



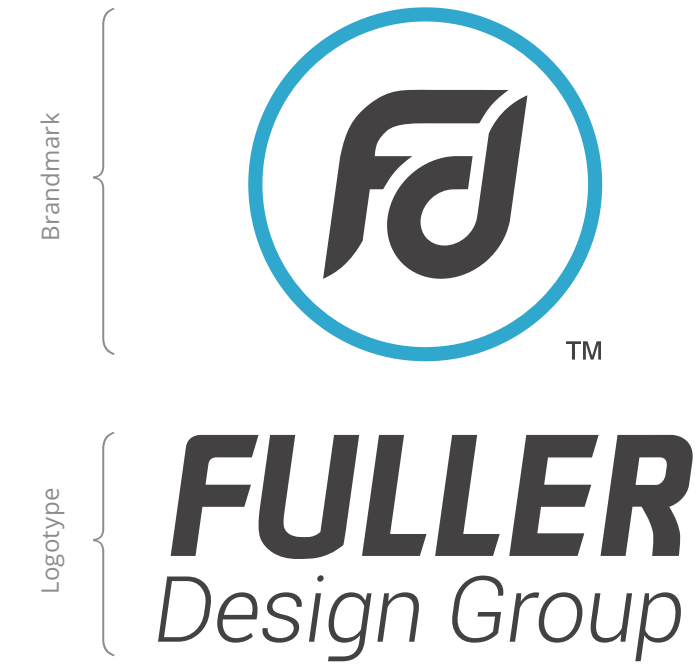
FULLER
Design Group

IDENTITY

GUIDELINES

CONTENTS

Introduction	3
Signature	4
Signature variations	5
Clearspace & minimum size	6
Background control	7
Signature misuse	8
Primary color palette	9
Typography	10



INTRODUCTION

The foundation of our graphic identity system represents the most concise visual expression of our brand and an essential asset. It is responsible for communicating the qualities that make Fuller Design Group unique in all of our brand applications.

As the identity must be presented with consistency and care whenever it appears, the following guidelines have been developed to ensure its correct usage whenever it is reproduced and applied.

SIGNATURE

Consisting of the Fuller Design Group logotype and the brandmark, the signature is a unique piece of artwork that has been designed specifically for our brand.

Contemporary and sophisticated, the signature is our primary brand identifier, and it must appear in every Fuller Design Group communication.

The signature is a key brand asset, and must be respected whenever it is used. Never, under any circumstances, should the signature artwork be

altered or re-created. Only use the approved files when reproducing and applying the Fuller Design Group signature.



Brandmark & Logotype



FULLER
Design Group

Brandmark



Logotype

FULLER | Design Group™

CLEARSPACE & MINIMUM SIZE

The Fuller Design Group signature should always be surrounded by a generous field of clear space to ensure its legibility and impact. This isolates the signature and protects it from competing visual elements such as text and supporting graphics.

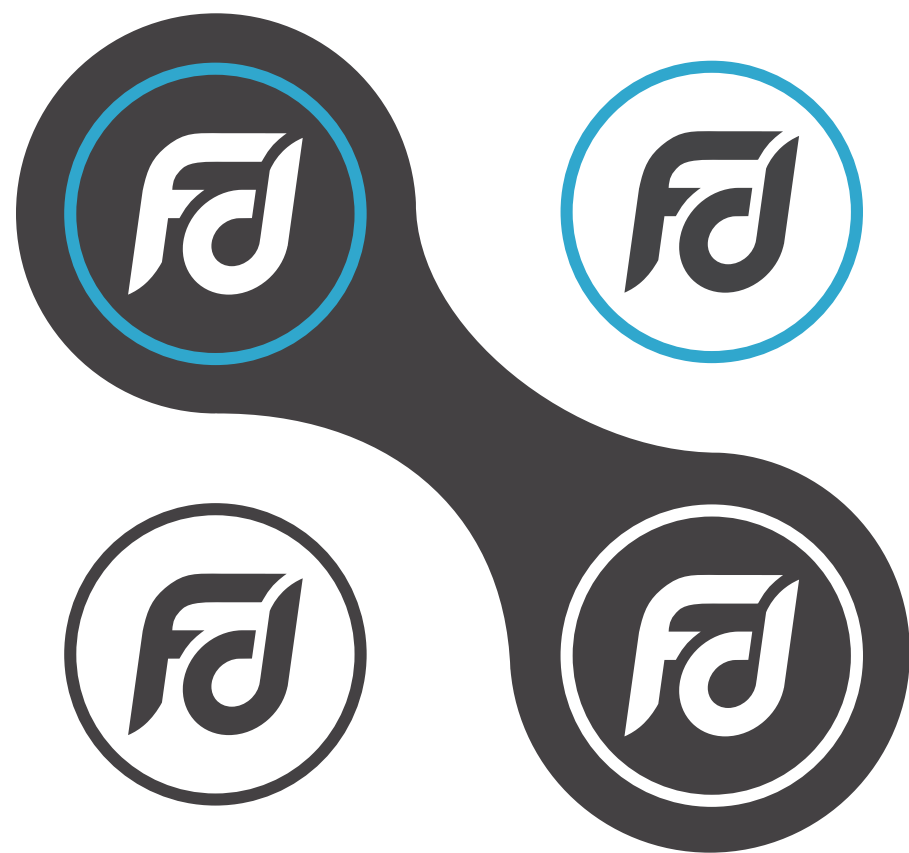
As shown in this exhibit, the absolute minimum amount of clear space that can surround the signature in any application, "A", is equal to the size of "B" in the Fuller Design Group brandmark. The Fuller Design Group signature can be scaled to a variety of sizes.

However, at extremely small sizes, the readability of the logotype becomes compromised. To ensure that the signature is always legible, it should never be reproduced smaller than 1" in height, as shown in the exhibit above.

SIGNATURE VARIATIONS

To accommodate a range of reproduction and printing requirements, a number of signature color and style variations are available for use; however, the full-color main signature is always preferred for brand communications.

The greyscale and inverse variations should be used when color reproduction is limited and are especially effective in media such as newsprint. Additionally, the inverse versions should be used when an application necessitates a background that compromises the legibility of the full-color signature.



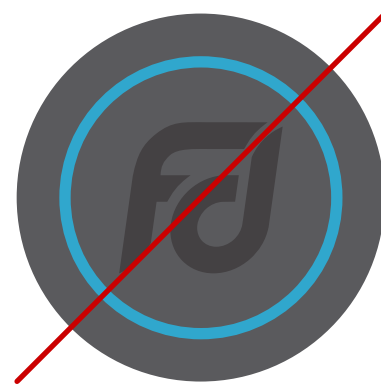
Never rearrange the elements of the signature



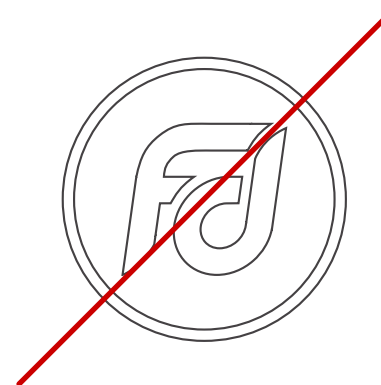
Never distort the signature



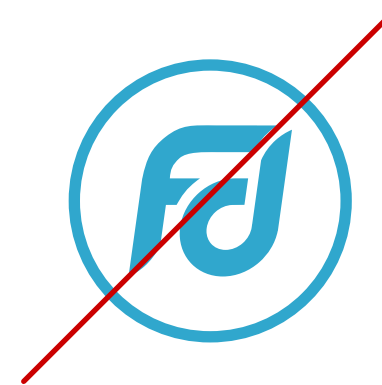
Never re-type the signature



Never apply the signature to a background that does NOT provide sufficient contrast



Never outline the signature



Never change the colors of the signature

BACKGROUND CONTROL

The signature artwork was designed to be adaptable to a range of background requirements. However, it is essential that the signature is always highly legible in every application.

As shown in the exhibits, the signature and its variations can be positioned against a variety of backgrounds.

The full-color signature features well against white and black, as well as photographic backgrounds that provide significant contrast.

The greyscale variations also reproduce well against white and black.

Applications that require dark photographic backgrounds or colors that compromise the signature should apply the inverse variations.

SIGNATURE MISUSE


This guide contains the only acceptable uses of the Fuller Design Group signature, which may not be redrawn, cut apart, reportioned, embellished or altered in any way without the express consent of its owner.


In addition to the general usage rules established within this guide, in the above exhibits are a few examples of potential signature abuses you should strive to avoid.


 PANTONE 426U 90%
CMYK: 0/0/0/89
RGB: 67/67/67
Hex: 434345


 PANTONE 426U 55%
CMYK: 0/0/0/54
RGB: 139/141/143
Hex: 8B8D8F

 PANTONE 426U 0%
CMYK: 0/0/0/0
RGB: 255/255/255
Hex: FFFFFFFF

 PANTONE Process Cyan 100%
CMYK: 100/0/0/0
RGB: 0/174/239
Hex: 00AEEF

 PANTONE 376U 100%
CMYK: 50/0/100/0
RGB: 140/198/63
Hex: 8CC63F

 PANTONE Process Magenta
CMYK: 0/100/0/0
RGB: 236/0/140
Hex: EC008C

 PANTONE 116U 100%
CMYK: 0/16/100/0
RGB: 255/210/0
Hex: FFD200

Roboto
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PRIMARY COLOR PALETTE

Color is a key component of the Fuller Design Group visual identity, and the colors of the primary palette were inspired by those found in the Fuller Design Group signature.

By using these colors consistently across brand communications, they will build recognition for the Fuller Design Group brand while contributing to a unified look and feel.

The colors of the primary palette can be used for text, color fields, backgrounds, rules and other graphic devices.

TYPOGRAPHY

Typography is another essential piece of the Fuller Design Group identity system. The consistent use of the selected typeface families throughout Fuller Design Group applications adds greatly to a cohesive visual style.

Roboto is a clean, modern and highly legible sans serif. Available in a wide variety of weights, Roboto, in an italic style, is intended for headlines, and titles in special occurrences to draw attention.

Open Sans is a modern universal sans serif. Open Sans is intended for headlines and titles and primary messaging. Open Sans should always be used before any other typeface.