



## Brand Guidelines



[flatfair.co.uk](https://flatfair.co.uk)



LOGOS

# flatfair logo



## HORIZONTAL LOGO

Main logo to be used where possible

We have two versions of our master logo – horizontal and square.

We use the horizontal version wherever possible.

The square version works best for smaller scale media, like web banners, and should only be used when it's not practical to use the horizontal version.



## SQUARE LOGO

Use if it's not possible to use horizontal version

# flatfair logo colours

Primarily, the master logo is used in our deep navy colour on a white background.

Secondarily, the master logo can be used in our deep navy or white against the other flatfair primary colours.



# flatfair Boost logo

We have two versions of our Boost logo – horizontal and square.

We use the horizontal version wherever possible.

The square version works best for smaller scale media, like web banners, and should only be used when it's not practical to use the horizontal version.

The Boost logo is always used on a white background.



## HORIZONTAL LOGO

Main logo to be used where possible



## SQUARE LOGO

Use if it's not possible to use horizontal version

# flatfair No Deposit logo

We have two versions of our No Deposit logo – horizontal and square.

We use the horizontal version wherever possible.

The square version works best for smaller scale media, like web banners, and should only be used when it's not practical to use the horizontal version.

The No Deposit logo is always used on a white background.



HORIZONTAL LOGO

Main logo to be used where possible



SQUARE LOGO

Use if it's not possible to use horizontal version

# logos usage<sup>(1)</sup>



30mm / 85px



FlatFair

22mm / 62px



40mm / 113px



FlatFair  
Boost

22mm / 62px



38mm / 108px



FlatFair  
No Deposit

22mm / 62px

The logos should not appear smaller than the following sizes:

# logos usage<sup>(2)</sup>



The logos should follow these exclusion areas:







COLOUR PALETTE

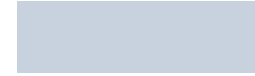
# Colour palette for digital use

When you're creating assets, you only need to use our primary colours, but if you're talking about Boost, the secondary yellow colours can be used and for No Deposit, the secondary blue colours can be used.

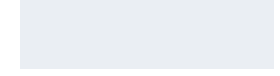
## PRIMARY COLOURS



**RGB:** 30 67 125  
**HEX:** #1E437D



**RGB:** 202 209 221  
**HEX:** #CAD1DD



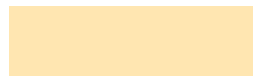
**RGB:** 234 237 241  
**HEX:** #EAEDF1

## SECONDARY COLOURS

### Boost

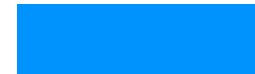


**RGB:** 255 172 0  
**HEX:** #FFAC00

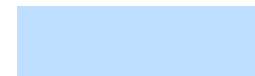


**RGB:** 255 230 179  
**HEX:** #FFE6B3

### No Deposit



**RGB:** 70 145 250  
**HEX:** #4691FA



**RGB:** 200 222 254  
**HEX:** #C8DEFE

# Colour palette for print

Colours look different when they appear on paper to when they appear on print, so use these codes if you're working with print.

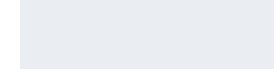
## PRIMARY COLOURS



**CMYK:** 98 78 21 7  
**PANTONE:** 2945 U



**CMYK:** 25 15 10 0  
**PANTONE:** 538 U



**CMYK:** 10 5 5 0  
**PANTONE:** 656 U

## SECONDARY COLOURS

### Boost



**CMYK:** 0 38 94 0  
**PANTONE:** 2010 U



**CMYK:** 0 11 36 0  
**PANTONE:** 7499 U

### No Deposit



**CMYK:** 78 25 0 0  
**PANTONE:** 2191 U



**CMYK:** 24 8 0 0  
**PANTONE:** 2707 U



TYPEFACE

# Our typeface

We use two typefaces:  
Untitled Serif Bold and  
Sailec Regular and Bold.

If you're working in Google Docs  
and these fonts aren't available,  
we use Montserrat and Lora bold.

## Untitled Serif Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz**

## Sailec Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz

## Sailec Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz**

# Usage

**Headlines are in  
Untitled Serif Bold**

**Subheadings are in Sailec Bold**

Body copy is in Sailec Regular

Here's how you use our fonts  
in your assets.



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