



Your vision in print

b r a n d m a n u a l



Your vision in print

This Brand Manual provides a set of standards that govern the use of the Fotoprint brand. These standards are created to ensure the integrity of the brand is maintained throughout all applications.



Your vision in print

Use of logo on white or light coloured backgrounds.



Your vision in print

Use of logo on black or dark coloured backgrounds.

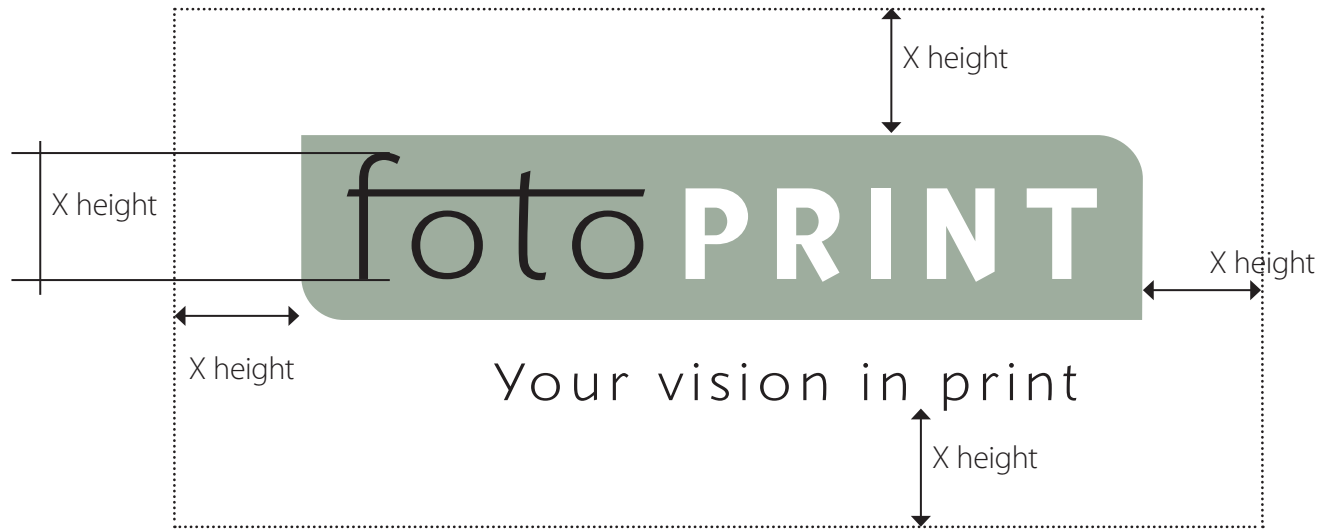


Your vision in print



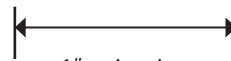
Your vision in print

Logo can be used horizontal or vertical



fotoPRINT

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1" min size

Logo minimum size and safe area.



## FOTOPRINT

Typeface used for all text in conjunction with communication with Foto-print

Myriad Pro - Light, Regular, Bold. (Web version available TT)

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Use Myriad Pro Light for all type uses. Altering size for headings.

Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover. - Mark Twain

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Use Myriad Pro Regular is to be use for selected times when emphasis is needed.

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Keep the use of Myriad Pro Bold to a minimum.

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Your vision in print

These are the only approved colours for the Fotoprint brand. NO other colours are to be used.

colours



pms: 5635



cmyk: c13 00y 18k 33k



rgb: r156 g166 b150

These are a few of the DO NOT applications for the Fotoprint brand.

