

 Fruto

BRAND GUIDE

AUGUST 2017

Fruto aims to make every interaction a positive interaction. They believe that people's time and needs should be respected and their interactions - whether human or digital - should be designed thoughtfully, bringing genuine value even in the most adverse situations.

Fruto is a creative brand that is as optimistic as it is inclusive and open-minded. It will look to set itself apart by being bright, bold, and a little experimental; seeking out opportunities, inspiring people, and areas it can make an impact.

Introduction

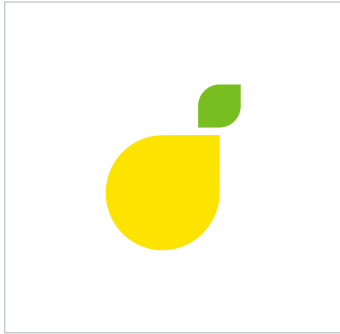
- 02 Brand story
- 03 Table of contents

Guidelines

- 04 Logo & icon
- 05 Clear space
- 06 Correct usage
- 07 Incorrect usage
- 08 Colour
- 09 Typography
- 10 Illustration

Information

- 11 Licences & links

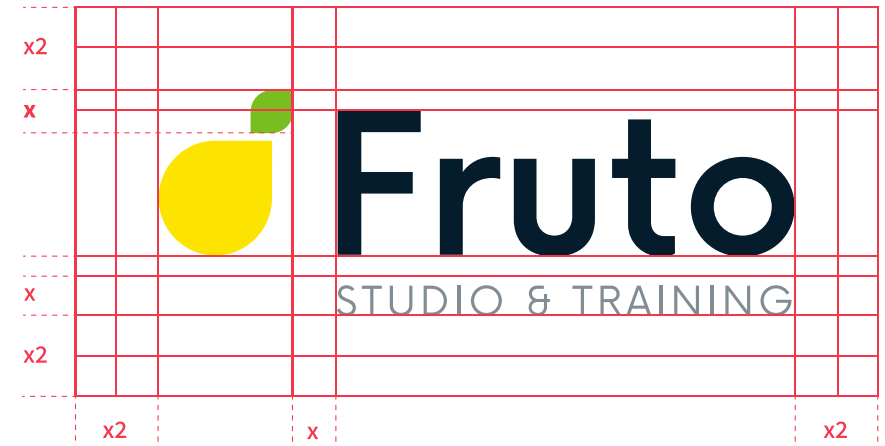
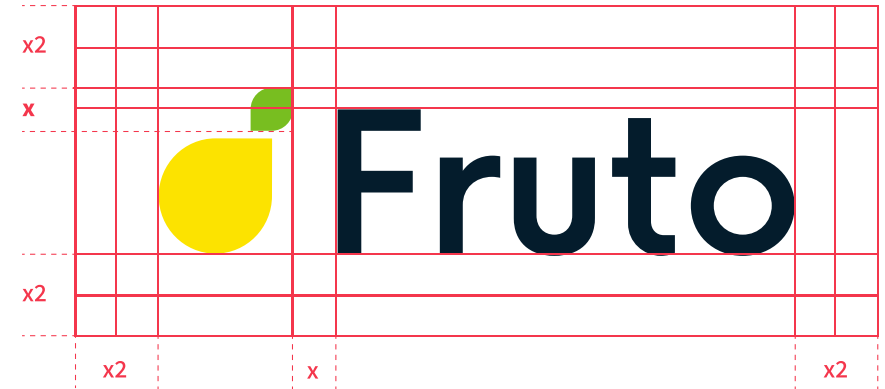
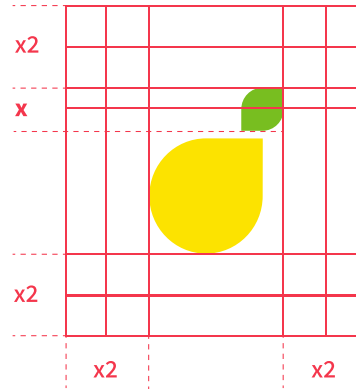


Clear space

The Fruto logo and Fruto icon should always be surrounded by a minimum area of space.

A margin of clear space equivalent to twice the height of the 'leaf' (top shape marked with an 'x') is drawn around the logo to create the invisible boundary of the area of isolation.

These areas of separation are a minimum and should be increased wherever possible.



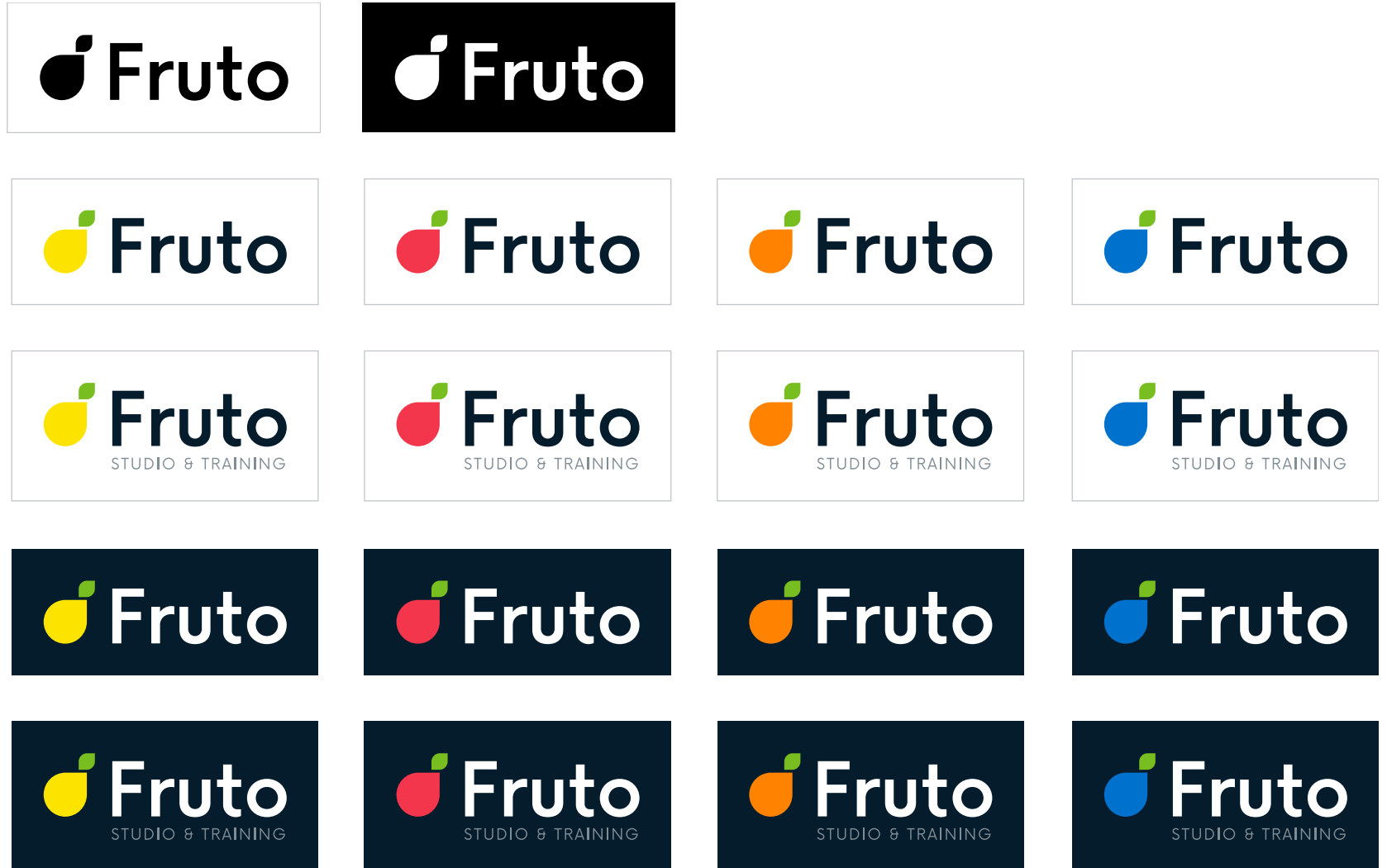
Correct usage

There is no set colour for the body of the icon used in the logo mark.

Whilst the top shape should always be green, and the word mark should either be white or a dark hue, any of the primary colours from the brand colour palette are suitable.

Usage should be mindful of surrounding colours and colour contrast for the visually impaired.

Additional text variations of the logo can be used depending on collateral.



Incorrect usage

When using the Fruto logo the following rules should be adhered to at all times.



Don't distort, stretch, or alter the logo in any way.



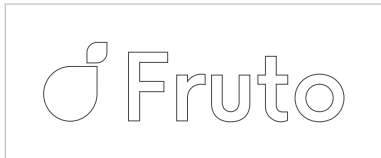
Don't rotate the icon, word mark, or logo.



Don't add drop shadows, bevels or other effects.



Don't use gradients within the logo.



Don't outline the logo.



Don't use the logomark without the icon or off centre.



Don't use colours other than specified in the brand guide.



Don't apply transparency effects to the logo.








Don't move the alternate text on the logo.

Colour palette

The Fruto colour palette is bright, uplifting, and modern. It uses warm, brightly hued and highly saturated primary colours and has exact Pantone matches for printing.

The primary palette is complemented by a series of cooler neutral tones to provide balance for things like typography.

The palette is flexible enough to accommodate shades and tints (created by mixing black or white with the core colours) to create more variety for things like illustration.

Pantone 296c CMYK 100 73 28 86 HEX #041C2C	Pantone 368c CMYK 65 0 100 0 HEX #78BE20	
CMYK 76 58 46 27 HEX #425461	Pantone 1787c CMYK 0 82 53 0 HEX #F4364C	
CMYK 53 38 34 2 HEX #828D95	Pantone 151c CMYK 0 60 100 0 HEX #FF8200	
CMYK 24 16 15 0 HEX #C1C7CB	Pantone 102c CMYK 0 0 95 0 HEX #FCE300	
CMYK 0 0 0 0 HEX #FFFFFF	Pantone 285c CMYK 90 48 0 0 HEX #0072CE	

Typography

The chosen Fruto typeface is Mada. An open-source, modernist font close to Source Sans Pro, that is simple and friendly.

Mada comes in 7 weights: extra light, light, regular, **medium**, **semi-bold**, **bold**, and **black**. For contrast reasons, extra light and light should be used sparingly.

The typeface should work well for other alphabets besides latin.

MADA REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 10

MADA MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 10

MADA BOLD

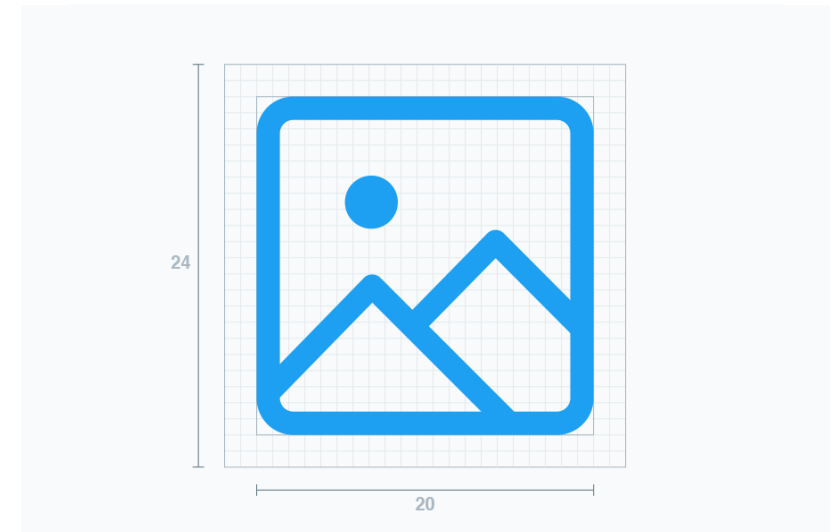
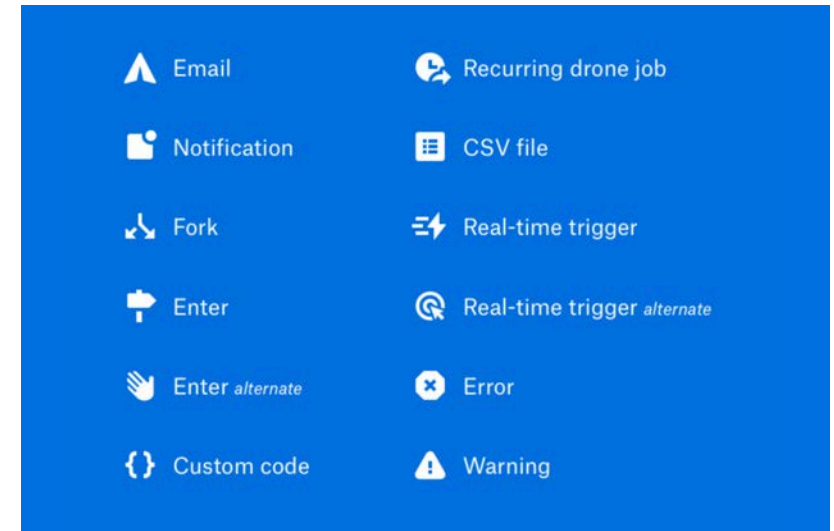
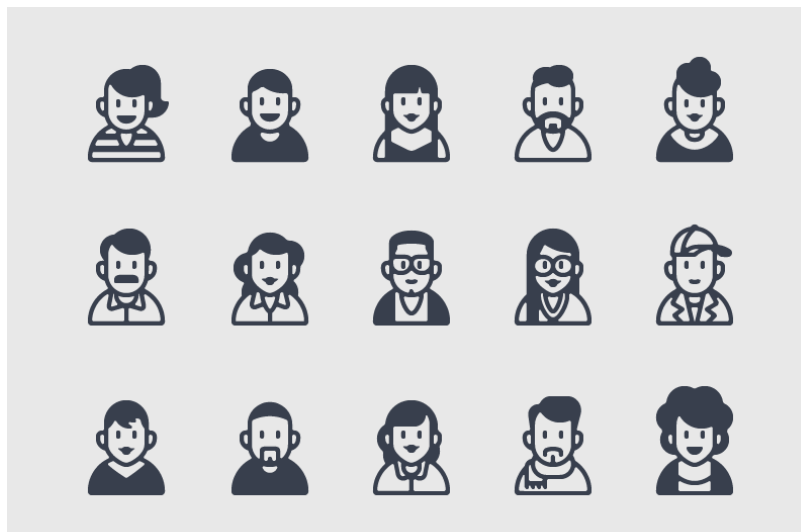
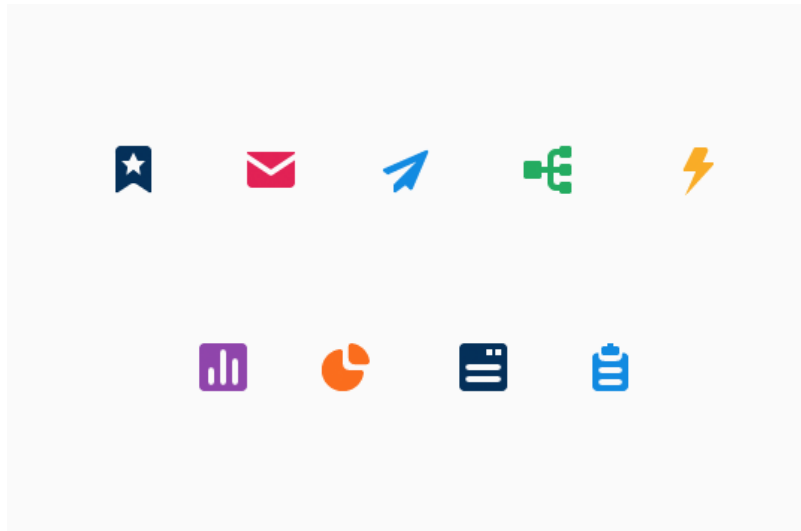
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 10

Illustration

Fruto should have a clear, colourful, and geometric style with a strong preference for solid fills - over outlines/ strokes - and subtly rounded corners. Using fills over outlines will strengthen the bold aspects of Fruto's brand whilst slightly rounding corners (2-6px) will create visual interest and a sense of fun. If a stroke is required, it should be a similar weight of 2-6px (scaled).

Shapes could play into the icon's mix of rounded and sharp corners, but this should always be dictated by content.

These Illustration guidelines are designed to be very loose. They should evolve, like the rest of the brand, over time and depending on context.



Mada SIL open font licence

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You can access the font here: <https://fonts.google.com/specimen/Mada>

View the full OFL licence here: http://scripts.sil.org/cms/scripts/page.php?site_id=nrsi&id=OFL_web

Now font licence

Now is a free typeface provided by Hanken co. We use a vectorised version of the Now typeface for the word mark in our logo. The typeface is in no way modified for the word mark and we do not intend to use or distribute the font (though it is free to download and use) in any other way.

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THANK YOU.



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