

BY FUSION

PRIMARY IDENTITY STYLEGUIDE

LOGO

VERSION 1.0

PRIMARY IDENTITY

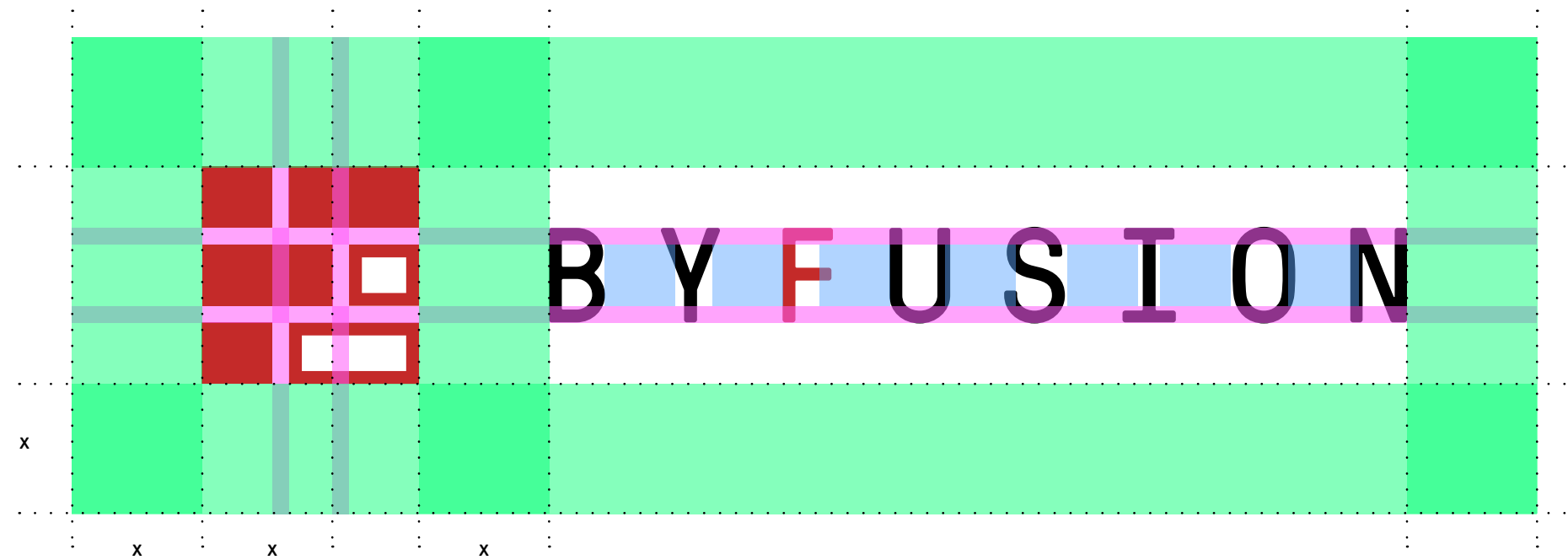
LOGO

ARCHITECTURE

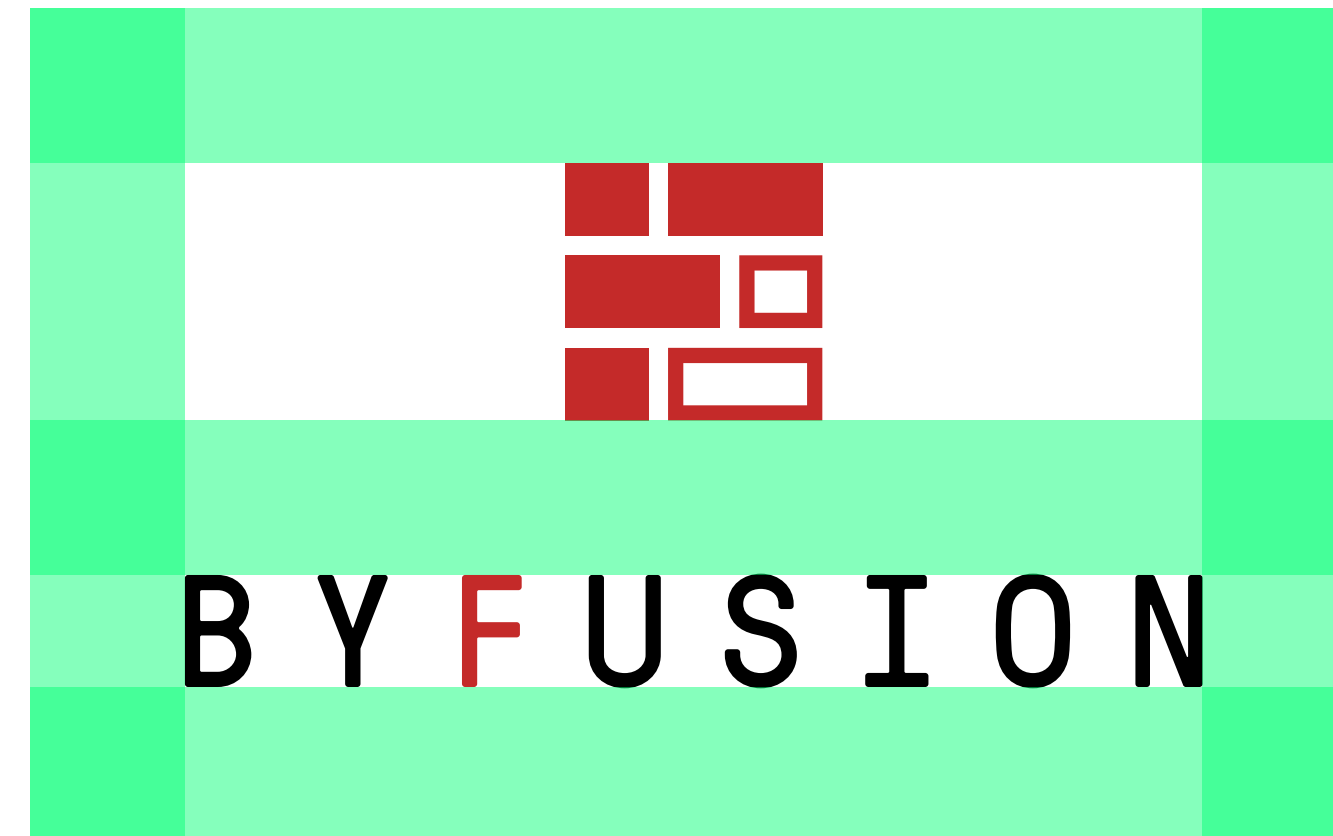
01

001

ARCHITECTURE
HORIZONTAL LOGO



ARCHITECTURE
STACKED LOGO



PRIMARY IDENTITY

LOGO

TYPOGRAPHY & COLOR PALETTE

01

001

TYPOGRAPHY

LOGO



FONT: GT PRESSURA MONO
STYLE: REGULAR
KERNING: 300

GENERAL TYPOGRAPHY

HEADINGS

FONT: GT PRESSURA
STYLE: BOLD
KERNING: 100

SUBHEADINGS

FONT: GT PRESSURA
STYLE: REGULAR
KERNING: 100

BODY COPY

FONT: GT PRESSURA
STYLE: LIGHT
KERNING: 0

COLOR PALETTE

LOGO



BLACK

HEX: 050708
C: 76%
M: 67%
Y: 66%
K: 87%

PANTONE
Formula Guide Coated
Black 6 C

CHARCOAL

HEX: 303030
C: 70%
M: 64%
Y: 63%
K: 61%

PANTONE
Formula Guide Coated
447 C

RED

HEX: BF2A29
C: 18%
M: 97%
Y: 96%
K: 7%

PANTONE
Color Bridge Coated
7620 CP

GREY - 10%

HEX: E6E7E8
C: 0%
M: 0%
Y: 0%
K: 10%

WHITE

HEX: FFFFFFFF
C: 0%
M: 0%
Y: 0%
K: 0%

PRIMARY IDENTITY

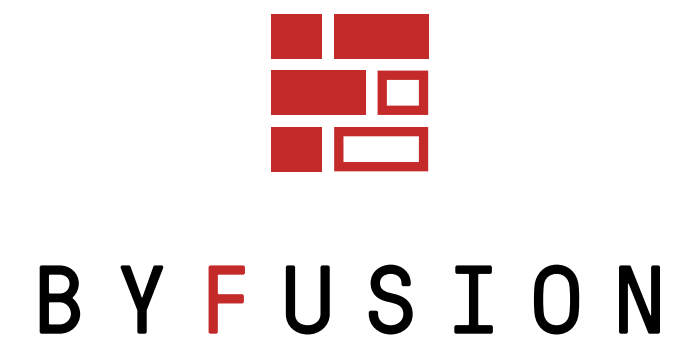
LOGO

COLOR VARIATIONS

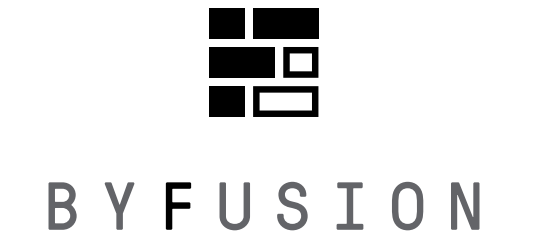
01

003

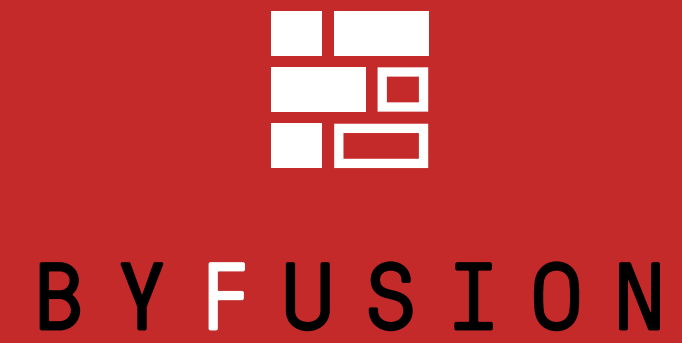
PRIMARY ON WHITE



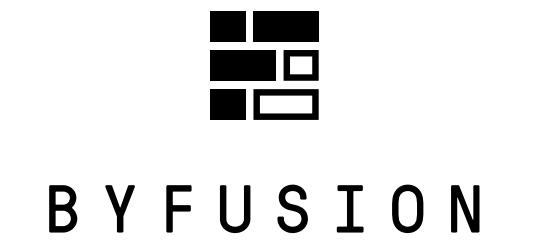
TWO COLOR GREYSCALE



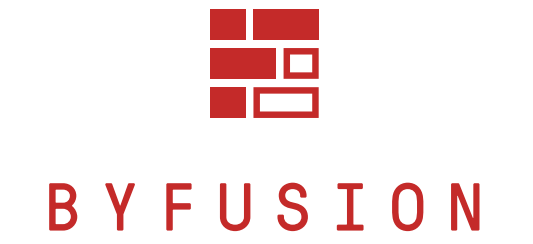
ON FUSION RED



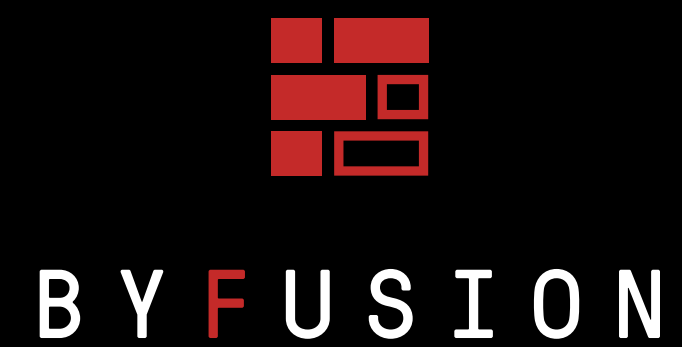
ONE COLOR BLACK



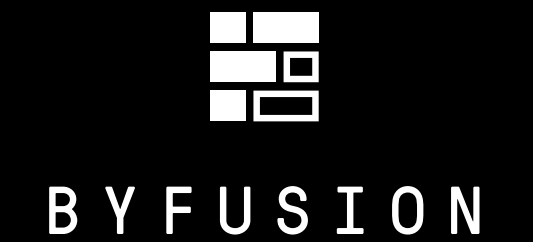
ONE COLOR FUSION RED



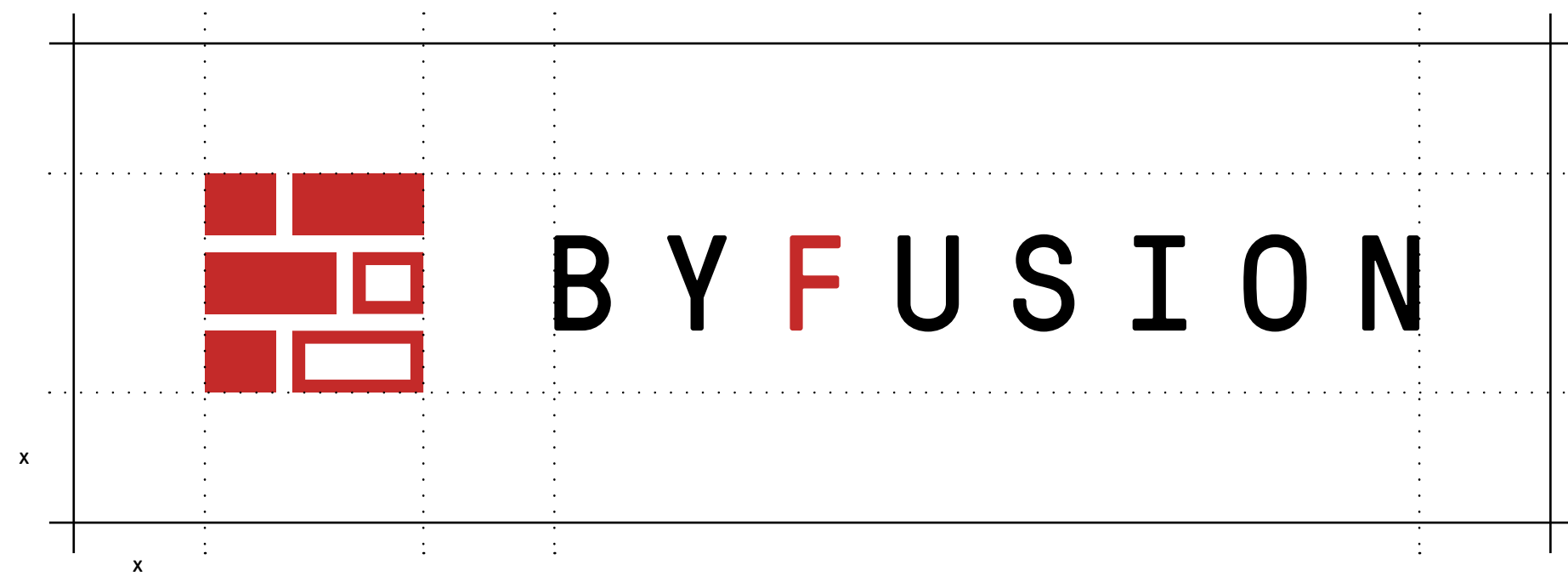
ON BLACK



ONE COLOR ON DARK BACKGROUND



MINIMUM CLEARSPACE
HORIZONTAL LOGO



MINIMUM CLEARSPACE
STACKED LOGO

