Forum Promotion

Brand Guidelines

v1.0

Logo

Color

Typography

Logo

Variations, Clear Space, Color, and Usage

Primary Logo

Forum Promotion's primary logo is defined by a symbol (A) and word mark (B) aligned horizontally. This is the logo that should be used most often and take priority over the secondary logo, especially in places where there is more horizontal space available than vertical. Examples of horizontal space include web page headings, horizontal banner ads, and social media cover images.

In order to maintain a consistent and identifiable brand image, it's important that the logo be implemented with care as outlined by these guidelines.

A. Symbol

B. Word mark

A.   B.

ForumPromotion

ForumPromotion   **25px**   The primary logo should always be at least 25px in height.

Secondary Logo

A. The secondary logo is defined by a symbol and word mark aligned vertically. It can be used in place of the primary logo, but never next to it. For example, if a social media cover image showcases the primary logo, the secondary logo should not be used as the profile photo—it begins to look repetitive.

This composition works best in areas with vertical space greater than or equal to horizontal space, such as social media posts, and square or vertical banner ads.

B. The symbol can be used where "Forum Promotion" is displayed nearby in plain text, or where the word mark becomes too small to read. For example, as an icon for an app, or as a profile photo where the username will be associated with it.

Clear Space

Give the logo room to breathe! Maintain a minimum amount of clear space on all sides. This space is defined by the height of the **"o"** in **"Forum"** and ensures that other elements won't conflict with or crowd the logo. As the logo is resized, this space should scale proportionally.

The tail of the chat bubble should be excluded from clear space calculations in the primary logo, as well as considerations for vertical alignment. For example, if the height of the chat bubble tail is 20px, the logo should be bumped down 10px (half the height of the tail). Although this throws off the "true" vertical alignment, it's more visually accurate.

Color Usage

The logo works with multiple color combinations. Options include: light blue-gray against a brand-blue background (A), black against a white background (B), white against a black background (C), and a gradient against a light blue-gray or white background (D).

A. **Forum**Promotion

B. **Forum**Promotion

C. **Forum**Promotion

D. **Forum**Promotion

Unacceptable Usage

Do not compromise the integrity of the logo by rotating, stretching, or distorting it in any way. This includes intruding on the logo's clear space with other graphic elements, diverging from brand colors, adding heavy drop-shadows or outlines, and creating variations of the logo that have not already been provided. Here are more examples of how the logo should **never** be used.

Do not:

A.   Rotate the logo

B.   Skew or stretch the logo

C.   Place elements within the logo's clear space

D.   Resize individual elements disproportionately

E.   Rearrange elements or create compositions that have not already been provided

F.   Diverge from brand colors

G.   Make the logo so transparent that it becomes hard to see

H.   Add heavy drop-shadows or outlines

A.

B.

C.

D.

E.

F.

G.

H.

Color

Palette and Contrast

HEX: **#1467b7**
RGB: **20, 103, 183**
CMYK: **89, 60, 0, 0**

HEX: **#156fc5**
RGB: **21, 111, 197**
CMYK: **85, 55, 0, 0**

HEX: **#06213b**
RGB: **6, 33, 59**
CMYK: **97, 81, 47, 56**

HEX: **#384764**
RGB: **56, 71, 100**
CMYK: **84, 71, 39, 25**
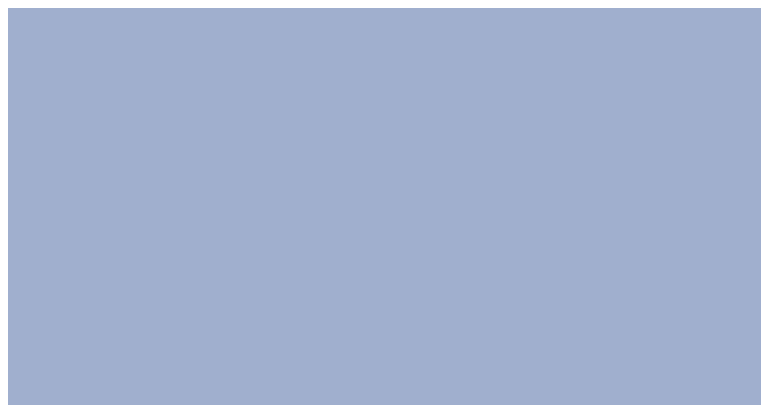
HEX: **#a0afce**
RGB: **160, 175, 206**
CMYK: **37, 25, 0, 0**
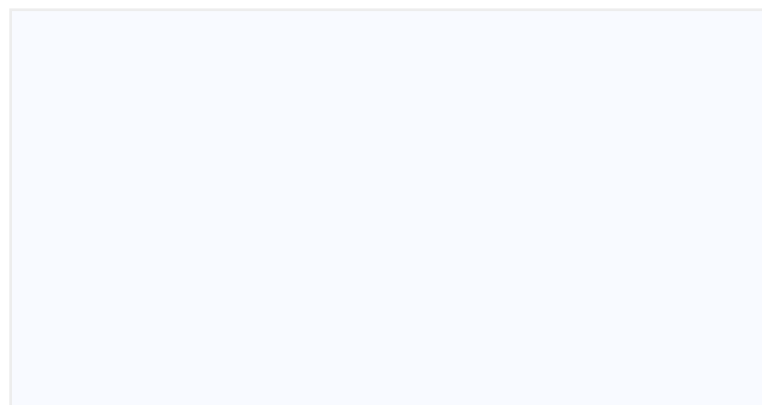
HEX: **#f8faff**
RGB: **248, 250, 255**
CMYK: **2, 1, 0, 0**

Palette

Consistent use of a color palette helps to build a cohesive brand image; studies have shown that color also impacts how a brand is perceived by its audience. Hues of blue represent **dependability**, **professionalism**, and **trustworthiness**.

Refer to these colors when creating branded assets, and avoid the use of other colors.

Contrast

Certain combinations of the color palette should not be paired together as foreground and background colors. If the difference in brightness between two colors is not distinct, users—especially users with visual disabilities—may not be able to digest information easily. This can negatively impact the brand's image, user retention, and even lead to lawsuits.

In WCAG 2.0 (Web Content Accessibility Guidelines), this contrast is expressed as a ratio ranging from 1:1 (e.g., white text on a white background) to 21:1 (e.g., white text on a black background). Depending on text or element size, the acceptable minimum contrast ratio will vary. Read more ›

The WebAIM Color Contrast Checker is a good tool for calculating the contrast ratio between foreground and background colors.

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Typography

Fonts, Headlines, Body, and Spacing

✅ Headline

This is a good example of letter- and line-spacing. It's easy to read with plenty of breathing room. The letter-spacing is 0, and line-height is about 1.5x the size of the font (14pt and 22pt). Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut et metus vel tortor blandit consequat. Phasellus sit amet maximus lectus, non cursus tortor.

❌ Headline

This is a poor example of letter- and line-spacing. It's cramped and visually unattractive. The letter-spacing is less than 0, and line-height is much too small. No one is going to enjoy trying to read this. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut et metus vel tortor blandit consequat. Phasellus sit amet maximus lectus, non cursus tortor. Quisque id tortor in mi volutpat suscipit. Aliquam lobortis justo laoreet, dapibus justo at, lobortis felis. Donec id lacus ac nisi aliquet mollis quis quis dolor. Etiam ac laoreet risus.

Typography

Much like color, consistent use of typography helps to build the foundation of a strong brand image. Roboto is the typeface of Forum Promotion, and should be used across both print and web applications. However, the fonts in the logo itself are Lato Heavy and Lato Regular. This is because Lato is better suited as a logo typeface, but visually similar to Roboto.

ROBOTO BOLD

Used for headlines

Sentence case

letter-spacing: 0

Roboto Bold

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! ? &**

ROBOTO REGULAR

Used for body copy

Sentence case

letter-spacing: 0

Roboto Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! ? &

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