



Brand Guidelines



flatfair.co.uk

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

Logo colours – horizontal

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 as shown below.



Logo misuse

Our logo is our identity, so it's important to keep how we use it consistent. Always use the official flatfair logo and never recreate it.

Make sure to never stretch the logo or use different colour combinations.



Flatfair



Logo on images

When overlaying our logo on an image, make sure it's visible by using it only in white or our deep navy colour. If it's not visible in either of those colours, use the logo with a white box around it, as below.



Logo on images misuse

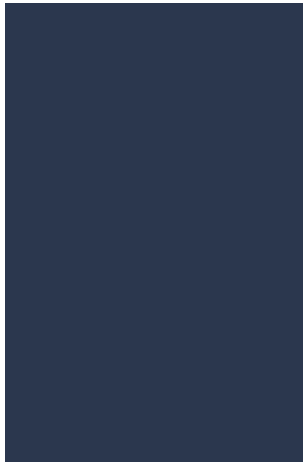
Make sure our logo is visible wherever it's presented by following the rules on the previous page.
Here's not what to do:



Colour palette for digital use

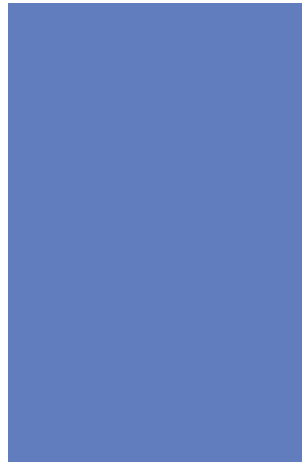
We have two primary colours and two secondary colours, the codes below are specifically for digital use.

Primary colours



HEX: #33384F

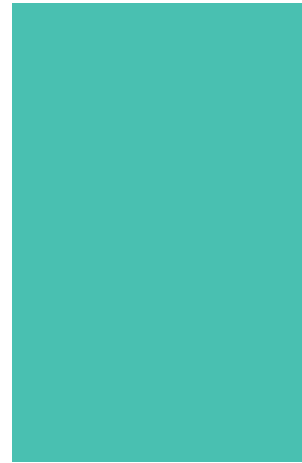
RGB: 51 56 79



HEX: #6A87F7

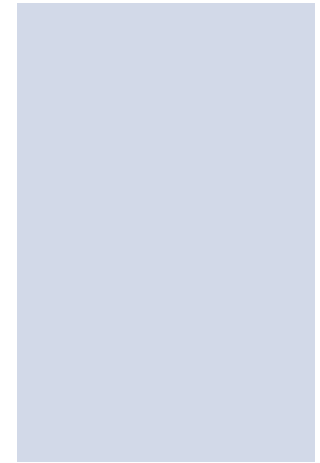
RGB: 106 135 247

Secondary colours



HEX: #4CC4B5

RGB: 76 196 181



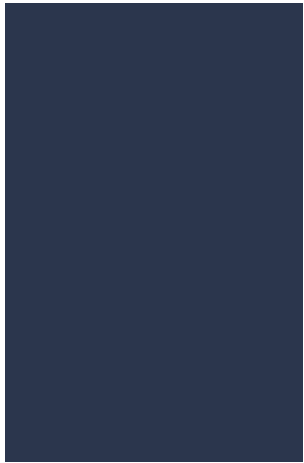
HEX: #DDE1EF

RGB: 221 225 239

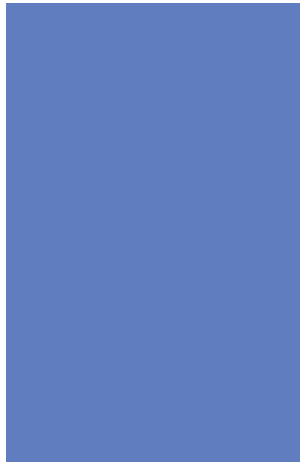
Colour palette for print

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: 84 72 43 43

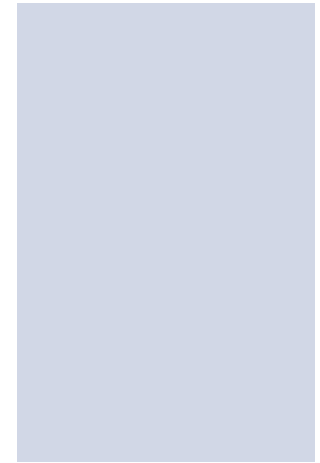


CMYK: 66 48 0 0

Secondary colours



CMYK: 64 0 37 0



CMYK: 16 10 3 0



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