



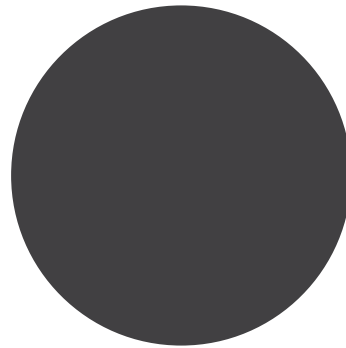
***SWISS<sup>+</sup>TECH***

Brand Guide  
2021





# COLOR PALETTE

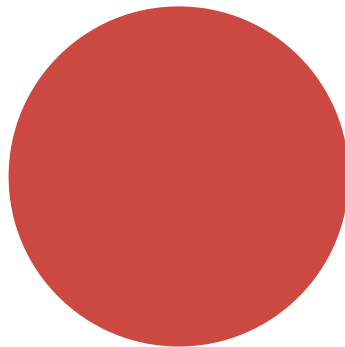


**Charcoal Grey**

HEX #414042

RGB: 65, 64, 66

CMYK: 68, 62, 58, K46

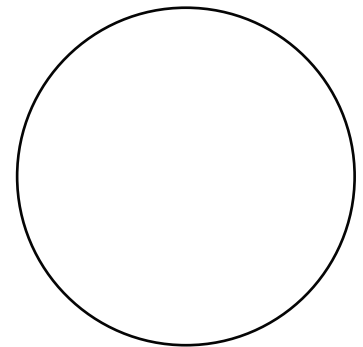


**Reddish**

HEX #CC4942

RGB: 204 - 73 - 66

CMYK: 14 - 86 - 78 - 3



**White**

HEX #FFFFFF

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0



# Logo Usage Guidelines

An important part of maintaining a consistent presentation is keeping a clear space around the logo from other text, graphics or illustrations. Crowding the logo detracts from its legibility and impact.

## Logo Spacing

We've defined an exclusion zone that stops other graphic elements interfering with the Fox&Fifth Consulting logotype and make sure the logo is easy to read.

### Exclusion Zone



Size: 100%



## Logo

The logo can only be shown in the following ways.

The logo consists of the word "SWISS" in a bold, black, italicized sans-serif font, followed by "TECH" in a bold, red, italicized sans-serif font. A small white cross is placed above the top of the letter "S" in "TECH".

The logo "SWISS" and "TECH" are rendered in white, italicized sans-serif font. They are set against a solid red rounded rectangular background. A small white cross is placed above the top of the letter "S" in "TECH".

The logo "SWISS" and "TECH" are rendered in white, italicized sans-serif font. They are set against a solid dark grey rounded rectangular background. A small white cross is placed above the top of the letter "S" in "TECH".

The logo "SWISS" and "TECH" are rendered in white, italicized sans-serif font. They are set against a solid black rounded rectangular background. A small white cross is placed above the top of the letter "S" in "TECH".



## Don't s

There are some things to prevent while using the brand logo that we have shown here. Must show logo in a decent way and in the original form that shown in logo usage.

**SWISS<sup>+</sup>TECH**



Do not stretch or distort



Do not use backgrounds of logo color



Do not use dark backgrounds



Do not rotate or spin



# Typography

Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications.

The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish, distinctive and legible. The selected font is an all time classic: Poppins.

## POPPINS FONT FAMILY

Light, Regular, Medium, Bold, Extra

Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Poppins Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Poppins Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

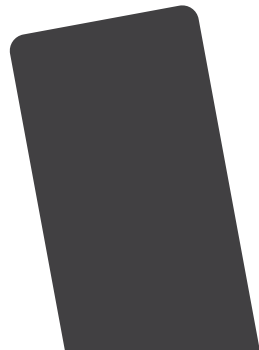
**Poppins Extra**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**



# Marketing Meterial

Shapes that can be used in marketing material





***THANK YOU***

