



FULLY PROMOTED

Branded Apparel & Promotional Products

CREATIVE BRAND GUIDELINES

IDENTITY MANUAL

HELLO THERE!

This identity manual contains the set brand guidelines for Fully Promoted creative.

Included are rules and examples of applications that will help you understand the brand's visual guidelines.

LOGO & ICON

CLEARSPACE & LOCATION

INCORRECT USAGE

BRAND SLOGAN

COLOR PALETTE

TYPOGRAPHY

MARKETING LOGOS

IMPRINT LOGOS

EMBROIDERY

SOCIAL MEDIA ICONS

EMAIL SIGNATURES

STATIONERY

LEGACY





STACKED LOGO



TEXT LOGO



HORIZONTAL LOGO



ICON

The Fully Promoted logo is a clean, modern, geometric design comprised of heavy block letters and a circular icon. The circular shape represents how Fully Promoted brings business branding needs full-circle through our services and solutions.

Alternate versions of the Fully Promoted logo are available in Black and reversed White.

CLEARSPACE & LOCATION

Clear space is the term for a specific amount of space that a logo must have on all sides, no matter where it is used. The reason for clear space is to ensure that a logo maximizes visibility and impact.

For the Fully Promoted brand, the size of the “O” in Promoted is used as the guide for spacing around the entire logo. The clear space is to be consistent around the logo, regardless of the logo being utilized.



The only exception to the clear space rule is if you would like to include the city of your Fully Promoted location. Please note that the name used must be in compliance with what is stated in your franchise agreement. For the location name, please use a complimentary color to the logo, and keep the size similar to the height of the brand identifier.



04

BRAND SLOGAN

Our slogan is straight and to the point. It asks the question - ARE YOU FULLY PROMOTED?

You should always use the approved and provided digital art files for the slogan.

ARE YOU FULLY PROMOTED?

FP DARK BLUE

ARE YOU FULLY PROMOTED?

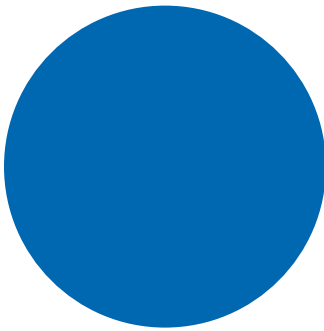
REVERSED

REAL PRODUCTS REAL PEOPLE REAL RESULTS

COLOR PALETTE

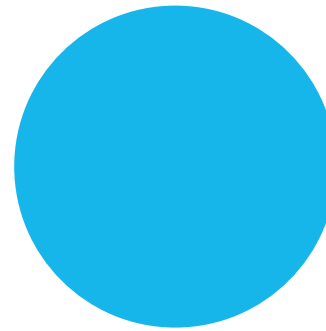
The Fully Promoted color palette is comprised of two colors and serves as the main color resources to be used with all Fully Promoted brand collateral.

Printing with PANTONE® inks is the desired method of production, however, it is not always cost-effective. Accordingly, process (CMYK) and multimedia (RGB and HEX) equivalents have been provided.



DARK BLUE

PMS 293
C 100 M 57 Y 0 K 2
R 0 G 102 B 204
HEX 0066cc



LIGHT BLUE

PMS 298
C 69 M 7 Y 0 K 0
R 51 G 204 B 255
HEX 33ccff



TYPOGRAPHY

06

FULLY PROMOTED

Branded Apparel & Promotional Products

— Brand Identifier

The Fully Promoted logo is a Custom Typeface. The Fully Promoted brand identifier is Futura PT Medium. Do not, under any circumstances, substitute another typeface for the logotype. Do not alter the letter spacing under any circumstances. In addition, do not change, distort, condense, expand or italicize the typeface. The logotype should always remain in consistent proportion to the logomark (icon).

In text formats (headlines, subheads, body copy) our full name should always be used with the “F” and “P” capitalized.

Below are the recommended fonts to use on Fully Promoted collateral.

Proxima Nova Black - **Headline/Header Use**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Proxima Nova Regular - **Body Copy Use**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Alternate Fonts

Futura PT - Available in light, book, medium, demi, heavy, bold and extra bold.

Calibri - Available in regular and bold.
Gotham - Available in black and light.

MARKETING LOGOS

These logos are intended for use in digital marketing on images where client logos would be designed or for quote mock-ups.

**YOUR
LFP GO**

YOUR IMPRINT HERE

Fp FULLY PROMOTED
Branded Apparel & Promotional Products

**THIS PRODUCT
WORKS!**

Fp FULLY PROMOTED
Branded Apparel & Promotional Products

**YOUR
LFP GO**

YOUR IMPRINT HERE

Fp FULLY PROMOTED
Branded Apparel & Promotional Products

**THIS PRODUCT
WORKS!**

Fp FULLY PROMOTED
Branded Apparel & Promotional Products



**YFpUR
MESSAGE**

**YFpUR
MESSAGE**



IMPRINT LOGOS

The Fully Promoted imprint logos are for use on promotional products where the brand identifier does not easily display. The imprint logos are for imprint use ONLY.

When creating any other type of marketing collateral, including print or digital materials, the logo with identifier must be utilized.

**APPROVED
PROMOTIONAL PRODUCT
IMPRINT OPTIONS**

FULLY PROMOTED



FULLY PROMOTED



**FULLY
PROMOTED**



**FULLY
PROMOTED**

Branded Apparel &
Promotional Products

EMBROIDERY STITCH FILE

09

Design: Fully Promoted Stacked Dimension: W 4.01 in x H 1.63 in
Stitches: 5128 Color changes: 6



1	Needle 17 N/A 1934 Madeira PolyNeon 434.84 in 2550 stc. (2552)	2	Needle 18 N/A 1827 Madeira PolyNeon 117.32 in 751 stc. (3303)	3	Needle 17 N/A 1934 Madeira PolyNeon 113.27 in 793 stc. (4096)	4	Needle 18 N/A 1827 Madeira PolyNeon 39.49 in 355 stc. (4451)
5	Needle 16 N/A 1801 Madeira PolyNeon 169.33 in 677 stc. (5128)	6	Needle 5 Midnight Blue 1242 Madeira 40 0.83 in 2 stc. (5130)				

Design: FP_Icon_Logo_StackedN... Dimension: W 1.32 in x H 1.28 in
Stitches: 3669 Color changes: 4



1	Needle 1 N/A 1827 Madeira PolyNeon 0.63 in 4 stc. (7)	2	Needle 17 N/A 1827 Madeira PolyNeon 278.39 in 1606 stc. (1613)	3	Needle 16 N/A 1934 Madeira PolyNeon 203.78 in 1184 stc. (2797)	4	Needle 18 N/A 1801 Madeira PolyNeon 236.10 in 875 stc. (3672)
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SOCIAL MEDIA ICONS

These logos are intended for use on social media platforms.

PROFILE IMAGE



COVER IMAGE



Facebook Dimensions

Profile Image Display: 170x170px (Computer), 128x128px (Smartphones)

Cover Image Display: 851x315px (Size), 820x312px (Computer), 640x360px (Smartphones)

Instagram Dimensions

Profile Image: 320x320px

Twitter Dimensions

Profile Image: 400x400px

Cover Image: 1500x500px

LinkedIn Dimensions

Profile Image: 300x300px

Cover Image: 1128x191px

*Social Media Dimensions Subject to Change



CTS REAL PEOPLE REAL RES