

DESIGNMANUAL

FERD

Logo



Ferd's typography palette for printed matter is Gotham, the font should be used consistently in all of Ferd's printed material. The typeface have 5 different weight's, as a rule of thumb we use medium for headings, subtitles. In the body text we use Gotham book.



Greyscale Logo



FERD black logo Can be used when colour print is unavailable

Greyscale Logo



FERD grayscale logo can be used when colour print is unavailable

Reversed logo on FERD



Logo size



The logo should always be reproduced in a fashion and size that displays its appearance correctly.

- Always use original logo and shape files
- Never change the proportions of the shape or the logo
- Never skew, distress or alter the shape in any way



FERD

5cm

3cm



FERD **FERD** **FERD**

Not smaller than
5cm on fabric
material

Not smaller than
3cm for printed
material



1 This example displays the logo in a correct manner.



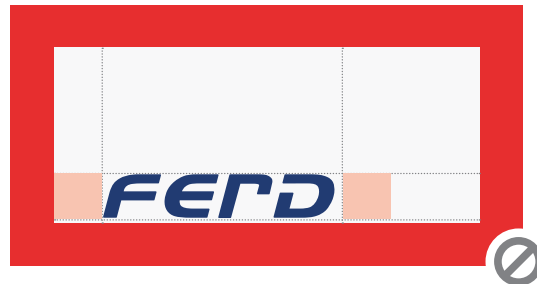
2 The light green boxes represent's the minimum space the logo need's to have around it in relation to other object's and margins.



3 If the logo has to be exposed on a image background choose a image with a calm and light surface.



1B Do not compress or stretch the logo shape. Make sure that the logo always has enough blank space around it. This will increase its visibility and Ferd will clearly be perceived as the sender.



2B The logo needs space around it so that it does not become confused with other names and shapes. The logo will often appear alongside other logos, in which case it must not be positioned unnecessarily close to the others.



3B Ensure that the logo is positioned on a 'calm' surface, so that it is clearly visible in the communication setting. If in doubt, see the examples of logo implementation later in the manual.



The preserve of the FERD logo's intergrity, always maintain a minimum clear space around this logo.