BRAND IDENTITY GUIDELINES

feppy™

The brand is the public image of your company. The Identity Guidelines help you to register the essence of your brand by preserving and strengthening its DNA. This material we developed has this role, to guide all forms of application of the logo, and the success of its perpetuity depends on following this manual to the letter.

Feppy aims to be lightweight, colorful and fun. Next, the visual identity is presented in all its possibilities and potential, always hanging on the true spirit of the brand.

BRAND PROFILE

Main Brand

The brand is the main element of
identification for Feppy. Its primary
goal is to translate the values of
Feppy through a joyful graphic
concept that represents fun side of
learning a second language.

THE MAIN
BRAND

feppy ™

Pantone 7663 C
7c3b84
R124/G59/B132
C61/M91/Y14/K2

Purple

Pantone 1365 C
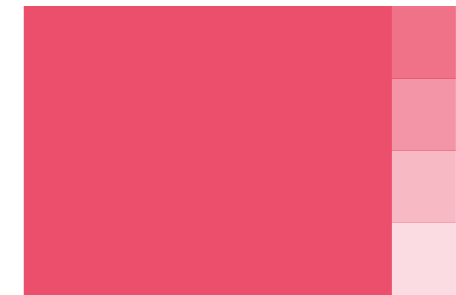#f9af43
R249/G175/B67
C1/M35/Y84/K0

Yellow

Pantone 7710 C
1db0ba
R29/G176/B186
C74/M7/Y28/K0

Blue-green

Pantone 198 C
eb4f6c
R235/G79/B108
C2/M84/Y42/K0

Pink

FEPPY

COLORS

The colors of Feppy universe were chosen to reflect the personality of the brand, which has 1 main color and 3 variations. The color codes are for digital and printed use, for print material the preference is to use Pantone. The Purple should be used as the main color for the logotype, while the support colors will apear on the brand materials and advertising.

COLOR
PALETTE

Images below:

Purple brand on white background

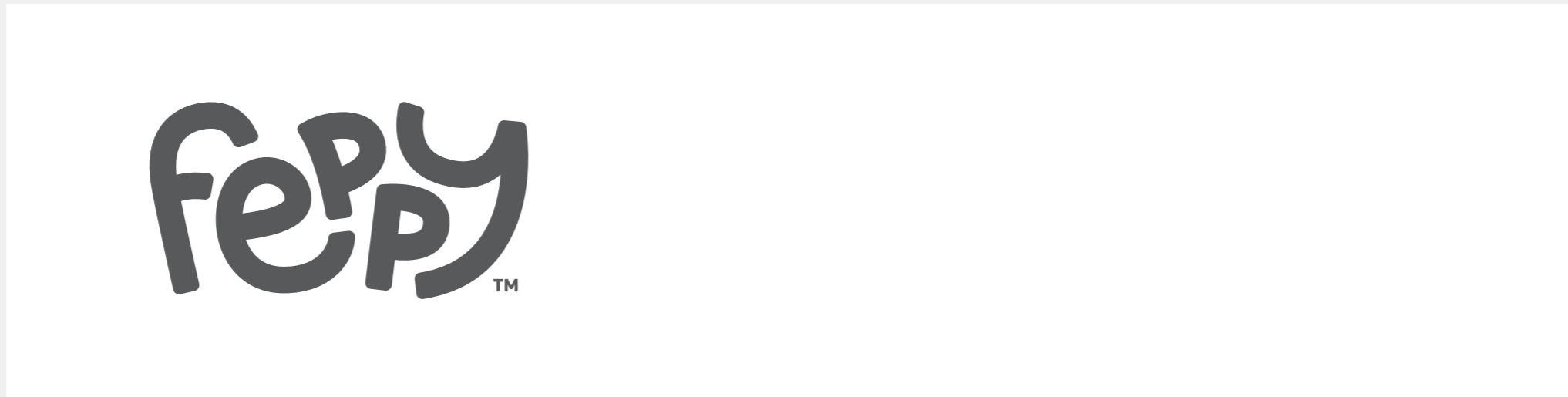Image below:

White brand on colored background

BRAND APPLICATION

COLORS

Feppy's mark is multiple when it comes to colors. To facilitate the application on backgrounds of the same color, we created the table beside. It indicates the best uses and contrasts, all to facilitate brand readability.

FEPPY

Greyscale

0%

100%

Gray

Pantone Cool Gray 11 C
58585b
R88/**G**89/**B**91
C0/**M**0/**Y**0/**K**80

GREYSCALE

GREYSCALE

In certain materials it may be necessary to use the logo in greyscale. The chosen percentages of black are harmonious and allow the elements of the logo to remain emphasized.

Image below:

Brand on black and white background

NEGATIVE
AND POSITIVE

Image below:

Non-interference area of the logo

Image below:

Maximum logo reduction

Feppy

Print: 9 mm
Web: 25 px

EXCLUSION ZONE AND REDUCTION

In order to preserve the legibility of the logo, it is important to respect the specifications on these pages. Above, we present the grid of non-interference space, marked by the first letter P from Feppy, that is, no external element should invade this area. On the next page, we indicate the maximum reduction that the logo can be applied in printed and digital material.

Images below:

Improper uses

Images below:

Improper uses

NEVER use the non-standard color brand

NEVER distort the elements

NEVER change the colors

NEVER change the typography positions

NEVER use the logo with angulation

NEVER add effects

NEVER place the logo over a graphic pattern

PLEASE NOTE: all brand versions
must follow the same rules

FEPPY

IMPROPER
USES

In order to preserve the legibility and integrity of the brand it is important not to use it in any of the applications specified in this manual. Here we present extreme situations as an example.

SOFIA PRO

Sofia Pro is a geometric non-serif typeface family with a very friendly design. It is used, in its different weights, in supporting texts and stationery.

SUPPORT TYPOGRAPHY

SOFIA PRO

ULTRA LIGHT
EXTRA LIGHT
LIGHT
REGULAR
MEDIUM
SEMI BOLD
BOLD
BLACK

LETTER SET

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890,.?!@#$%&*()

Images below:
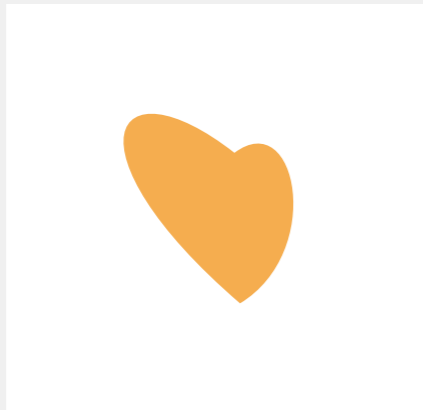
Yellow symbol on white background

Image below:

Symbol on colored background

SYMBOL APPLICATION

FEPPY

The heart can also be applied alone, as a brand symbol, on reductions or where the typographic logo is not welcome.

COLORS

The heart in yellow should be prioritized, as it is the color that it appears in the dog and when it is applied with the logo. On yellow backgrounds, however, it should appear in white.