

FABRIC

Logo

Manual

FBRIC

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The FABRIC Logo

1.

This guide is designed to help us use correctly FABRIC logo. It will also be useful aid when instructing typographers, and others employed to produce branded items.

In order to maintain the integrity of our identity and what it represents it is important to apply all the elements of the toolkit properly and consistently across all our communications materials.

The FABRIC Logo

1.1 Logo Elements

1.

The FABRIC logo is composed by the symbol design (Eco Car and Battery) and the logotype in a landscape configuration (preferred version).

Element



Logotype



Logotype
with full
project name



1.2 The FABRIC Logo
Landscape version

1.



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1.3 The FABRIC Logo
Portrait version

1.

The logo for FABRIC is displayed in a bold, green, sans-serif font. The letter 'F' is stylized with a curved line arching over it, and the letter 'B' is stylized with a circular element in the middle. The letters 'A', 'R', 'I', and 'C' are in a standard sans-serif font. The logo is positioned on the right side of the slide, with a large grey rectangle on the left side.

2.1 The FABRIC Logo Improper Logo Use

2.

Display the FABRIC logo only in the forms specified in this guide.

The FABRIC logo may not appear in any colour.

Do not rotate, skew, scale, redraw, reproduce, alter or distort the FABRIC logo in any way.

Do not combine the FABRIC logo with any other element such as other logos, words, graphics, photos, slogans or symbols.



2.2 The FABRIC Logo Minimum sizes

2.

The minimum size rules apply to print and on screen applications such as the Web and Power Point.

Print Size

5cm width x 0.80cm height



Screen Size

108 pixels width x 17 pixels height



The FABRIC Logo

3.1 Color Palette

3.

The primary colours of FABRIC
CMYK C-47, Y-100
RGB 149-201-61 and
Pantone 375c & 423c
when reproducing
FABRIC colors always
match to the Pantone
coated euro equivalent
Special colour (silver)
are only
for special applications.

CMYK

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■ Cyan = 47
Magenta = 0
Yellow = 100
Black = 0

■ Black = 60

RGB

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■ RGB = 149-201-61

■ RGB = 128-130-133

BLACK & WHITE

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■ Black= 40

■ Black= 60

PANTONE

FABRIC

FABRIC

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■ 375c

■ 423c

The FABRIC Logo

3.2 negative and grey scale formats

3.

Whenever possible, the FABRIC Logo should appear always in positive format.

If the positive format is not usable, especially in the black and white and grey scale printing the FABRIC

logo may appear as shown in this page. For the black and white and grey logo formats the already mentioned rules are also applied.



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