

Farther

Overview

Our wordmark is the primary expression of our brand identity. It has been crafted to embody the characteristics of the Farther, signaling precision, expertise, and growth.

The wordmark should be used across all brand touchpoints where space allows.

Our wordmark should only be realized Charcoal Black 900 (333333), Steel Blue 700 (3B5A69) and Limestone 50 (F8F4F0). If printing in a black and white publication, full black is approved.

The Farther logo is a registered trademark and should only be used by media outlets when specifically referencing our company, products, or services. Please do not alter, rotate, or modify the logo's colors and proportions in any way. We kindly ask that you maintain the integrity of our visual identity by using only the high-resolution assets provided in this folder.



WORDMARK

CLEARSPACE

Clearspace

To preserve the integrity of our wordmark, ensure that there is always adequate space between it, other elements, and/or boundaries within a page.

Clearspace ensures that headlines, text, and other elements do not encroach on the wordmark. As shown in the example, the dimensions of the clearspace are relative to the wordmark. Where "X" is equal to the x-height of the wordmark, a clearspace margin equal to X should never contain any other design elements.



CLEARSPACE MARGIN EQUAL TO
THE WORDMARKS X-HEIGHT (X)

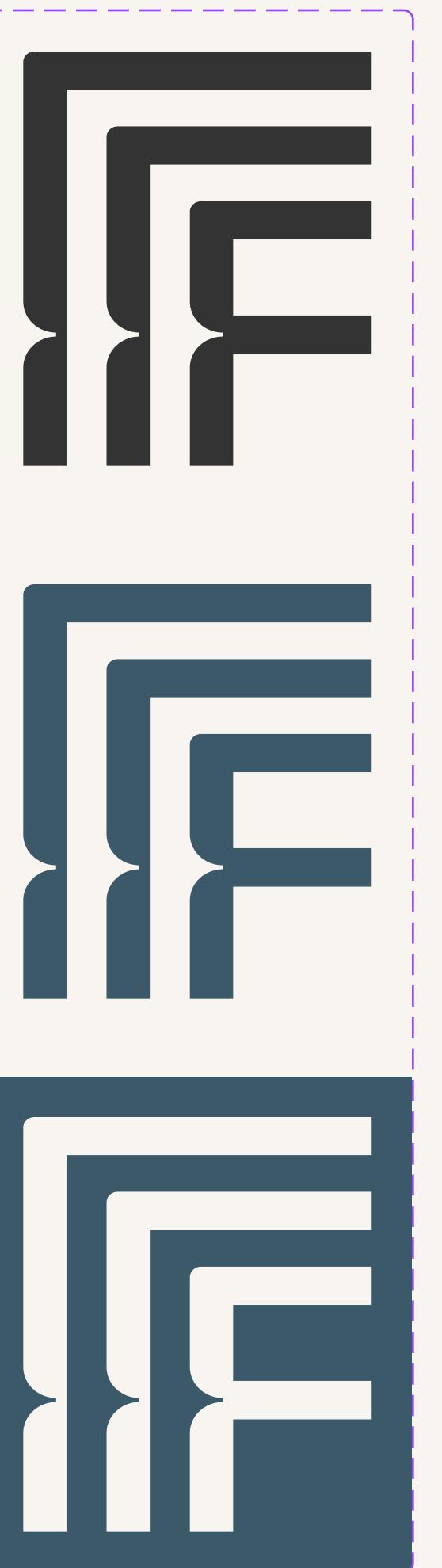
Overview

Our symbol is derived from the “F” in our wordmark. The additional layers to the left of the “F” help build our brand story about growth and expansion.

The symbol should be used in brand moments that are too small for our full wordmark. The symbol can be used alternatively in super moments to signal the brand in a more expressive way.

Our symbol should only be realized Charcoal Black 900 (333333), Steel Blue 700 (3B5A69) and Limestone 50 (F8F4F0). If printing in a black and white publication, full black is approved.

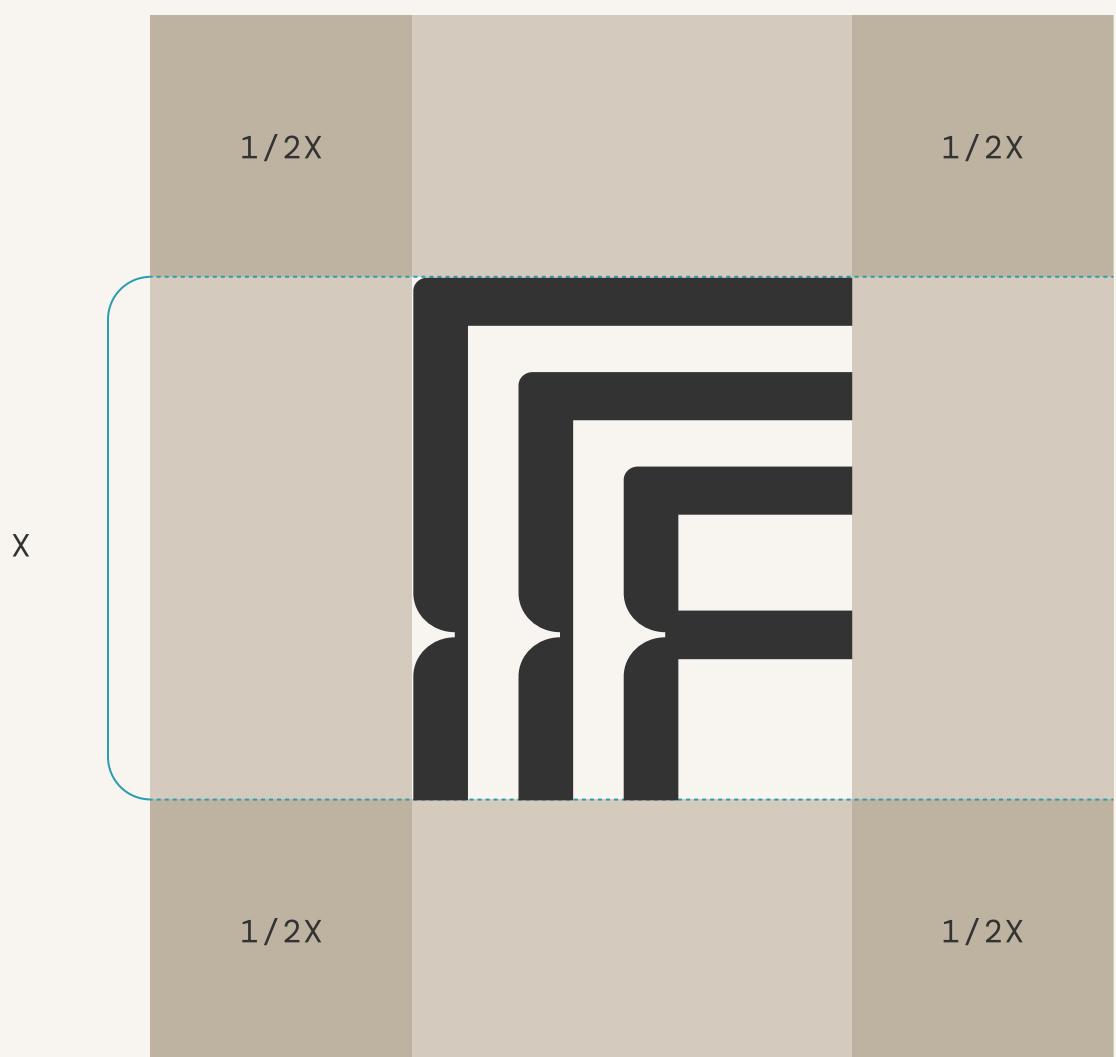
The Farther symbol is a registered trademark and should only be used by media outlets when specifically referencing our company, products, or services. Please do not alter, rotate, or modify the logo’s colors and proportions in any way. We kindly ask that you maintain the integrity of our visual identity by using only the high-resolution assets provided in this folder.



Clearspace

To preserve the integrity of our symbol, ensure that there is always adequate space between it, other elements, and/or boundaries within a page.

Clearspace ensures that headlines, text, and other elements do not encroach on the symbol. As shown in the example, the dimensions of the clearspace are relative to the symbol. Where "X" is equal to the height of the symbol, a clearspace margin of $1/2X$ should never contain any other design elements.



CLEARSPACE MARGIN EQUAL TO 1/2
THE HEIGHT OF THE SYMBOL (X)