Style Guide

September 2025

Future Anything

FUTURE ANYTHING

Our Logo

Our logo is a unique visual expression of our identity.

Symbolising our brand's essence with clarity, creativity, and timeless design.

Brandmark

Our brandmark is the shorthand for our brand. It's iconic, and works to reinforce brand recognition through it's striking presence.

It should only be used in isolation when our audience is familiar with the context of the Future Anything brand.

The brandmark is available in full colour, reversed, black, and white.



Primary logo

This is our primary logo. It should be the most commonly used version in our suite, as it is the primary option for all internal and external branded materials.

The primary logo is available in full colour, reversed, black, and white.









Wordmarks

When our primary logo is not the most suitable option for application, the horizontal or stacked wordmarks may be used in place. This might be the case for a complex or busy design, or when space is limited.

The wordmarks are available in full colour, black, and white.





Clearspace and sizing

Clearspace and minimum size are important to retain legibility and establish brand clarity.

Clearspace = width/height of the brandmark



Minimum Size
Print: 10mm high
Screen: 40px high

FUTURE ANYTHING

Co-branding

When pairing our logo with our partner's logos, use the guidelines shown below. Logos should be sized and positioned to respect and reflect the nature of the co-branding relationship.



The clearspace between the Future Anything logo and the partner logo should be 2x the width of our brandmark.
The vertical line between the logos should be 0.25pt, black.



Brand Colours

Our brand colours are an essential part of our identity.

Use our colours thoughtfully to add impact to Future Anything branded material.

Primary palette

Our purple-rich primary palette is synonymous with the Future Anything brand, and includes Orchid, Violet, and Slate.

These colours should always be heroed throughout branded materials and take priority over other palette colours.

Always use the correct colour mode and ink formulation for the appropriate application type to ensure colour consistency.

Orchid

C	46	R	171
M	91	G	36
Y	0	B	194
K	0	#ab24c2	PMS 2592

Violet

C	73	R	120
M	98	G	36
Y	0	B	194
K	0	#7824c2	PMS 266

Slate

C	95	R	15
M	76	G	43
Y	49	B	64
K	51	#0f2b40	PMS 7546

Secondary palette

Our secondary palette provides an accent blue, Sky, and a neutral palette of Smoke, Black, and White, to balance out the intensity of the primary palette.

Always use the correct colour mode and ink formulation for the appropriate application type to ensure colour consistency.

Sky

C	65	R	48
M	4	G	189
Y	0	B	237
K	0	#30bded	PMS 298

Smoke

C	4	R	241
M	3	G	241
Y	2	B	243
K	0	#f1f1f3	

Rich Black

C	30	R	0
M	30	G	0
Y	30	B	0
K	100	#000000	

White

C	0	R	255
M	0	G	255
Y	0	B	255
K	0	#ffffff	

Tertiary palette

Our tertiary palette offers nuanced depth and personality through pastel hues.

The colours complement primary and secondary hues, enhancing visual harmony & providing contrast for accented elements.

Ice

C	22	R	193
M	0	G	235
Y	2	B	249
K	0		#c1ebf9

Lime

C	13	R	227
M	0	G	247
Y	49	B	156
K	0		#e3f79c

Rose

C	5	R	240
M	18	G	212
Y	0	B	247
K	0		#f0d4f7

Hero gradient

Our hero gradient is featured within our brandmark, and should be applied throughout branded materials where depth and impact is required.

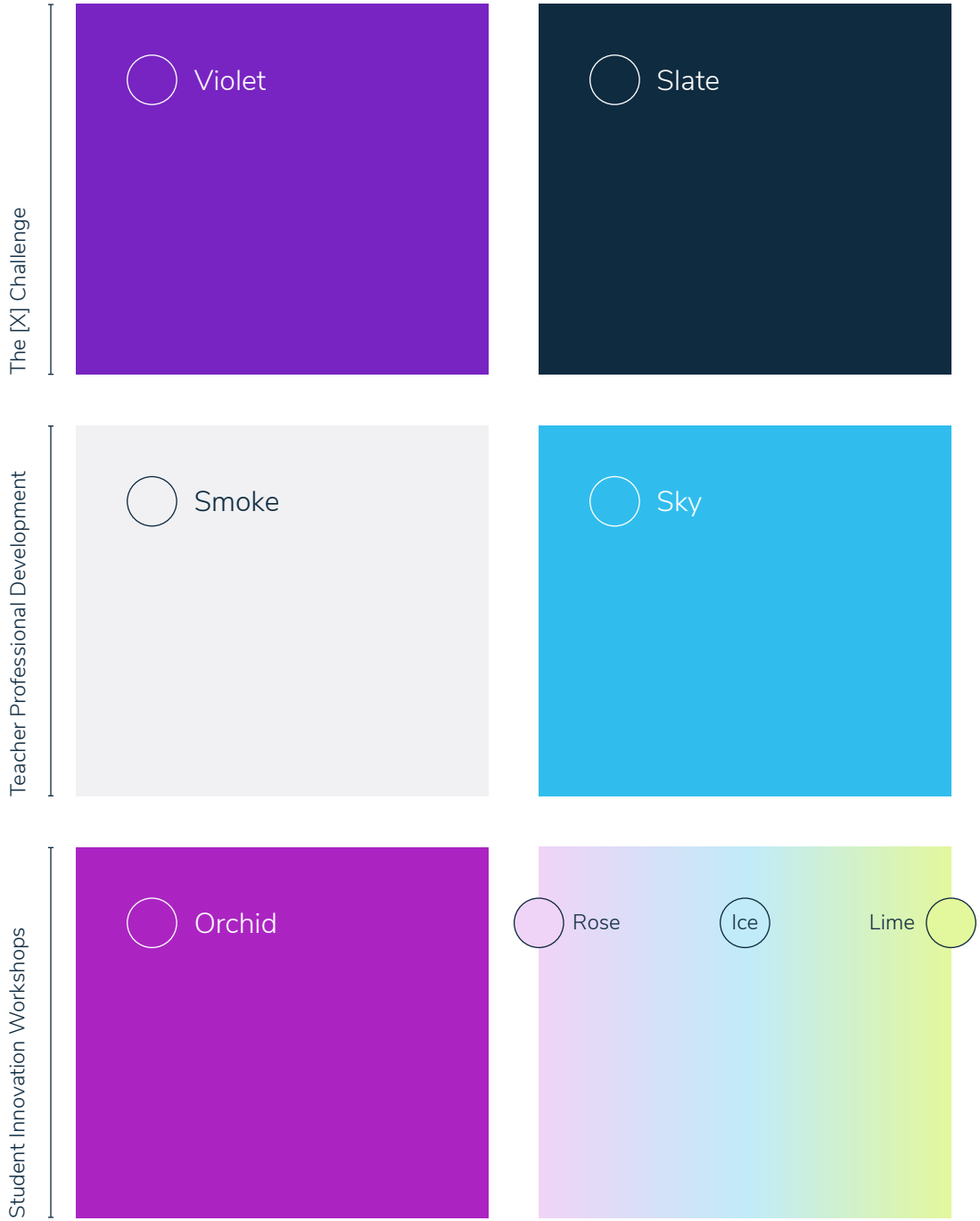
It should be used sparingly and mindfully.



Hero colour architecture

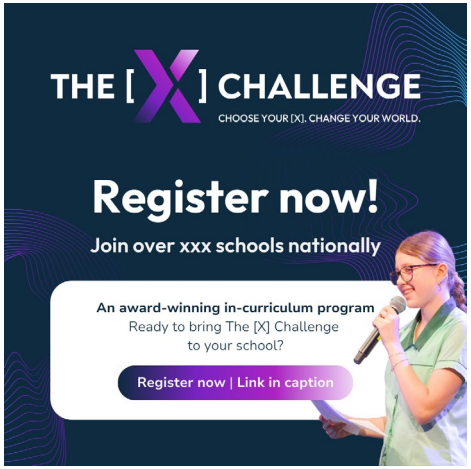
Our brand palette is applied in a measured and purposeful way, assigning each pillar specific colours - The [X] Challenge, Teacher Professional Development, and Student Innovation Workshops.

This is shown in practice on the following pages.



The [X] Challenge



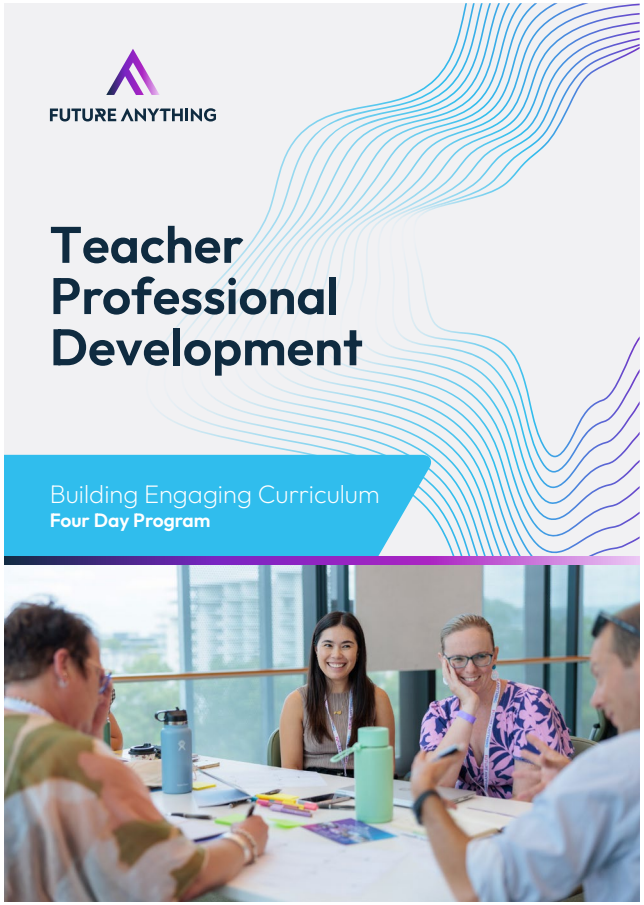








Teacher Professional Development











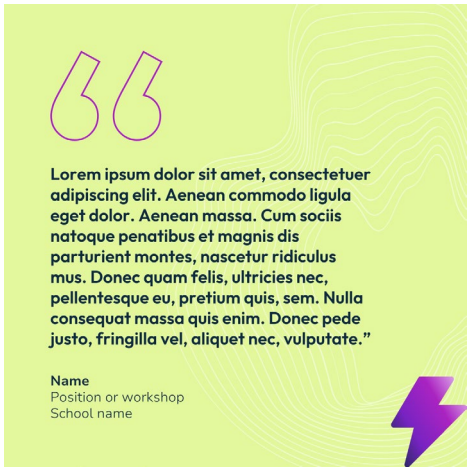
Student Innovation Workshops













3 Our Typography

Our typefaces ensure legibility, accessibility, and ease of use.

Our typography guidelines provide clarity and cohesion across our branded material.

Primary typeface

Our primary typeface is Outfit, a geometric sans serif. The Outfit family has 9 weight variations, but usage should mainly be restricted to 3 variations - Extra Light, Regular, and Semibold.

Outfit should be used for headings and pull text throughout branded materials.

It is available to download for free from the Google Fonts website.

Outfit

AaBbCcDdEe
0123456789!@#$%*

Thin
Extra Light
Light
Regular
Medium
Semibold
Bold
Extrabold
Black

Secondary typeface

Our secondary typeface is Nunito Sans, a versatile and highly legible sans serif. The Nunito Sans family has 7 weight variations, but usage should mainly be restricted to 3 variations - Light, Semibold, and Extrabold.

Nunito Sans should be used for body copy and captions.

It is available to download for free from the Google Fonts website.

Nunito Sans

AaBbCcDdEe
0123456789!@#$%*

Extra Light
Light
Regular
Semibold
Bold
Extrabold
Black

Hierarchy overview

Applying the correct weight and point size is paramount in ensuring legibility, and guides the reader through content effectively.

The examples shown are a guide to point size. The appropriate point size should be to the user's discretion and selected case-by-case for different contexts.

Heading 1
Approx. 48pt
Outfit Semibold

Heading 2
Approx. 24pt
Outfit Extra Light

Paragraph heading
12-16pt
Outfit Regular

Body copy
9-12pt
Nunito Sans Light

Caption
6-9pt
Nunito Sans Light

Pull quote/text
Approx. 18pt
Outfit Semibold

Lorem

Lorem ipsum dolor

Duis aute irure dolor ipsum

Igenis etur reste occat aceperrum et quam etus eum ipienditiis ea dit, cuptates dus magnis doluptur a cum quiandam et illicimus adi dolut et ressit a nimaximil modiatur solorit ationse quiatectatur rerum.

Igenis etur reste occat aceperrum.

“Os sita nihic tecullu ptatem alibus ea in pore et eos vendita dolor aut fugiam.”



Our Visual Elements

Our key visual assets that shape our look and feel.

Use assets strategically to add personality & depth to Future Anything branded material.

Our dynamic waves

Since the brand's inception, our dynamic waves have played a leading role, front and centre of our materials.

The waves mask a gradient of our brand colours, and are the vessel for adding a pop of 'Sky' to our designs.

They add depth, movement, and interest, and are a point of difference in our collateral.



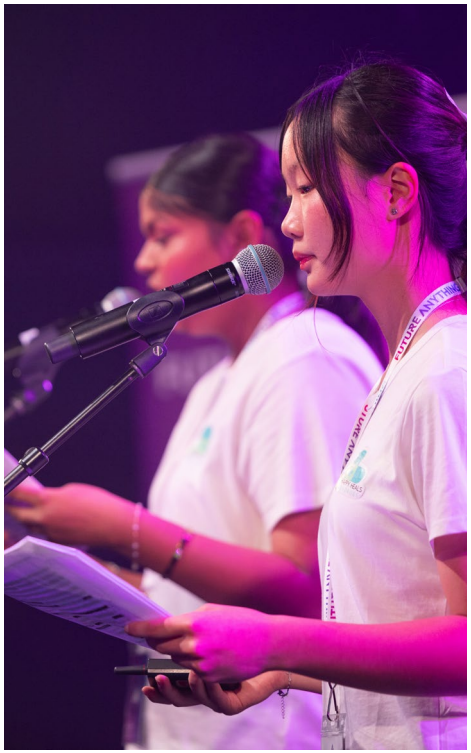






Image treatment

When curating imagery for branded materials, try to select photos with authenticity, candidness, and shots that capture spirit and emotion.

Avoid using images that look like clichéd stock imagery - we want to project the true personality of the brand and capture real life moments of learning, development, and collaboration from our workshops.

Imagery can be deep-etched or have a duotone filter applied of Slate and Violet, but these treatments should be used sparingly.





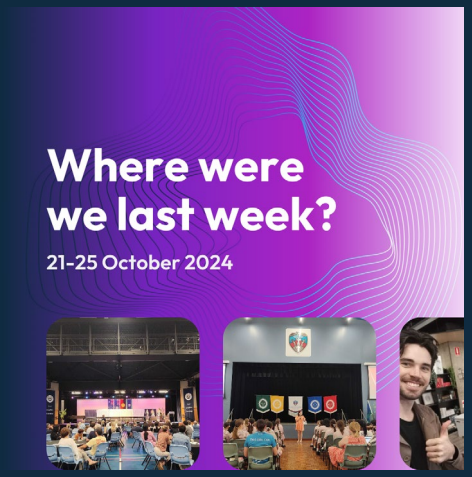
Brand In-situ

How our identity thrives and adapts within diverse contexts.

Our brand's flexibility ensures relevance and impact across varied environments.


The 'Why'
of Workshops
Co-designed with students,
delivered by experienced educators.
What's included:
Workshop Outcomes
Students...
Educators...
Schools...


100%
of teachers
would recommend
The [X] Challenge to others


Where were
we last week?
21-25 October 2024


We hosted the Future An
National Semi Finals ove
days this week. 40 teams
80+ students! Here are s
shots from participating


FUTURE ANYTHING
Unleashing passion,
potential and agency
in every classroom.
futureanything.com


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FUTURE ANYTHING
Teacher
Professio
Developr
Building Engaging
Four Day Program
THE [X]
CHALLENGE
CHOOSE YOUR [X]. CHANGE YOUR WORLD.
Win a share of $100k+
in prizes and funding.



Future Anything Sub-brands

Future Anything is an ecosystem of thriving programs and funds.

Our brand's dominance is felt strongly throughout each, while remaining distinct.

The [X] Challenge

This is our primary logo. It should be the most commonly used version in our suite, as it is the primary option for all internal and external The [X] Challenge materials.

The primary logo is available in full colour, reversed, black, and white.









The [X] Challenge

These are alternate options of our logo. They include a tagline lockup, ‘Powered by Future Anything’ lockup, and stacked versions.

The alternate logos are available in full colour, reversed, black, and white.







Co-branding

When pairing The [X] Challenge logo with our Future Anything logo, use the guidelines shown below. Logos should be sized and positioned to respect and reflect the nature of the co-branding relationship.



The space between the Future Anything workmark and brandmark should be doubled to calculate the space either side of the divider line. The line should be 0.5pt in Slate.

Sub-brand attributes

The general design approach to The [X] Challenge collateral should be inline with the master brand. This maintains established brand awareness of Future Anything.

The Xccelerate Fund

This is our primary logo. It should be the most commonly used version in our suite, as it is the primary option for all internal and external The Xccelerate Fund materials.

The primary logo is available in full colour, reversed, black, and white.









Co-branding

When pairing The Xccelerate Fund logo with our Future Anything logo, use the guidelines shown below. Logos should be sized and positioned to respect and reflect the nature of the co-branding relationship.

FUTURE ANYTHING | THE XCCELERATE FUND

The space between the Future Anything workmark and brandmark should be doubled to calculate the space either side of the divider line. The line should be 0.5pt in Slate.

Sub-brand attributes

The general design approach to The Xccelerate Fund collateral should be inline with the master brand. This maintains established brand awareness of Future Anything.

FUTURE ANYTHING

Style Guide

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