





# Contents

Our visual identity is like the rudder of a ship. We use it to steer people’s perception of our brand in the direction we’d like them to go. The more consistent our identity, the larger our degree of control over how our brand is perceived.

This standards manual contains rules and guidelines regarding the execution of layouts, designs, logo usage, typography, and more. Its purpose is to facilitate brand consistency across all touchpoints.

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03	Brandmark
12	Color
18	Elements
22	Typography
25	Audience
28	Messaging
40	Examples
48	Thank You

The background is a solid teal color with a pattern of white, irregular, wavy lines that resemble topographic contour lines on a map. These lines are more densely packed in some areas, creating a sense of depth and texture.

# Brandmark

# Brandmark

## *FBA Primary Mark*

FBA educates and mentors people through their journey, empowering members with the knowledge and tools to find the right path, much like a guide. Our primary brandmark is a badge because we believe FBA is something to be proud of and should lend itself to being worn with pride.

From the Latin root com- (“together”) + passus (“way, route”), together we will find your way. The compass is shown tilted to represent an active state; always guiding. Much like the four points of the compass, our brand is built on four core values. This mark should always be used with a single color.



**Franchise Brokers Association**

Brand Standards

# Brandmark

## FBA Secondary Mark

We’ve created a flexible system that lends itself to any layout. Here we have the compass icon accompanied with the acronym version and the full name version. These marks should be used when legibility and layout restrictions are challenging. Consider using the acronym version only when there is context (full name is on same page or window).

Our secondary marks should not be combined with the primary, rearranged, or shown as text only. These marks should always be used with a single color only.



# Brandmark

## FTI Primary Mark

To avoid mix up with FBA’s primary brandmark, FTI is modeled off of FBA’s secondary mark and uses a subset of the brand’s color palette.

FTI’s brandmarks should not be combined with FBA’s primary mark, rearranged, or shown without the brand’s compass symbol. These marks should always be used in a single color, only from FTI subset of colors.



# Brandmark

## Compass Symbol

Our symbol can be used on its own in certain use cases, like social media or internal materials. It should always be used where the primary mark, secondary mark, and company name are already prevalent.

This mark can be used as a single color (1st row on the right) or with the approved color combinations (2nd row on the right).



# Brandmark

## Size & Spacing

Maintaining a minimum clear space around our mark ensures that it always has room to breathe. Crowding our logo or placing it too close to other elements is visually unappealing.

These dimensions are the bare minimum—if possible, aim to have double the required space.



## Primary Mark

The primary mark has a clear space defined by the height of North point of the compass rose multiplied by two.

**Minimum Width: 0.6 inches or 80px**



## Icon

The clear space for our icon is defined by the height of North point of the compass rose.

**Minimum Width: 0.25 inches or 20px**



# Brandmark

## Size & Spacing

Maintaining a minimum clear space around our mark ensures that it always has room to breathe. Crowding our logo or placing it too close to other elements is visually unappealing.

These dimensions are the bare minimum—if possible, aim to have double the required space.



## FBA Secondary Marks

The secondary marks have a clear space defined by the diameter of the icon circle in the mark.

**Minimum Width: 0.6 inches or 80px**

# Brandmark

## Size & Spacing

Maintaining a minimum clear space around our mark ensures that it always has room to breathe. Crowding our logo or placing it too close to other elements is visually unappealing.

These dimensions are the bare minimum—if possible, aim to have double the required space.



## FTI Brandmark

The secondary marks have a clear space defined by the diameter of the icon circle in the mark.

**Minimum Width: 0.6 inches or 80px**

Franchise Brokers Association

Brand Standards

# Brandmark

## Regulations

For our brandmark to maintain its integrity, it’s important that it not be displayed in ways that it wasn’t meant to be.



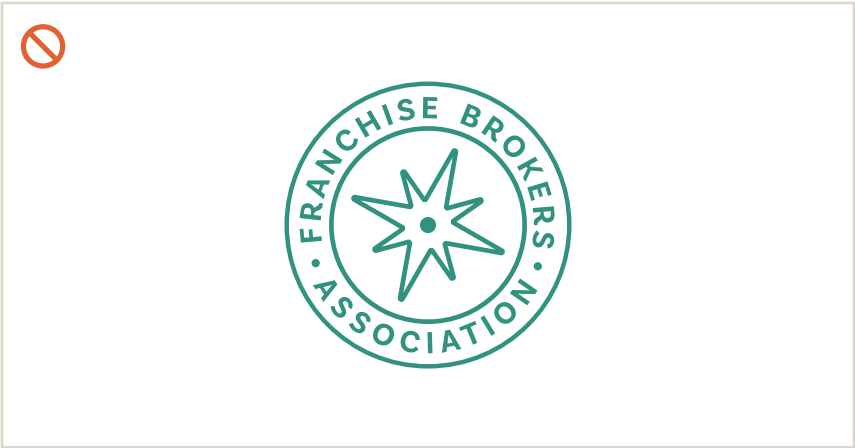
Don’t show our mark at an angle.



Don’t stretch or squish our mark.



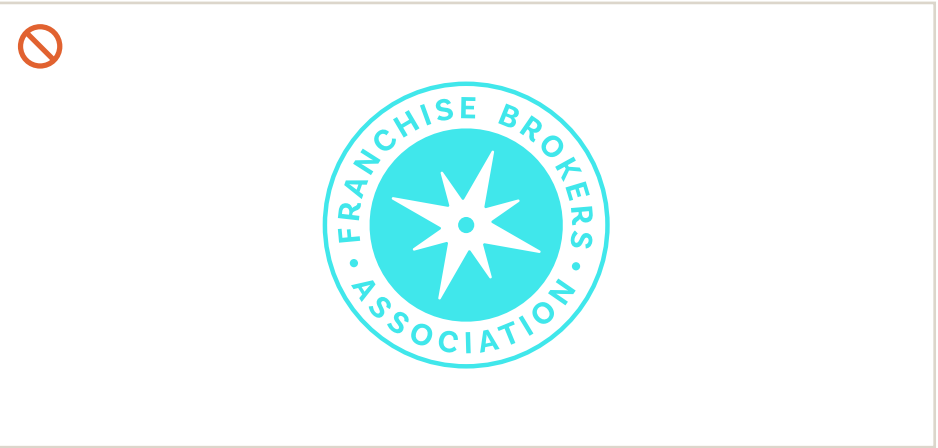
Don’t fill or use unapproved color combinations in our mark.



Don’t show our mark in strokes or outlines.



Don’t apply harsh shadows or effects to our mark.



Don’t show our mark in unapproved colors.



Don’t allow our mark to appear pixelated or blurry.



Don’t show our mark on busy or low-contrast backgrounds.



**Color**

# Color

## Primary Palette

Our color palette is built with a base of warm neutrals for a rich and authentic feel. We incorporated deep emeralds and soft greens to form the primary palette. These deep hues are associated with words like luxury and reliability. Then for a dash of energy we incorporated brighter hues (Mist, Twilight, and Daybreak) to serve as our secondary palette. These colors help liven up the overall scheme.

The primary color for FBA is Emerald.

<div><div>Fog</div><div>#9AAF9D</div><div>154, 175, 157</div><div>44, 19, 42, 0</div></div>	<div><div>Daybreak</div><div>#DBC39</div><div>219, 207, 57</div><div>17, 10, 100, 0</div></div>	<div><div>Mist</div><div>#A6B8DA</div><div>166, 184, 218</div><div>35, 20, 1, 0</div></div>	
<div><div>River</div><div>#43706E</div><div>67, 112, 110</div><div>81, 39, 53, 16</div></div>	<div><div>Moss</div><div>#8D8B5D</div><div>141, 139, 93</div><div>45, 34, 76, 9</div></div>	<div><div>Twilight</div><div>#7B80C2</div><div>123,128, 194</div><div>56, 50, 0, 0</div></div>	
<div><div>Forest</div><div>#105048</div><div>16, 80, 72</div><div>96, 43, 69, 38</div></div>	<div><div>Earth</div><div>#958D81</div><div>149, 141, 129</div><div>42, 39, 48, 5</div></div>	<div><div>Sand</div><div>#DBD5CA</div><div>219, 213, 202</div><div>13, 13, 19, 0</div></div>	<div><div>Emerald</div><div>#30917F</div><div>48, 145, 127</div><div>88, 18, 61, 3</div></div>

# Color

## Subset

FTI uses a subset of the brands overall palette to help create another differentiator between the two brands. Emerald, Mist, and Twilight have been omitted from this subset.

The primary color for FTI is Moss.

<div>Sand</div> <div>#DBD5CA</div> <div>219, 213, 202</div> <div>13, 13, 19, 0</div>	<div>Fog</div> <div>#9AAF9D</div> <div>154, 175, 157</div> <div>44, 19, 42, 0</div>	<div>Daybreak</div> <div>#DBC39</div> <div>219, 207, 57</div> <div>17, 10, 100, 0</div>	
<div>Earth</div> <div>#958D81</div> <div>149, 141, 129</div> <div>42, 39, 48, 5</div>	<div>River</div> <div>#43706E</div> <div>67, 112, 110</div> <div>81, 39, 53, 16</div>	<div>Forest</div> <div>#105048</div> <div>16, 80, 72</div> <div>96, 43, 69, 38</div>	<div>Moss</div> <div>#8D8B5D</div> <div>141, 139, 93</div> <div>45, 34, 76, 9</div>

# Color

## Contrast Pairing

When choosing color combinations for text and backgrounds, contrast and legibility are a top priority. Take a look at some of the recommended color combinations when using color in your document.

### Good Combos

<div>Aa</div> <div>Contrast Test</div> <div>Legibility is a top priority.</div>	<div>Aa</div> <div>Contrast Test</div> <div>Legibility is a top priority.</div>
<div>Aa</div> <div>Contrast Test</div> <div>Legibility is a top priority.</div>	<div>Aa</div> <div>Contrast Test</div> <div>Legibility is a top priority.</div>
<div>Aa</div> <div>Contrast Test</div> <div>Legibility is a top priority.</div>	<div>Aa</div> <div>Contrast Test</div> <div>Legibility is a top priority.</div>

### Bad Combos

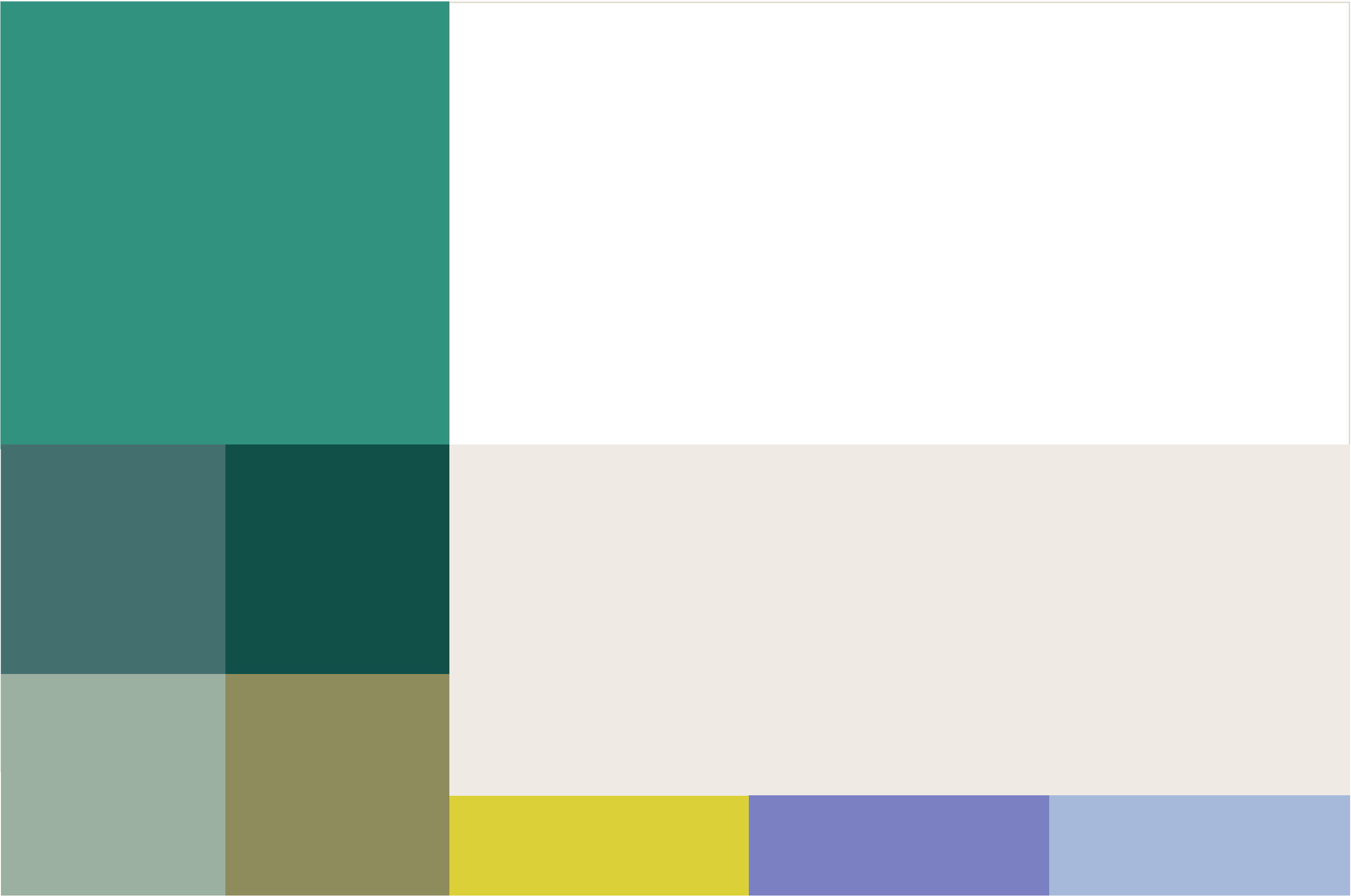
<div>Aa</div> <div>Contrast Test</div> <div>Legibility is a top priority.</div>	<div>Aa</div> <div>Contrast Test</div> <div>Legibility is a top priority.</div>
<div>Aa</div> <div>Contrast Test</div> <div>Legibility is a top priority.</div>	<div>Aa</div> <div>Contrast Test</div> <div>Legibility is a top priority.</div>
<div>Aa</div> <div>Contrast Test</div> <div>Legibility is a top priority.</div>	<div>Aa</div> <div>Contrast Test</div> <div>Legibility is a top priority.</div>

# Color

*FBA Ratio*

It’s important that our colors don’t overpower each other. So some colors are used more often than others. The image to the right serves as a loose, visual guide to help gauge how important each color is in the palette.

Remember, white space is king.



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Brand Standards



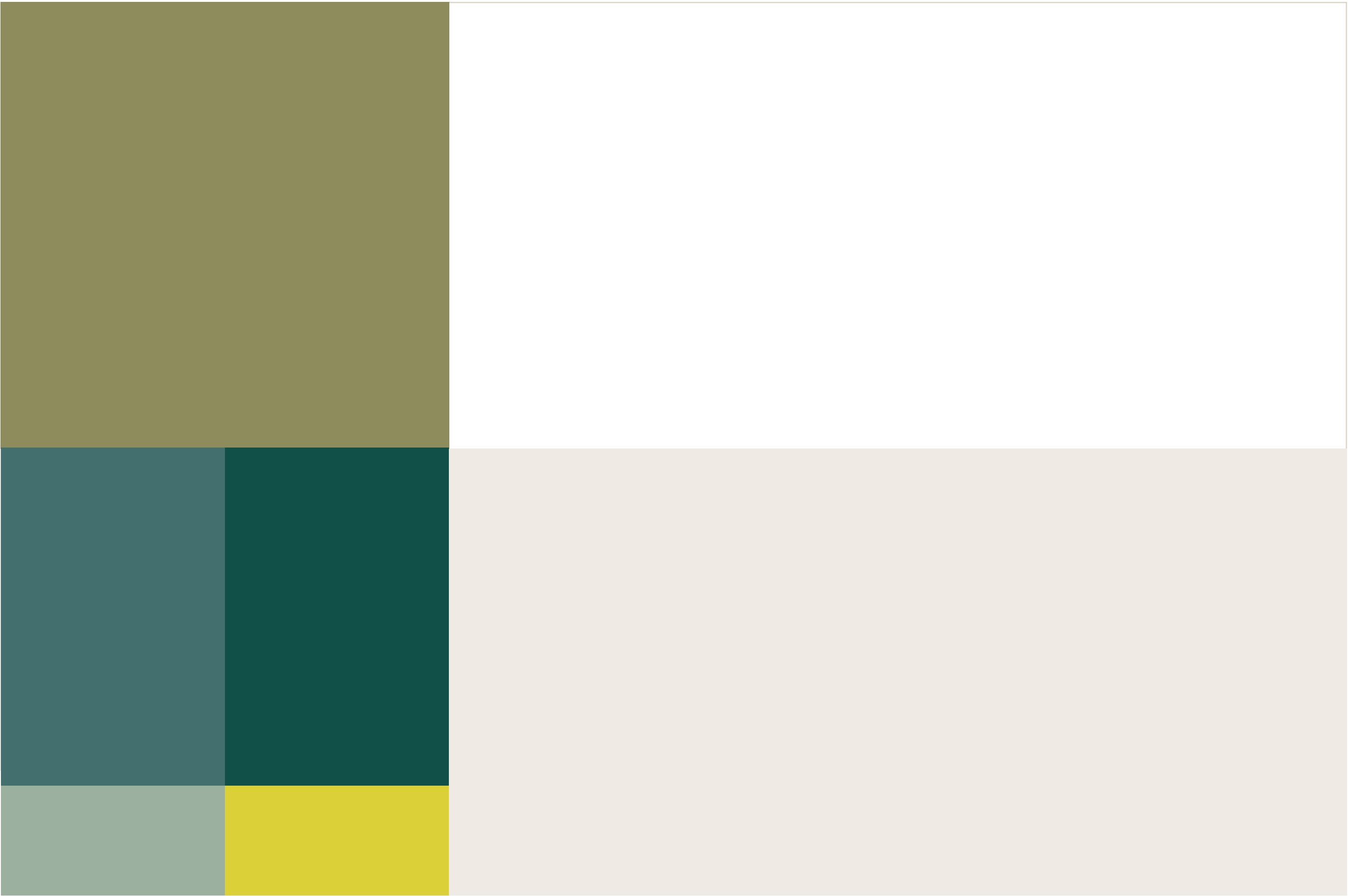
# Color

## FTI Ratio

FTI uses a limited palette from the primary brand to help differentiation from FBA while still visually looking like it’s part of the brand. The primary green and violet hues are omitted from this palette.

The image to the right serves as a loose, visual guide to help gauge how important each color is in the palette.

Remembe, white space is king.



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Brand Standards



**Elements**

# Elements

## *Topographic Pattern*

Maps have an association with discovery and adventure that we wanted to bring into our brand elements. In modern mapping, a topographic map is characterized by large-scale detail and quantitative representation of relief, usually using contour lines. These contour lines add abstract visual interest that ties back to the overall foundation of the identity.

These patterns should be used sparingly and not become an overpowering element in any layout. Refrain from layering images and text over or behind the patterns. These patterns work best at a lower opacity.

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Brand Standards



# Elements

## Imagery

FBA uses imagery to help spark inspiration and make a connection with people. Imagery should be people-centric or tie back to the “guide” metaphor that is infused through our brand.

### Good photography:

- Uses natural light and earthy tones.
- Shows people or supports a metaphor.
- Avoids people looking directly at camera.

### Not-so-good photography:

- Uses harsh contrast.
- Uses obvious flash.
- Uses dim indoor lighting.





# Elements

## Award Badges

We value our people and love to recognize them for their accomplishments. To help in awarding our overachievers, we have created a badge system. These example marks can be used to create assets for annual winners, like email signatures, plaques, etched glass, certificates, and other swag.



# Typography

# Typography

## Font Pairing

Our fonts tell just as much about who we are as our brandmark or colors. We use Basic Sans and Eskorte Latin as our primary typefaces.

We use Basic Sans for headers because it is bold and friendly. Because of its professional and legible appearance, Eskorte Latin is used for body and subheaders.

[VIEW ON ADOBE TYPEKIT ›](#)

### Franchise Brokers Association

Brand Standards

Basic Sans Bold

Basic Sans Black

Eskorte Latin Regular

*Eskorte Latin Italics*

Eskorte Latin Semibold

Eskorte Latin Bold

# Typography

## Scale

Using a type scale helps to ensure that choosing the right font size is easy. We use a scale of 1.25, meaning that each size is 25% larger than the size below it.

To use a type scale, simply decide the smallest font size your document will use, and then plug your values in to modularscale.com to find out what your options are.

[VIEW ON MODULAR SCALE >](#)

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59.6 pt

We're an elite group of brokers who create

47.7 pt

We're an elite group of brokers who created, and co

38 pt

We're an elite group of brokers who created, and continue to ho

30.5 pt

We're an elite group of brokers who created, and continue to hold to, the highe

24.4 pt

We're an elite group of brokers who created, and continue to hold to, the highest industry standar

19.5 pt

We're an elite group of brokers who created, and continue to hold to, the highest industry standards.

15.6 pt

We're an elite group of brokers who created, and continue to hold to, the highest industry standards.

12.5 pt

We're an elite group of brokers who created, and continue to hold to, the highest industry standards.

10 pt

We're an elite group of brokers who created, and continue to hold to, the highest industry standards.





**Audience**

# Audience Persona

*Prospective Franchisee (FBA)*

Know the destination.

Knowing our audience helps us choose a direction. It helps us understand where they are and how to get there. After all, everything we do is for them. Let’s get to know Michael.

**Franchise Brokers Association**

Brand Standards

# Meet Michael

*Fresh out of grad school, Michael climbed the corporate hierarchy. It didn’t take long. By his early 30’s, he was at an executive level and ready for a new challenge. With a portion of his savings and an investor, Michael set out to become an entrepreneur.*

*He managed the business well and treated his employees with respect, but the concept never took off. After a couple difficult years, his business breathed its last.*

*Feeling like he failed, Michael returned to the corporate world, securing a job in senior management where he earned well over six figures. Ten years grinded by and Michael found himself burnt out and unfulfilled. Fortunately he had saved \$450k in cash.*



*Michael’s ready for another adventure—he’s ready to call the shots. But this time he wants to leverage the benefits of a franchise. He’s looking for a 5-year ROI and wants to scale to multiple units.*

*Though outwardly confident, Michael is afraid to make mistakes. He found FBA online and wants to meet with one of our brokers before leaving the security of his job. He doesn’t understand yet how much expert guidance he’ll need to get started.*



# Audience Persona

*Prospective Franchisee (FBA)*

Know the destination.

Knowing our audience helps us choose a direction. It helps us understand where they are and how to get there. After all, everything we do is for them. Let’s get to know Corey.

## Meet Corey

*Corey found success in the corporate world at an early age, but now he’s been in the same executive role for 10+ years. While he likes sales and marketing, there’s no room for growth. His salary is capped and he feels unfulfilled, like he’s meant for more.*

*Late one night, while discussing new career paths on the couch, his wife asked what made him come alive. Corey immediately thought about the times he coached his younger brother through a career crisis.*

*“Why’d you like it?” she asked.*



*After a long pause, Corey said, “It felt fulfilling...and natural. It was fun helping him, then stepping back and watching him succeed.”*

*Corey is looking for a prestigious career that can replace his high salary while providing flexibility in his personal life. He recently heard about franchise brokering but doesn’t know much about it. Despite his anxiety about leaving the financial security of his job, Corey is ready for a new and exciting challenge.*

The background of the image is a monochromatic topographic map. It features a series of thin, dark brown contour lines on a slightly lighter brown background. These lines represent elevation changes, with some forming closed loops (peaks or valleys) and others following a more linear, wavy path. The overall effect is a textured, organic pattern that fills the entire frame.

# Messaging

# Messaging

## Mission & Vision

True north.

These statements act as our truth north, guiding us to our brand voice. The essence is a fundamental truth we believe. Our vision stems from that as a far-reaching goal, an imagined ideal. And the mission is how we bring our vision to life every day.

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Brand Standards

# Essence

The right opportunity changes lives.

# Vision

Empowered people changing their communities.

# Mission

Bringing clear and truthful guidance to franchise opportunities.

# Messaging

## Brand Anthem

The brand anthem is an inspirational rally cry. It’s an example of how we sound and the type of copy we like writing.

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Brand Standards

We’re here for the employees, the executives, the people who always wanted more from their career. We’re here for the dreamers who want to chase their dream. The doers who want to call the shots.

Who are we? We’re an elite group of brokers who created, and continue to hold to, the highest industry standards. We’re a community bringing truth and clarity to franchise opportunities.

*We are FBA.*

# Messaging

## *Brand Promise*

This is our commitment to brokers and franchisees. It inspires us and shapes our attitude.

To empower people, businesses,  
and communities through secure  
franchise opportunities.

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Brand Standards



# Messaging

## Brand Archetypes

Our brand archetypes help us understand who we are and how we interact with brokers and franchisees.



# Mentor

*We are mentors and trusted teachers. We pass on wisdom and support others toward reaching their highest potential. With good listening skills and objectivity, we find satisfaction in empowering Michael and Corey to succeed. We’re susceptible to burnout if we don’t support ourselves as well. We’re motivated to share wisdom for everyone’s benefit.*



# Innovator

*As innovators, we boldly shift the status quo, doing what’s right for Michael and Corey. We spot trends and smell high-potential concepts a mile away. We take a structured approach to problem solving. As team players, we value collective work that’s focused toward an outcome. And all of this is balanced with a patient and grounded mindset.*



# Messaging

## Brand Values

Where we stand.

Our values are foundational to our brand and inform our brand voice. This is what they mean to us and how we sound.

### Franchise Brokers Association

Brand Standards

# Innovation

*Inspirational and purposeful,  
not different for different’s sake.*

In an industry of homogeneous companies, we stand out. We think differently. Unafraid to break the status quo, we find ways to better serve brokers and franchisees. There’s purpose and passion in all we do.

# Empowerment

*Welcoming and encouraging while  
being direct and truthful.*

With hard-earned expertise and a team that truly cares, we guide people to the right franchise opportunity. We educate and equip them to succeed, then step back into a continued supporting role.

# Messaging

*Brand Values (continued)*

Where we stand.

Our values are foundational to our brand and inform our brand voice. This is what they mean to us and how we sound.

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Brand Standards

## Community

*Friendly and supportive without exaggerating our altruism.*

We train. We support. We connect people to community. That way brokers, franchisees, and franchisors can all benefit from a network of empowered professionals. Together we’ll find your way.

## Transparency

*Real and down-to-earth while maintaining a professional tone.*

We created and hold to the highest standards of ethics and expertise. We talk honestly with brokers, franchisees, and franchisors, keeping communication channels open for everyone’s benefit.

# Messaging

## Brand Voice

Set a bearing.

We know our audience and we know ourselves. Now let’s bridge the gap. Our brand voice is a direction for our copy—it’s how we sound when talking with Michael and Corey.

*Many of our competitors have a cookie cutter voice. Their copy is aspirational but lacks depth and authenticity. It feels generic, like a one-size -fits-all solution.*

*In contrast, our voice is genuine and truthful, written specifically with Michael and Corey in mind. We don’t exaggerate or over promise to get their attention. We let our expertise and commitment (to serving them) do the talking. As caring mentors, we express real interest in who they are—their wants and needs. As experts, we speak with confidence and authority. Our copy is warm and human, clear and concise.*

*We’re guides at heart, dedicated to helping people navigate the franchise world. To bring this to life, we use high-level navigation language throughout our copy, drawing simple analogies between our services and outdoor navigation.*

# Messaging

## Copy Guidelines

Now that we know how we sound, how do we put it into practice? These guidelines are your compass, a resource for writing copy that sounds like FBA.

If you see a number out of ten (7/10), that references how often you should implement that particular guideline. It’s a rough estimate though. The general rule of thumb is to choose the path that leads to concise, readable copy.

### Franchise Brokers Association

Brand Standards

### Sound human.

Write like a real person, not a robot. No one wants to read dry, boring copy. Infuse some human warmth into your writing by following these guidelines.

### Sentence case.

We use sentence case (not title case) for headlines and subheaders. If a headline is only a couple words, or if it doesn’t make sense to use sentence case, then title case is acceptable.

### Audience first.

Before we talk about ourselves, we talk to Corey and Michael. What are their needs and desires? How can we help? When talking to them, we use pronouns like you and your. We refer to ourselves as us, we, and our.

### Who vs that.

Refer to people as who, not that. It’s easy to make this mistake if you’re not careful, so make sure to double-check your copy.

Example: *Our professional consultants work with people every day that are in the market for a career change.*

### Be inspirational.

Paint a picture of the future. Show Michael and Corey what’s possible with FBA in their corner.

### Talk with, not to.

We don’t talk to franchisees, we talk with them. It’s a subtle difference, but we want to take every opportunity to convey empowerment.

# Messaging

## Copy Guidelines (continued)

Now that we know how we sound, how do we put it into practice? These guidelines are your compass, a resource for writing copy that sounds like FBA.

If you see a number out of ten (7/10), that references how often you should implement that particular guideline. It’s a rough estimate though. The general rule of thumb is to choose the path that leads to concise, readable copy.

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Brand Standards

### Limit jargon.

Limit your use of jargon. Michael and Corey are smart but they aren’t immersed in the industry yet. When you do use jargon, be polite and explain it.

### Simplify words.

We like to keep things clear and concise, so use words like *talk* instead of *communicate* and *use* instead of *utilize*. (6/10)

### Avoid negatives.

Avoid negatives like no, never, not, nothing, etc. when possible. Even if the overall message is positive, “not” can make an initial, negative impact on the reader. There are exceptions though. If avoiding negatives affects the clarity or readability of the message, don’t do it.

### The word dream.

Minimize your use of the word dream. Michael and Corey may dream about starting their own business, but the word is overused in the industry. Seven times out of ten, let’s find another way of speaking to their needs.

### The word perfect.

Perfect is also overused, not to mention it makes a promise we may not be able to keep. Nine times out of ten, let’s find a better way of saying it (i.e. ideal or right).

### The word innovative.

Don’t use innovative (or similar words) to promote our franchise opportunities. It implies risk, newness, the cutting-edge, etc., whereas Michael and Corey want something stable and secure. When clearly and specifically referring to FBA, you can use the word innovative.

# Messaging

Copy Guidelines (continued)

Now that we know how we sound, how do we put it into practice? These guidelines are your compass, a resource for writing copy that sounds like FBA.

If you see a number out of ten (7/10), that references how often you should implement that particular guideline. It’s a rough estimate though. The general rule of thumb is to choose the path that leads to concise, readable copy.

## Franchise Brokers Association

Brand Standards

### Navigation terminology.

Here’s some high level navigation terminology and concepts we like using in headlines, power statements, and body copy. Don’t overuse these terms—we still want to sound professional.

- Navigate
- Guide
- True north/Due north
- Set a course/Map a course
- Compass
- Bridge the gap
- Elevation

When drawing analogies between our services and outdoor navigation, keep it simple. Michael and Corey aren’t expert outdoorsmen.

### Grammar

Every once in awhile, you can break a minor grammar rule if it increases readability. That could mean using an incomplete sentence to add emphasis or using a comma instead of a semicolon or period. (1/10)

### Parentheses

On occasion, use parentheses to set off content that’s not fundamental to the core message. Maybe it offers further explanation. Maybe it’s an aside that adds a hint of humor. Either way it adds liveliness to our copy. (1/10)

### Punctuation

We like asking questions and using question marks, even in headlines sometimes. But we rarely use exclamation points—they’re too loud and playful.

### Em dash.

Instead of separating thoughts with periods or commas, use the em dash on occasion. The em dash is softer than a period but harder than a comma—plus it draws focus to everything after it, creating emphasis. (3/10)



# Messaging

## Copy Guidelines (continued)

Now that we know how we sound, how do we put it into practice? These guidelines are your compass, a resource for writing copy that sounds like FBA.

If you see a number out of ten (7/10), that references how often you should implement that particular guideline. It’s a rough estimate though. The general rule of thumb is to choose the path that leads to concise, readable copy.

### Franchise Brokers Association

Brand Standards

### Conjunctions

Start the occasional sentence with a conjunction. It can help the copy sound more natural, but don’t overdo it. If overused, it can sound unprofessional. (1/10)

### Single spacing.

Single spacing after periods is the standard typographic practice and one we always want to follow.

### Adjectives and adverbs.

Use adjectives and adverbs in moderation, especially words like really, very, and actually. Before using modifiers, ask yourself if it brings value to the sentence.

### Contractions

Using contractions can help your copy sound more human. It’s not a hard rule though, sometimes spelling out both words sounds better.

### The active voice.

Let’s write in the active voice when possible. Active voice is when the subject of the sentence does the action. This makes copy clear and concise.

### Consider the medium.

Follow these guidelines, but remember to write for the medium. A social post can sound more informal than the proposal website.

### Short sentences.

Alternate longer sentences with short sentences to improve the readability of your copy.

### Active verbs.

Create an image with active verbs, especially unexpected ones. Discover the right words that will pop off the page.





# Examples

Business Cards



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# Examples

*Digital Banner*



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# Examples

*Canvas Tote*



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# Examples

Compass Tees



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Brand Standards



# Examples

*Notebooks*



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# Examples

Letterhead

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Brand Standards





# Examples

*Billboard*



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# Examples

*Enamel Pin*



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# Thank you.

For any questions on how to implement  
the Franchise Brokers Association brand,  
contact *[brands@big.vision](mailto:brands@big.vision)*.