



**FOSTER PARK**  
BROKERS

VISUAL IDENTITY GUIDELINES

# PRIMARY LOGOS

Vertical Logo



Vertical Logo



# SIZE PROPORTIONS

## PROPORTIONS & CLEAR SPACE

The “x” represents a standard measured increment that is useful for marking the distance between elements when scaling the logo up or down. This is to remain constant. To the right is a depiction of the proportions that were used to construct the Foster Park logos.

No other text or graphic elements should encroach on this area. It should always be allowed to ‘breathe’. The logo must always have space around it in order for it to stand out.

			x
		<b>FOSTER PARK</b>	
		<b>BROKERS</b>	x
x			

x			
			
	<b>FOSTER PARK</b>		
	<b>BROKERS</b>	x	
x			

## SIZE PROPORTIONS

### SIZING

The logo should never be reduced to a size smaller than what is displayed to the right. The minimum size when the vertical logo is being printed is 1.5 inches wide. The minimum size when the horizontal logo is being printed is 2 inches wide.

When the vertical logo is applied to the web, the smallest size it should appear in is 115 pixels wide. When the vertical logo is applied to the web, the smallest size it should appear in is 150 pixels wide.

On social media platforms, a logo file containing only the icon should be used. The file provided is 1080 pixels x 1080 pixels. This size ensures that the logo can be scaled down to any size needed on these platforms and still remain legible.



Minimum Size  
2 inches wide



Minimum Size  
1.5 inches wide



Social Media Icon

## ALTERNATE LOGOS

## VARIATIONS

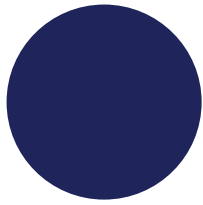
The Foster Park brand consists of two primary logos as well as an icon. The primary logos should be used as much as possible as they are the main brand indicators.

In scenarios where the Foster Park logo does not need to be the focus, there is a one colour navy logo that can be used.

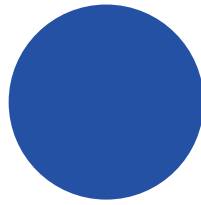
When no colour can be used, there is a one colour black and one colour white logo in each variation that can be used.



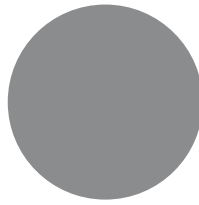
## COLOUR PALETTE



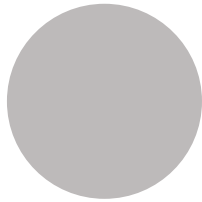
**PANTONE 2758**  
**CMYK 100/95/31/29**  
**RGB 33/39/91**  
**HEX #20285C**



**PANTONE 2728**  
**CMYK 93/78/0/0**  
**RGB 42/81/163**  
**HEX #2251A3**



**PANTONE 423**  
**CMYK 48/39/39/4**  
**RGB 138/140/140**  
**HEX #8A8C8C**



**PANTONE COOL GRAY 4**  
**CMYK 26/22/22/0**  
**RGB 190/187/186**  
**HEX #BDBBBB**

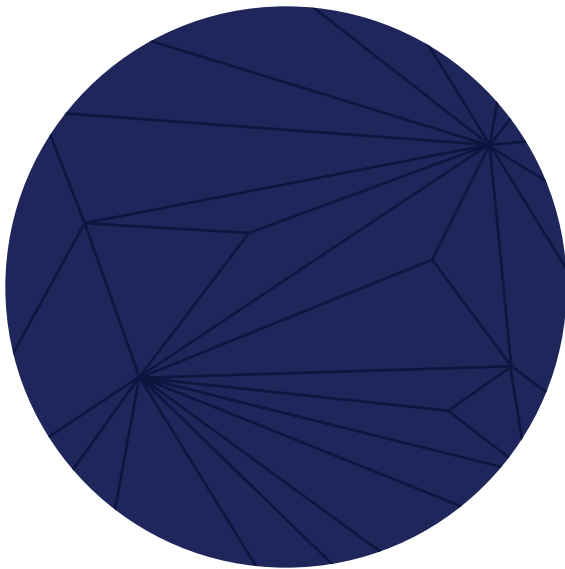


**PANTONE COOL GRAY 1**  
**CMYK 13/11/12/0**  
**RGB 219/217/214**  
**HEX #DBD9D6**

## PRIMARY COLOUR PALETTE

The colour palette is comprised of cool blue tones and grey. They give a feeling of stability and trust while also looking fresh and energetic.

## SECONDARY GRAPHICS



### FPB PATTERN

A pattern has been created as a secondary graphic for the Foster Park brand. It can be used sparingly to add personality and pop to promotional materials.

# TYPOGRAPHY

## TYPEFACE

The primary typeface used for the Foster Park logo is Georgia. Georgia is a serif typeface designed by Matthew Carter. It was intended as a serif font that would appear elegant and stoic, but legible printed at a small scale. This is a great typeface to use for headers and body copy. Even at small sizes the face exudes a sense of friendliness.

The secondary typeface used is Brandon Grotesque. Brandon Grotesque is a sans serif typeface designed by Hannes von Döhren. The typeface is based on geometric forms that have been optically corrected for better legibility.

It has a functional look with a warm touch. While the thin and the black weights are great performers in display sizes the light, regular and medium weights are well suited for body copy.

The alternate typeface Arial may be used when generating documents on word processors, such as in Microsoft Office Suite.

### Primary Typeface

#### Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Secondary Typeface

#### Brandon Grotesque

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

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### Alternate Typeface

#### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789



## INCORRECT LOGO USAGE



## LOGO USAGE

When using the Foster Park logos or icons, the shape, size proportions and acceptable colour must remain as shown to the left.

Do not squish, stretch, recolour or distort the logo files.

## FILE HANDLING

### USING YOUR LOGO FILES & FOLDERS

The logo files we have provided you contain the following folders: Colour and One Colour

The Colour folder contains your primary logos. These logos are to be used at all times, unless this is not possible. If the colour logos cannot be used, then the One Colour logo files should be used.

The One Colour folder contains navy, black and white versions of your logo and should be used when the logo is not the main focal point or in black and white applications.

### COLOUR FORMATS

Two main colour variations are provided.

**CMYK Colour:** The CMYK logos have been converted from Pantone to CMYK for full colour printing. These files are to be used when printing either digital or CMYK offset printing.

**RGB Colour:** These logo files are for when the logo appears in digital mediums, such as Power Point and web.

**Pantone Colour:** These logo files are only to be used when using Pantone inks in offset printing.

### USING YOUR LOGO FILES & EXTENSION

In each of the folders, there are logo files ending with the following extensions:

.eps  
.pdf  
.png  
.jpeg

The **.pdf** file is to be used for viewing your logo.

The **.eps** files contain the highest quality, vector version of your logo. When using your logo for print, always send these files to printers, as they can be printed at any size, without any loss of detail.

The **.png** files are to be used when your file is being placed on the web or will be viewed on screen. This ensures the colors do not get altered from screen to print. Samples of screen use are websites, email correspondences, and so on.

The **.jpg** files are for printers when they cannot use the .eps files. This picture file can lose image quality when increased in size. These files can be used in Microsoft office applications in RGB format.