

fils.

Brand Visual Identity V01

Power Behind Sustainable Action

What is a brand? At Fils we think a 'brand' is all the things that spring to mind when you hear the name of that brand. Our job is to promote Fils and tell a story. We want our audience to think all the right things when they see the Fils name, logo and visual identity.

All of us have a vital role in promoting **sustainable action**. Fils facilitates to our audience and target market. Via the images we use, the words we write, and the things we say. These guidelines give an example of how it can be done. We hope you find them useful.

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our brand explained...

In a sentence:

Our **filosophy** is to make **filanthropy** a lifestyle, in which giving seamlessly integrates with daily activities.

In a couple of words

‘The power behind sustainable action

who we are

transparency

We believe in full Transparency, always. By focusing on honesty and integrity, we earn trust from our stakeholders and consumers have the confidence knowing their donations have 100% instant impact.

goodness

We aim to promote Goodness in everything we do, enabling conscious consumerism to everybody. Through the act of giving, we can make the world a better place. Doing good one fil at a time.

impact

Working towards a better future, our Impact extends to organisations and causes that care for people and our planet. We want to give organisations and consumers modern Impact experiences, through our technology.

community

We believe in the importance of Community, Fils aims to unite people together under the common cause of Tech for Good, connecting a purposeful Community to share insight, expertise and deliver impact.

Brand logo



Name, company logo, colours, typeface: these are the pillars of the identity of the company. Their characteristics ensure an individual and consistent image of the company on the market. The graphic of the definitive logo is very clean, square, linear, essential, strong and emphasizes the values of the brand. The logo is a graphic comprised of the wordmark

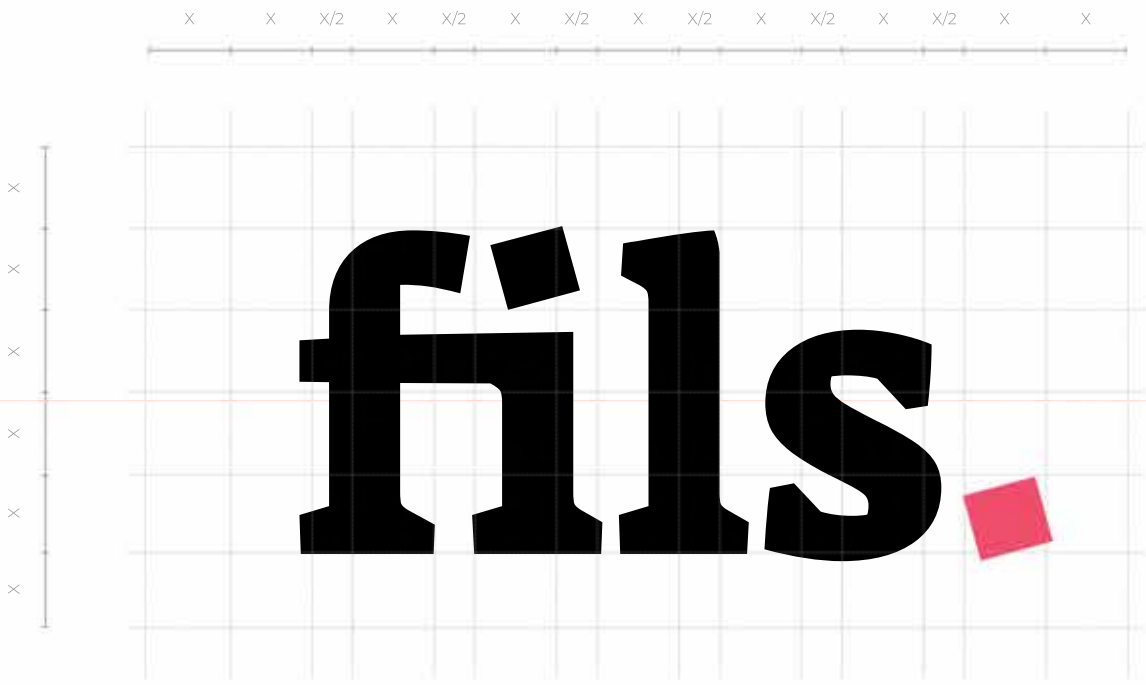
(logotype) and figurative mark (symbol). The lettering is created using the Suez One typeface, and the square icon is inseparable. The logo should be always produced from the master artwork. The only time you should use the square icon alone is on the website or social media channels where there are other elements to help the user recognise the brand.

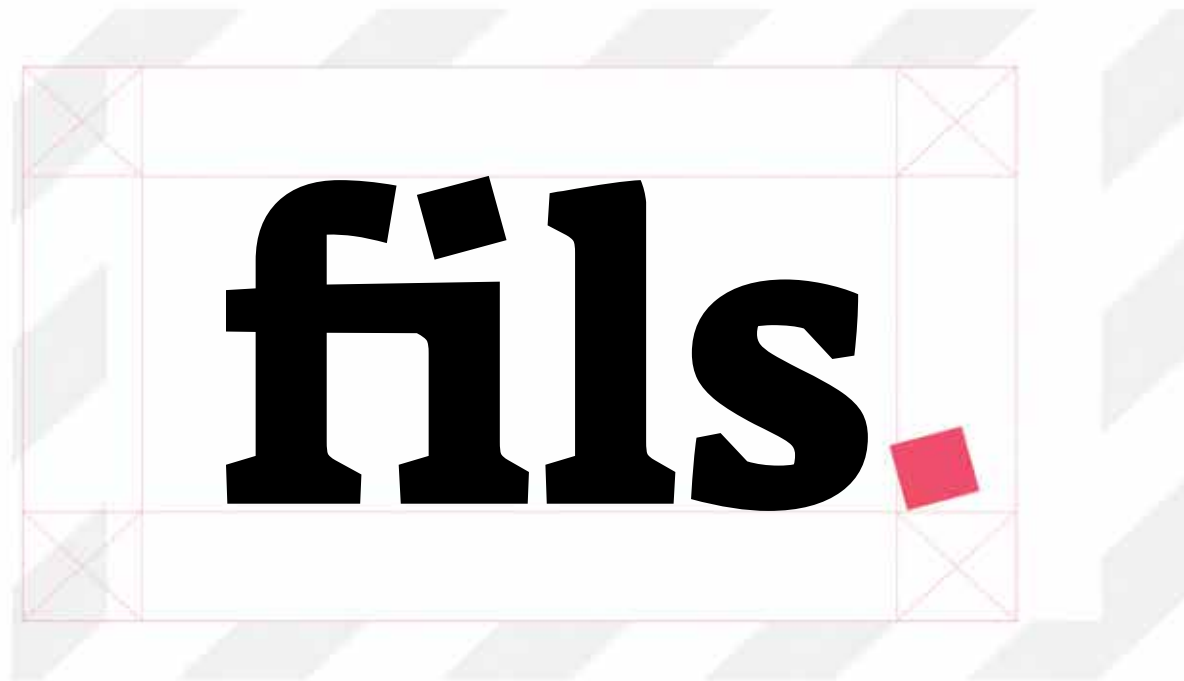




fls.

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70mm | A2



45mm | A3



30mm | A4/A5

Minimum Size



20mm | 60px

App Icon / Favicon



32 x 32px

Brand Visual Identity

Brand Logo

Logo on images



Care must be taken to create well balanced and considered compositions: photography is a key part of the identity and the use of color should always feel complimentary to the image. When placing the logo over photography please choose a pale area of the image to maintain sufficient stand out. In the following pages are shown some examples and common mistakes.



Brand Visual Identity

Brand Logo

Logo on images



Care must be taken to create well balanced and considered compositions: photography is a key part of the identity and the use of color should always feel complimentary to the image. When placing the logo over dark images or colours, use the white logo to make sure it stands out.



brand colors

Fils brand colours are vibrant and modern, expressing who we are. Fiery Rose (HEX FA4C6B) is the main colour of the Fils so it has the strongest presence on our brand.

Russian Violet (HEX 180640) complements the pink colour, creating balance and making the palette more distinctive and sophisticated. Duke Blue (HEX 06049C), Han Purple (HEX 372EFF) and Sky Blue Crayola (HEX 6AD8E9) balance the other colours and gives space to the elements.

Alternative colours should not be introduced into the system, or they would reduce the impact of our colour palette. The Fils square symbol can be produced only from these colours.

Please select the most appropriate color for your communication and over time try to use them equally so we don't become associated with just one color.

Brand Visual Identity
Primary Colour Palette



fA4c6b

050606

53a18d

96bd71

f3f3f3

Typography

Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications. Using a typeface consistently makes it recognisable; it pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish, distinctive and legible. Selected fonts are a great combination between: **Suez One** and **Montserrat**.

f

Suez One

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

INTRODUCTION

giving 2.0 has landed

– Quote Author

cash donations are so last year.

Why is she gonna get angry with you? I think we need a rematch. The appropriate question is, weren't the hell are they. Einstein has just become the world's first time traveler. I sent him into the future. One minute into the future to be exact. And at exactly 1:21 a.m. we should cat h up with him and the time machine. Okay, alright, I'll prove it to you. Look at my driver's license, expires 1987. Look at my birthday, for crying out load I haven't even been born yet. And, look at this picture, my brother, my sister, and me. Look at the sweatshirt, Doc, class of 1984. I have to tell you about the future.

SECTION

Font: Montserrat
Weight: Bold
Size: 10pt

Color: Pink
Tracking: 100
Case: All Caps

QUOTE

Font: Suez Canal
Weight: Regular
Size: 32pt / 21pt

Color: Black / White / Pink
Tracking: 0
Case: lower

HEADLINE

Font: Suez Canal
Weight: Regular
Size: 21pt

Color: Pink
Tracking: 0
Case: lower

BODY COPY

Font: Montserrat
Weight: Regular
Size: 12pt

Color: 50% Grey
Tracking: 0
Case: Normal Sentence

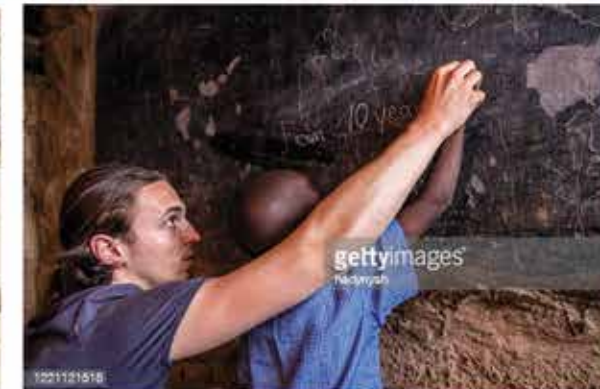
Photography

Our photographic style represents who we are as a brand – goodness, transparent, impact and community.

As a general rule of thumb, our images are fresh, youthful and invoke positive energy. They show Fils as a giving platform which is full of meaning and purpose.

Brand Visual Identity Photography

Use photography to reflect Fils uses and giving causes. Use young and diverse people while avoiding stereotypes. Introduce energy through subject matter, photography style and crops. Remember that 'real' doesn't have to be grim. Avoid images that feel depressing. A sense of optimism is important.



Brand Visual Identity Photography

Please do not...
use bad quality shots, blurred and dull images.

Please do not...
use images which are distressing or depressing.

Please do not...
use staged images that look fake.

Please do not...
use images that look like cheap stock pictures.

Please do not...
use images that are of begging.

Please do not...
use images that look bleak and empty.

Please do not...
use images with bad lighting quality.



that's all folks...