



**Fantom Factory**

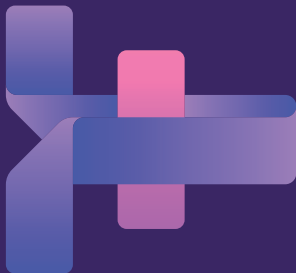
# BRAND AND DESIGN GUIDELINES

A guide to managing our brand successfully and consistently

ISSUE 1 • OCT 2020



Join us on our mission to ensure  
advanced technology  
is accessible and understood  
by those who aspire to save our planet.



Fantom Factory places a high priority on developing and maintaining a consistent brand image in order to reinforce our position as an industry leader.

More than a simple badge, our logo embodies the communication, status, values and quality encapsulated in everything we produce.

Please follow our guidelines carefully, as we have developed them to help to build and maintain a clear, consistent and successful visual identity.



**Brand Manager:**

Emma Eynon



**email:**

[emma@fantomfactory.com](mailto:emma@fantomfactory.com)



**website:**

[www.fantomfactory.com](http://www.fantomfactory.com)

01.0

# OUR CORPORATE LOGO DESIGN

Our logo symbolises the advanced technology of the systems we use, inspires confidence and gives assurance to our customers.





Our logo symbolises the advanced technology of the systems we use, inspires confidence and gives assurance to our customers.

Our logo is primarily used on a dark background, the main theme throughout our content for both digital and print consists of deep blues and purples, sometimes combined as a gradient.



A full colour reversed logo, shown below, has also been developed for use on a white or lighter background.



Our logo has been designed to adapt responsively. It alters depending on the platform being used. If you look at a website on your computer and compare it to the same site on your smartphone, the format should change for ease of use.

An adaptive logo has multiple versions. Think, as an example, of the Fantom Factory logo found on our stationery, versus the logo we use on our social media.

An adaptive logo is consistent. Regardless of the variation, it will still be recognizable as part of the Fantom Factory brand.

Our logo in all of it's splendour.

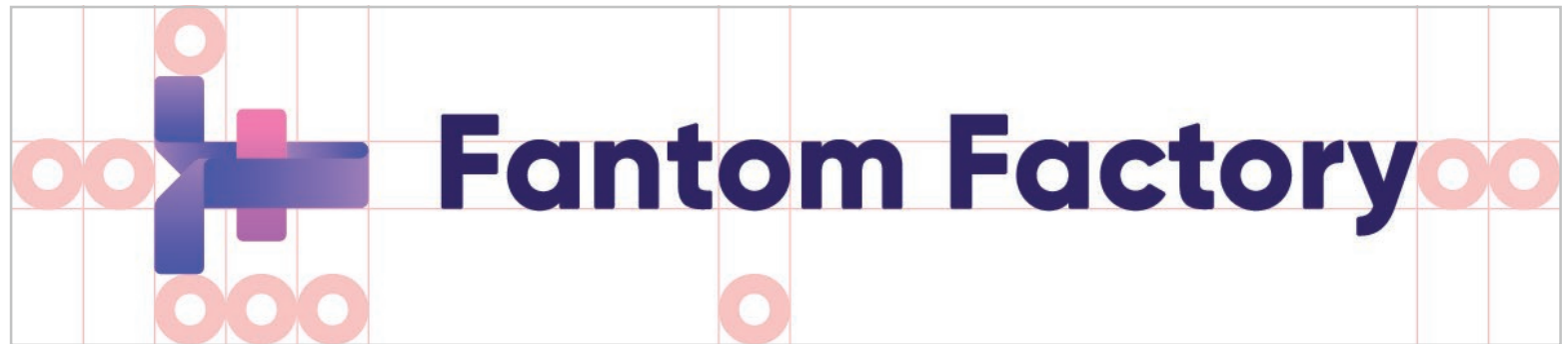
When it is reduced in size, for example when using a smartphone instead of a computer screen, we use the stacked logo to ensure it remains legible.

A further reduction means we lose the words Fantom Factory and just use the brand icon.

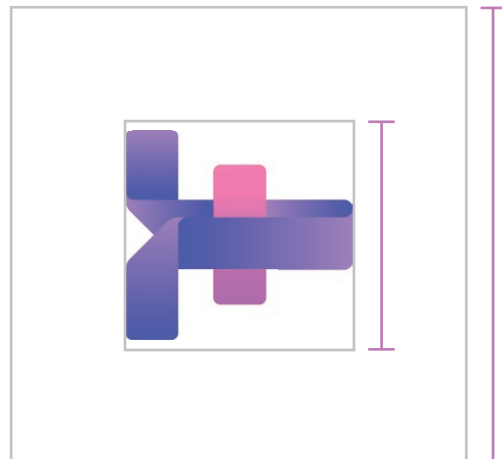
At it's smallest size it reverts to the flat, single colour brand icon shape.



## FULL LOGO



## LOGO SYMBOL



The exclusion zone around the logo is illustrated above using the letter o, from the logo, as a guide.

The exclusion zone around the icon must always be 50% of the height of the logo, however this is not always possible when using our icon on social media.

Our logo reproduces well at almost any size. Going too small, however, can damage the clarity, effectiveness and integrity of our logo.

**Logo**

Please never reproduce our logo smaller than 50mm wide.

**Logo**

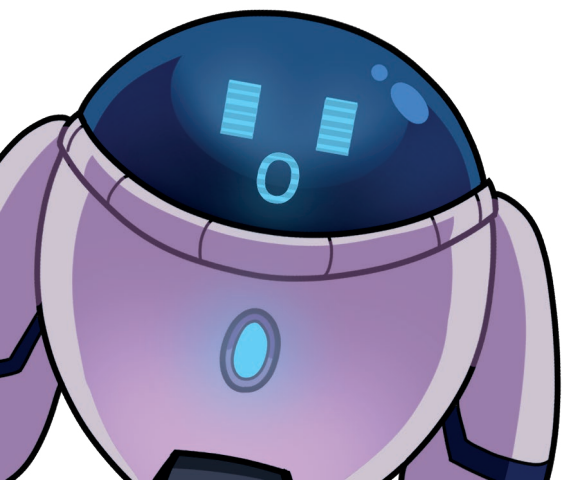
Please never reproduce our stacked logo smaller than 50mm wide.

**Icon**

On printed material, please never reproduce our symbol smaller than 8mm wide.

**Social Media Icon**

The size of our social media icon is dictated by the social media platform. Please keep the logo clean and simple to ensure its clarity, effectiveness and integrity.



This page is normally dedicated to showing the incorrect usage of our brand logos but we've decided not to do this.

As a brand we believe there is no reason a designer or any other person should consider altering our logos in any way whatsoever.

After all, the nice people in our marketing department will give you a free copy of our logo in any format you need.

Contact Emma:  
[emma@fantomfactory.com](mailto:emma@fantomfactory.com)

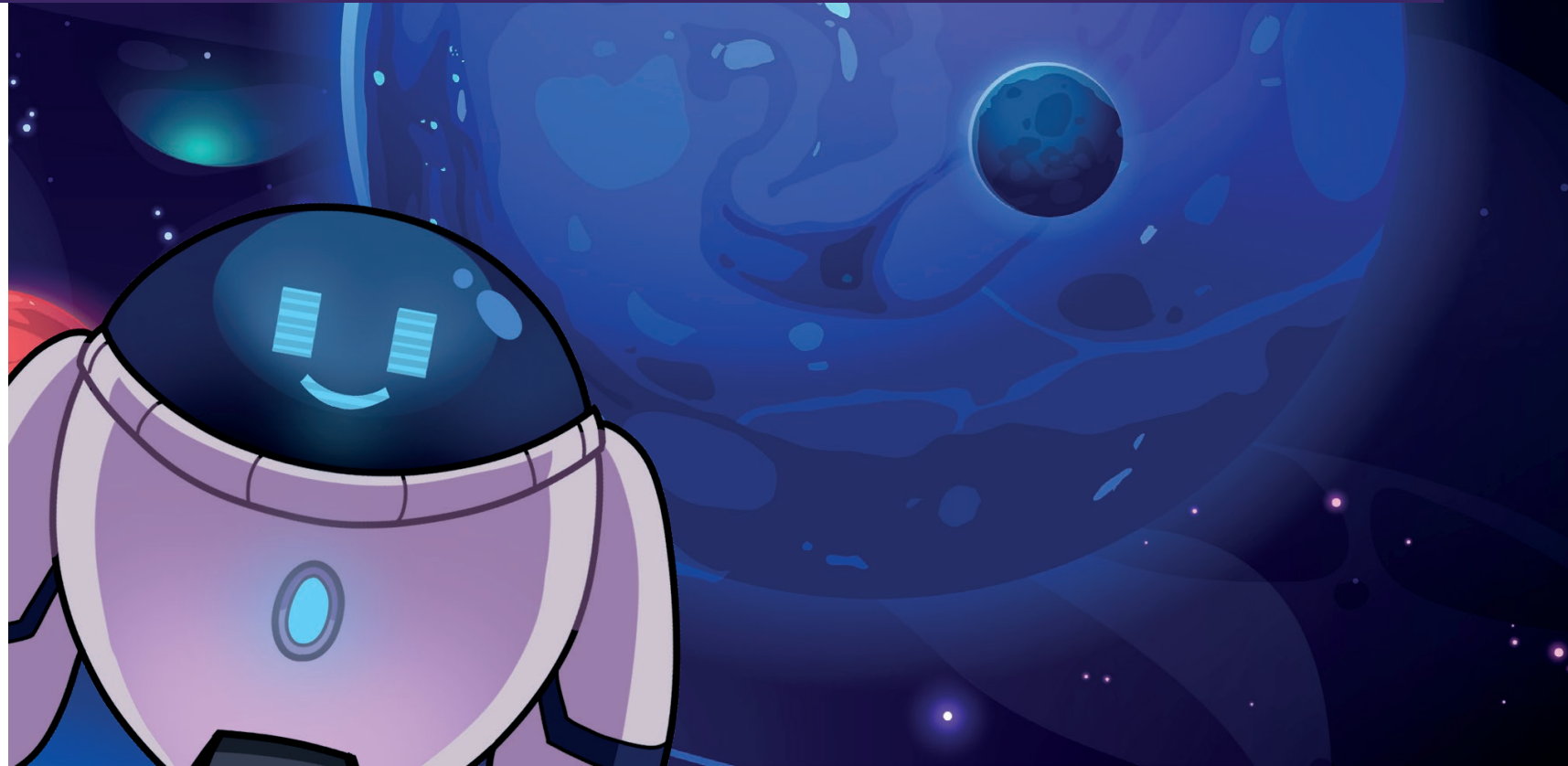




02.0

# OUR FONTS & TYPOGRAPHY

In a technological world, we need to make sure everything is accessible and understood, so we ensure our typography is always clear, legible and easy to understand.



# Astronaut Quincy B. Zack defies gravity with six jet fuel pumps.

Do you have a space themed Pangram ( a word that uses all of the characters in the alphabet)?  
If so Email [emma@fantomfactory.com](mailto:emma@fantomfactory.com)

*italic*  
regular  
medium  
bold  
black

## Red Hat Display Font Family

To be used for all titles and headlines. Care must be taken to use a minimum amount of different character weights for each piece of literature.

### Examples

---

#### Red Hat Display Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!\*+(.,)

---

#### Red Hat Display Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!\*+(.,)

---

#### Red Hat Display Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!\*+(.,)

Mars is the only place in the solar system where it's possible for life to become multi-planetarian. Elon Musk

What's your favourite quote about the planet Mars?  
Email [emma@fantomfactory.com](mailto:emma@fantomfactory.com)

*italic*  
regular  
**medium**  
**bold**  
**black**

### Montserrat

To be used for all editorial and body-copy. Care must be taken to use a minimum amount of different character weights for each piece of literature.

### Examples

---

#### Montserrat Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!\*+(.,)

---

#### Monteserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!\*+(.,)

---

#### Montserrat Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!\*+(.,)

The quick brown  
fox jumps over  
the lazy dog

extra light  
light

regular

medium

semi bold

bold

### Oxanium Font Family

To be used for selected headers and titles. Care must be taken to use a minimum amount of different character weights for each piece of literature.

#### Examples

---

Oxanium Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!\*+(.,)

---

Oxanium Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!\*+(.,)

---

Oxanium Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!\*+(.,)

03.0

# OUR BRAND COLOR PALETTE

Our colour palette combines corporate and harmonious blues with bold and expressive pinks, perfectly illustrating our brilliant and unique, yet highly professional personality.



## 3.1

# PRIMARY COLOURS

BRAND GUIDELINES  
www.fantomfactory.com

The colours below represent our corporate colour palette and must be used with the colour references below.

### Galaxy Blue

CMYK C 90 : 98 : Y 26 : K 21  
Pantone 274  
RGB R 51 : G 37 : B 94  
Web 33255e

Used for backgrounds in promotional literature, advertising and marketing material. Also used for headline text and blocks of colour.

65%  
Used for colour overlays of images etc.

40%  
Used for highlighting areas or blocking out of text.

20%  
Used only as a warm background colour

### Cosmos Blue

CMYK C 78 : M 68 : Y 0 : K 0  
Pantone 7455  
RGB R 77 : G 91 : B 168  
Web 4d5ba8

Used for backgrounds in promotional literature, advertising and marketing material. Also used on text to highlight quotes and statements.

65%  
Used for colour overlays of images etc.

40%  
Used for highlighting areas or blocking out of text.

20%  
Used only as a warm background colour

### Solaris Pink

CMYK C 0 : M 64 : Y 2 : K 0  
Pantone 204  
RGB R 242 : G 127 : B 171  
Web f27fab

Used as editorial text and body copy colour on Galaxy Blue backgrounds when needed to highlight or emphasise elements.

65%  
Used on text when other parts of editorial, images or materials need to be highlighted or emphasised.

### Helios Purple

CMYK C 43 : M 55 : Y 0 : K 0  
Pantone 521  
RGB R 160 : G 128 : B 186  
Web a080ba

Used as editorial text and body copy colour on Galaxy Blue backgrounds when needed to highlight or emphasise elements.



ALWAYS REMEMBER: Colours may display very differently depending on how you are viewing or printing them.

Computer screens are all different, so colours vary from screen to screen due to settings, brightness, resolution etc. The same applies to printed documents. The CMYK 4 colour process is very different from using Pantone colours, so colours may vary widely especially if you are using different printers for each job.

## 3.2

## TEXT COLOURS

BRAND GUIDELINES  
[www.fantomfactory.com](http://www.fantomfactory.com)

The colours below represent our corporate colour palette and must be used with the colour references below.

### Vacuum Black

CMYK C 94 : M 99 : Y 42 : K 65  
Pantone 7664  
RGB R 20 : G 17 : B 47  
Web 14112f

Used for editorial text and body copy on light coloured backgrounds.

50%

Used on text when other parts of editorial, images or materials need to be highlighted or emphasised.

### Starlight White

CMYK C 0 : M 0 : Y 0 : K 0  
RGB R 255 : G 255 : B 255  
Web fffffff  
RAL

Used for editorial text and body copy on dark coloured backgrounds.

### Lunar Grey

CMYK C 22 : M 19 : Y 11 : K 0  
Pantone 5305  
RGB R 197 : G 195 : B 207  
Web

Used to subdue editorial text and body copy on dark coloured backgrounds when other elements need to be highlighted or emphasised.



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Computer screens are all different, so colours vary from screen to screen due to settings, brightness, resolution etc. The same applies to printed documents. The CMYK 4 colour process is very different from using Pantone colours, so colours may vary widely especially if you are using different printers for each job.

The colours below represent our corporate colour palette and must be used with the colour references below.

Fantom Aurora

Vertical from lighter  
colour to darker  
colour

Fantom Equilibrium

Vertical from lighter  
colour to darker  
colour



ALWAYS REMEMBER: Colours may display very differently depending on how you are viewing or printing them.

Computer screens are all different, so colours vary from screen to screen due to settings, brightness, resolution etc. The same applies to printed documents. The CMYK 4 colour process is very different from using Pantone colours, so colours may vary widely especially if you are using different printers for each job.



04.0

# IMAGES AND ILLUSTRATIONS

A picture paints a thousand words.



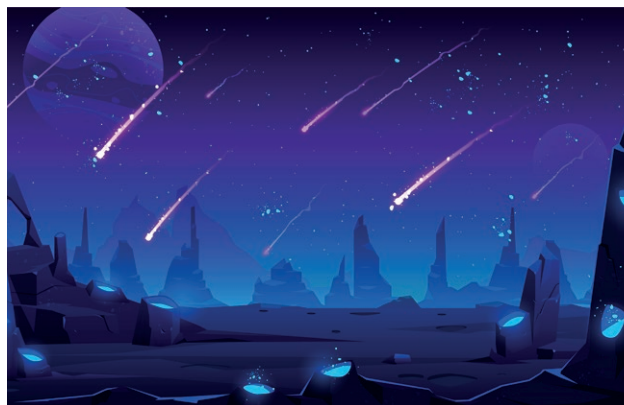
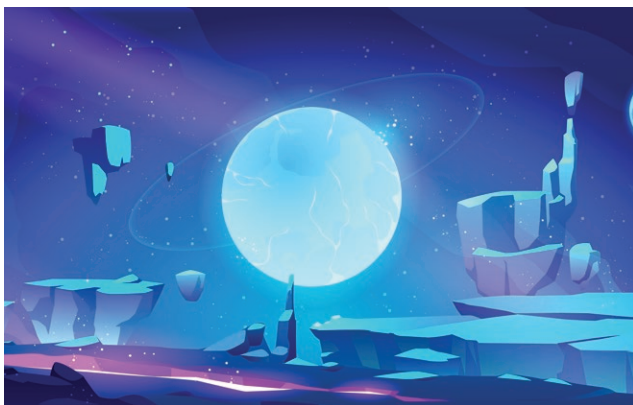


**We have a full library of illustrations we use to tell the story of Fantom Factory.**

These illustrations can be used to tell our story via a full range of marketing and promotional materials, including print, online and social media.

All of our public facing illustrations should bear a full colour logo.

Ask our marketing department for the sizes and subjects you need.



**We have a full library of backgrounds based around our Mars theme.**

We use an illustrative style of imagery within both our print and digital branding. Our theme and focus is future & space.

We combine colours and hues from the main colour palette to generate blended illustrations.

If you would like to see the full range of backgrounds available, please email [emma@fantomfactory.com](mailto:emma@fantomfactory.com)



05.0

# MEET GLITCH, OUR BRAND AVATAR

Our logo cannot always express all the values and beliefs we want to convey. Glitch, on the other hand, can adapt the way he looks and speaks and move between contexts.





By simply changing Glitch's facial expressions, he already conveys different emotions.



Glitch can also be used as an avatar on blogs, social media, etc.

## Meet Glitch, our Brand Avatar.

Who better to tell Fantom Factory's story than Glitch, our brand avatar? Glitch delivers our narrative in an emotional and interesting way and has become the face and voice of our business.

Glitch has been designed to create a more immersive and personal customer experience as well as form a meaningful relationship between our brand and our customers.

Use Glitch in your marketing and promotional material to convey Fantom Factory's unique brand personality in a fun and exciting way.

For the full range of Glitch characters email [emma@fantomfactory.com](mailto:emma@fantomfactory.com)

# TONE OF VOICE

05.0

When customers or employees interact with our brand, they should feel empowered, confident, inspired and reassured.

Tone of voice is how the personality of Fantom Factory is perceived in both our written and spoken words. It's not about what we say, but rather the way we say it, and the influence it has on everyone who reads or hears it.

### Tone of Voice Checklist

We make things simple and easy to understand.

Our tone should be active, down to earth and optimistic.

We speak with a warm, approachable tone of voice.

We're efficient with language. So we prefer shorter, crisper sentences.

We have one idea in each sentence, so messages are easily delivered.

We keep punctuation simple and straightforward.

We prefer natural, everyday words.

We describe the benefit of what we do.

We talk about what we can do together, not what's expected of you.

We believe in being effective, explaining how we help, and being open about who gets what.

We take the time to avoid lazy writing and sector clichés.

### Example


"Our vision is to ensure advanced technology is accessible and understood by those who aspire to save our planet. No jargon, no buzzwords, just simple, honest training that helps you feel empowered and confident."

The above quotation is bold but not egocentric, and shows our inclusive and supportive values, a perfect example of our tone of voice.

### PLEASE NOTE:-

We never use jargon. We are trying to inform, without being egocentric. Avoiding jargon, acronyms and abbreviations means we are making what we do as accessible as possible by taking our language back to basics and communicating sincerely.





Our vision is to Ensure  
advanced technology  
is accessible and  
understood by those who  
aspire to save our planet.



**Brand Manager:**

Emma Eynon



**email:**

[emma@fantomfactory.com](mailto:emma@fantomfactory.com)



**website:**

[www.fantomfactory.com](http://www.fantomfactory.com)