transparency



Do not use a non-approved background colour



Do not use a drop shadow

COLOUR

PRIMARY COLOURS



PMS 2173C
CMYK
80 / 50 / 0 / 0
RGB
55 / 119 / 188
HEX
#3777BC



PMS 2C
CMYK
5 / 5 / 5 / 90
RGB
60 / 58 / 59
HEX
#3C3A3B

FONTS

PRIMARY

Work Sans is our font and can be used across both digital and print-based media. Its strong and confident forms lend well to areas of text that need emphasis, such as headlines, quotes and highlights. It's lighter weights are great for bigger sections of text like body copy.

Work Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

INTERNAL FONTS

In some situations where our primary brand font isn't available (like internal communications, Word documents etc) Arial is our choice for legibility and compatibility.

NB. To maintain consistency, no other fonts should be introduced.

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

LOGO FORMATS

Please follow these instructions when choosing a logo:

FILE FORMATS

USE AI AND PDF FILES FOR:

- Supplying a logo to a designer
- Supplying a file for print

USE PNG FILES FOR:

- Supplying for web or digital
- When a transparent background is required

USE JPG FILES FOR:

- Internal documents when placing logo on a white background

COLOUR FORMATS

- | | |
|-------------|---|
| PMS | Spot colour files show the specific PMS (Pantone Matching System) colours within the logo |
| CMYK | CMYK files are used for 4 colour print work |
| RGB | RGB files are used for screen-based work and word documents |