



PRIMARY COLOUR LOGO

The logo is the most important element in the fSONA corporate identity system. It is essential that if the identity is to be consistent, these guidelines be followed to ensure its successful application.

The Primary Colour Logo
The logo is unique to the organization and should not be modified or adjusted in any way. The type cannot be set using conventional typesetting systems. The colours in the logo have been carefully selected and these too must not be altered in any way. This version of the logo should be used whenever possible. All the logos shown within these guidelines are available as digital files on this site.



PANTONE 281 PANTONE 1797



PRIMARY BLACK AND WHITE LOGO

The Primary Black and White Logo
This version of the logo will be used least of all. It is to be used when the luxury of colour is not available, such as on internal documents and newspaper advertising.

Colour reproduction formats
Print Colours Spot colour reproduction is always preferred as it gives the truest and cleanest versions of the colours.

The fSONA spot colours are;
Pantone 281 (blue) and Pantone 1797 (red)
In the event that C M Y K colour needs to be used (particularly in advertising applications) the following breakdowns should be applied;
Pantone 281 = C 100, M72, K38
Pantone 1797 = M100, Y99, K13
Onscreen Colours R G B colour simulations will be required for onscreen (internet or broadcast) applications. The R G B colours are:
Pantone 281 = R9, G28, B90
Pantone 1797 = R222, G0, B2

The minimum size of reproduction
The logo has been designed to allow reproduction from macro to micro sizes. As a general rule the logo should be used as a subtle, premium branding device – not just as large as possible to fit a given area. In keeping the logo relatively small, the minimum size shown on this page should be observed to ensure accurate and legible reproduction.

Questions and enquiries regarding these guidelines should be directed to:
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The reversed logo
When “reversed out” the logo should only appear on one of the three approved backgrounds. It may appear on a clear field of Pantone 281 or Pantone 1797. Alternatively, if colour is not available, it can be placed on a black background.



MINIMUM SIZE FOR REPRODUCTION



BLUE BACKGROUND



RED BACKGROUND



BLACK BACKGROUND

APPLICATION OF REVERSED (WHITE) LOGO