Brand Guidelines

funnelback

Not just a logo

Our identity is not just a logo.

It is a design scheme composed of a number of core elements that come together to create a distinctive look and feel that make the Funnelback brand instantly recognizable.

The following pages guide you through the core elements. They will assist you in designing and producing compelling communications with a high degree of creative flexibility.

The logo

The logo is the most visible element of our identity. A universal signature across all Funnelback communications. As such a recognizable and valuable brand asset, it is vital that it is always applied consistently wherever it appears.

To protect the clarity and visual integrity of the logo, it has an exclusion zone. It must always appear legibly on a clear background.

Search like you've never seen it.

www.funnelback.com

Logo types

The logo color is flexible, but clarity is always maintained by the use of contrasting colors. The arrow must always remain red, except in mono color applications. When placed over an image, ensure that the logo is clearly visible and does not overlap key elements of the image.

A | FULL COLOR
B | COLOR REVERSE
C | FULL REV. OVER IMAGE
D | MONO - WHITE
E | MONO - BLACK

Search like you've never seen it.

Logo sizes

The logo size is flexible and dependent on the final application. The following outlines the minimum usable size for on and offline.

OFFLINE (PRINT MEDIA)

funnelback 7mm

Minimum Height of 7mm in Full Color

funnelback 5mm

Minimum Height of 5mm is acceptable in single color

ONLINE (ONLINE / DIGITAL MEDIA)

funnelback 20px

Minimum Height of 7mm in Full Color

funnelback 15px

Minimum Height of 5mm is acceptable in single color

Sub Brand Logos

Funnelback also includes a selection of sub brand logos that may be required for some specific applications.

The above rules also apply for the following logos. Never try to recreate this logo, or create your own.

Please use only the files available on the Funnelback Brand Assets page.

funnelback
documentation

Typeface

The Funnelback typeface is Open Sans.

It is at the heart of the Funnelback identity and is the foundation for all Funnelback branding. Clean, distinctive and legible, it is available in a variety of weights to express both contemporary and fresh qualities.

Open Sans is a Google font that can be used both on and offline.

It is available free and can be downloaded at

http://www.opensans.com/

As a general rule, the Funnelback brand favors the light weight of Open Sans and uses size to create emphasis instead of bolding. SemiBold weights may be used for subheadings, or adding emphasis to copy where needed - but never Headings.

HEADINGS / OPEN SANS LIGHT

Headings
Open Sans Light

INTRODUCTION / OPEN SANS LIGHT

Introductions Open Sans Light

SUBHEADINGS / OPEN SANS SEMIBOLD

Subheadings Open Sans SemiBold

BODY COPY / OPEN SANS LIGHT

Body Copy should be in Open Sans Light. Eperum il eatus ab in prestio restrum aut maiore ipsae ni dolor magnimusam qui dendero enihillab issita nonsequis sedi reptat. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Etiam sapien leo, congue eu dolor in, pretium accumsan lacus. Cras vestibulum augue a odio finibus eleifend. Mauris facilisis luctus libero, et aliquam quam fermentum in. Praesent ac sapien ac dolor sagittis porttitor a vel felis. Maecenas mattis egestas augue, porttitor tristique nunc vulputate non. Curabitur porta eu quam ege

Colors

The color palette is another brand pillar that is used to create clarity and consistency of the Funnelback brand. The following are available colors for on and off-line.

A

All body copy should be set in steel or 100% black / #000000 where steel is unavailable.

B

Secondary Colors are suitable for backgrounds, charts, and for adding contrast to primary colors. They should not be used as a primary element.
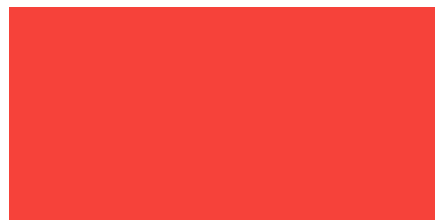
C

Gradients can be used (sparingly) in foreground angled color blocks, red/orange in front to steel/dark grey behind (see examples on page 13).

DO NOT USE VARIATIONS OF THE PRIMARY RED

PRIMARY

RED

CMYK 0, 89, 81, 0
RGB 249, 66, 58
HEX #F9423A
PMS Warm Red C

STEEL

A

CMYK 84, 73, 51, 53
RGB 36, 45, 61
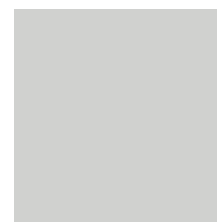**HEX** #242d3d
PMS 547 C

SECONDARY

ORANGE

B

CMYK
0, 74, 95, 0
RGB
242, 103, 41
HEX #F26729
PMS
Orange 165 C

MID GREY

CMYK
56, 46, 44, 10
RGB
118, 120, 123
HEX #76787B
PMS
Cool Gray 9 C

LIGHT GREY

CMYK
18, 13, 15, 0
RGB
208, 209, 207
HEX #D0D1CF
PMS
Cool Gray 2 C

DARK GREY

CMYK
0, 0, 0, 90
RGB 65, 64, 66
HEX #414042
PMS 447 C

ACCEPTABLE GRADIENTS

RED TO ORANGE

C

ANGLE 180°
RED POSITION 50% (ORANGE AT 0%)

STEEL TO DARK GREY

ANGLE 180°
STEEL POSITION 50% (GREY AT 0%)

Color Weighting

When applying the Funnelback colors, we use a higher percentage of the steel or white to all other colors. The remaining colors act as highlights against this vivid canvas.

STEEL BASE

PRIMARY

Photography

Representing our cool-but-not-trendy brand, Funnelback uses professional-looking photography. The photography should be modern and fresh, reflecting our focus on bringing information to customers in unique ways. Avoid photographic "search" puns; if it's not appropriate, don't overplay it.

GUIDELINES

We aren't just a technology company: we provide an *experience* that helps people and provides *satisfaction*. In the end, our photography should reflect that.

• People should never appear excessively posed or staged. Avoid photography where the models are looking directly into the camera or acting unnaturally.

• There should be no backgrounds that show other brands: specific universities, office buildings, etc.

• Avoid black & white photography or overly dark color palettes.

Photography with Color Overlays

Funnelback color overlays may be used with photography as hero images or when there is text on top. In these instances, they are usually paired with triangles or angled color blocks.

Only the **Steel brand color** should be used here, either flooded or a gradient (Steel to transparent), and should be within a 20-30% opacity.

Triangle

After the logo, the triangle is Funnelback's most visible visual assets. It sets us apart and gives life to the brand.

Following are some examples of how you can use the triangle. It has been designed to be used as a creative element, so allow yourself to play with its placement and size. Always retain the integrity of the shape by never stretching it or changing its proportions.

Use only primary or acceptable gradient colors with the triangle. Secondary colors dilute the brand.

Gradients should only be used when the triangle is expanded and not fully visible. Where it is smaller (as on this page), keep it one solid color.

Use different locations and sizes of the triangle within a space to provide interest to a visual design (as at right).

Example Layouts

Here are some examples of using the brand standards in advertising and on the web.