

LOGO



White indicates Clear Space. The white area must be kept free of other elements. The Forefront logo has been designed to be used as a wordmark in a couple of different formats - which allows for more flexibility where space demands.

FOREFRONT COLOUR SPECIFICATIONS

Primary Colours



FF Orange
C0 M80 Y100 K0
R22 G100 B100
#ff5400



FF Dark
C86 M86 Y50 K68
R22 G15 B40
#170f29



Dark grey
C48 M35 Y26 K0
R140 G152 B168
#8d98a7



Light grey
C4 M2 Y2 K0
R241 G244 B247
#f1f4f7

Secondary Brand Palette



Blue dark
C85 M56 Y28 K8
R50 G100 B138
#32658a



Green dark
C78 M26 Y46 K4
R53 G143 B140
#358f8b



Copper dark
C20 M48 Y100 K3
R202 G136 B23
#ca8817



Purple dark
C36 M88 Y17 K0
R168 G67 B133
#a84385



Blue medium
C70 M28 Y0 K0
R15 G158 B238
#0f9def



Green medium
C78 M14 Y42 K0
R30 G163 B158
#1ea39e



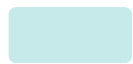
Copper medium
C9 M30 Y95 K0
R233 G177 B26
#e9b12e



Purple medium
C9 M56 Y17 K0
R224 G137 B162
#e089a2



Blue light
C67 M12 Y0 K0
R23 G178 B243
#17b2f3



Green light
C20 M0 Y10 K0
R197 G234 B233
#c5eae9



Copper light
C4 M10 Y638 K0
R246 G224 B171
#f6e0ab



Purple light
C1 M19 Y3 K0
R248 G213 B223
#f8d5df

LOGO SPECIFICATIONS

Minimum Logo Widths

56px (20mm) is the safest minimum width using the full brandmark to maintain legibility.

Where applications demand a smaller size, the icon can be used alone. It shouldn't be used smaller than 14px (5mm) wide.

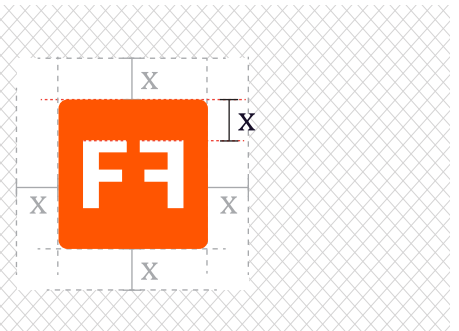


VERSIONS OF THE LOGO

This is how the logo should be used when on a coloured background, or a greyscale version is required. On mid backgrounds, only use the aqua version if there is enough contrast between it and the background colour.



ICON



The Forefront icon can also be used on it's own. The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the letters in the Forefront wordmark)

FONT PALETTE - HEADLINES

Titles should be in sentence case and left aligned. They can be used in the most appropriate colour from the brand palette.

Lato Bold

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SUBHEADINGS

Open Sans Semibold

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY COPY

Lato Regular

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

STYLE OF ICONS

Icons are a great way to explain technology and quickly communicate features or industries. They should be vector based. They can be used in colours from the palette, with 40% transparency on some features to add detail. As much as possible, don't use over detailed backgrounds such as photos.



POSITIONING

The logo should usually be aligned to the top left, when the full brandmark or wordmark is used with lots of text.

It can also be centrally, particularly where used alone, away from the detail of the document.

Where the icon is used, don't use too close to another logo.

