



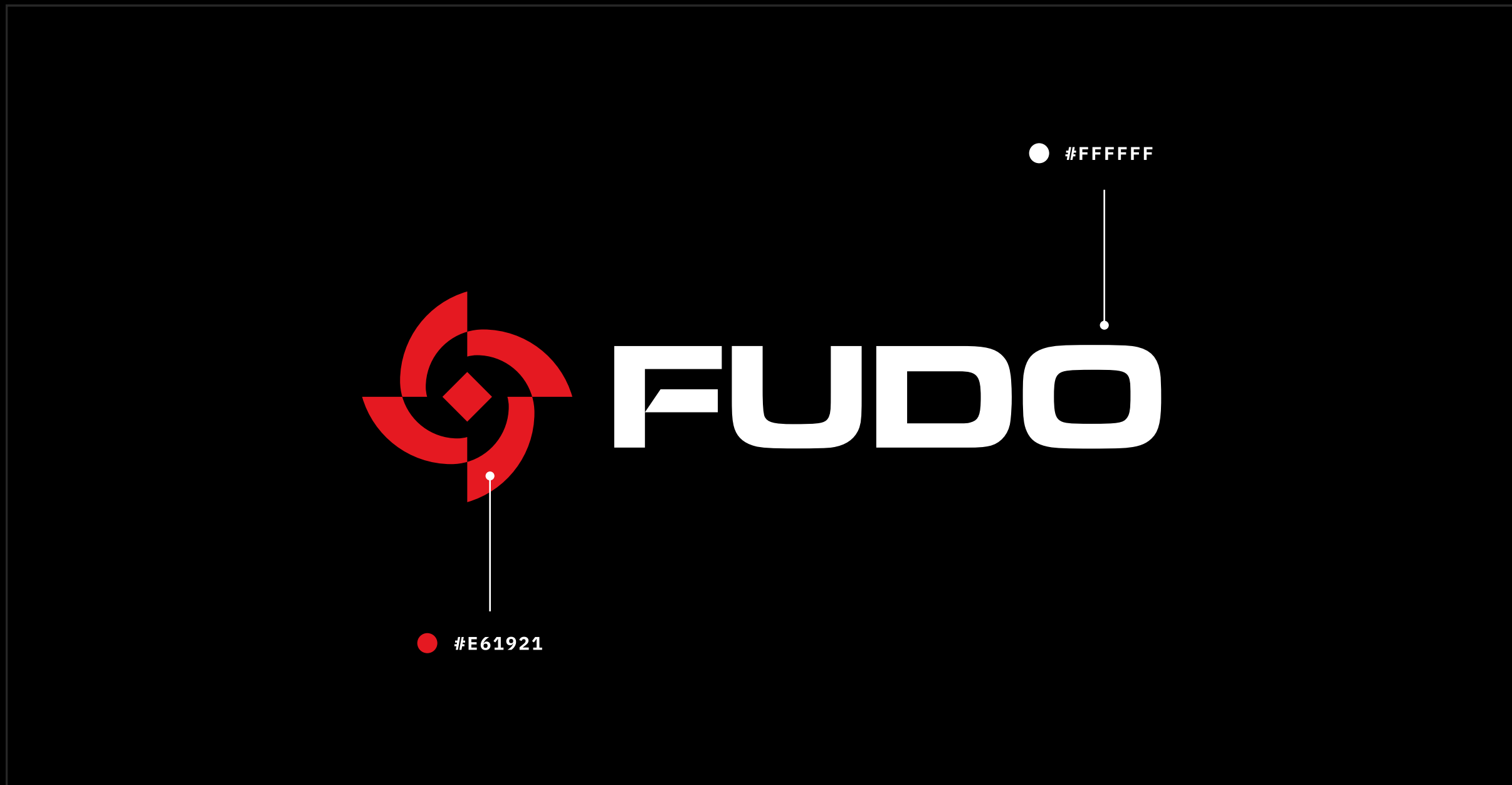
Brand Guidelines

Logo

Standard Lockup

[View logo components →](#)

Primary use of logo.



Vertical Lockup

Alternate use of logo.



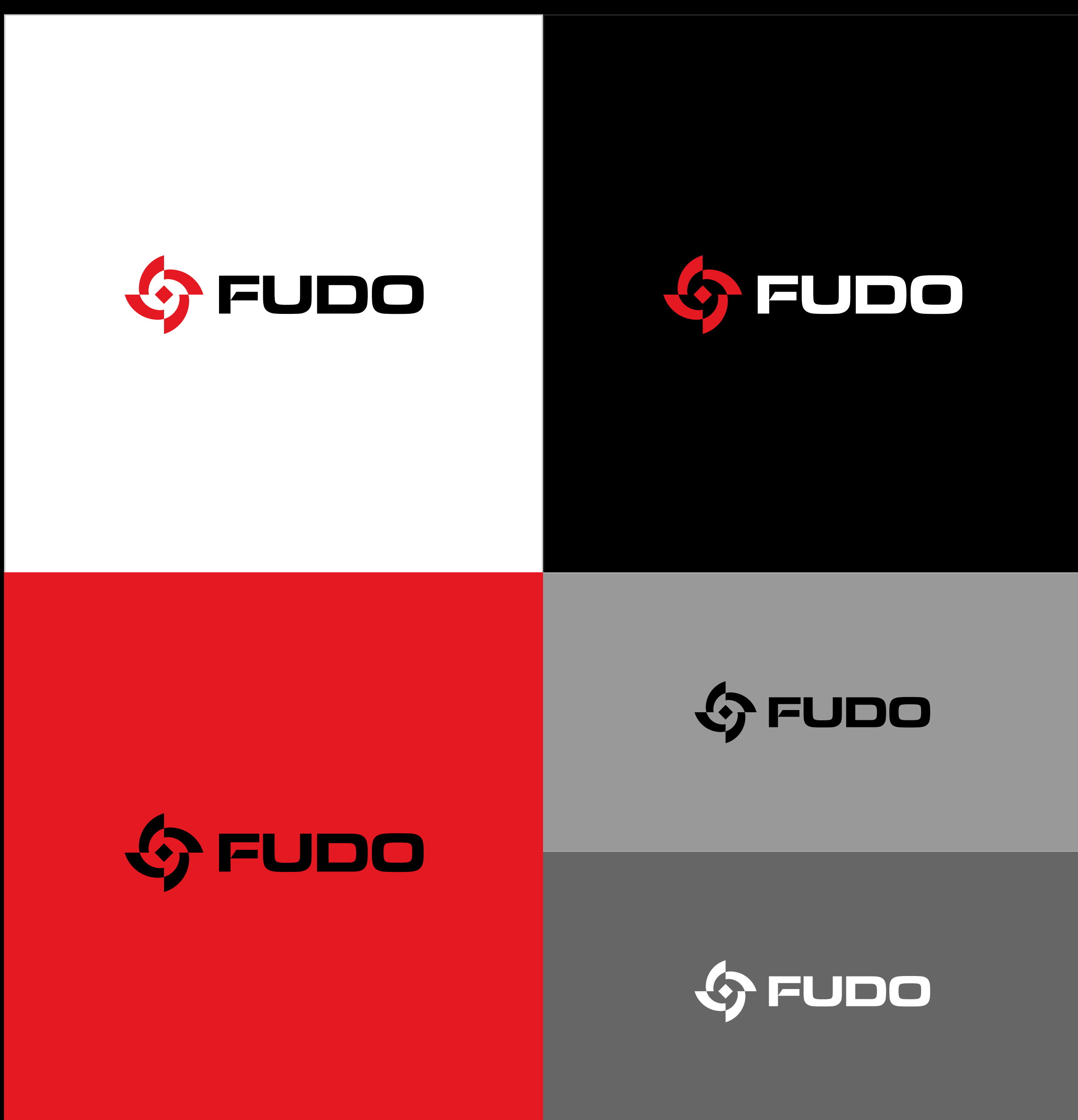
Mark

Use only when the logo is already used elsewhere in the same media.



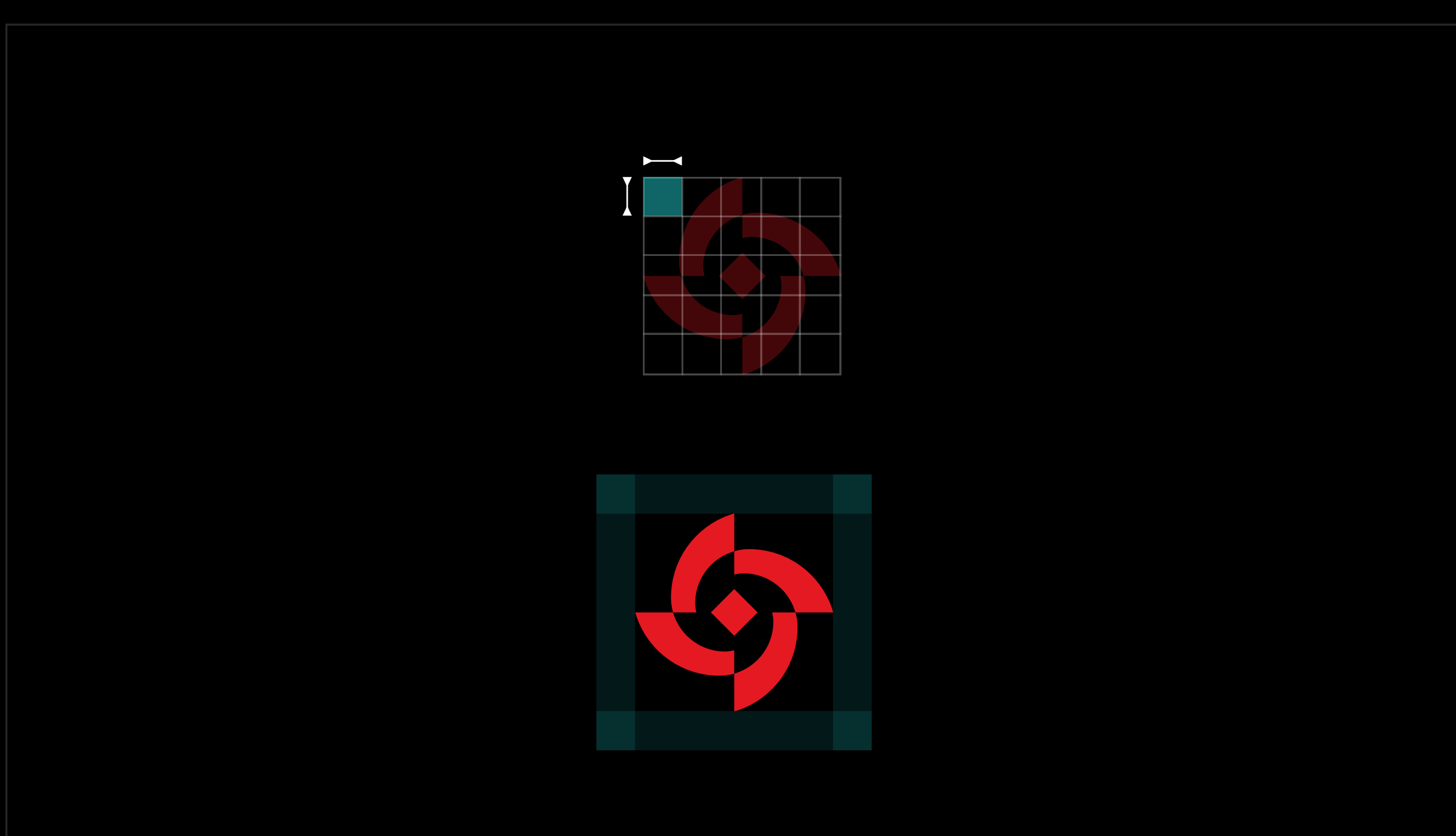
Color Use

Refer to the following examples of color use for different backgrounds. Always ensure good contrast.



Clearspace

Don't crowd the logo. Refer to examples on how much space to give the logo to "breathe".



Colors

Section Title

Our primary color is red on black or white backgrounds. Always ensure the correct color codes are used to keep the brand consistent.



Red
Primary Brand Color

#E61921
R230 G25 B33
C4 M100 Y100 K0



Black
Backgrounds, text

#000000
R0 G0 B0
C60 M40 Y40 K100

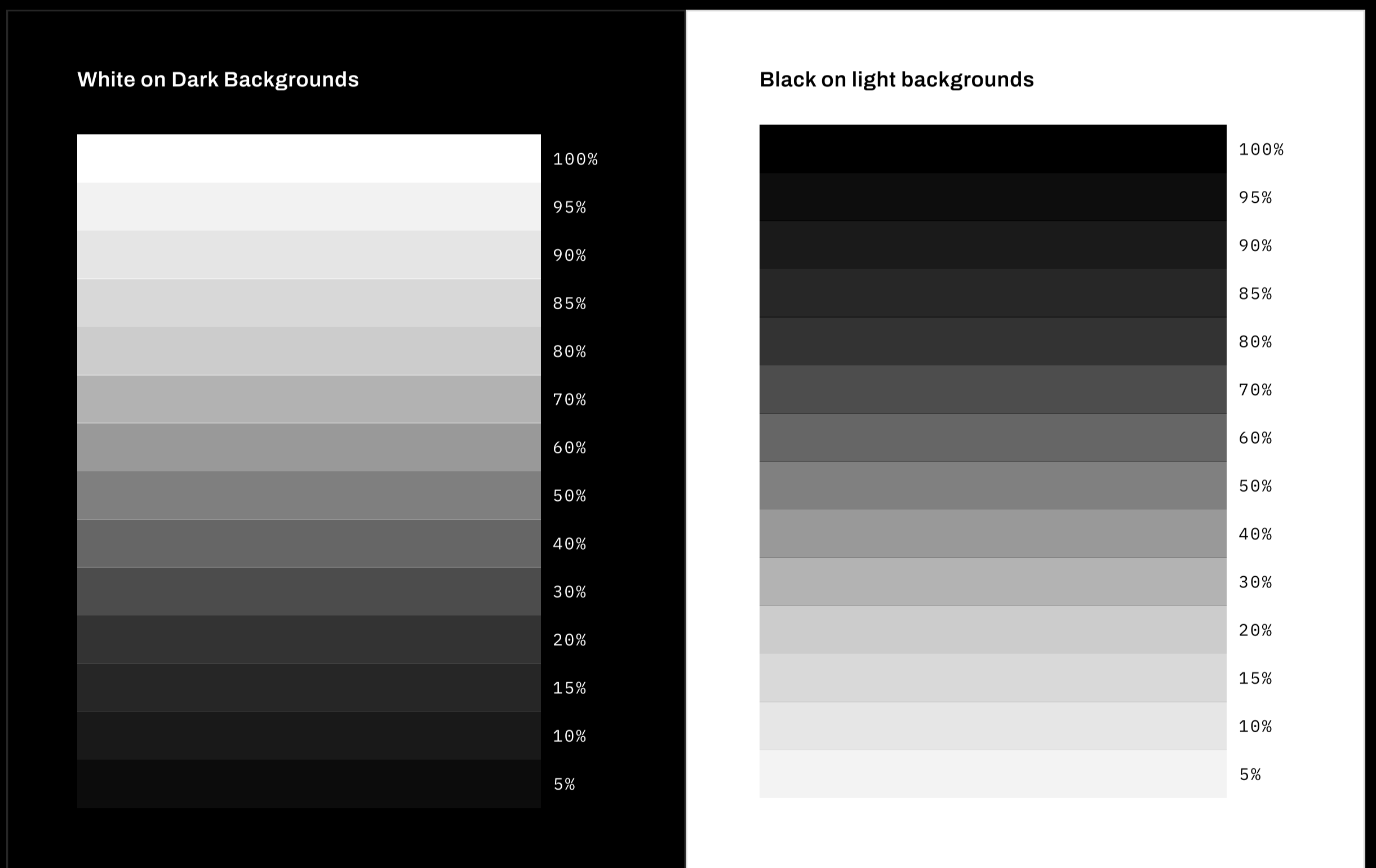


White
Backgrounds, text

#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

Neutral Opacities

We use a variety of opacities for our neutral black and white colors. Use these preset values when choosing how to use opacities.



Secondary Accents

Our secondary colors are used sparingly to accent key UI elements and messaging. Always ensure the correct color codes are maintained.



Bright Red

#FF3A4B
R255 G58 B75
C0 M0 Y0 K0



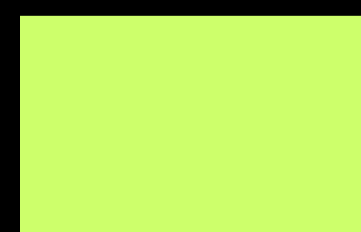
Cyan

#28FFFF
R40 G255 B255
C0 M0 Y0 K0



Green

#32FFA5
R50 G255 B165
C0 M0 Y0 K0



Chartreuse

#CEFF6C
R206 G255 B108
C0 M0 Y0 K0



Orange

#FFBD67
R255 189 B103
C0 M0 Y0 K0



Blue

#6792FF
R103 146 B255
C0 M0 Y0 K0

Typography

Headlines

[Archive Font \(Google Fonts\)](#)

Use Archivo font (Variable) with slightly increased width.

Heading/H1
WIDTH: 108 WEIGHT: 380

Heading/H2
WIDTH: 108 WEIGHT: 400

Heading/H3
WIDTH: 108 WEIGHT: 400

Heading/H4
WIDTH: 108 WEIGHT: 415

Heading/H5
WIDTH: 108 WEIGHT: 415

Heading/H6
WIDTH: 108 WEIGHT: 450

Heading/H7
WIDTH: 108 WEIGHT: 475

Heading/H8
WIDTH: 108 WEIGHT: 500

Heading/Stat
WIDTH: 108 WEIGHT: 900

Mobile Headlines

When designing for mobile or small formats, use the following headline specifications.

Heading/H1-Mobile
WIDTH: 108 WEIGHT: 415

Heading/H2-Mobile
WIDTH: 108 WEIGHT: 415

Heading/H3-Mobile
WIDTH: 108 WEIGHT: 415

Heading/H4-Mobile
WIDTH: 108 WEIGHT: 415

Heading/H5-Mobile
WIDTH: 108 WEIGHT: 415

Heading/H6-Mobile
WIDTH: 108 WEIGHT: 450

Heading/H7-Mobile
WIDTH: 108 WEIGHT: 475

Heading/H8-Mobile
WIDTH: 108 WEIGHT: 500

Body Copy

[Archive Font \(Google Fonts\)](#)

Use IBM Plex Mono with standard width. We use regular, semibold and extrabold weights.

BODY / XL

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

BODY / LARGE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

BODY / DEFAULT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

BODY / DEFAULT - SEMIBOLD

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

BODY / SMALL

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

BODY / SMALL - SEMIBOLD

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

BODY / XS - SEMIBOLD

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BODY / XS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Monospace

[IBM Plex Mono Font \(Google Fonts\)](#)

Use IBM Plex Mono for smaller captions, technical specifications, or simply for a techy brand feel. Always use wide tracking. Should be used sparingly.

MONO / DEFAULT

IBM PLEX MONO 01234567890 !@#%&*()

MONO / DEFAULT - EM

IBM PLEX MONO 01234567890 !@#%&*()

MONO / WIDE

IBM PLEX MONO 01234567890 !@#%&*()

MONO / WIDE - EM

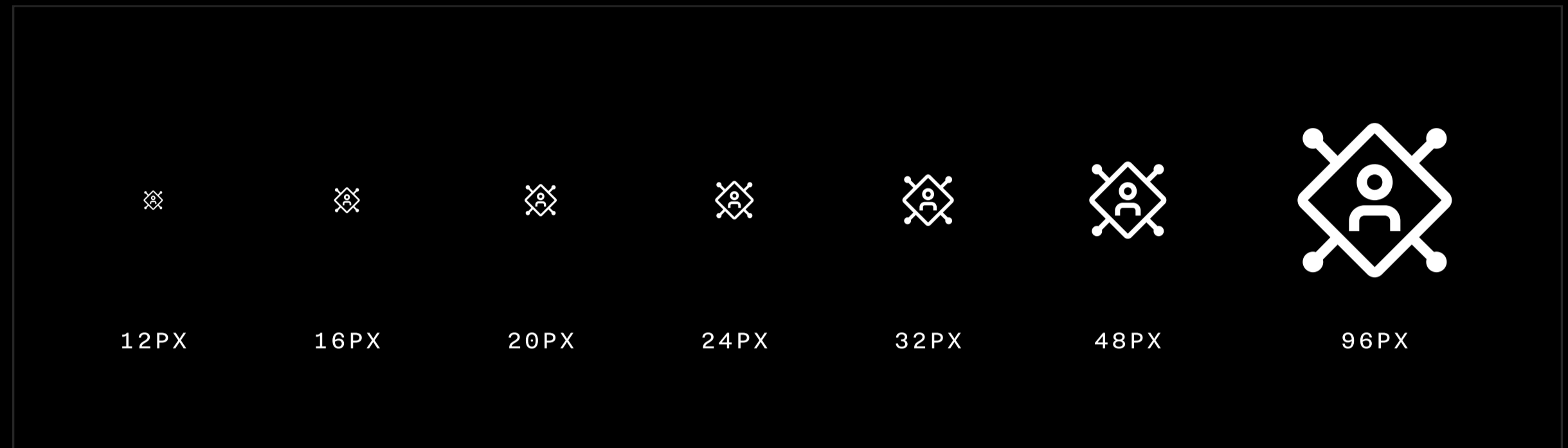
IBM PLEX MONO 01234567890 !@#%&*()

Icons

Scaling

Refer to these standard scaling options for iconography for consistency.

24px and under typically used for UI elements, and 32px and larger for decorative features.



Icon Set

[View full set →](#)

Refer to the following icon set for all UI and marketing needs.

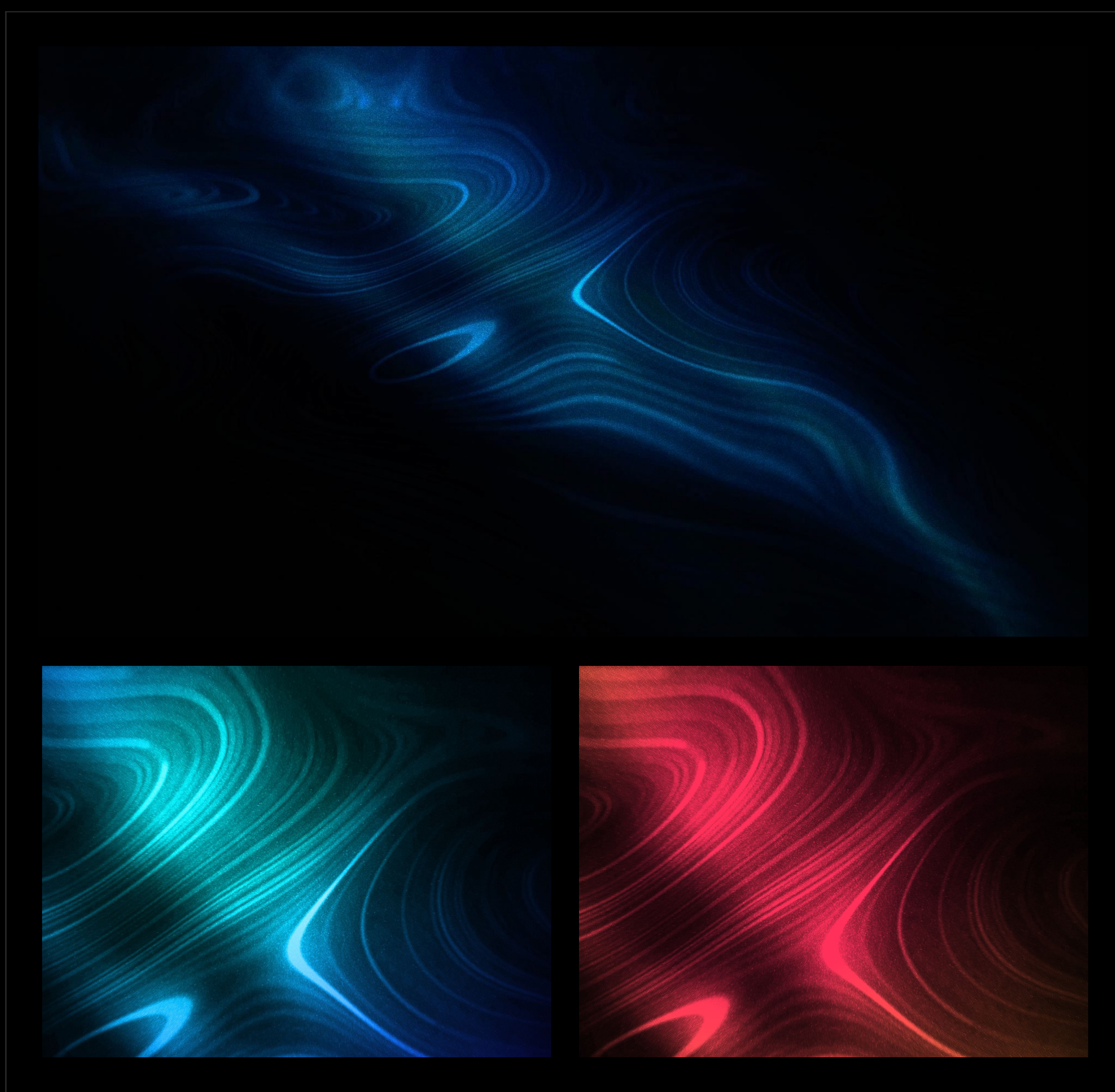


Design Assets

Backgrounds

[View all backgrounds →](#)

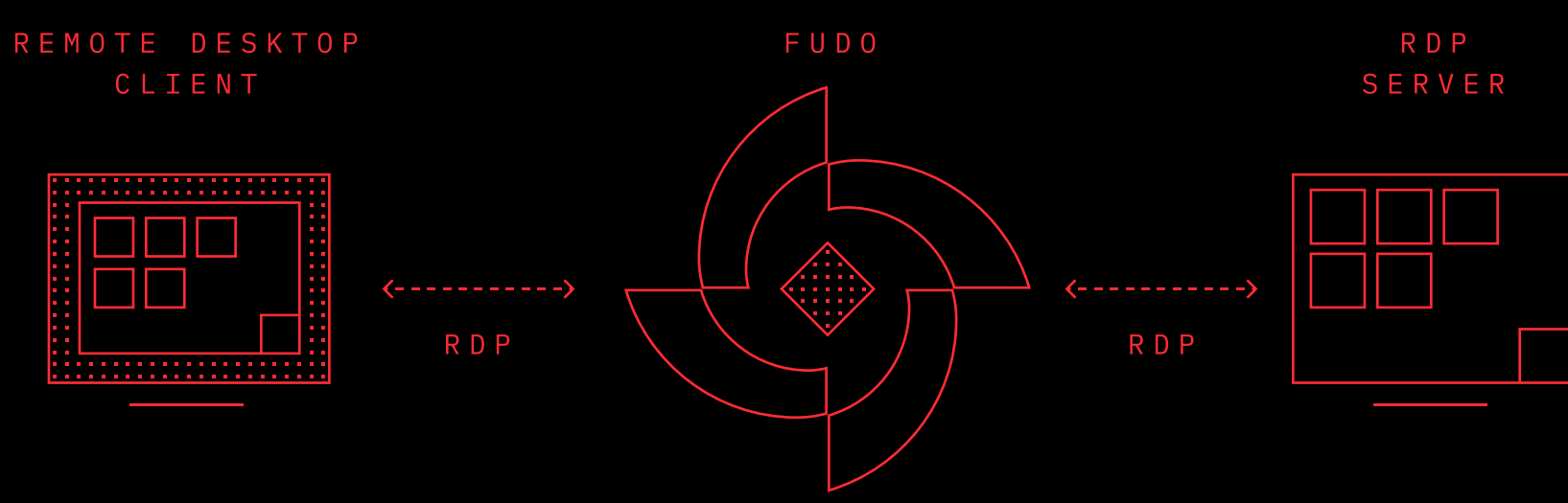
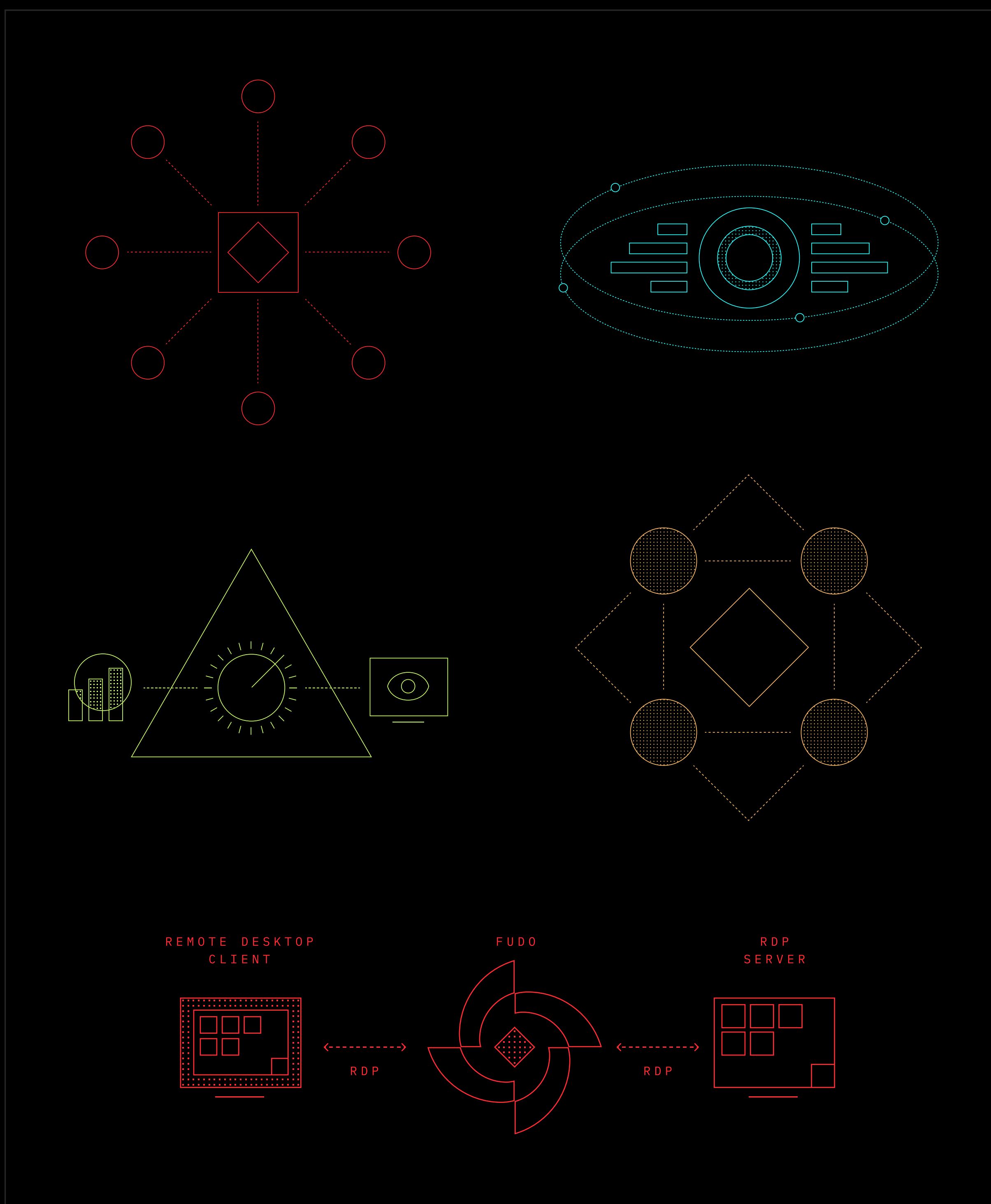
These are a sampling of the backgrounds that should be used for various media outlets: Web, video, social media, slide decks, etc.



Illustrations

[View all illustrations →](#)

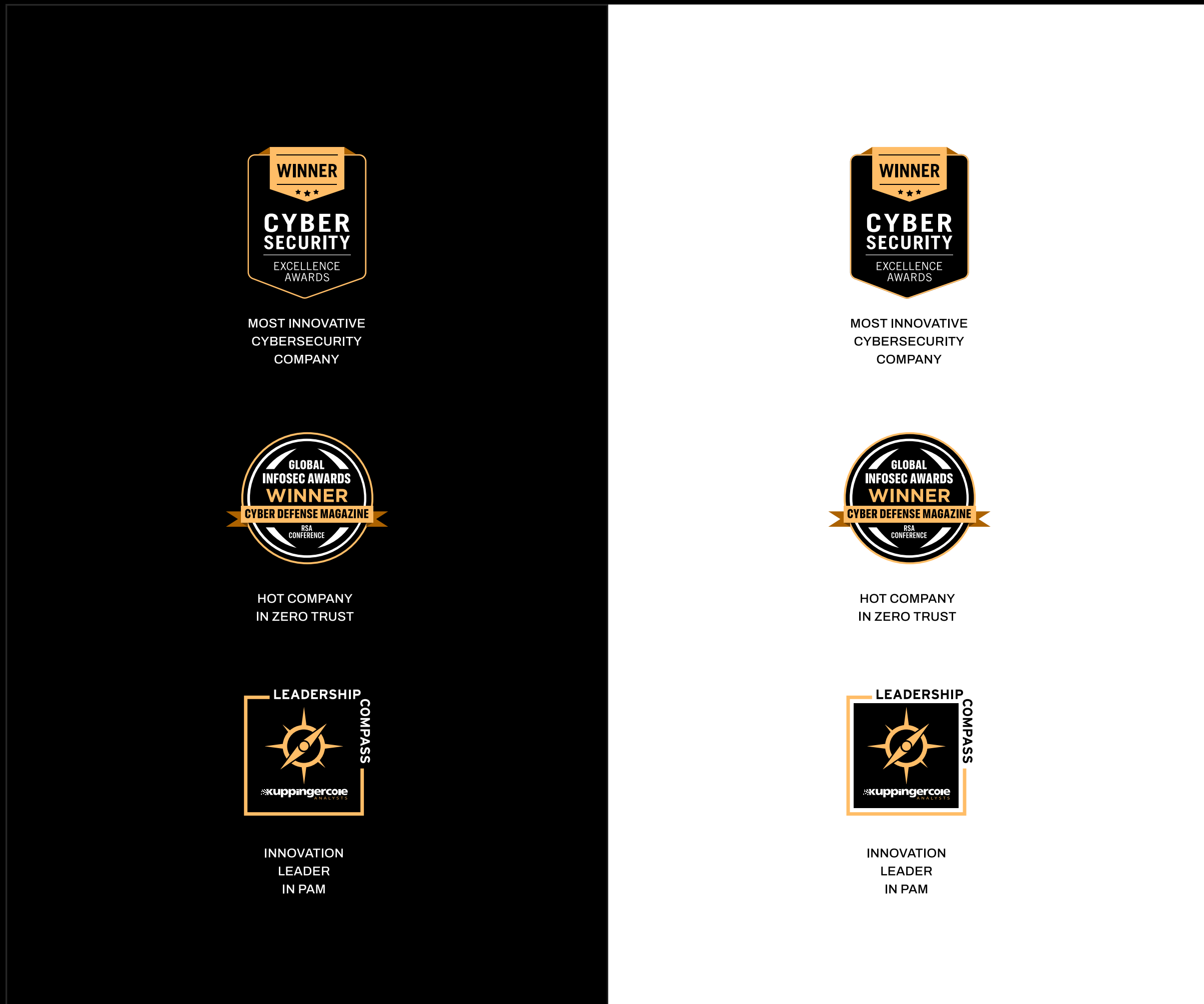
These are some examples of the illustrative style we use for marketing materials. Always maintain a consistent stroke width, and follow the patterns used in current materials.



Awards

[View all awards ↗](#)

We use our own styling on our awards. Always refer to the styling here when creating new award badges.



Photography

Examples

Refer to the following examples on how to display featured photography.

Various design elements are shown in different formats to enhance brand recognition, although they are not required if the brand is already established in context.

We use a black and white composition, but color photos are acceptable in specific conditions where black and white photography isn't appropriate.

Always ensure photos have good contrast, focal points and lighting.

Do not use stock photography that appears staged or forced, photography should feel natural and professional.

Subject matter can fall into various industries, but with consistent photo treatment and selection the Fudo brand will remain unique.

