

FULLFILL

INTERIM

Logo Styleguide

06.13.20



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Introduction

Developing the Brand

The purpose of a style guide is to give directions and rules as to how to use the new identity. As more vendors and suppliers begin to interact with the brand, it is crucial for them to follow strict adherence to the style guide. There is flexibility within the design to accommodate many issues yet to be confronted. The brand managers and marketers become the brand police and must govern with a firm hand but not stifle creativity.

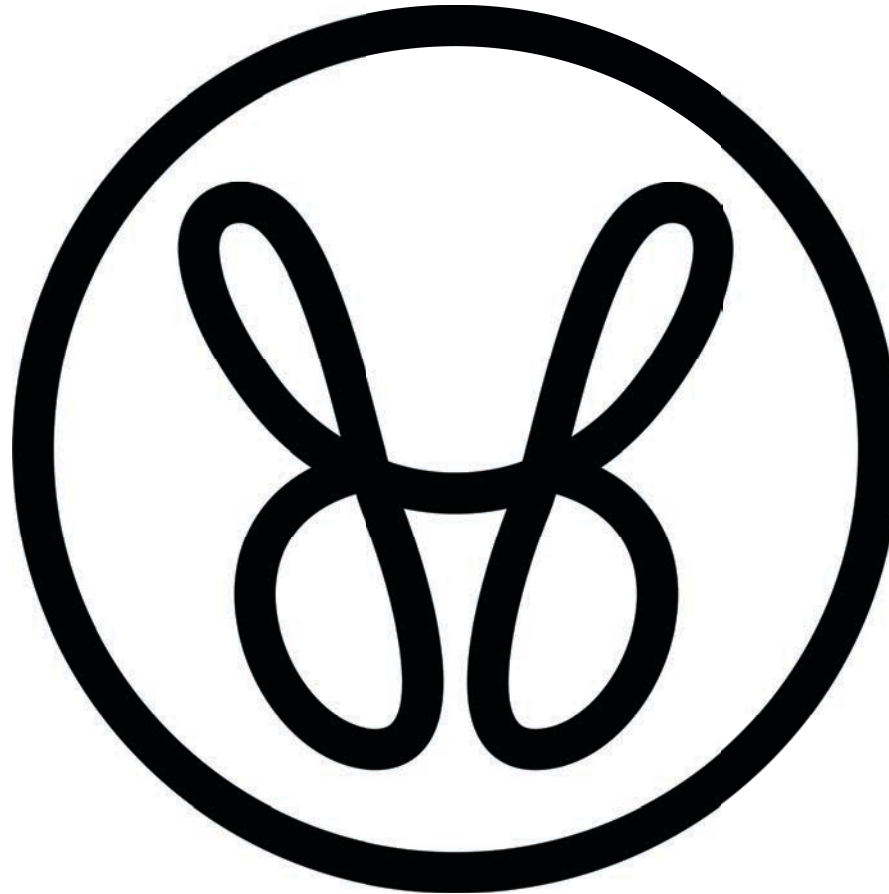


Corporate Identity

Icon

FREEDOM

Using the framework of the letter “f” from the word Fullfill, the icon stand for freedom and fulfillment.





Corporate Identity

Logotype

The Logotype is the written name of the company, both as custom designed font and also used in combination with the icon, know as the “Lockup.” Generally, it is never seen without the combination in the lockup version.

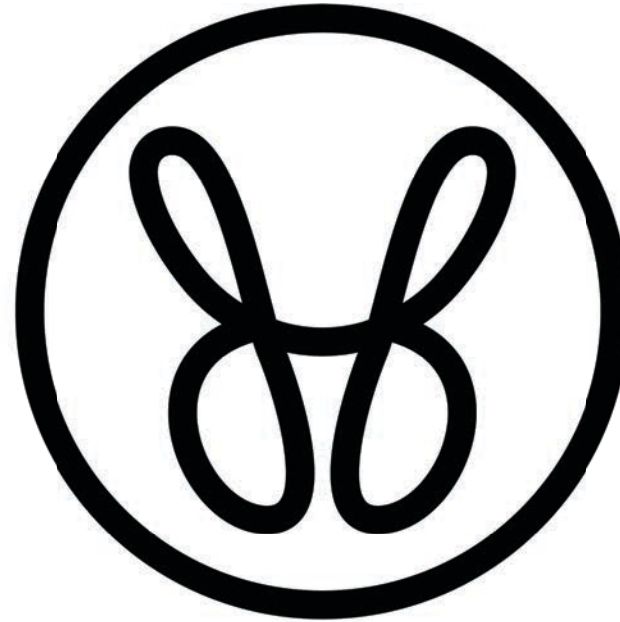
FULLFILL



Corporate Identity

Lockup Vertical

The Vertical Lockup is the primary logo used to express the full brand. It should be used as much as possible to tie the name with the icon.



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Corporate Identity

Lockup

Horizontal

The horizontal lockup is an alternate layout to be used in circumstances where the vertical lockup cannot work.





Corporate Identity

Lockup

Vertical

Hero Blue

The Vertical Lockup is the primary logo used to express the full brand. It should be used as much as possible to tie the name with the icon. Utilize the Hero Blue version to help build the brand.



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Corporate Identity

Lockup

Horizontal

Hero Blue

The horizontal lockup is an alternate layout to be used in circumstances where the vertical lockup cannot work. Use the Hero Blue version whenever possible.

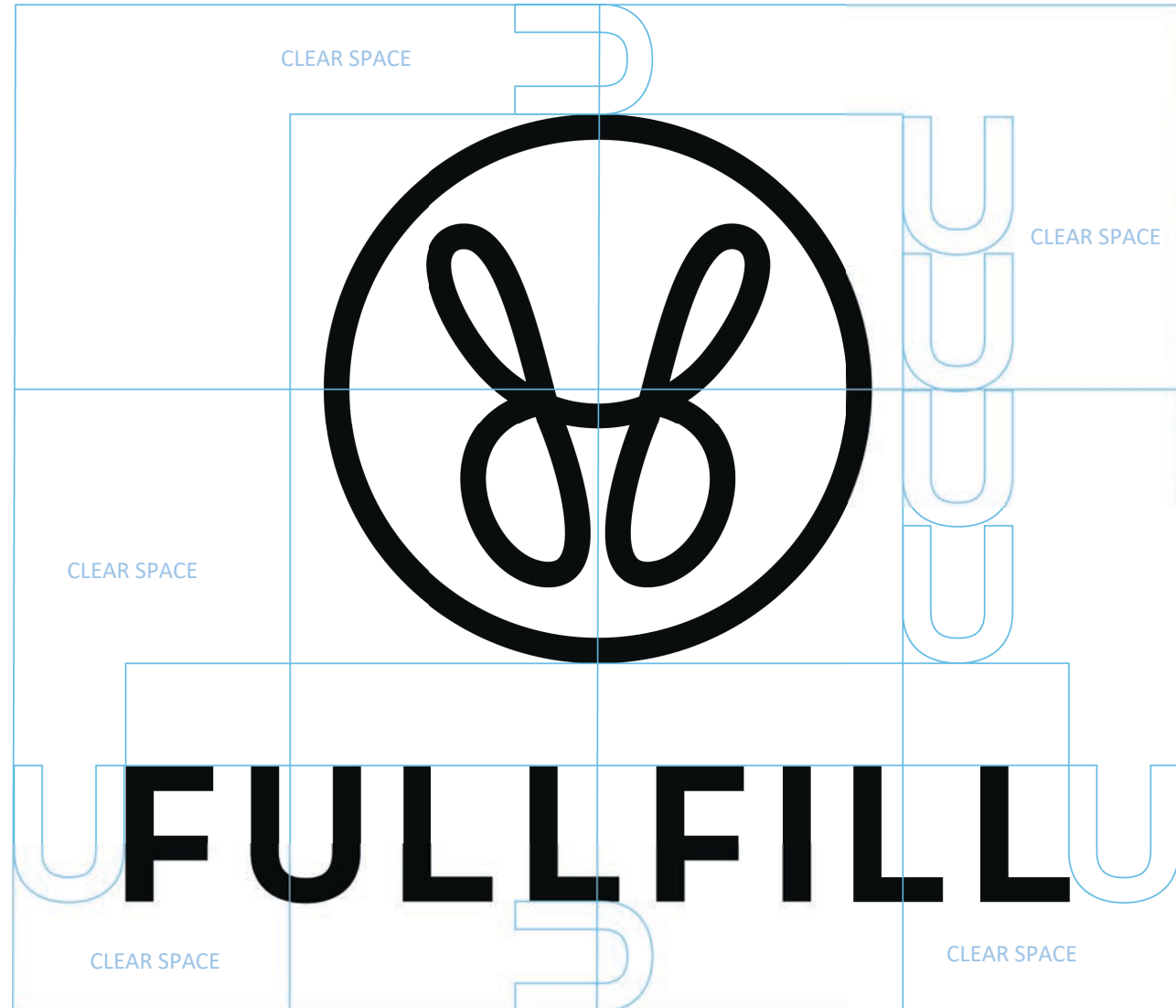




Corporate Identity

Clear Space

Maintaining what is called “Clearspace” around your logo is important to give the brand room to breathe. It does not mean it cannot go over complex backgrounds or photography. It assures that legibility has a greater chance across a myriad of uses.

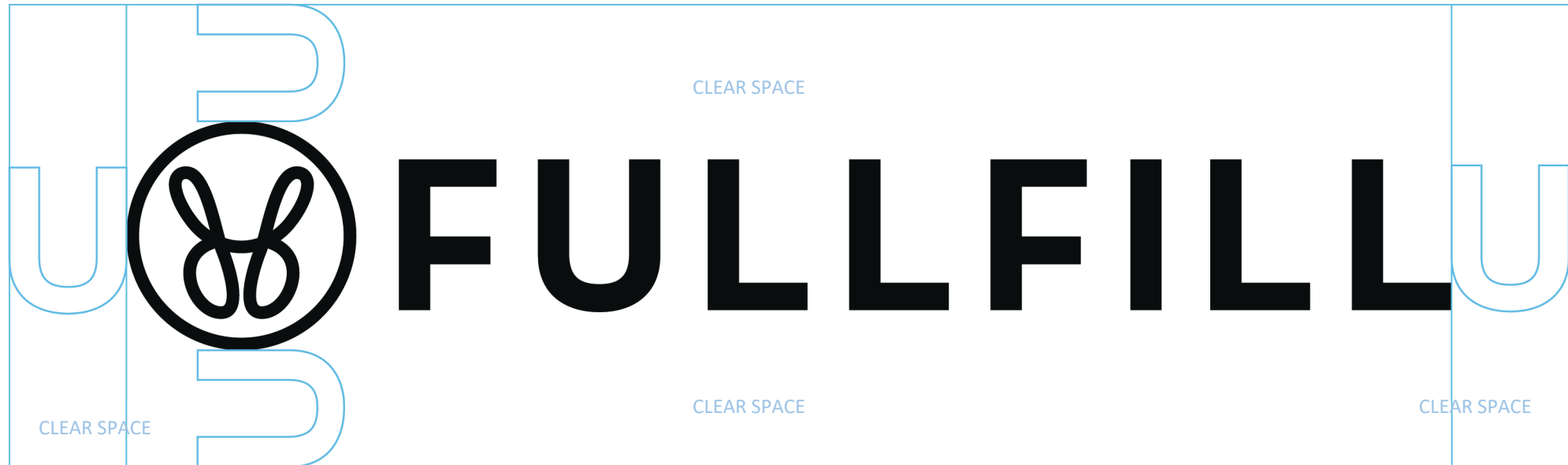




Corporate Identity

Clear Space

Maintaining what is called “Clearspace” around your logo is important to give the brand room to breathe. As a rule of thumb, a letterform from the logotype is often used for reference in spacing to make a logical tie to the dimension of the letterforms.





Corporate Identity

Typography

The House Fonts have been narrowed down to two for use in all media. They are both Google fonts and widely available. The simplicity of Poppins harkens to the logotype and the friendliness of the font Source Serif softens the boldness.

POPPINS BOLD

1. **ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890**

SOURCE SERIF SEMI BOLD

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890**

POPPINS MEDIUM

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

SOURCE SERIF REGULAR

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

POPPINS LIGHT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

SOURCE SERIF ITALIC

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890*



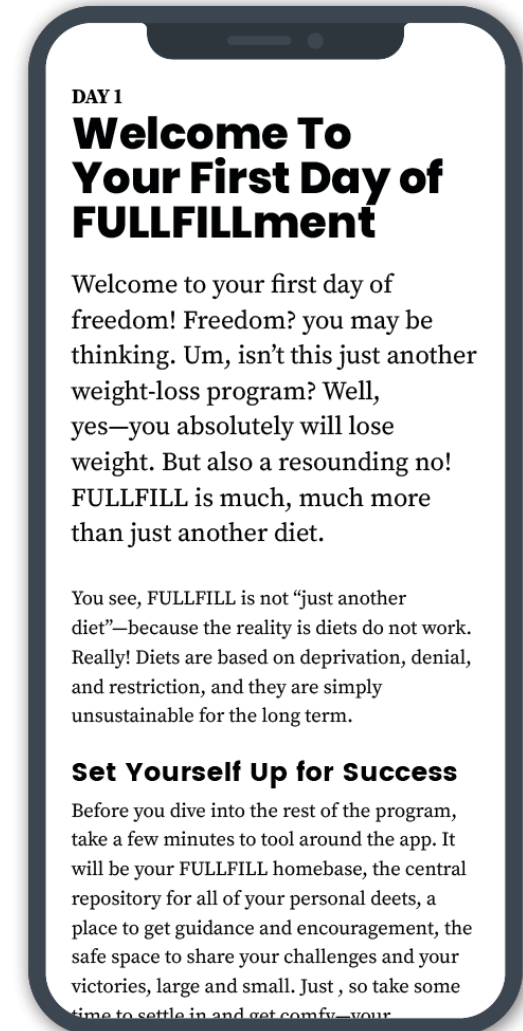
Corporate Identity

Typography

CONTEXTUAL USE IN COPY

Sans Serif headers/button
Text with serif body text

Headers/Intro: Poppins
Body/button: Source Serif Pro
Quotes: Source Serif Pro Italic





Corporate Identity

Colors

This represents the Family of brand colors. They are to be used in varying proportions but favoring the Hero Blue palette. The corresponding specs work across media. The brightest versions of palette are best represented in RGB.



Hero Blue

USE: This is the main brand color. Also used for WEIGHT.

RGB
R - 40
G - 137
B - 246

CMYK
C - 73
M - 44
Y - 0
K - 0

HEX
#2889F6



Pink

USE: Part of the family but not used in any prominence.

RGB
R - 215
G - 58
B - 117

CMYK
C - 11
M - 92
Y - 29
K - 0

HEX
#D73A75



Sockeye

USE: Part of the family but not used in any prominence. Used for GOALS.

RGB
R - 255
G - 80
B - 74

CMYK
C - 0
M - 84
Y - 69
K - 0

HEX
#FF504a



Green

USE: Part of the family but not used in any prominence. Used for NUTRITION.

RGB
R - 2
G - 171
B - 70

CMYK
C - 82
M - 3
Y - 100
K - 0

HEX
#02AB46



Turquoise

USE: Part of the family but not used in any prominence.

RGB
R - 50
G - 228
B - 220

CMYK
C - 57
M - 0
Y - 23
K - 0

HEX
#32E4DC



Gold

USE: Part of the family but not used in any prominence.

RGB
R - 243
G - 185
B - 62

CMYK
C - 3
M - 29
Y - 88
K - 0

HEX
#F5B93E



Purple

USE: Part of the family but not used in any prominence. Used for ACTIVITY.

RGB
R - 143
G - 110
B - 188

CMYK
C - 48
M - 92
Y - 0
K - 0

HEX
#8F6EBC



Red

USE: This color is only used as a warning color.

RGB
R - 145
G - 32
B - 26

CMYK
C - 24
M - 100
Y - 100
K - 22

HEX
#91201a



Black

USE: This colors the logotype and body copy. It can also be used as graphic element.



Medium Gray

USE: Various shades of gray, all achromatic, can be part of this family. It



White

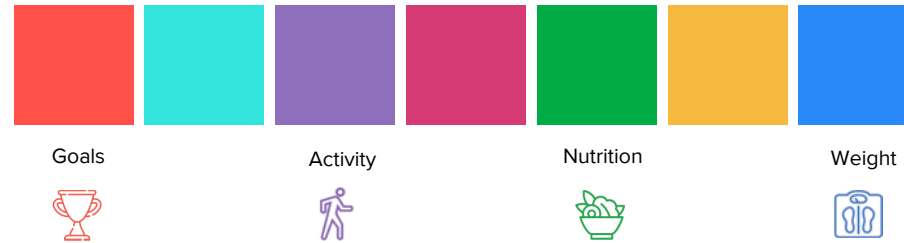
USE: White is the main background when using the icon or lockup.



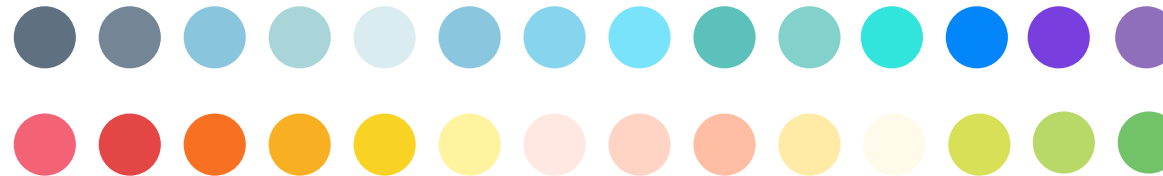
Corporate Identity

Editorial Palette

This represents the Secondary palette of brand colors known as the Editorial Palette. They are to be used in varying proportions but color-coded to the Brand Palette by content themes: Goals, Activity, Nutrition and Weight. This muted palette works well with illustrations and infographics.



NEW BRAND PALETTE



EDITORIAL PALETTE



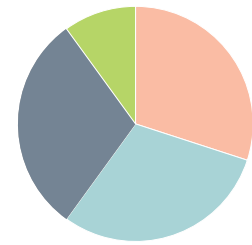
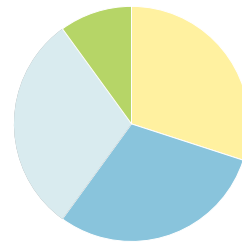
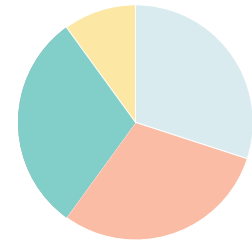
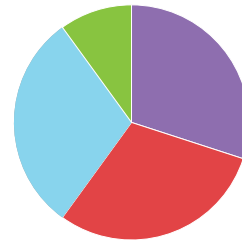
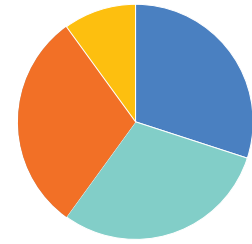
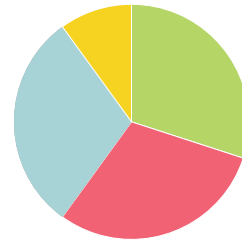
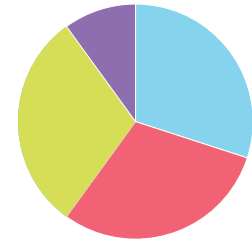
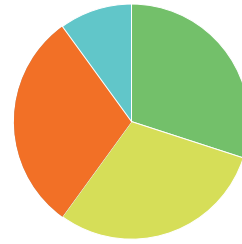
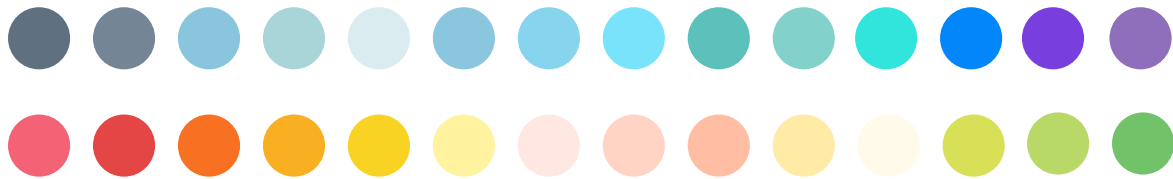
Corporate Identity

Chart Palette

Derived from the secondary palette of brand colors known as the Editorial Palette.

They are to be used in various charts and combinations throughout the app.

EDITORIAL PALETTE





Iconography

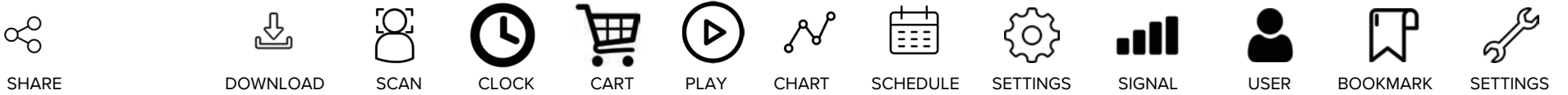
Main Navigational Icons



Tracker Icons



UI Icons



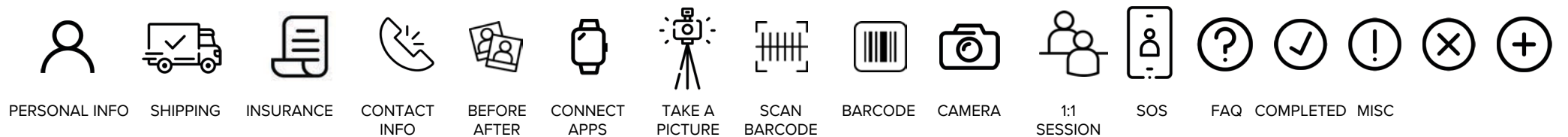
Food Icons



Activity Icons



Onboarding Icons





Do's and Do Not's

Do

Use the Vertical Lockup in Hero Blue as much as you can.



Use the Horizontal Lockup when is limited Vertical space.



Over video or photography, Always use the Hero Blue lockup Over lighter video



Over video or photography, Always use the white lockup Over darker video. You can use a drop shadow.



Do Not

Do Not re-arrange the lockup.



Do Not re-color Any part of the Lockup.



Do Not take the "butterfly" out of The iconic circle.



Do Not place the lockup at an angle



Do Not use black to Fill the circle.



Do Not put the Butterfly into any Other shape.



Do Not rearrange the lockup.



Do Not re-color any part of the Lockup.



Do Not not squish The icon vertically Or horizontally.



Do Not skew The icon or logo Into perspective.



Do Not use large Fields of color on The app screens.



Do Not use the logotype alone.



Do Not use a black Icon over a color.



Do Not eliminate The outline of the icon.



Do Not use any alternate Logotype in the lockup.



Do Not use the yellow Alt logo over white.



Do Not use the white Logo over the yellow Brand color.

