



fanticks

Brand Identity Guidelines

Logo

Our logo is a vivacious yet valuable asset, and we must treat it with care to maintain a fluid, consistent and recognisable format for our customers.

The image displays the word "fanticks" in a vibrant pink, cursive script font. The letters are fluid and interconnected, with a playful, handwritten style. The 'f' has a large, looping tail that extends downwards. The 'a' is rounded and open at the top. The 'n' and 't' are also fluidly connected. The 'i' has a small dot above it. The 'k' has a long, sweeping tail that curves upwards. The 's' is a simple, rounded cursive 's'. The entire word is written in a consistent, vibrant pink color against a light gray background.

Logo - Variants

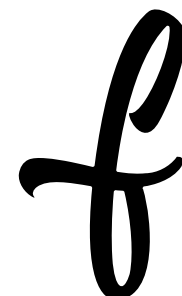
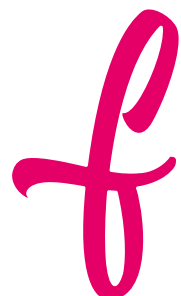
There are two variations of the logo. The full name logo, which is to be used wherever possible. And there's the F glyph, which is to be used in User Interfaces with limited space. E.g. fanticks.com on mobile screens, favicon, or social media profile pictures.

And there are three colours the logo can appear in. The preferred colour for the Fanticks logo is pink, and should be used whenever possible. However, there will be some occasions where this may not be possible, such as when printed material can only be printed in black and white. Or if the colour the logo is intended to appear over will make the pink difficult to see. E.g. A red background. In situations like that the logo should appear in black or white, whichever is more appropriate.

Full name logo



F Glyph



Logo - Clearance area

The logo must retain the integrity and design outlined in the files provided and cushioned from other type and graphics using a minimum clearance area.

This insulates our logo from distracting visual promotional elements, including logos, copy, illustrations or photography. Always maintain this minimum clear space, even when proportionally scaling the logo. The more space is available the better, however in restricted artwork, the logo must be maintained within the clearance guidelines equal to the width of the F in Fanticks



Logo - Incorrect usage

Modifications to our logo are not permitted. The logo must be used as provided with no changes, including changes in the colour, ratios, design, or removal of any words or artwork.

Don't stretch, skew or distort proportions

The word "fanticks" in its signature pink script font, but stretched horizontally to be wider than it is tall.The word "fanticks" in its signature pink script font, but skewed to the right so the letters are slanted.The word "fanticks" in its signature pink script font, but distorted by a wavy, undulating effect across the entire word.

Don't rearrange any elements of the logo

The word "fanticks" in its signature pink script font, but with spaces inserted between each letter: "fan ticks".The word "fanticks" in its signature pink script font, but with the letters rearranged to read "fanticks" (note the different spacing and letter order).The word "fanticks" in its signature pink script font, but with wide gaps between the letters, making it look like "f a n t i c k s".

Don't alter or replace the colours used in the logo

The word "fanticks" in its signature script font, but with each letter colored differently: 'f' is red, 'a' is orange, 'n' is green, 't' is blue, 'i' is purple, 'c' is black, 'k' is grey, and 's' is black.The word "fanticks" in its signature script font, but with a thick blue outline around each letter.The word "fanticks" in its signature script font, but colored gold.

Don't add further typography, emoji, or imagery to the logo

The word "fanticks" in its signature pink script font, with the words "UNITED KINGDOM" in a small, pink, sans-serif font added below it.The word "fanticks" in its signature pink script font, with a yellow smiley face emoji added after the 'i'.The word "fanticks" in its signature pink script font, with a pink checkmark icon added at the end.

Colours

The Fanticks colour palette, used on fanticks.com and throughout our marketing material

Pink

Hex: #E50068

R:	229	H:	333	C:	1%
G:	0	S:	100	M:	98%
B:	104	L:	44	Y:	27%
				K:	0%

Pantone Rubine Red C

Black

Hex: #000000

R:	0	H:	0	C:	0%
G:	0	S:	0	M:	0%
B:	0	L:	0	Y:	0%
				K:	100%

Pantone Black 6 C

White

Hex: #FFFFFF

R:	255	H:	0	C:	0%
G:	255	S:	0	M:	0%
B:	255	L:	100	Y:	0%
				K:	0%

Pantone White C

Teal

Hex: #008E9E

R:	0	H:	182	C:	80%
G:	142	S:	100	M:	23%
B:	148	L:	29	Y:	34%
				K:	6%

Pantone 321 C

Typography

Our typography is another important formation of our brand identity. It makes us easily recognisable along with other elements of the Fanticks brand.

Our main typeface, the Fira Sans Condensed family is used as body copy on fanticks.com and in our printed promotional material and official documentation, like this guide! Other uses include the, brochures, stationary, offline advertisements, etc.

Fira Sans Condensed font is typically only used in the weights shown bellow. Light (300) and Regular (400).

Fira Sans Condensed Light

Fira Sans Condensed Regular

Open Sans Condensed is used for section headings/titles on fanticks.com as well as printed promotion material.

Open Sans Condensed Bold