



BRAND KEY

# LOGO USAGE

## Logo & Brand Mark

### About Brand Logo & Mark

The Logo can only be used in these three color variations; the brand red, grey and white



## Logo Do's



Use on  
white background



Use on  
white background



Use on  
black background



Use on  
color background



Use on dark image  
background



Use on dark image  
background

## Logo Dont's



Do not  
use mark with logo



Do not  
stretch or squeeze



Do not  
apply strokes



Do not  
apply Shadows



Do not  
rotate the logo



Do not  
apply gradients

# Mark Do's



Use on white background



Use on white background



Use on white background



Use on color background



Use on color background



Use on image background



Use on image background



Use on image background

# Mark Dont's



Do not modify color



Do not modify size



Do not modify Shape



Do not rotate mark



Do not stretch or squeeze



Do not only use "F"



Do not write it by fonts



Do not use capital "G"

## Message Attachment & Co-Branding

### Logo with Tagline

Our Logo with tagline Fougito | Sustainable Technology is written in a clean, modern font. The typography is simple yet elegant, reflecting the brand's commitment to contemporary approaches to sustainability.



### Sustainable Technology

Our new Message Attachment symbolizes the core values and commitment of our sustainable company, dedicated to creating a better and greener future for our planet. Drawing inspiration from the natural world and embracing the principles of eco-friendliness and responsibility, our Message Attachment encapsulates the essence of our mission.

# COLOR SYSTEM

# Primary Colors

## Red

Visceral | Bold | Courageous | Energetic

Red is often associated with energy, war, strength, and power. It is one of the most emotionally intense colors and has often been used to indicate growth, courage, and vigor.

## Grey

Classic | Neutral | Calm | Sophisticated

Gray stands for neutrality. It can look subdued, classic, serious, mysterious, or mature.

<div>#F05252</div> <div>CMYK 0, 84, 66, 0</div>	<div>#F37375</div> <div>CMYK 0, 69, 44, 0</div>	<div>#F7A8A9</div> <div>CMYK 0, 42, 22, 0</div>	<div>#49454B</div> <div>CMYK 67, 63, 54, 40</div>	<div>#6E6B70</div> <div>CMYK 58, 52, 46, 16</div>	<div>#A3A2A5</div> <div>CMYK 38, 31, 29, 0</div>
<div>#F9B9BA</div> <div>CMYK 0, 33, 16, 0</div>	<div>#FCDDDD</div> <div>CMYK 0, 15, 7, 0</div>	<div>#FEF6F6</div> <div>CMYK 0, 3, 1, 0</div>	<div>#B7B5B7</div> <div>CMYK 29, 24, 23, 0</div>	<div>#DBDADA</div> <div>CMYK 13, 11, 10, 0</div>	<div>#F5F6F6</div> <div>CMYK 3, 2, 2, 0</div>



# Secondary Colors

## Orange

Confident | Cheerful Vitality | Sociability

The color orange is selected in order to add warm accents to the visual content. It pairs well with Food Content. The color orange adds a bit of fun to any picture, website, or marketing material it's on.

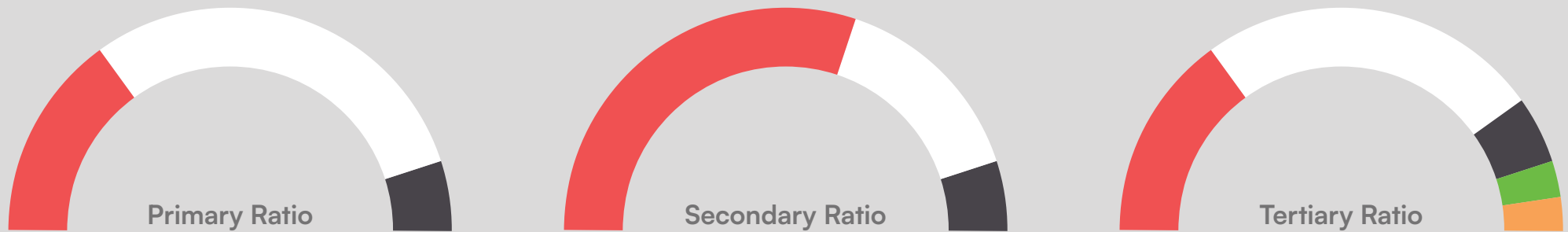
## Green

Nature | Freshness | Eco-Friendly | Health

The color green is selected due to its deep-rooted connection to nature, growth, and balance. It has the remarkable ability to infuse brands with life, authenticity, and purpose. Green indicates Fougito making a positive impact on the environment.

<div>#F9A357</div> <div>CMYK 0, 42, 74, 0</div>	<div>#FAB678</div> <div>CMYK 0, 33, 58, 0</div>	<div>#FBC99A</div> <div>CMYK 0, 24, 41, 0</div>	<div>#6EBA45</div> <div>CMYK 62, 2, 100, 0</div>	<div>#8AC86B</div> <div>CMYK 49, 0, 77, 0</div>	<div>#A8D48E</div> <div>CMYK 36, 0, 58, 0</div>
<div>#FCD9BC</div> <div>CMYK 0, 16, 25, 0</div>	<div>#FFEDDE</div> <div>CMYK 0, 7, 11, 0</div>	<div>#FFF6EF</div> <div>CMYK 0, 3, 4, 0</div>	<div>#C6E2B4</div> <div>CMYK 24, 0, 36, 0</div>	<div>#E1F0D9</div> <div>CMYK 11, 0, 17, 0</div>	<div>#F2F8ED</div> <div>CMYK 4, 0, 7, 0</div>

## Color Ratios



## 60-30-10 Rule

The idea is simple - when you choose a new color palette, the 60% of the palette should be dedicated to one color (usually, it's a neutral color), another (complementary) color makes up 30% of the palette, and a third color (accent) is used for the remaining 10% of the design.

Our brand guidelines outline the importance of maintaining a carefully curated color palette that reflects our identity. The primary color ratio forms the foundation of our brand, representing our core values and personality. Our secondary color ratio adds versatility and depth to our visual language, allowing for creative expression while maintaining brand cohesion. The tertiary color ratio introduces additional colors to enhance our brand's visual impact, ensuring a vibrant and memorable brand presence. Through consistent adherence to these ratios, we create a visually compelling and unified brand experience for our audience.

# TYPOGRAPHY

# Primary Font

## Primary font : Satoshi

Satoshi Font is a modern sans serif typeface with a blend of grotesque style and geometric designs. Inspired by Modernism and Industrial-Era graphics, it's a great choice for Fougito, The font's geometrically-designed characters can convey a sense of a precision and efficiency, which are important traits for a POS system. brand in the restaurant POS industry. The font's clean, precise look conveys efficiency. Ideal for branding and products.

### Satoshi Regular

A B C D E F G H I J K L M N O P Q R a b c d e f g h i j k l m n o  
p q r s 1 2 3 4 5 6 7 8 9 @ \$ % \* ! " ?

Aa

### Satoshi Bold

A B C D E F G H I J K L M N O P Q R a b c d e f g h i j k l m n o  
p q r s 1 2 3 4 5 6 7 8 9 @ \$ % \* ! " ?

Aa

### Satoshi Black Italic

***A B C D E F G H I J K L M N O P Q R a b c d e f g h i j k l m n o  
p q r s 1 2 3 4 5 6 7 8 9 @ \$ % \* ! " ?***

***Aa***

## Secondary Font

### Secondary font : Nunito

Nunito serves as a secondary font for our brand, adding to the overall visual identity. With its rounded terminals and friendly appearance, it complements our primary font and helps convey warmth and approachability. Its versatility in both display and text use allows for a consistent and cohesive brand presence across various design applications. Nunito's role as a secondary font enhances our brand's overall aesthetic and reinforces our desired brand image.

#### Nunito Regular

A B C D E F G H I J K L M N O P Q R a b c d e f g h i j k l m n o  
p q r s 1 2 3 4 5 6 7 8 9 @ \$ % \* ! " ?

Aa

#### Nunito Bold

A B C D E F G H I J K L M N O P Q R a b c d e f g h i j k l m n o  
p q r s 1 2 3 4 5 6 7 8 9 @ \$ % \* ! " ?

Aa

#### Nunito Black Italic

***A B C D E F G H I J K L M N O P Q R a b c d e f g h i j k l m n o  
p q r s 1 2 3 4 5 6 7 8 9 @ \$ % \* ! " ?***

***Aa***

## Fallback Font

### Fallback font : Arial

If using our main typeface Satoshi is not an option for technical reasons, like in emails, documents, or presentations, we use system font Arial.

#### Arial Regular

A B C D E F G H I J K L M N O P Q R a b c d e f g h i j k l m n o  
p q r s 1 2 3 4 5 6 7 8 9 @ \$ % \* ! " ?

Aa

#### Arial Bold

A B C D E F G H I J K L M N O P Q R a b c d e f g h i j k l m n o  
p q r s 1 2 3 4 5 6 7 8 9 @ \$ % \* ! " ?

Aa

#### Arial Bold Italic

A B C D E F G H I J K L M N O P Q R a b c d e f g h i j k l m n o  
p q r s 1 2 3 4 5 6 7 8 9 @ \$ % \* ! " ?

Aa

## Alignment

### Overline

Font-weight: Black  
Size: 1X Body text  
Letter spacing: 0  
Line-height: Auto  
Case: All caps

**FOUGITO**

### Headline

Font-weight: Black  
Size: 5X Body text  
Letter spacing: 0  
Line-height: 90-100%  
Case: Sentence Case

**Sustainable  
Technology**

### Subheadline

Font-weight: Bold  
Size: 1.5 X Body text  
Letter spacing: 0  
Line-height: 120-125%  
Case: Sentence Case

**Fougito is dedicated to driving sustainability in  
the food and beverage industry.**

### Body text

Font-weight: Regular  
Letter spacing: 0  
Line-height: 150%  
Case: Sentence Case

Fougito is dedicated to driving sustainability in the food & beverage and Automobiles industry. With a focus on empowering tomorrow sustainably, we are pioneering secure and sustainable tech solutions that will shape the future. Our commitment lies in revolutionizing the industry through innovative practices that prioritize environmental responsibility and social impact.

The background is a solid red color with a dense, repeating pattern of white line-art icons. These icons represent various concepts such as technology (laptops, smartphones, Wi-Fi), business (dollar signs, charts, people), nature (leaves, flowers), and general symbols (hearts, stars, checkmarks).

fouGito