brand
standards

The brand steward guide for Fervor® | January 2021

Fervor®

the logo
+ usage

Following these guidelines will ensure consistent and proper use of all brand elements that define and communicate the Fervor identity. Please review them carefully and follow the recommendations.

The Fervor brand signature consists of both design elements and custom type.

The design elements and type relationship have been carefully customized as a cohesive whole, and should be used as vector artwork from the digital files provided. Consistent and exact use of the logo maintains a unified appearance throughout the brand. The logo should never be modified in any way.

the logo
+ usage

These logos should never be changed. Position and color, along with the spatial and proportional relationships of the Fervor logo elements, are predetermined and should not be altered.

The horizontal logo is the primary use. The stacked logo is used sparingly and for special purpose (die cut stickers). CMYK versions are designed for print materials and RGB versions are designed for web and digital use.

Primary Version (Always for first usage)

Primary logo with website

Logomark

standard
staging

A buffer zone provides relief to the logo, visually distancing it from other elements that might confuse its clarity. This area allows the signature to stand apart from its surroundings and facilitates rapid recognition.

Certain minimum distances between the signature and other graphic elements must be maintained to ensure consistency and clear legibility.

The illustration at right indicates the minimum space around the signature that should remain free of other elements. The buffer zone is based on the height of the F in the wordmark.

The rule applies to all official versions of the logo.

1F   1F

1F   1F

Fervor®
createfervor.com

1F   1F

1F   1F

F = Height of the F in Fervor   **F**

brand
misuse

Logo misuse distracts from Fervor's visual voice and can actually be detrimental to the well being of the Fervor brand.

DO NOT ALTER COLORS

Fervor®

DO NOT ALTER TYPE

Fervor®

DO NOT DISTORT

Fervor®

DO NOT PLACE ON DISTRACTING BACKGROUNDS

Fervor

avenir font
for print

The Avenir font family should be used in all Fervor communications to project a consistent visual identity. This includes all print materials such as promotional materials, advertising and digital assets when appropiate.

This font is available in 12 weights and each weight can be used in brand collateral.

Avenir
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG the quick brown fox jumps over the lazy dog 1234567890

Light

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz

Medium

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz

Black

**ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz**

lato font
for digital

The Lato font family should be used in all digital Fervor communications when Avenir is not available. This includes all digital assets, email and web collateral (with the exception of graphics created for social/digital sharing).

This font is available in 10 weights and each weight can be used in brand collateral.

*Font available for download via Google Fonts: https://fonts.google.com/specimen/Lato

Lato
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG the quick brown fox jumps over the lazy dog 1234567890

Light	Bold	Black
ABCDEFGHIJKLMNOP QRSTUVWXYZ abcdefghijklmnop qrstuvwxyz	**ABCDEFGHIJKLMNOP QRSTUVWXYZ abcdefghijklmnop qrstuvwxyz**	**ABCDEFGHIJKLMNOP QRSTUVWXYZ abcdefghijklmnop qrstuvwxyz**

the color
palette

Correct and consistent use of the color palette is critical to the brand because it maintains a unified experience.

Please use approved colors only and do not deviate from these specifications.

PRIMARY COLORS:
The primary palette may be used extensively both for large areas of color and as accent colors.

Lighter tints of these colors are also allowed, but the logo may only be used with a 100% tint.

*Additional colors may be added to this palette as further brand identity is established by the Fervor team.
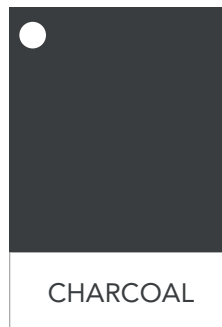
● - Key brand color

GRAY

CMYK 54 | 54 | 55 | 23
RGB 110 | 99 | 95
6E635F
PANTONE 405 C

RED

CMYK 0 | 90 | 85 | 0
RGB 239 | 65 | 54
EF4136
PANTONE BRIGHT RED C
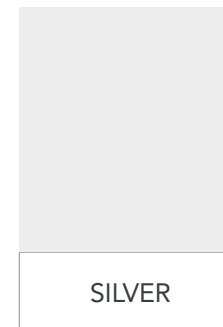{**FOR GUIDED PRODUCTS:** PANTONE LIPSTICK RED 19-1764}

CHARCOAL

CMYK 71 | 62 | 58 | 49
RGB 58 | 61 | 63
3A3D3F

MEDIUM GRAY

CMYK 35 | 28 | 28 | 0
RGB 171 | 171 | 171
ABABAB

SILVER

CMYK 5 | 3 | 3 | 0
RGB 238 | 238 | 239
EEEEEF

color +
backgrounds

SUPPORTING COLORS:

The colors in the supporting palette were chosen to complement the primary palette, providing additional range to the brand experience. These colors work well as accent colors for iconography or sub-headlines.

Screens or tints of the supporting colors may be used to achieve the desired effect but should be used cautiously, as screening certain colors may result in undesirable pastels.

*Colors will appear slightly different between print, screens and certain devices. To maintain an accurate match, use the values listed.
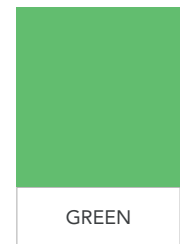
Secondary Palette:

| ORANGE | YELLOW | BLUE | GREEN |

CMYK 0 | 75 | 88 | 0
RGB 242 | 101 | 53
F26535

CMYK 0 | 18 | 88 | 0
RGB 255 | 207 | 55
FFCF37

CMYK 69 | 0 | 27 | 0
RGB 42 | 190 | 196
2ABEC4

CMYK 63 | 0 | 76 | 0
RGB 98 | 190 | 111
62BE6F

Tertiary:

(10% or less usage. Web/Digital use only - primarily for charts/graphs)

# 28466C	# 002D40	# 4D4C6C	# 7E5F9A
# 01A581	# 6FC7B4	# A7CED0	# DBE356
# EF9021	# CB7A29	# B14C3A	

This guide cannot address every possible use of the brand identity, and the examples are chosen to serve as models for identity applications. If questions arise regarding the interpretation of information in this guide, or about subjects not addressed, contact Mike Farag at mike@createfervor.com.