

Brand Guidelines

This document is designed to help our partners, collaborators, and external agencies represent the Fathom brand consistently and confidently.

This guide outlines the key visual elements that define our identity. Please use these guidelines as a reference to ensure all communications reflect our brand accurately.

Logo

2.1 **LOGO**

Primary logo lockup

Our primary logo lockup forms the foundation of brand identity. It features three main components. The wordmark “Fathom”, the glyph “F” and the clarifying line “an access company”. All three elements have a role to play within the logo lockup.

The primary logo lockup is to be used in most instances. It should be used throughout most brand, marketing, product and communication use cases.



The cobranded logo lockup is to be used in instances where the Access cobranding red colour is to be used. This includes scenarios where Fathom is featured as one of the products within the Access portfolio.



2.1 LOGO

Logo lockup

The Fathom logo lockup can be use internally and where the Access relationship is already well understood. It can also be used for legibility reasons where the clarifying line “an Access company” cannot be read clearly.

It can also be used on supplemental pages where the primary lockup has been used on the cover of a print or digital publication.



2.1 LOGO

Logo stacked lockup

The stacked lockup is used for situations where we need large use in portrait layouts. This could be pillars, plinths or vertical banners.

Out of the different logo options shown in this guideline, this is to be used the least. Please use the primary logo lockup in the first instance, co-branded lockup and logo lockup options first.



2.2 **LOGO**

Wordmark

The wordmark can be used independently on a layout so long as the glyph is present somewhere on the same layout. This allows for simpler and bolder design communications.

The wordmark should only be used independently with clear guidance from the brand and marketing team at Fathom.

Please endeavour to use the other logo options in this guideline. This is an option left open for the marketing, product and design teams for special use cases.

Fathom

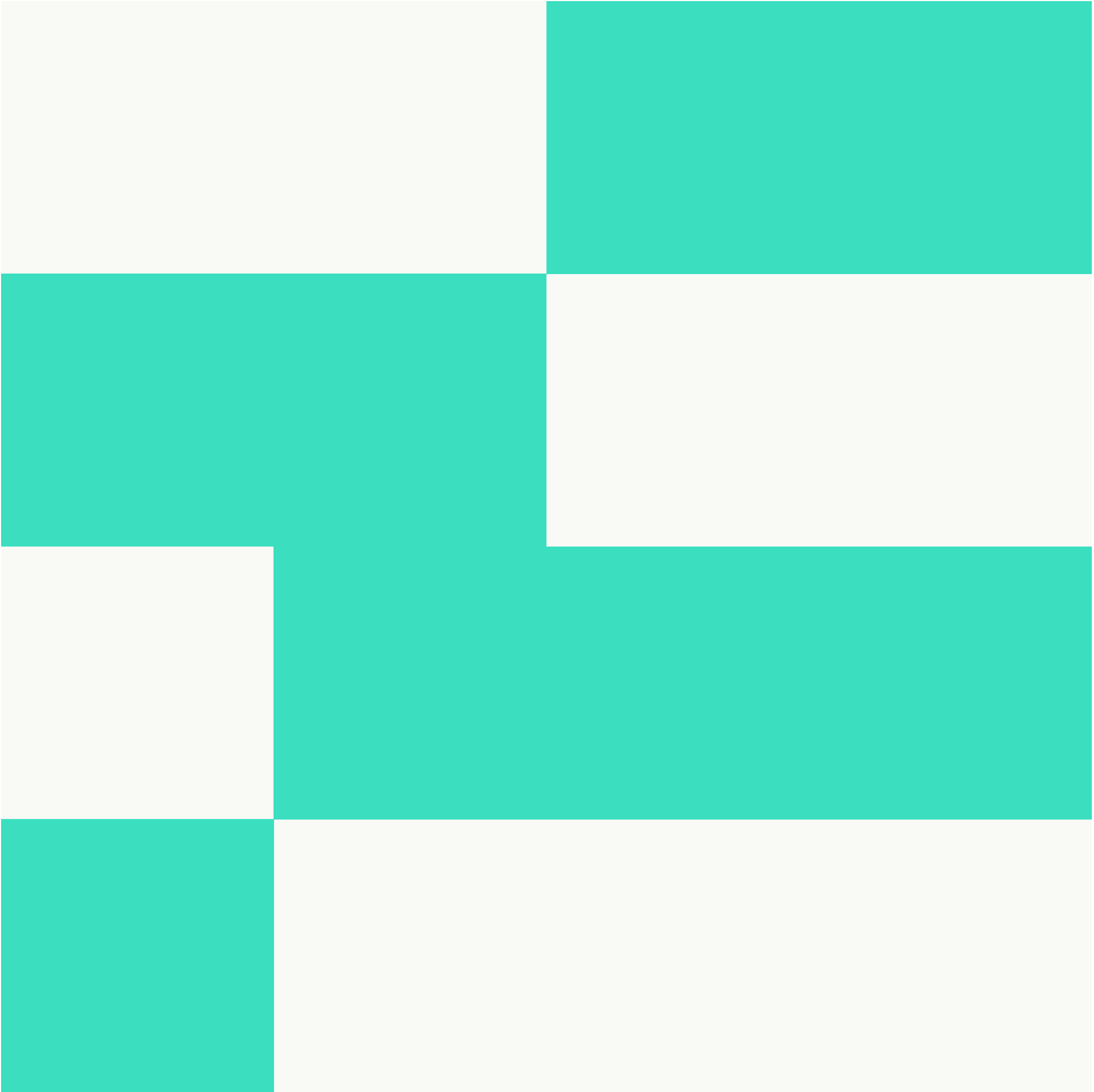
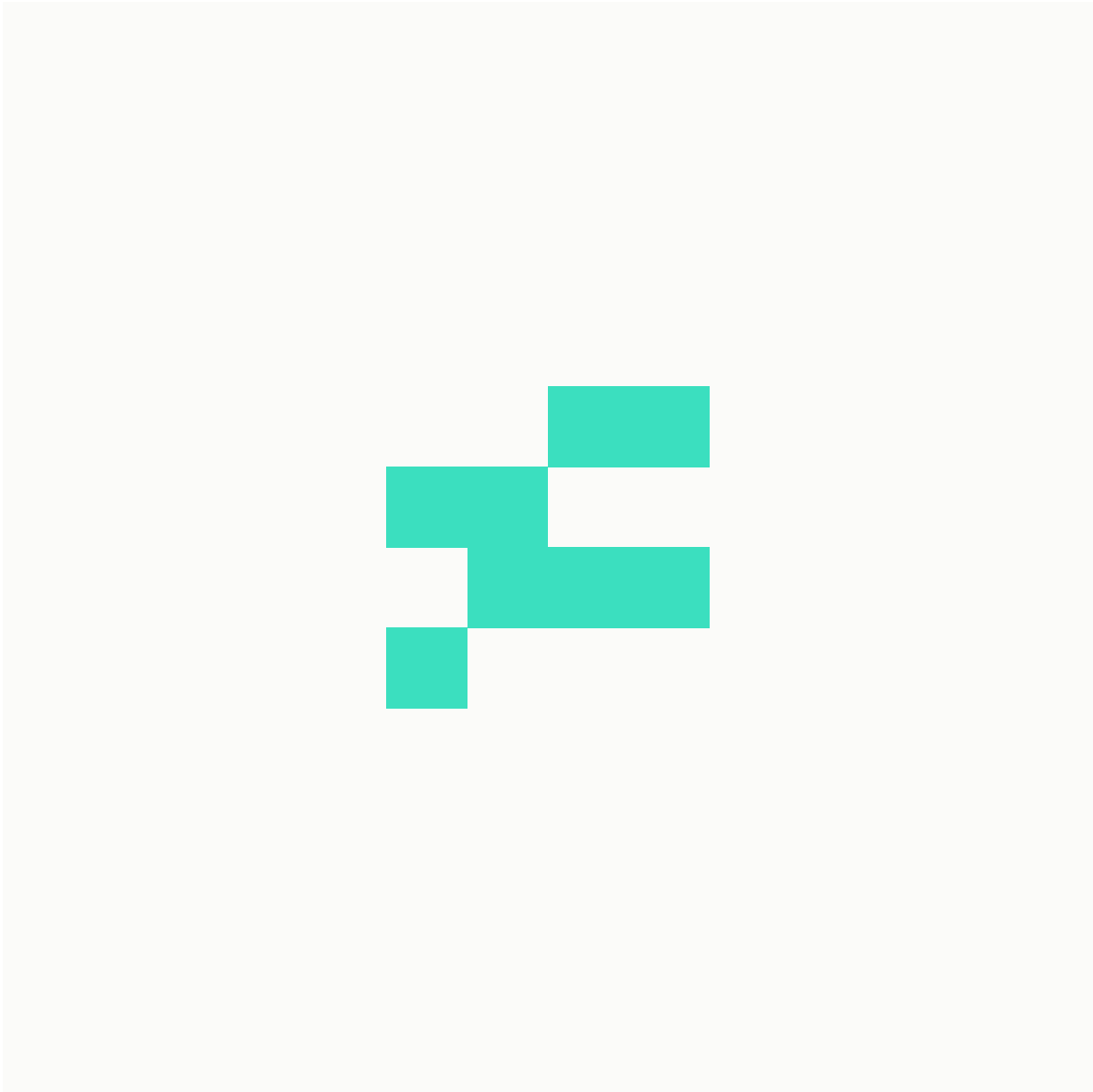
2.2 **LOGO**

As with the wordmark on the previous page of this guideline the glyph can be used independently of the logo lockup. The glyph can only be used on it's own when both elements feature in a layout.

The glyph is used at larger sizes as a supergraphic pattern that features throughout the identity. Please refer to the pattern and layout sections of this guideline to find out more about how to use the glyph.

Please endeavour to use the other logo options in this guideline. This is an option left open for the marketing, product and design teams for special use cases.

Glyph & pattern



2.3 LOGO

Exclusion zone

This exclusion zone gives an estimate of how much space to leave around the various logo lockups. In some large use examples you might need to make the exclusion zone smaller.

The general rule is this: as the logo gets bigger, the exclusion zones can get proportionally smaller.



2.4 LOGO

Colourways

The examples here show how the primary logo lockup can be used in different colourways. These are the only colourways permitted. Please do not change the colour of the logo outside the examples shown in this guideline.

Check the colour section to see the colour values used in these examples.



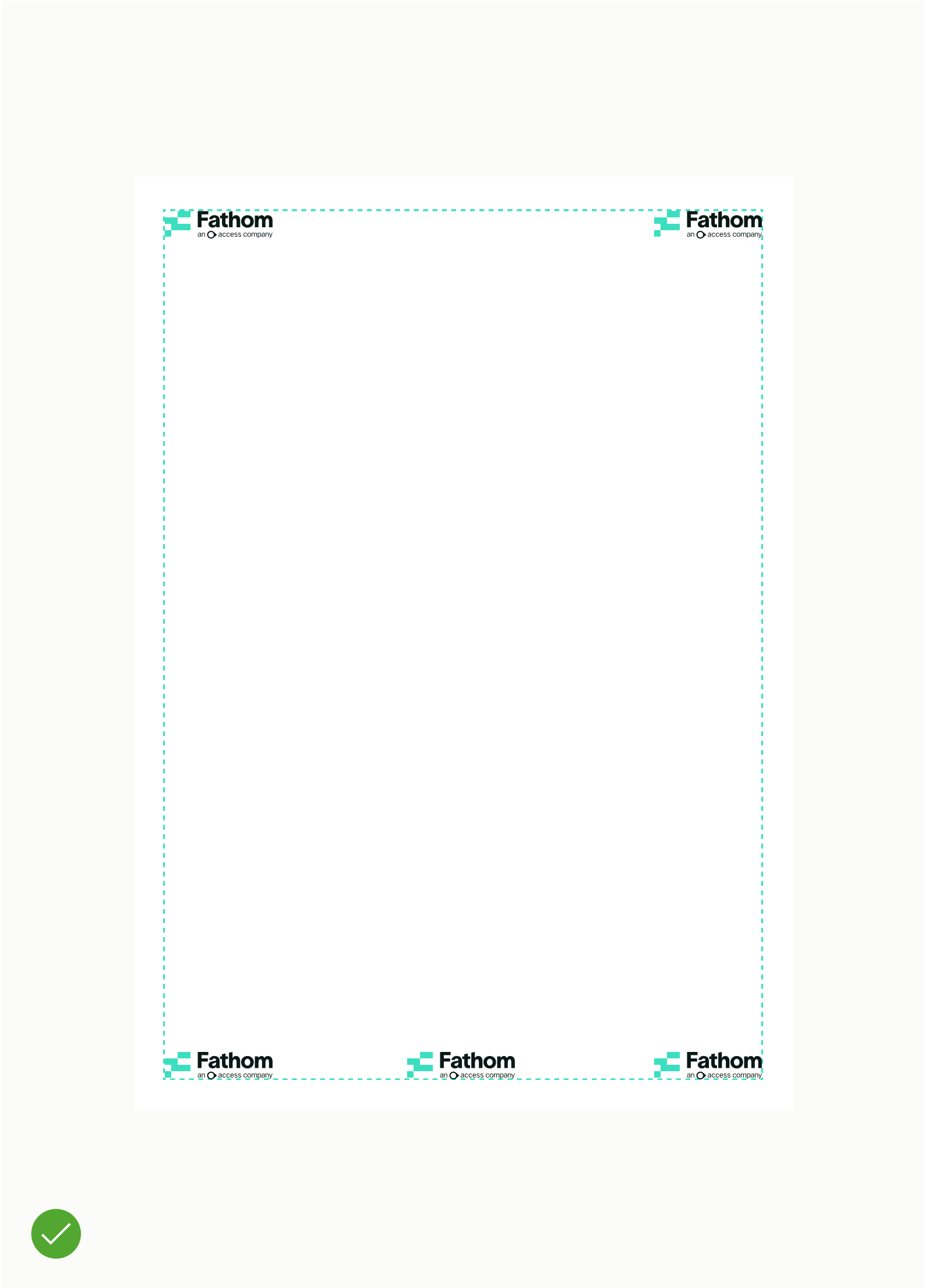
2.5 LOGO

Placement

The best logo placements are shown here.
On the left hand side are the ideal locations
(look for the green tick).

Think about the hierarchy of the design layout.
Do you want to sign off with the Fathom name or
start with it? The messaging structure takes its
cue from the logo location and size.

In this example we’re showing the logo at a
small / medium size. This is the most common
scaling for day to day use.



2.5 LOGO

Sizing

The general rule for sizing the Fathom logo in marketing layouts is based on the rule of thirds. Medium size should be one third, largest size is two thirds. Anything larger than two thirds is too big for the majority communications.

Sizing and location of the logo can also be based on two factors, these are the hierarchy and depth of information in the layout.

The hierarchy is the order and importance of the information. If brand presence is top of mind aim to have the logo at the top of the layout in the top left hand corner. If you want the information read first, then place the logo at the bottom. Then scale the logo up as necessary to draw attention to it.

The depth of information means that if you have a large amount of messaging, you will need to scale back the logo size and place the logo small in the bottom left or right corner.



2.5 LOGO

Minimum size

The minimum size guidance here shows what sizes you can use the three most common configurations of the logo lockup.

The measurements show the width only. Please keep the logo locked proportionally when you scale it down to the minimum width.



150px / 75mm



100px / 50mm



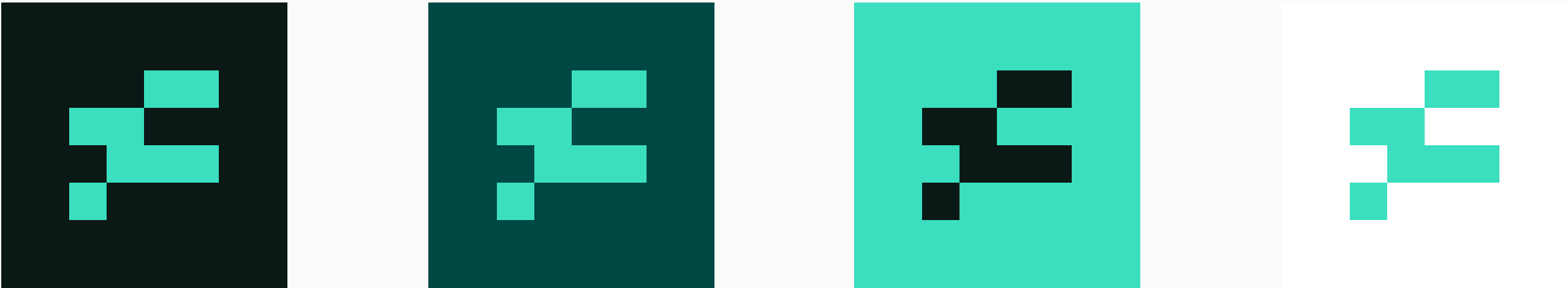
80px / 40mm



2.6 **LOGO**

Glyph

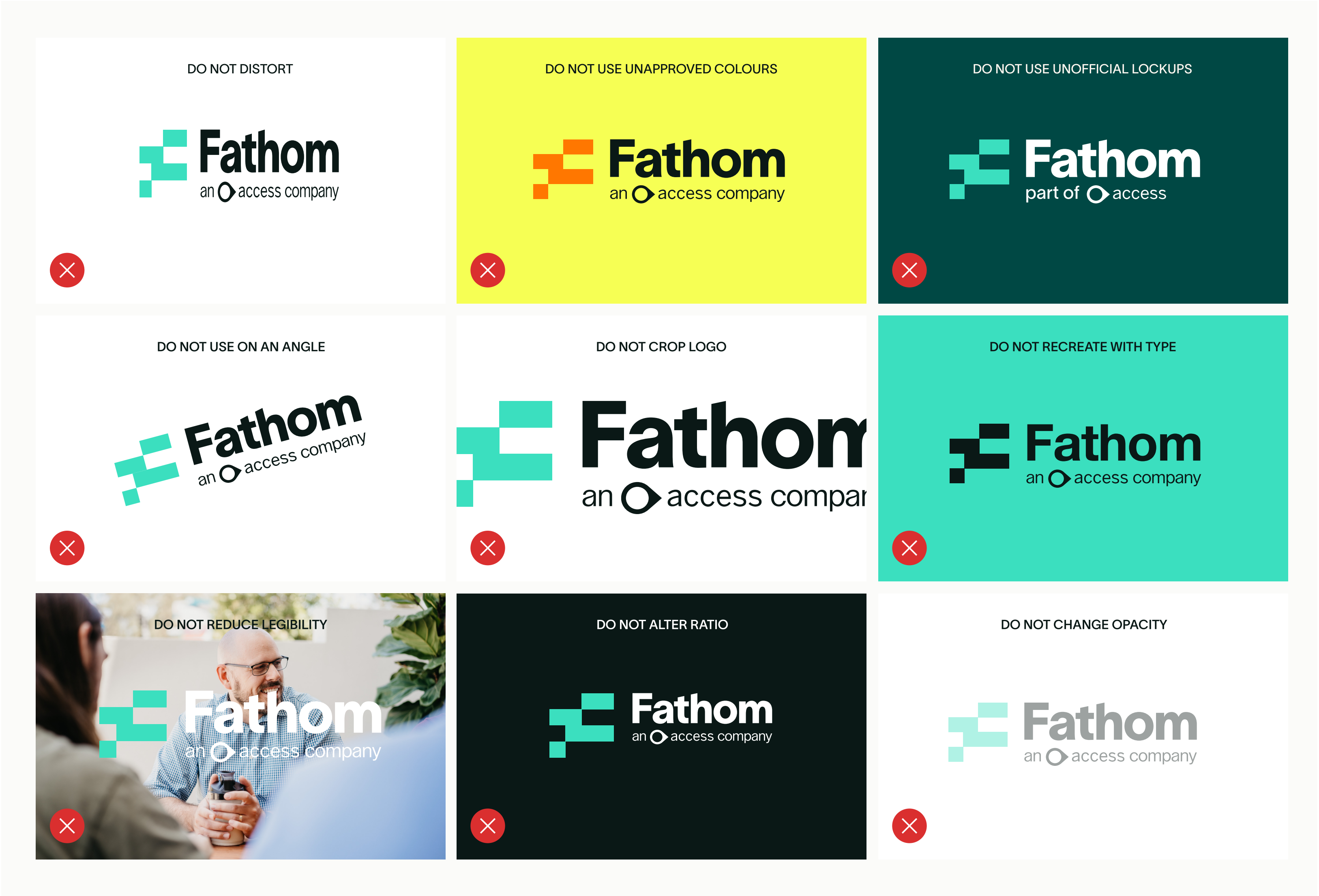
The glyph can be used for super small use versions of the logo. For example app icons, social avatars and favicon.



2.7 LOGO

Don'ts

A list of things not to do with the Fathom logo.
This applies to all variations of the logo.



Colour

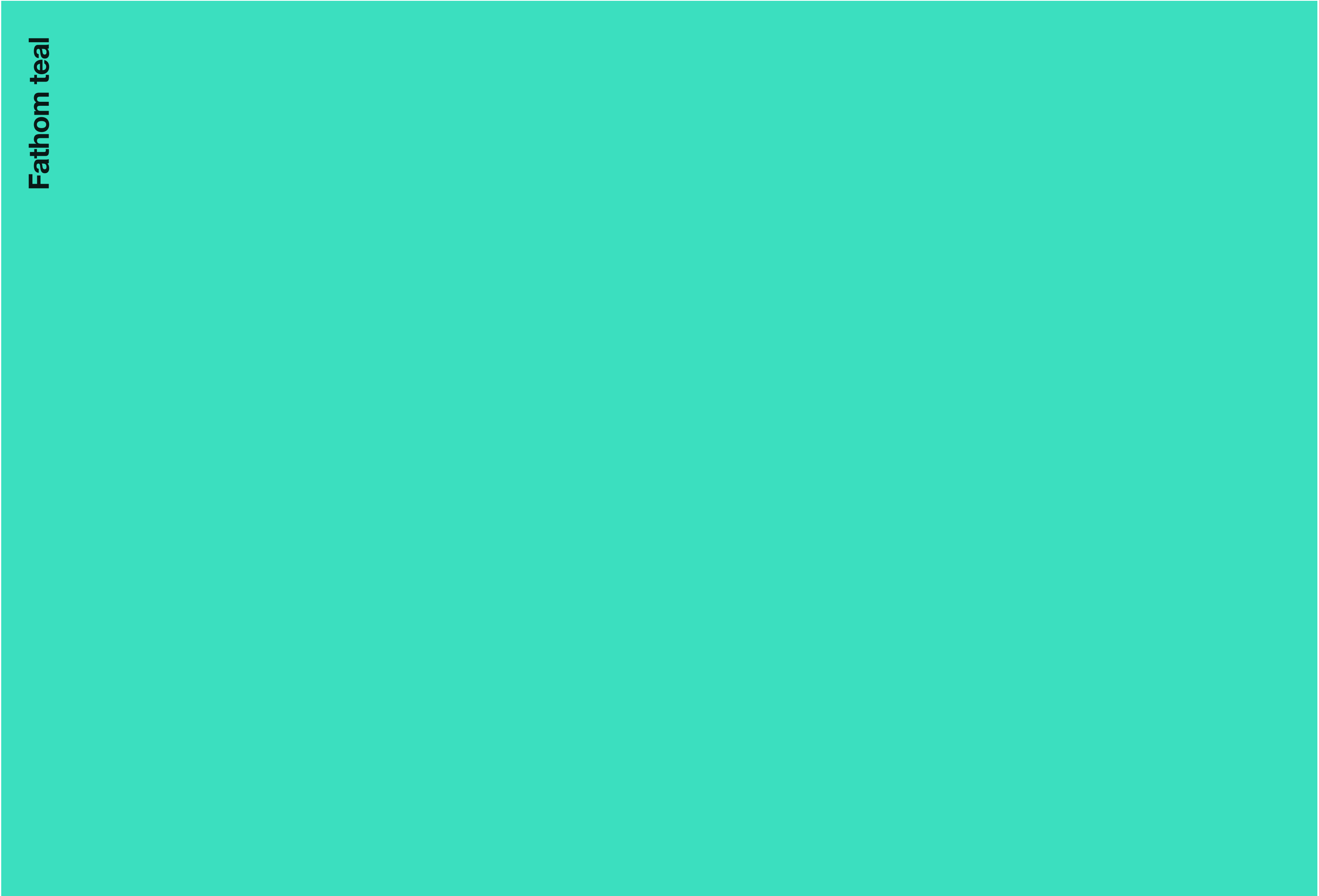
Our colour theory strives to be dynamic and stylish. Bringing accents of our brand colour over light and dark backgrounds.

3.2 COLOUR

Primary

The Fathom teal colour is our primary colour. It is the key brand accent to be used consistently but with restraint.

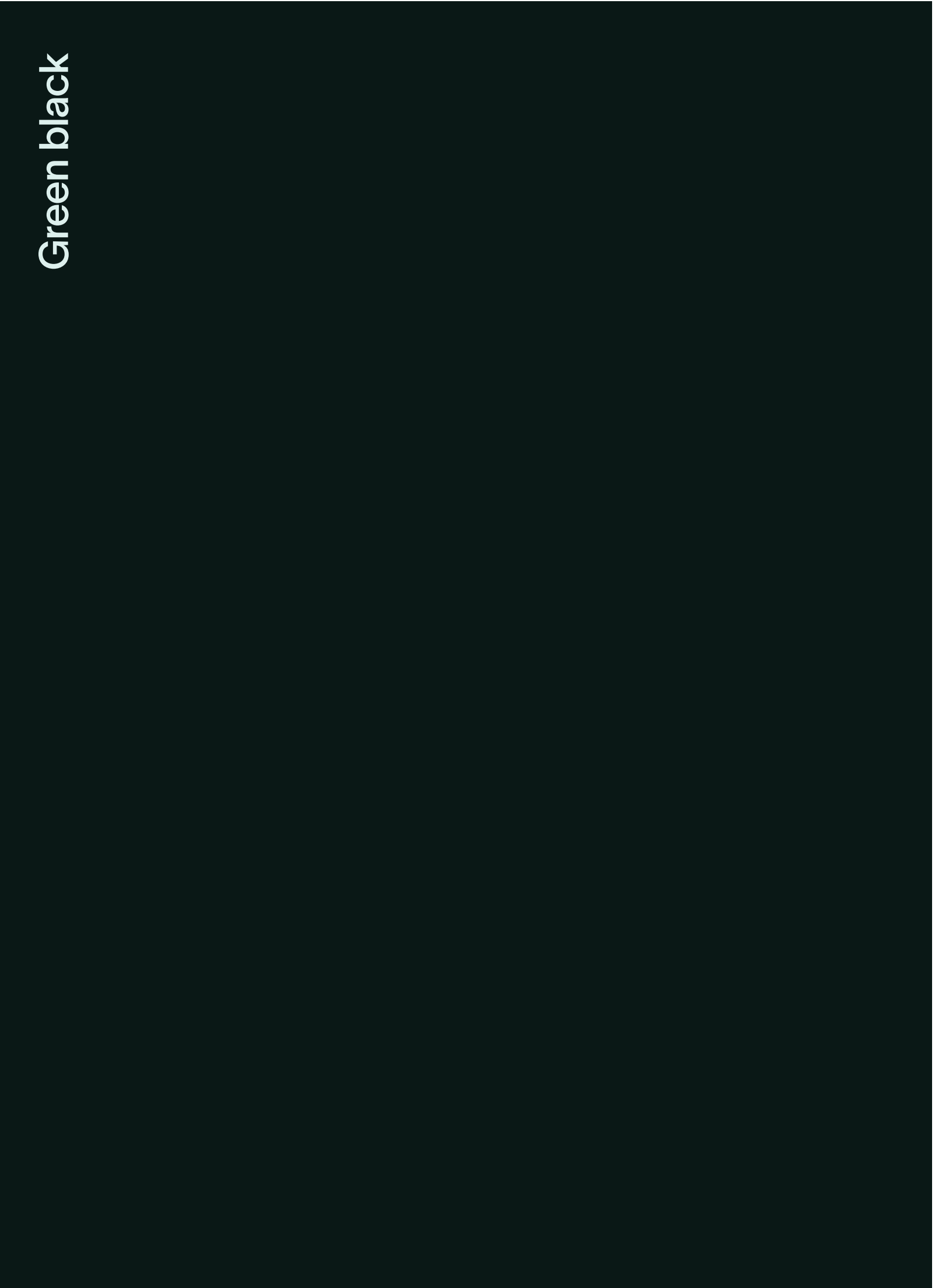
This means it shows up as much as possible in small amounts. Regularly and minimally.



3.3 COLOUR

Secondary

Our secondary colours form the backgrounds of our brand. They pair very well with the Fathom teal colour.

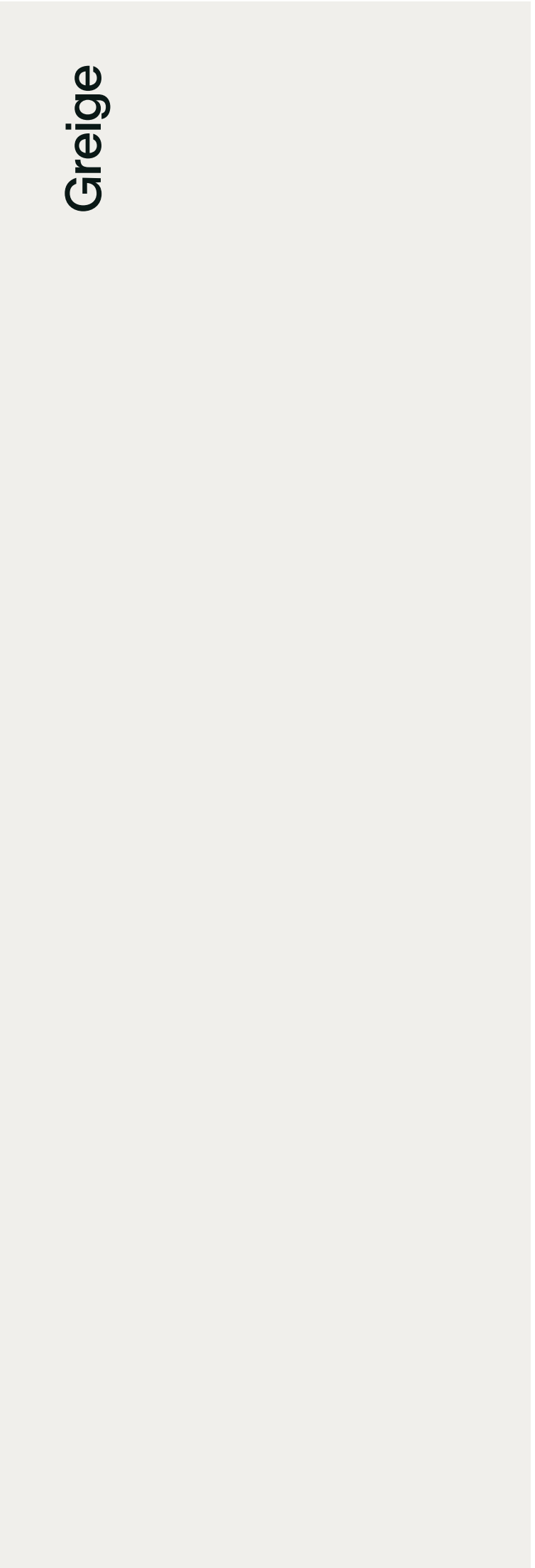
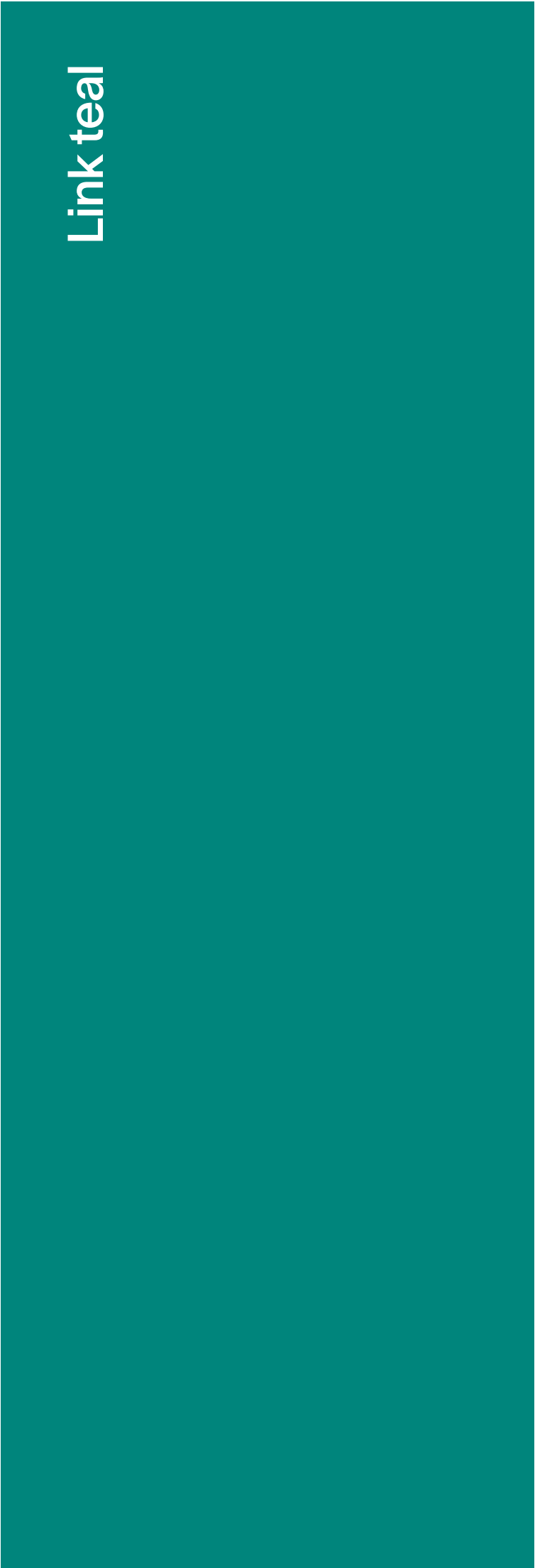
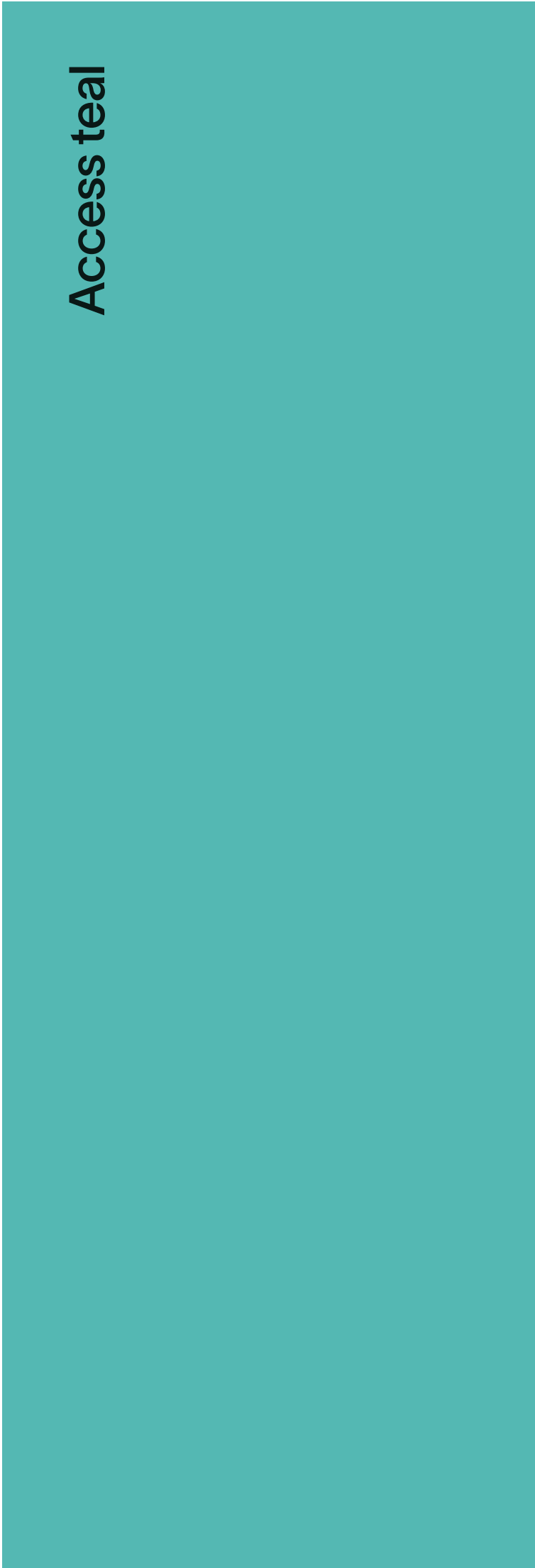


3.4 COLOUR

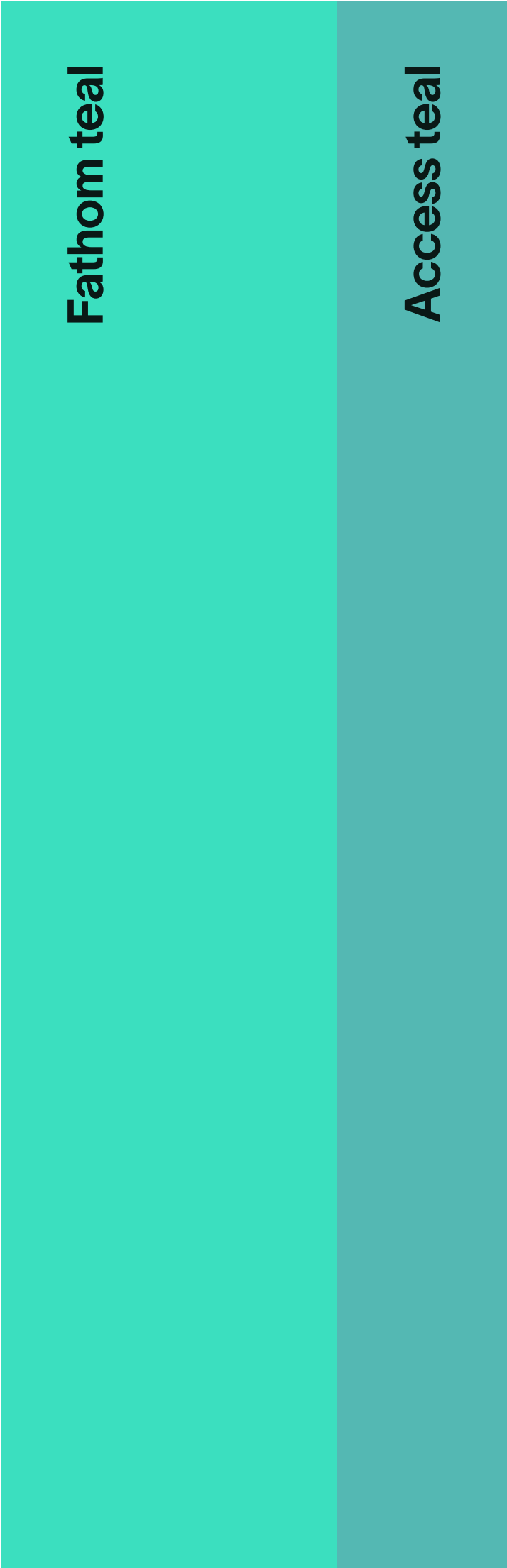
Tertiary

The tertiary colours also form alternative background options to the secondary colours. These lighter backgrounds are less compatible with the primary Fathom teal colour.

The 'Link Teal' colour should only be used for text links that appear on white backgrounds.



3.5 COLOUR



White



Proportions

Fathom teal Pantone 333 C CMYK 60, 0, 37, 0 RGB 60, 224, 191 HEX 3CE0BF	Access teal Pantone 3252 C CMYK 65, 2, 35, 0 RGB 84, 185, 179 HEX 54B8B3	Greige Pantone Warm Gray 1 C CMYK 4, 3, 5, 0 RGB 241, 240, 235 HEX F1F0EB Colorplan paper Pale gray	Link teal Pantone 3282 C CMYK 100, 0, 54, 15 RGB 0, 133, 125 HEX 00857D Colorplan paper Marrs Green	Shady mint Pantone 3302 C CMYK 91, 49, 64, 44 RGB 0, 72, 68 HEX 004844 Colorplan paper Forest	Green black Pantone Black 6 C CMYK 80, 0, 70, 95 RGB 10, 25, 22 HEX 0A1916 Colorplan paper Ebony
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3.6 COLOUR

These tints are based upon the primary, secondary and tertiary colours. They are stepped in 10% descending values.

The hex values are based on the colour value of that opacity.

Tints

3CE0BF 100%	50E3C5 90%	63E6CC 80%	77E9D2 70%	8AECDD 60%	9DEFDF 50%	B1F3E5 40%	C4F6EC 30%	D8F9F2 20%	EBFCF9 10%
F1F0EB 100%	F2F2ED 90%	F4F3EF 80%	F5F5F1 70%	F7F6F3 60%	F8F7F5 50%	F9F9F7 40%	FBFBF9 30%	FCFCFB 20%	FEFDFD 10%
54B8B3 100%	65BFBB 90%	76C6C2 80%	87CDCA 70%	98D4D1 60%	A9DBD9 50%	BBE3E1 40%	CCEAE8 30%	DDF1F0 20%	EEF8F7 10%
00857D 100%	1A918A 90%	339D97 80%	4DAAA4 70%	66B6B1 60%	80C2BE 50%	99CECB 40%	B2DAD8 30%	CCE7E5 20%	E5F3F2 10%
004844 100%	1A5A57 90%	336D69 80%	4D7F7C 70%	66918F 60%	80A3A1 50%	99B6B4 40%	B2C8C7 30%	CCDADA 20%	E5EDEC 10%
0A1916 100%	23302D 90%	3B4745 80%	545E5C 70%	6C7573 60%	848C8A 50%	9DA3A2 40%	B5BAB9 30%	CED1D0 20%	E6E8E8 10%

3.8 COLOUR

These colour themes give a broad guidance for ways to combine our brand colours across marketing. They mainly give guidance on which font colours to use on which background colours.

Themes

Aa

Aa

Super light

Green black

Greige

Aa

Aa

Light

Teal

Green black

Aa

Aa

Mid

Shady mint

Teal

Aa

Aa

Dark

Green black

Teal

Typography

Bringing meaning to our written communication. Typography is the character and form our messaging takes.

Lausanne is a sophisticated and stylish sans serif font. It offers exceptional legibility at small sizes while revealing refined and intricate details at display sizes.

Designed by Weltkern Type Foundry.

Please check all licensing agreements before working with Lausanne.

Contact the Fathom brand marketing team for access to this font.

<https://weltkern.com/typefaces/lausanne>

Lausanne

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmno

pqrstuvwxyz

1234567890!@#\$%^&*

Arial is a widely used sans-serif typeface known for its clean, simple, and readable design. It is a neo-grotesque font, meaning it has a geometric appearance but with softer, more humanist characteristics compared to earlier sans-serif designs. It shares many similarities to Lausanne our brand font.

It is available on both Windows and Mac OS.

Arial is only to be used when Lausanne cannot be used.

Arial
A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o
p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & *

4.2 TYPOGRAPHY

Lausanne comes in a large variety of weights. We recommend using just three for the vast majority of Fathom brand communication.

Bold 1000
Medium 500
Regular 400

The leading should be between 100 to 120%.
The tracking is usually set at -2%.

Set kerning to optical.

Weights

1000 **Descriptive statements 40**

500 **Titles that stand out 60**

400 **Body copy that is still legible 36**

- | | |
|-------------|-----|
| 1000 | 500 |
| 950 | 450 |
| 900 | 400 |
| 850 | 350 |
| 800 | 300 |
| 750 | 250 |
| 700 | 200 |
| 650 | 150 |
| 600 | 100 |
| 550 | 50 |

All other weights are available on demand for special use cases. They can be purchased as necessary for print and digital use.

**If you have any questions in relation to these
guidelines, please contact
marketing@fathom.com**