

# FULL FAT BRAND GUIDELINES

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ALL THE RESOURCES LISTED  
HERE ARE AVAILABLE AT  
[WEAREFULLFAT.CO.UK/BRAND](http://WEAREFULLFAT.CO.UK/BRAND)



## PRIMARY LOGO

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The primary logo should be used on a light background only.

Ensure a decent amount of white space surrounds the logo and only use one of the colours listed below.

When applying the logo to the corner of a spread (screen or print) rotate the logo 20°

## SECONDARY LOGO

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The secondary logo is applied on top of solid colours and images.

When applying on top of images, add a coloured circle behind and apply a multiple effect (where available) or a 80% transparency.

# TYPOGRAPHY

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When producing documents use as fewer font sizes as possible, while giving the relevant emphasis to different headlines.

If you're producing a presentation in Keynote or Powerpoint, ensure text isn't resized to fit its container.

## TUNGSTEN (MEDIUM)

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Tungsten is the headline font and should be used widely to draw attention to text.

It should always be used in Caps.

Leading (the space between lines) should be reduced to 100%

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## ELENA BASIC

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Elena Basic is the body font and should be used for large sections of text.

When presenting lists, use an emdash to mark a new point.

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!@£\$%^&\*()¡¢#ç∞§¶•ªº--\_+=+{}[];:/\.,~  
åÿçð'f©`^Δ°¬µ~øπœ®ß†√Σ≈¥Ω

## HEADLINES

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When overlaying text on an image, place a coloured box behind white text and apply a multiply effect (where available) or a 80% transparency to the box.

A solid white rule, roughly the width of the text should stretch the width of the background box.



## COLOURS

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RGB: 156, 156, 156  
CMYK 42, 34, 34, 1  
Pantone Warm Grey 6

RGB: 99, 135, 140  
CMYK 65, 36, 40, 5  
Pantone 7475C

RGB: 47, 128, 153  
CMYK 81, 38, 30, 3  
Pantone 7468 C

## GOOD APPLICATION

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### SO WHY US?

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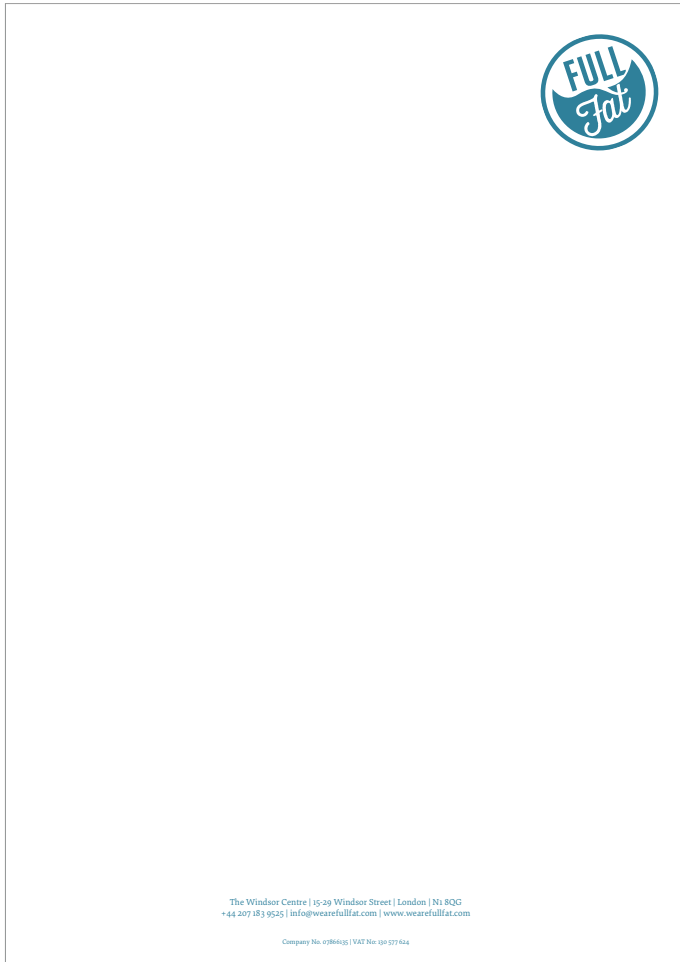
## WE ARE THE UK'S FASTEST GROWING, BOUTIQUE ENTERTAINMENT AND LIFESTYLE COMMUNICATIONS AGENCY

- Six core areas of business; Fashion & Lifestyle, Major Events & Festivals, Food & Drink, Bars, Clubs & Restaurants, Travel & Tourism and Videogame & Technology
- A team of passionate, tenacious, unorthodox, innovative, creative communicators which believes in the narrative at the heart of the story
- We are the providers of the creative conduit between grassroots culture and mainstream entertainment

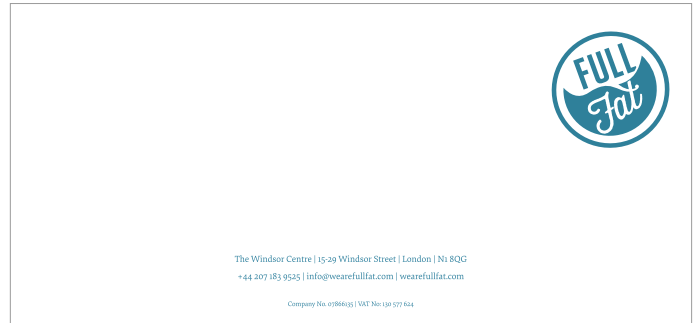


# STATIONERY

## HEADED NOTEPAPER



## COMPLIMENT SLIPS



## BUSINESS CARDS

