



Brand Guidelines



flatfair.co.uk



LOGOS

flatfair logo

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.



HORIZONTAL LOGO

Main logo to be used where possible



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⁽¹⁾



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⁽²⁾



The logos should follow these exclusion areas:





COLOUR PALETTE

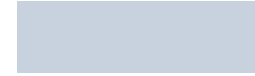
Colour palette for digital use

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.

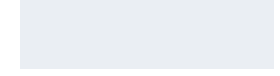
PRIMARY COLOURS



RGB: 30 67 125
HEX: #1E437D



RGB: 202 209 221
HEX: #CAD1DD



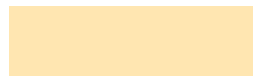
RGB: 234 237 241
HEX: #EAEDF1

SECONDARY COLOURS

Boost

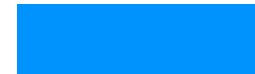


RGB: 255 172 0
HEX: #FFAC00

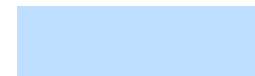


RGB: 255 230 179
HEX: #FFE6B3

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.

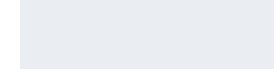
PRIMARY COLOURS



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.

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.



flatfair.co.uk