ForFans club

Brand Guidelines

Logo

ForFans Logo

The ForFans logo is a key element to our brand identity and it is essential that it is always utilized properly.

The lock icon should always be inside of the "ballon" and "lock" and not moved anywhere else.

Our logo in various formats can be acquired from our marketing team

Logo

Clear Space & Minimum Size

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, or lessen the impact of the mark.

The minimum clear space is defined as the height of the lock icon. This minimum space should be maintained as the logo is proportionally resized.

When utilizing the lock icon, the guide lock icon should be at 1/4 of the size for sufficient surrounding space.
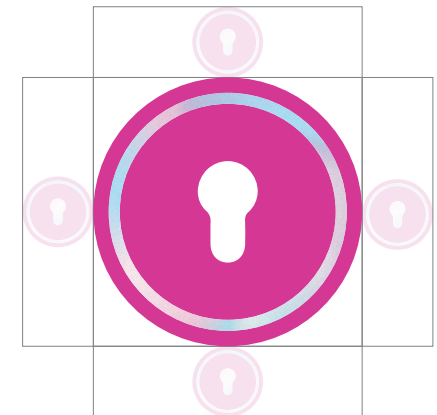
Logo clear space

Icon clear space

48 px

Logo minimum size

16 px

Icon minimum size

Logo

Icon Pairings

The primary reason we use the icon pairing lockup is to indicate that an account in on ForFans.

When pairing a name or username with the ForFans lock icon, make sure our logo is in blue or white. Observe our clear space rules, and scale the text to 100% of the height of the logo.
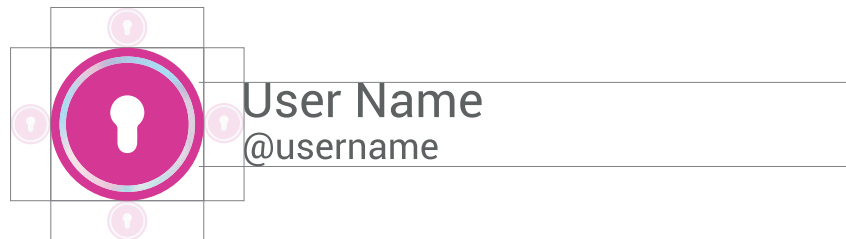
Feel free to use a typeface that's from your brand's design system.

Logo clear space

User Name

Logo clear space

@username

Logo clear space

User Name
@username

Logo

Social Icons

When using the logo alongside other social icons to represent your presence on ForFans Club, you can use the logo in either blue or white, displayed at equal size and height to the other social media icons. When using the logo in white, the background color may be set in any color.

It is preferred that our logo is represented free of a container but if a container works best for your needs, feel free to use either a circle or square with rounder corners.

Logo
Social Icon

Circulara
Social Icon

Rounded Square
Social Icon

Minimum width
of 32 px

Minimum width
of 32 px

Minimum width
of 32 px

Logo

Misuse

Here are some rules of the road when using our logo:

• Only show the logo in black/blue or white
• Don't alter, rotate, or modify the logo
• Follow the clear space guidance in this document

DO NOT —
Fill with different colors or patterns

DO NOT —
Transform or move logo elements

Logo

Photo Background

There are a couple ways the logo can be used on photographic backgrounds, but each option should be exercised with care, making sure the logo and type aren't obstructed by the image.

In most cases, you can use the solid white logo on the top of a background image.
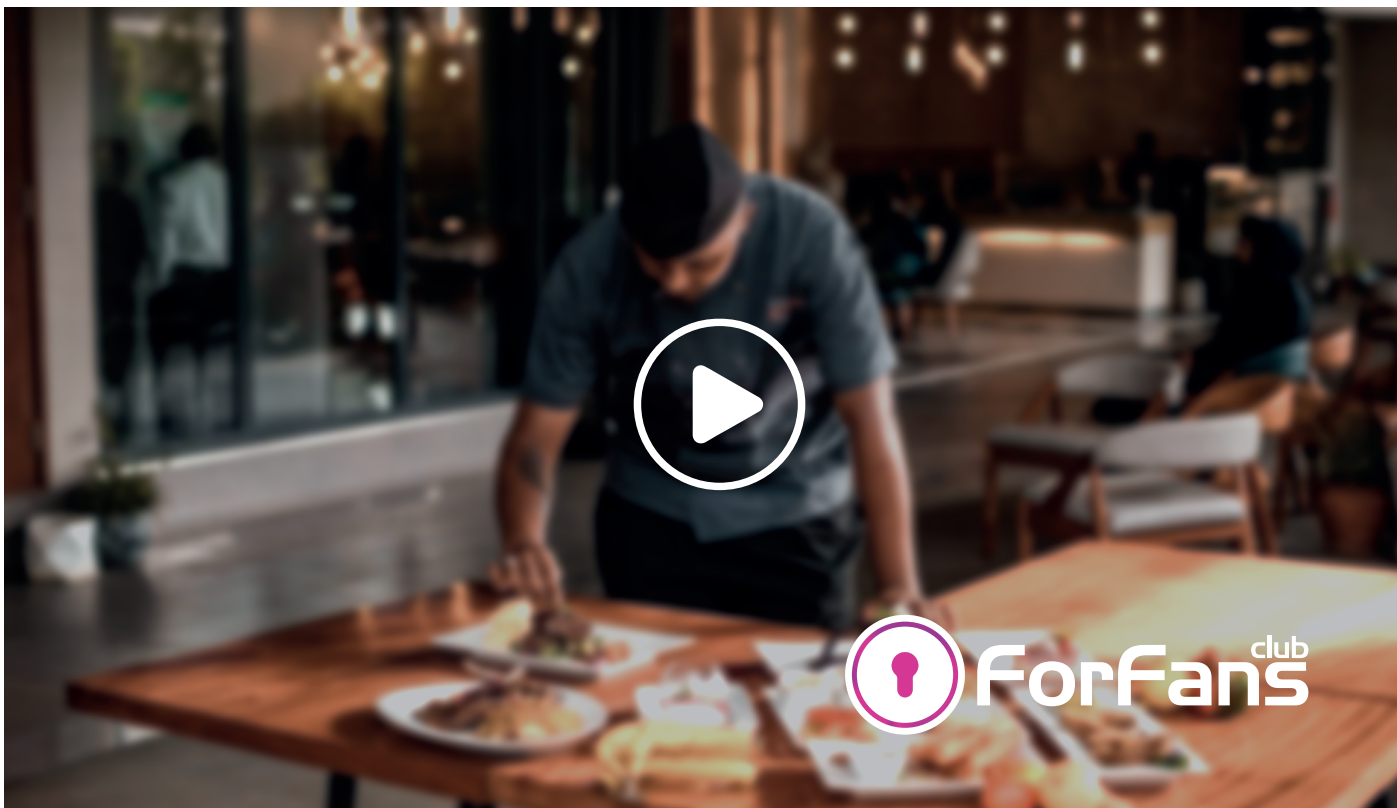
TIPS
1. Photos with shallow depths-of-field work best
2. Avoid busy images with too much detail
3. Applying a darker transparency overlay on an image makes text more readable

Video Background

When making your video for ForFans Club, be sure the all white logo is used and is visible in the first 3 seconds of your video. It also needs to appear throughout the entire span of the video.

Logo
Color Usage

The ForFans logo is always either black & blue (A) or full white (B).It must be legible and maintain the integrity of its form.

When placing the logo on an image, we suggest using the white logo version (C). For images with a light background, we suggest using the black & blue logo (D).

A

B

C

D

Colors

Primary

Strong pink
HEX #D73189   CMYK 0 77 36 16
RGB 215 49 137

White
HEX #FFFFFF   CMYK 0 0 0 0
RGB 255 255 255

Secondary

Dark pink
HEX #8B1B56   CMYK 0 81 38 45
RGB 139 27 86

Dark Gray
HEX #676767   CMYK 0 0 0 60
RGB 103 103 103

Very pale red
HEX #FFC0CB   CMYK 0 25 20 0
RGB 255 192 203

Light grayish red
HEX #EACFC8   CMYK 0 12 15 8
RGB 234 207 200

Headings are set to HighlandGothicFLF.

Roboto Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_-+=;:'",.<>/?**

Subheadings are set to Roboto Light.

Body copy is set to Apercu Regular.

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_-+=;:'",.<>/?

Headings are set to HighlandGothicFLF

Roboto Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_-+=;:'",.<>/?

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_-+=;:'",.<>/?

General Rules

Using ForFans Club Marks

The ForFans logo is always either blue or white. It must be legible and maintain the integrity of its form.

When placing the logo on an image, always use the white logo version. For images with a light background, we suggest applying a 12-25% black tint to the image to maintain legibility of the white logo.

Please Don't:

• Use the brand elements in a way that suggests or implies a partnership, sponsorship, or endorsement by ForFans.

• Incorporate ForFans brand elements, or anything confusingly similar, into your own trademark, logo, product or service name, domain name, or username.

• Alter any part of the ForFans brand elements.

• Copy the ForFans look and feel, including imitation of the ForFans interface.

• Feature ForFans brand elements in connection with illegal activity or other material that violates our Terms of Service.

Naming and visual design (logos, websites, products)

Never use the ForFans logos or icons as your own. Please don't incorporate the ForFans marks, in whole or in part, in the name of your company, product, service, website, domain name, application, or website.

Books or publications (education, instructional, guides, conferences)

Remember to always be clear that it's about ForFans, not by ForFans. Please name your books and publications something unique, and do not incorporate ForFans's marks in the title or cover.

Merchandise

A product branded with the ForFans name or logo is a reflection of ForFans. Unless the ForFans logo is locked up with a name or username, or you're using it with other social media icons, we don't allow others to make, sell, or give away anything with our name or logo on it.