



Logo - Style Guide

**OUR FUTURE PROOF LOGO IS AN INTEGRAL PART OF OUR VISUAL IDENTITY.
WE HAVE A CLEAR SET OF GUIDING PRINCIPLES FOR ITS REPRODUCTION AND USAGE.**

The primary color for our logo is Pantone Process DS 210-1 U; with acceptable CMYK and RGB conversion models for 4 color printing and for web use.



Pantone Process = DS 210 - 1 U

CMYK = 100, 50, 0, 40

RGB = 0, 74, 128

The font is **FUTURA**. The integrity of the Future Proof logo must be maintained at all times and any attempt to recreate logo using this font or others is NOT ACCEPTABLE. No other elements should fringe upon the logo at any time.

Future Proof Blue Logo Must Always Have a White, or Respective Inverted, Color Background

Logo will be provided with background in place with acceptable distance to edge. This is for consistency purposes on the varying colored or image backgrounds on which it may be placed.



Future Proof Blue Logo + Inverted

The Future Proof blue logo is the primary logo for use on brand collateral and marketing materials where Future Proof is sited ie. pitch templates, internal communications etc. Only in cases of a black or very dark colored background is it acceptable to use the inverted logo box.





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CONTINUED

Future Proof Transparent Logo

For use on brand collateral and marketing materials where Future Proof is sited for use ie. pitch templates, internal communications etc. as a secondary logo.



Future Proof Text Logo

To be used when separated from the FP plus sign in branded pitch templates, internal communications etc.

FUTURE PROOF

Future Proof Text Logo in Black and White + Inverted

For use on B&W printings ONLY. All other times color logo must be utilized. Inverted B&W logo for use on black backgrounds only when medium is B&W print. Also available as: **TEXT ONLY** and **PLUS-SIGN ONLY**.



Future Proof Plus Sign Logo

We have also provided the Future Proof plus sign logo for use on brand collateral and marketing materials where Future Proof is sited for use ie. pitch templates, internal communications etc.



When selecting a logo consider the audience it is intended for, this will help in selecting which logo to use.

If you are in doubt regarding which version of the Future Proof logo to use, please contact a member of the Future Proof Global Team.



Icons - Style Guide

Future Proof has five distinct areas of focus: community, environment, workplace, marketplace and governance.

Community Blue Icon

For use on brand collateral and marketing materials where Future Proof community programs are sited or for internal communications of the CARES program.



CARES

Environment Green Icon

For use on brand collateral and marketing materials where Future Proof environmental programs are sited or for internal communications of the Green Bean program.



GREEN BEAN

Workplace Yellow Icon

For use on brand collateral and marketing materials and internal communications where Future Proof workplace programs are sited.



WORKPLACE

Marketplace Red Icon

For use on brand collateral and marketing materials and internal communications where Future Proof marketplace programs are sited.



MARKETPLACE

Governance Purple Icon

For use on brand collateral and marketing materials and internal communications where Future Proof governance programs are sited.



GOVERNANCE

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