

forscope

Working with the brand

This document contains the rules for Forscope's visual communication system. Strictly follow the defined rules to maintain the brand communication consistency.

Here you will find all elements (logos, fonts, colours...) that you may need to create a consistent tone, look and feel of the Forscope brand. It is desirable to have the following rules in mind and refer to them often so that everyone is informed on how to work with the brand properly.

Last update: July 2023

Logotype

In most cases, we use the basic colour variant of the logotype.

The logotype is based on the Gilroy Bold font. The logotype features modified kerning and terminal on the letter 'f'. Below and above the letter 'o' is an arc to symbolise the larger scale. The arc is based on the circular shape of the eye of the letter 'o'. The strength of the arc corresponds to the thickness of the font in the logotype.

Brand name in text

In plain text, we write the name of the **Forscope** brand with a capital initial letter to emphasise it.

Colour variants

The Forscope logotype has two colour schemes:

- dark for light backgrounds
- light for dark backgrounds


If we want to use the corporate purple as a background colour, we choose a darker shade of Forscope purple – Purple Dark. This shade of purple is darker than the one used in the logo.


Graphic symbol

In the event that the logotype cannot be used due to its size, the symbol based on the arcs in the logotype may be used on its own. The dark variant shall be used with priority. When using the symbol, the company name must be placed in its proximity, e.g. when using the favicon and the company name in the page title.



Basic colour design of the logotype on light background

 **Forscope PURPLE**
colour of the text part of the logotype

 **Forscope ORANGE**
colour of the arc in the logotype



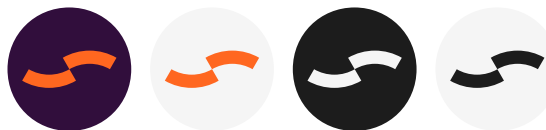
When placed on a dark background, we use a darker shade of purple **Forscope PURPLE DARK**



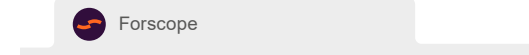
Monochrome design of the logotype on a light background



Monochrome design of the logotype on a dark background



Dark and light design of the standalone symbol



The symbol use as a favicon on the website

Clear space and design

The clear space around the logotype is based on the height of the letter 'o'.

The goal is for the logotype to stand out well and to be easily readable, which is why it needs enough space. It's good to pay attention to the empty space around the logotype.



Insufficient clear space around the logotype decreases readability and the quality of visual communication.

It's always better to have a bigger clear space than the minimal one around the logotype. In rare cases, it is possible to reduce the area, but it's always necessary to professionally assess if the graphic interpretation of the brand is not being degraded.

Minimal recommended size

To maintain a good readability, the width of the logotype shouldn't be smaller than 90 px on a display and 15 mm in print.

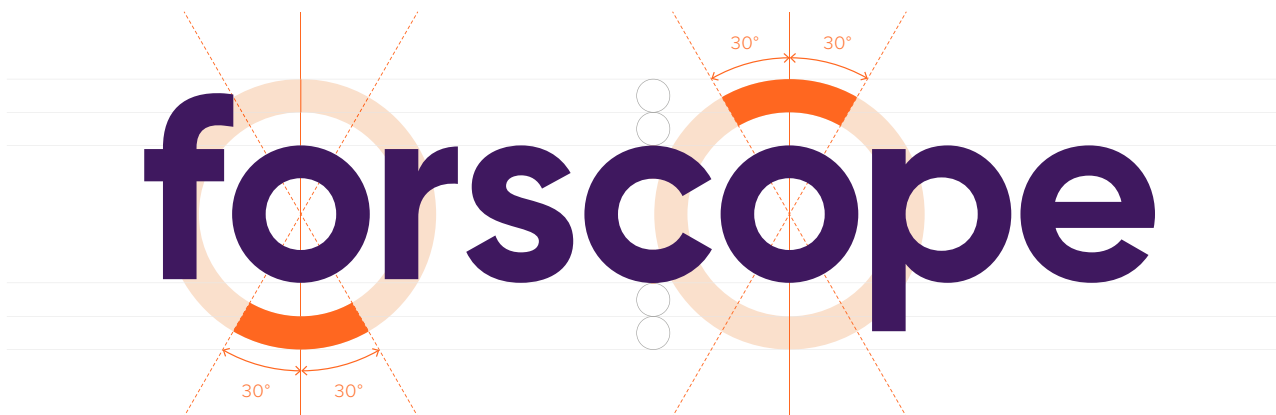
In case of a smaller version, the graphic elements and the font might blend together, which is why in such cases, it is good to perform control prints and choose the correct size and version of the logotype.

MINIMAL CLEAR SPACE



The clear space around the logotype is defined on the basis of the height of the letter 'o' in the logotype.

LOGOTYPE DESIGN



MINIMAL RECOMMENDED SIZE

forscope

90 PX

To maintain a good readability **on display**, the defined minimal size of the logotype is 90 px.

forscope

15 MM

To maintain a good readability **in print**, the defined minimal size of the logotype is 15 mm.

Forbidden logotype usage

A special care must always be taken to ensure the logotype is applied correctly. Any incorrect application disturbs the consistency of the brand's unified visual communication.

It is not allowed to position the logotype at unnatural angles, deform it or devalue the geometry of the logo in any way. Use only the designed versions of the logotype. It is forbidden to change the proportions between the symbol and the text part of the logotype.

When applying the logotype, it is necessary to only use the correct colour variants. It is also necessary to ensure that the logotype is clearly readable on the base material. It is always necessary to choose the material and the logotype colour so that the logotype is clearly recognizable. Last but not least, it is also necessary to maintain a sufficient clear space.

FORBIDDEN VARIANTS

Change of proportions and adjustments of the graphic symbol



Logotype deformation, unnatural rotation or skewing



Insufficient clear space



Bad colouring and insufficient contrast



Colours

It is important to use the correct colours. Strictly codified colours and their usage are a very important element of a unified visual style.

The primary colour is purple – Forscope PURPLE, dark purple – Forscope PURPLE DARK and orange – Forscope ORANGE.

The primary colours are supplemented by an RGB colour palette for web use.

On the web, it is possible to use different colour shades in a way that they functionally align with their usage.

BASIC BLACK TINT

BLACK

P BLACK C

RGB 27 27 27

CMYK 63 62 59 94

HEX 1B1B1B

PRIMARY COLOURS

Forscope PURPLE

P 2627 C

RGB 63 24 95

CMYK 84 100 0 37

HEX 3F185F

Forscope PURPLE DARK

P 2627 C

RGB 49 14 60

CMYK 83 100 0 44

HEX 310E3C

Forscope ORANGE

P 165 C

RGB 255 103 32

CMYK 0 68 96 0

HEX FF6720

BASIC HEX COLOUR PALETTE

Forscope PURPLE hex palette

F2F0F5

DCD5E2

C5BAD0

AF9FBD

9984AA

826997

6C4E85

553372

Forscope PURPLE
3F185F

Forscope PURPLE DARK
310E3C

Forscope ORANGE hex palette

FFE6D6

FFD4BC

FFC2A2

FFB088

FF9D6E

FF8B54

FF793A

Forscope ORANGE
FF6720

B34719

551F0C

Colours from the palette can be used as complementary colours when designing graphic applications and web. It's always necessary to ensure a sufficient colour contrast. Sufficient colour contrast can be tested at webaim.org.

Font

The typography of the brand consists of the Proxima Nova font family.

It's always necessary to ensure a sufficient font size and to maintain contrast between the title and the rest of the text.

More information about the font can be found at fonts.adobe.com

In cases when it is not possible to use the Proxima Nova font, the alternative font is Arial.

Proxima Nova

Light

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Usage of the visual style

When applying the visual style, it is necessary to ensure a correct choice of font, colours, and logotype placement. It's also important to keep the visual style simple and clean, so that it is easy to remember. In most cases, the visual style will be used on a light background. For a more distinctive brand communication it is possible to use a dark background consisting of the primary colour Forscope PURPLE DARK.

When applying the visual style, it is possible to use the graphic elements from the logotype and basic simple shapes based on the font in the logotype.



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The installation guide

1. Download the Media Creation Tool on official Microsoft website (<http://go.microsoft.com/fwlink/?LinkId=391839>) or www.software-deals.eu/wib and run the application.
2. Plug your USB flash disc to your computer.
3. Create a Installation medium by choosing "Create the installation medium for another computer" and selecting your USB flash disc as a new installation medium.
4. Wait for the instruction until your new installation medium will be ready.

You are now able to install software to another PC. Plug your USB disc to computer and follow the installation process.
The Electronic Licence Certificate was issued in Brno, Czech Republic in 15th August 2016.







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Information

This document conveys the basic guidelines for the use of the visual identity of this brand.

The guidelines are intended for everyone who will be working with the Forscope brand. If there is any doubt about the correct use, please refer to this document.

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Translated from Czech by Silvie Kadlecová in 2023.

