

FOCIS 2024

BRANDING GUIDELINES



FULL COLOR

The FOCIS 2024 branding logo should always be represented in full color whenever possible, as shown above. The full color logo was created as vector artwork with placed images within the letters as well as a textured background to the postcard.

No flat color version of the logo is available. Only the full color version or a grayscale option (as shown below) may be used.

If you have any questions regarding the logo or if for any reason, a solid color version of the logo is required, please contact Amy Zignego at azignego@focisnet.org.



GRAYSCALE

FONT USAGE:

The FOCIS 2024 logo is created using original artwork and should not be recreated in any way.

Support fonts for materials that may be created for FOCIS 2024 should only include the following options:

Futura Bold (main font in logo)
Agradian Demo (script font)
Abeatbykai (sans serif support font)

If you would like to use any additional fonts other than those listed above, contact **Amy Zignego** at azignego@focisnet.org and confirm the usage is fully approved.

LOGO MANIPULATION:

The FOCIS 2024 logo should only be used as shown above. Do not recreate, manipulate the logo colors, fonts or architecture in any way.



MINIMUM SIZE REQUIREMENTS:

The FOCIS 2024 logo should never be reduced smaller than 2" wide.















Any additional questions regarding the FOCIS 2024 logo, colors, fonts, etc. should be directed to **Amy Zignego** at azignego@focisnet.org.

FOCiS 2024

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FULL COLOR

				
CMYK	C = 49 M = 4 Y = 24 K = 0	C = 84 M = 25 Y = 46 K = 3	C = 14 M = 82 Y = 100 K = 4	C = 44 M = 71 Y = 75 K = 50
				
RGB	R = 128 G = 198 B = 197	R = 60 G = 150 B = 151	R = 204 G = 80 B = 39	R = 92 G = 55 B = 43
				
HEX	#80C6C5	#3C9697	#CC5027	#5C372B