



■ colour palette / colour specification

The two colours blue and red constitute the palette that is used exclusively by the fotopic logo mark, under no circumstances must any other colour combination be used.

 Pantone 185 U 2x (double print extra strong)
R255 G000 B000
C0% M92.16% Y77.65% K0%

 Pantone 294 U
R19 G79 B143
C100% M67.06% Y16.08% K3.53%



■ exclusion zone / protecting the brand mark

When placing the fotopic logo mark an exclusion zone the width and height of the "o" from the fotopic logo mark dictates the surrounding area which no other graphic or copy can enter ensuring maximum clarity.



■ mono-chromatic specification

In certain circumstances the full colour logo mark may not be producible with desired results, in such circumstances the use of a single colour logo mark may be used.



■ corporate font

The primary font Tahoma must be used as a supporting typeface when producing corporate applications of the fotopic identity, e.g. stationary, business cards, publicity material. No other type face is allowed on these items. The full range of type weight, regular through Bold may be used.

Tahoma Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Tahoma Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789