



Using Our Logo

We are proud of our logo. Follow these guidelines to ensure it always looks its best. Our logo is the combination of a distinct icon and bold type, in combination between modern, clean and professional look.

Our logo can be used in the following three (3) styles:

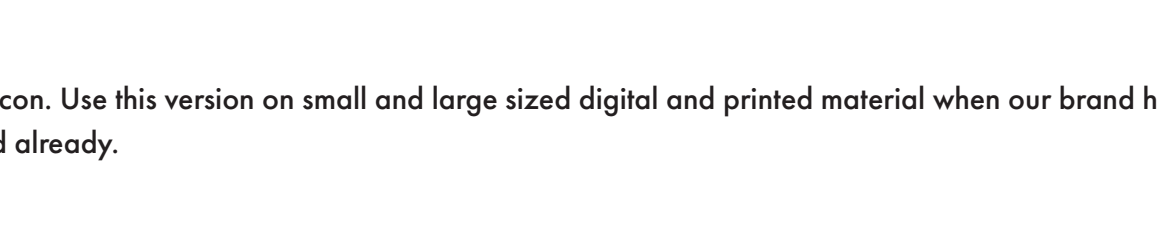
Stacked

Our main stacked logo is the full version of our logo. Use this version when our brand has not been established yet to let people know what's Ferguson Built and where we're located.



Horizontal

This is the horizontal logo and it is the same as the full version of our logo. Use this version on small and large sized digital and printed material when our brand has been established already.



Icon

This is the icon. Use this version on small and large sized digital and printed material when our brand has been established already.



Alternates

These are alternate versions of the brand. Use these versions on small and large sized digital and printed material when our brand has been established already.



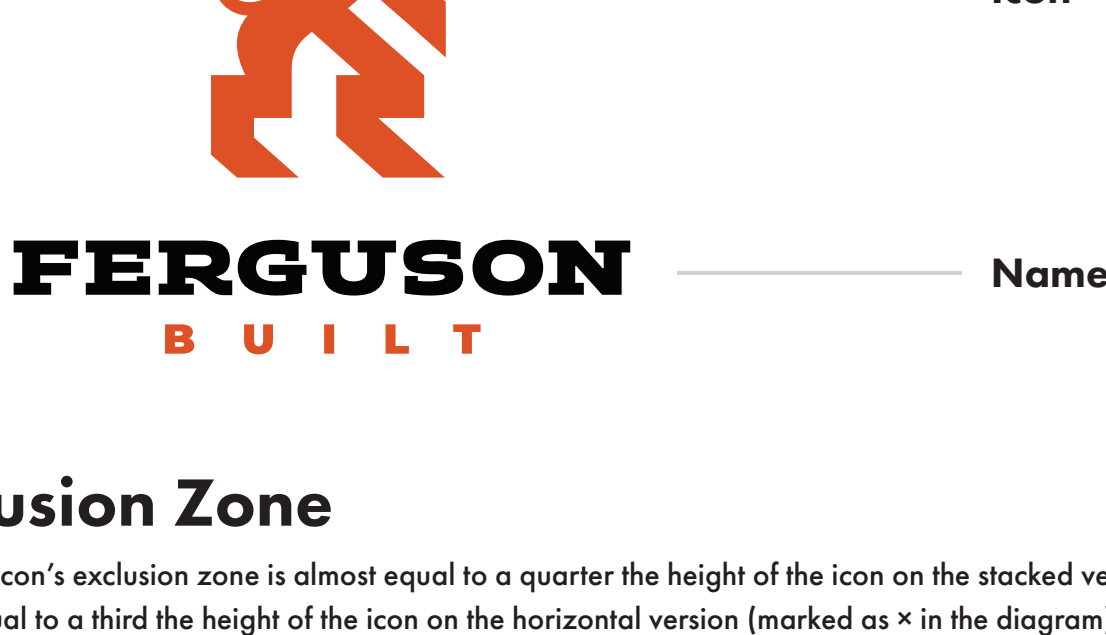
Using the Logo

Our primary logo colors are mentioned below, it can work with all background colors, and non-duotoned photography. Preferably using these background colors as primary colors for backgrounds.



Wireframe

Our logo is divided into the following parts:



Exclusion Zone

Logo and icon's exclusion zone is almost equal to a quarter the height of the icon on the stacked version and almost equal to a third the height of the icon on the horizontal version (marked as x in the diagram).



Minimum Size

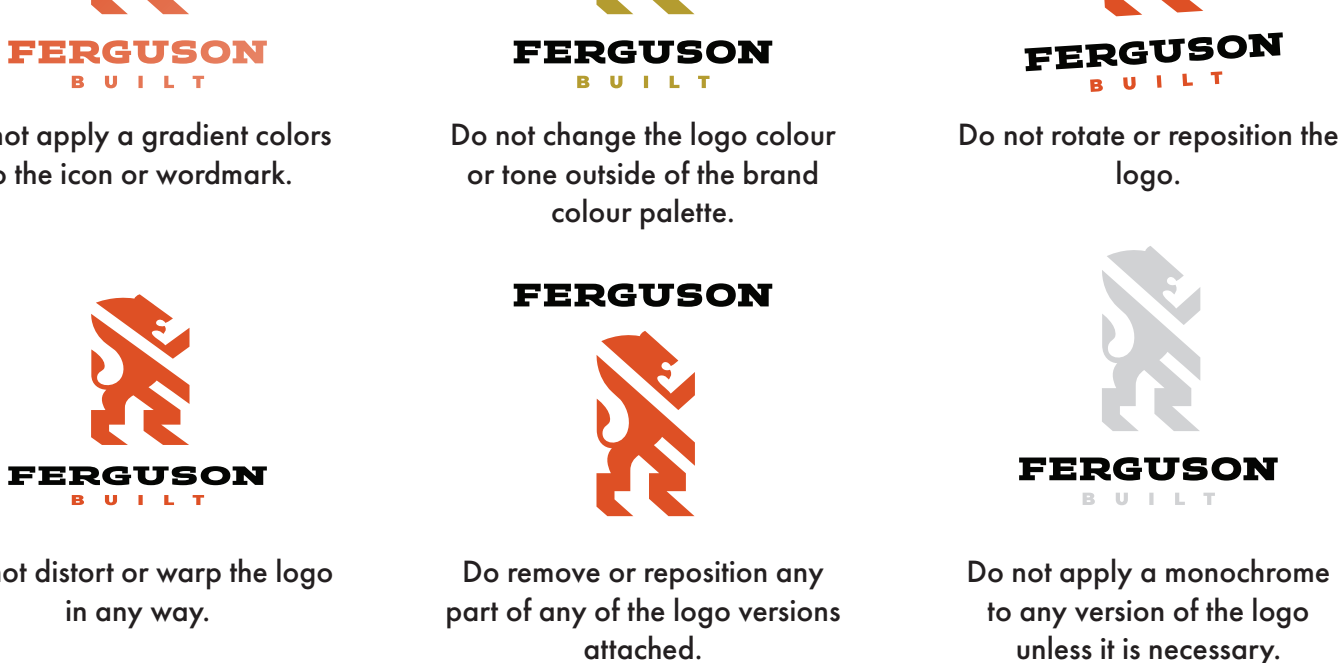
Establishing a minimum size ensures that the impact and legibility of the logo aren't compromised:



* The stacked logo should never be smaller than 150px "in width" in digital or 40mm in print.
The horizontal logo should never be smaller than 200px "in width" in digital or 52mm in print.

Logo Misuse

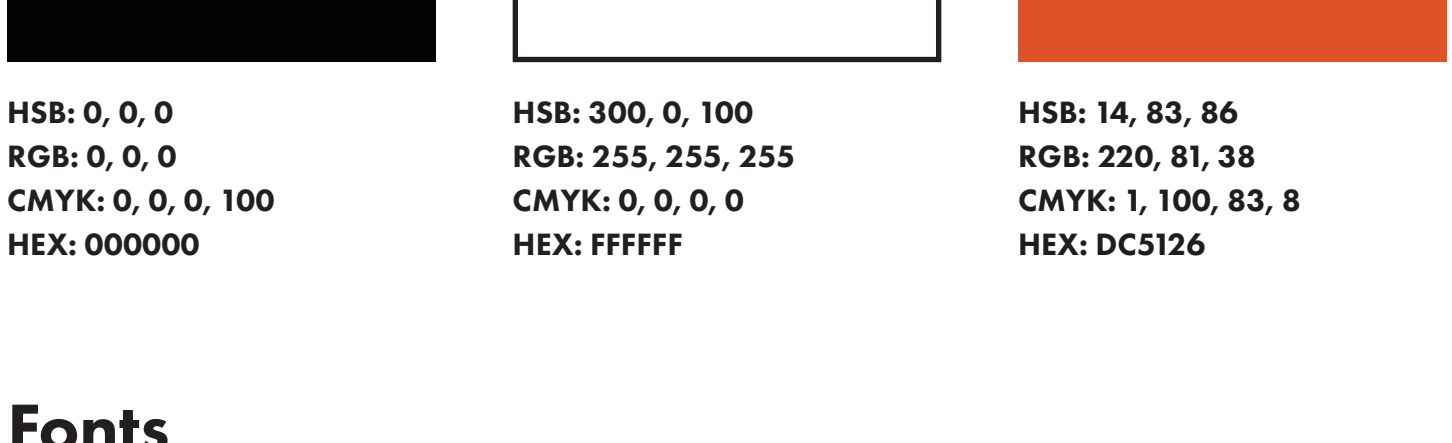
It's important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. Its orientation, color, and composition should remain as indicated in this document — there are no exceptions.



Using Our Colors

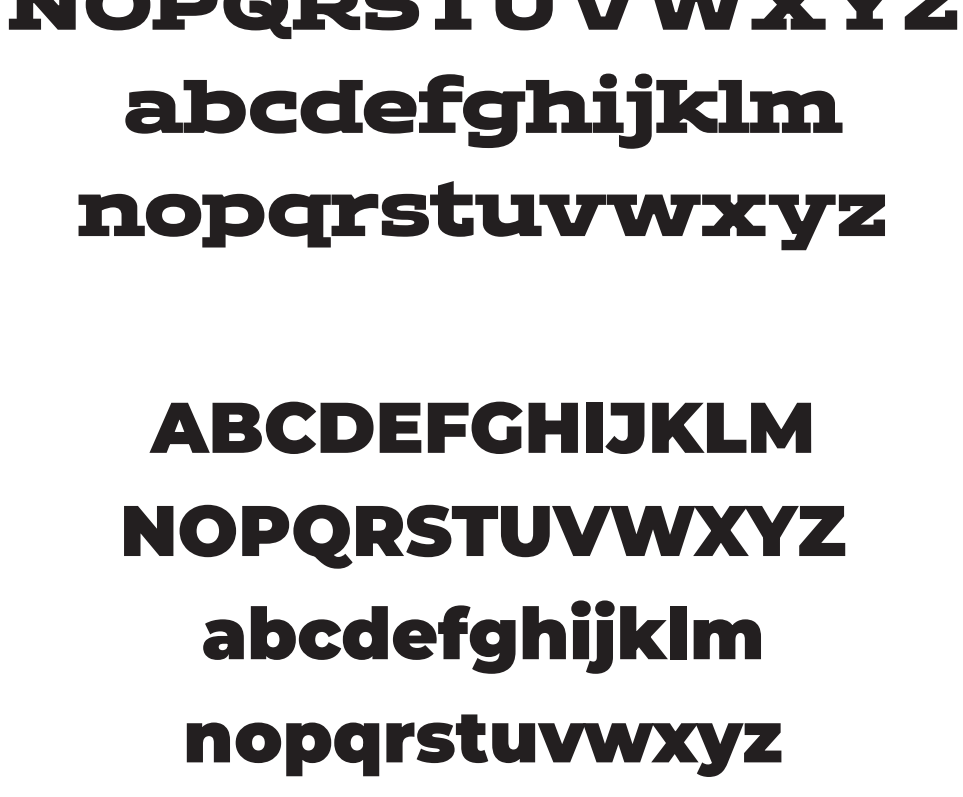
Primary Palette

This primary palette should be used on all branded materials. These colors are the foundation of our brand and must be used to build brand consistency.



Fonts

We use the bold typeface of **Aderos Black** and **Montserrat Black** to represent our brand. It does the talking for us, with a recognisable look and style. We chose it for its strikingly formal and clean look and feel.



Placing the logo on Social Media

The icon can replace the main logo for extra-small applications, such as avatar on instagram, while the Ferguson Built logotype is illegible.



* Ensure the logo has space on all sides.

Thank You

