



## **STYLE GUIDE**

# LOGO USAGE & GUIDELINES

Preferred use on a light background



Reversed logo for use on a dark background OR image



## Colours



CMYK: C.85 M.50 Y.0 K.0  
RGB: R.38 G.128 B.255  
HEX: #2680ff  
PMS: 285C



CMYK: C.0 M.100 Y.100 K.0  
RGB: R.266 G.0 B.0  
HEX: #ff0000  
PMS: 185C

## Clear space

Always keep clear space around the Footy Fit logo to ensure the logo is not distracted from graphics or typography. Measure clear space by the height of the 'O' vertically, and the width of the 'O' horizontally.



## Minimum size

In print do not use the logo smaller than 30mm wide or digitally smaller than 90px.



34mm / 96px

# LOGO USAGE & GUIDELINES

## Misuse

To ensure accurate, consistent reproduction of the Footy Fit logo, never alter, add to, or attempt to recreate it. The examples below are not comprehensive, they are a small sample of possible misuse of the logo.



DO NOT ALTER THE COLOURS



DO NOT DISTORT LOGO



DO NOT ADD SHADOWS



DO NOT USE AS TINT OR  
TRANSPARENCY



DO NOT ROTATE THE LOGO



DO NOT ALTER THE TEXT

## Typography use

The Footy Fit brand font family is FF DIN OT 1 Volume, the license for which and can be **downloaded here**. Please adhere to the style guide below. FF DIN OT 1 Volume is also available as a web-font, alternatively please use google-font Roboto, [link here](#).

### FF DIN BOLD - HEADING

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
1234567890 !@#\$%^&\*()

### FF DIN MEDIUM - SUB HEADING

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
1234567890 !@#\$%^&\*()

### FF DIN REGULAR - PARAGRAPH

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXY  
1234567890 !@#\$%^&\*()