Brand and Style Guides

February 2021

Prepared by KBJR MEDIA JTC GRAPHICS

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Acknowledgments

Brand contributions to FFH Brand and Style come from many sources. All such contributors cannot be thanked enough for their work to build the FFH brand up to this point. This document is in an effort to consolidate those efforts and put forth a standard by which all things that bare the FFH logo and represent the brand. As the brand grows, so should this document grow and be reviesed on a yearly basis or corrections dictate.

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Old vs New Logo

Effective February 2021, the new Foar From Home logo has two new and persistent features and adjusted colors.

The first new feature is a white fill within the crest and stencil lettering. The second new feature is a white outline or stroke. Finally, the colors are called out as specific Pantone Matching System color swatches.

Old
Used Prior to Feb ‘21

New
Used Feb ‘21 and Forward

Colors

Colors depicted on this page pertain to the primary brand colors. The Pantone Matching System (PMS) is a color system widely recognized and utilized across production mediums.

Additional colors will be depicted on the style section of this guide.

	Pantone	RGB Hex	CMYK
	PMS 185 C	288,0,43 E4002B	0,100,89,0
	PMS 280 C	1,33,105 012169	100,85,0,39
	White (Yes, White is a Color)	255,255,255 FFFFFF	0,0,0,0

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Old Logo With Transparent Text and Fill

The version of the FFH logo to the left with the employment of a transparent fill in the letters and crest should be avoided where complex textures interfere with the recognizability of the mark or parts of the mark disappear all together.

If at all possible use Primary Logo options from this Brand Guide. The introduction of images or non-brand colors within the full color Primary Logo causes more problems then it solves for design with FFH.

#e82930

#243269

Primary Logo on Background All Colors

The Primary Logo to the left is good for all colors and backgrounds. This version of the FFH logo has a white line around it to isolate the blue crest from background colors and textures. This additional white line may be increased as needed when scaled to smaller sizes. A variant of this is depicted to the bottom right of the logo to the left.

An additional change is the employment of Pantone Matching System color swatches. The advantage of using PMS colors is for color accuracy across all mediums whether it be print, digital, and textiles.

PMS 185 C

PMS 280 C

White

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Primary Logo employed with only two colors

The logo to the left is a representation of the FFH logo using only 2 colors. This gives a designer flexibility to match to any style guide or situation be it embroidery, apparel, web, or print. While this flexibility is granted it can be used improperly.

This 2-color variation works best in either black and white or analogous color schemes where color one is the primary color and color two is a lighter shade of the same, a complimentary or analogous color.

Color 1
(Any color)

Color 2
(Any color lighter than Color 1)

Examples

The below are representations of using the FFH logo in two colors without any context as to how it might be employed.

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Primary Logo 1-Color Options

Uses for one color logos vary. A justification for two one-color logos maintains the light and dark negative space when employed on the respective dark and light background colors.

Because these are one-color versions of the Primary Logo, it is acceptable that background textures, colors, and video show through where there is no color provided the mark be recognizable.

Primary 1-Color on Light or White Background Colors

Any Color Darker than the Background

The above 1 color logo is to be used on simple light colored backgrounds.

Primary 1-Color on Dark or Black Background Colors

Any Color Lighter than the Background

The above 1 color logo is to be used on simple Dark colored backgrounds.

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Misuses of the Primary Logo

Add outlines to the Old Logo

The examples of misuse of the FFH logo are meant for training purposes. Changes to the logo for specific uses indicate an unmet need. For example, adding a stoke to the old logo indicates a need for the logo colors to be isolated from colored or textured backgrounds. As a reader of this Brand Guide, and likely an artist or designer, please make note of possible unmet needs as it pertains to improving the brand and submit as a correction or addition to this guide.

Incorrect Uses

https://hawaiiansoapco.com/collections/foar-from-home/products/foar-from-home-shirt

Acceptable Uses on Red or Blue

Acceptable Increase of Outer Stroke

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Misuses of the Primary Logo

Add outlines to the Old Logo

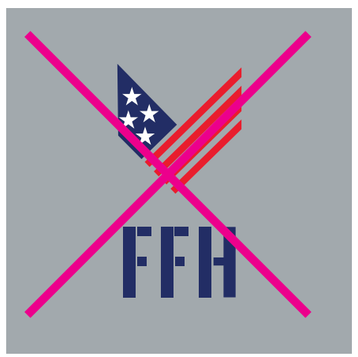
While every misuse cannot be detailed here, there are potentially unlimited possible misuses, it stands that there are finite possible proper uses as detailed in pages previous.

The framework of this guide exists to keep artists and designers within similar bounds and create unity for FFH's materials and products. To preserve the primary logo is a big step towards this goal.

Flag, Ores, wave, and FFH enlarged and outlined.

Logo Contents enlarged and overlap the shield. The shield is modified.

Spot White color removed from print on non-white garment.



Partial use of logo elements.

Effects on the logo without white fill and white stroke

The stencil wording from the logo as a wordmark

Add extra padding to the shield shape of the logo.

The Shield shape disappears without white outline.

The Shield shape disappears in part across different colors.

Inverted coloring of 1-color on light logo.

Inverted coloring of 1-color on dark logo.

Red Considered a Dark Color and the 1-Color on Dark/Black primary logo should be used.

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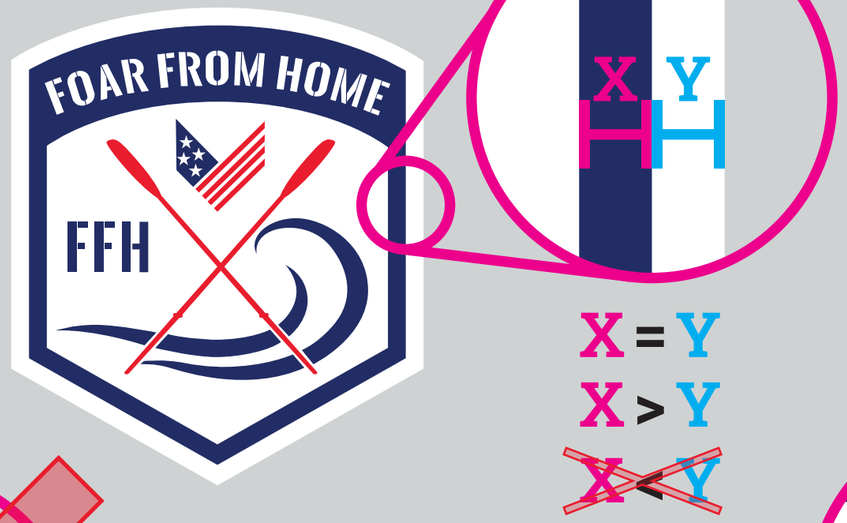
A Note on Adjusting the White Stroke

Designers should increase the white stroke as needed for the use case. In instances where the logo is prominently shown, the stroke may not need to be increased. In instances where the logo is smaller, designers should take the liberty to increase the stroke size to help the shape of logo remain intact. Do not increase the white stroke too thick as indicated. Do not round the corners of the logo, like with photoshop's stroke effect.

Primary Logo

Max Stroke Size



Stroke Too Thick

Do Not Round Corners

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Typefaces and Fonts

Roboto Family

Generally use Roboto Regular
for Paragraph Type.

Roboto Black
Roboto Bold
Roboto Medium
Roboto Regular
Roboto Light
Roboto Thin

Download fonts from:
https://fonts.google.com/specimen/Roboto+Slab
https://fonts.google.com/specimen/Roboto

Roboto Slab Family

Generally use Roboto Slab for
Headers and larger text.

Roboto Slab Black
Roboto Slab Bold
Roboto Slab Semi Bold
Roboto Slab Medium
Roboto Slab Regular
Roboto Slab Light
Roboto Slab Extra Light
Roboto Slab Thin

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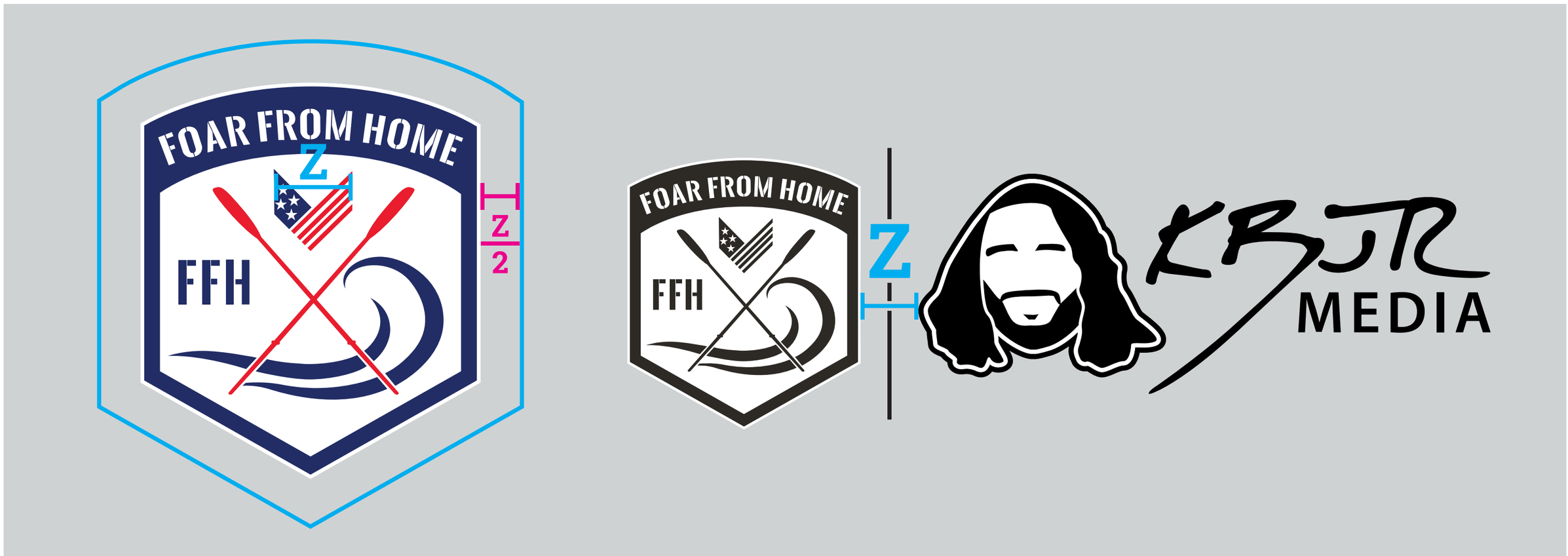
Logo Clearence and Lockup

When paring the FFH logo with another logo or brand, consider the distance it is away from the other logo. At a minimum, the distance from another logo of similarly proportioned size is the distance of the width of the American Flag in a V shape. See the example on this page as a reference for a minimum distance. If another brand requires more distance from the FFH logo, error on the side of greater clearance from the other logos.



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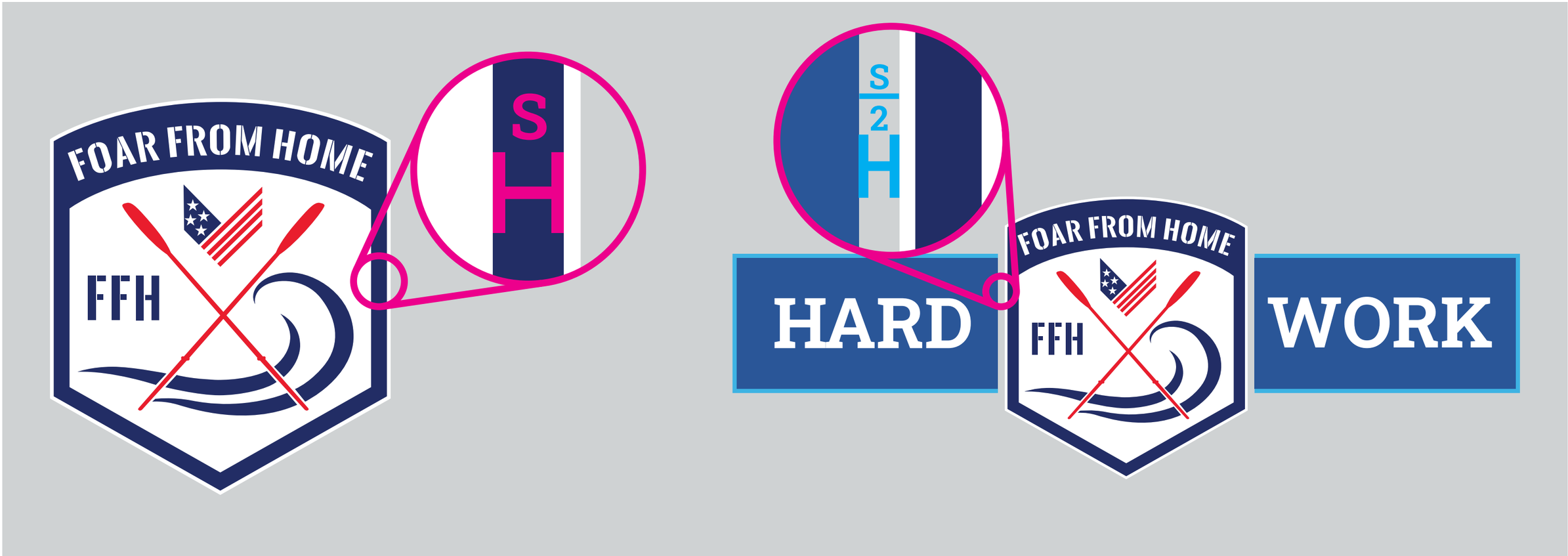
Elements and Knockout

If a graphic element need intersect with the primary logo, the artist must consider clearing the logo from the artwork with a knockout. This practice allows the brand to hold its own while paired with other elements in infinite possible designs and uses.

As a guideline, the minimum knockout distance is half the width of the blue outline of the primary logo.



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2021 Style Guide

The style guide from here forward is to describe a general employment of the brand guidelines for a particular season. This guide will not describe all possible employment of the style nor give all possible assets but rather give designers a general look to achieve and move towards brand and style cohesion.

Coming Soon

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