

Focal Research Consultants Limited BRAND GUIDELINES

HOW TO USE | LOGO TYPES: FOR LIGHT / DARK BACKGROUNDS

DO NOT'S | LOGO TYPES: LIGHT / DARK BACKGROUND



FOCAL TYPOGRAPHY

FONT:
ROBOTO
REGULAR /
BOLD

A B

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

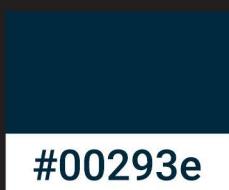
DOWNLOAD
FONT SOURCE:

REGULAR: Focal Research Consultants Limited | Used for body text
BOLD: Focal Research Consultants Limited | Used for title text

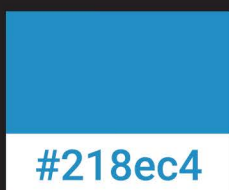
<https://fonts.google.com/specimen/Roboto#standard-styles>

FOCAL RESEARCH COLOURS

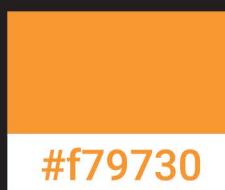
FOCAL RESEARCH CONSULTANTS LIMITED COLOUR SYSTEM



Colour Codes:
CMYK: C:99, M:76, Y:49, K:53
RGB: R:0, G:41, B:62
HSB: H:200, S:100, B:24
Lab: L:15, a:-7, b:-18



Colour Codes:
CMYK: C:78, M:32, Y:6, K:0
RGB: R:33, G:142, B:196
HSB: H:200, S:83, B:77
Lab: L:55, a:-16, b:-37



Colour Codes:
CMYK: C:0, M:48, Y:91, K:0
RGB: R:247, G:151, B:48
HSB: H:31, S:81, B:97
Lab: L:72, a:32, b:66

LOGO DISCLAIMER

Please review the following before usage:

- Contact Focal Research Consultants Limited at the following email 'focal@focalresearch.com' for use/permissions inquiries
- Only use the designated logos provided by Focal Research Consultants Limited via email attachment (not copy paste)
- Light Logo can be used for 'ANY' coloured background while the Dark Logo may only be used for 'white backgrounds'.

Available in: • High Res • Light Background • Dark Background • Document Header/Footer
• Website Header/Footer • Light No Background • Dark No Background • Social Media Icons



Focal Research Consultants Limited LOGO TYPES AND USAGE

HOW TO USE | F:Drive > PNG's (LARGE High-Res)

FOR LARGER PRINT/DESIGN APPLICATIONS | LIGHT / DARK BACKGROUNDS



NAME:

Focal Research Consultants Limited - DARK LETTERING - WHITE BACKGROUND

ACCEPTABLE USE:

White backgrounds, any background colour, or black and white news print



NAME:

Focal Research Consultants Limited - WHITE LETTERING - DARK BACKGROUND

ACCEPTABLE USE:

White backgrounds, or 'Focal Blue' background only.



NAME:

Focal Research Consultants Limited - DARK LETTERING - NO BACKGROUND

ACCEPTABLE USE:

Design purposes - White backgrounds only (does not contain a background)



NAME:

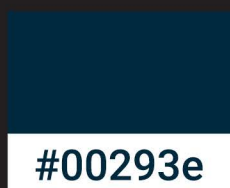
Focal Research Consultants Limited - WHITE LETTERING - NO BACKGROUND

ACCEPTABLE USE:

Design purposes - Dark or 'Focal Blue' backgrounds only (does not contain a background)

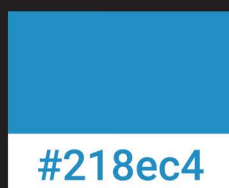
FOCAL RESEARCH COLOURS

FOCAL RESEARCH CONSULTANTS LIMITED COLOUR SYSTEM



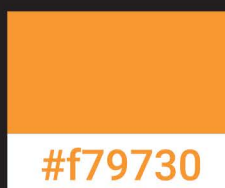
Colour Codes:

CMYK: C:99, M:76, Y:49, K:53
RGB: R:0, G:41, B:62
HSB: H:200, S:100, B:24
Lab: L:15, a:-7, b:-18



Colour Codes:

CMYK: C:78, M:32, Y:6, K:0
RGB: R:33, G:142, B:196
HSB: H:200, S:83, B:77
Lab: L:55, a:-16, b:-37



Colour Codes:

CMYK: C:0, M:48, Y:91, K:0
RGB: R:247, G:151, B:48
HSB: H:31, S:81, B:97
Lab: L:72, a:32, b:66

LOGO DISCLAIMER

Please review the following before usage:

- Only used for LARGE print or design applications which need a 'LARGE' or high-res logo
- All logos in this category can be 'sized down' to scale for print or design purposes (if required)
- DO NOT upload any of these logos from this design category online 'as is' or to any form of media without sizing as it is 'not' only appropriate in dimensions and size

High Res Available in • Light Background • Dark Background • No Background

Focal Research Consultants Limited LOGO TYPES AND USAGE

HOW TO USE | F:Drive > Social Media

FOR SOCIAL MEDIA PAGE LOGO/ICONS | LIGHT / DARK BACKGROUNDS



NAME:

Focal Research Consultants Limited - WHITE BACKGROUND - Social Media

ACCEPTABLE USE:

When majority of profile background colour is dark in nature (makes logo direct)

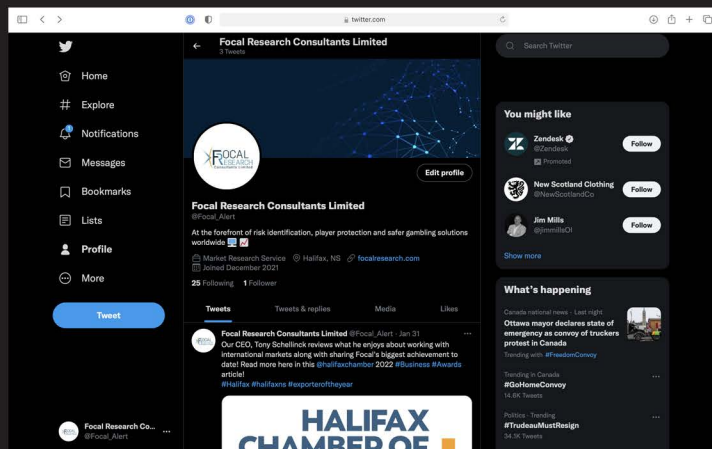


NAME:

Focal Research Consultants Limited - DARK BACKGROUND - Social Media

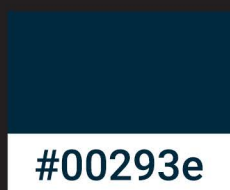
ACCEPTABLE USE:

When majority of profile background colour is white in nature (makes logo direct)



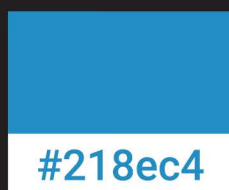
FOCAL RESEARCH COLOURS

FOCAL RESEARCH CONSULTANTS LIMITED COLOUR SYSTEM



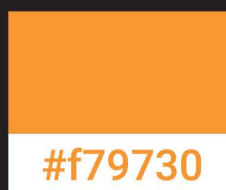
Colour Codes:

CMYK: C:99, M:76, Y:49, K:53
RGB: R:0, G:41, B:62
HSB: H:200, S:100, B:24
Lab: L:15, a:-7, b:-18



Colour Codes:

CMYK: C:78, M:32, Y:6, K:0
RGB: R:33, G:142, B:196
HSB: H:200, S:83, B:77
Lab: L:55, a:-16, b:-37



Colour Codes:

CMYK: C:0, M:48, Y:91, K:0
RGB: R:247, G:151, B:48
HSB: H:31, S:81, B:97
Lab: L:72, a:32, b:66

LOGO DISCLAIMER

Please review the following before usage:

- Only used for social media profile logos
- Can be used for LinkedIn, Twitter, Facebook, Instagram, YouTube, Vimeo, etc.
- DO NOT use for print
- Social Media Logo Design files can be accessed by Focal Research Consultants Limited Marketing & Communications designer (only) to make adjustments and revisions.

High Res Available in • Light Background • Dark Background • No Background

Focal Research Consultants Limited LOGO TYPES AND USAGE

HOW TO USE | **F:Drive > Website or Document Headers/Footers**
FOR WEBSITE OR DOCUMENT HEADERS/FOOTERS | LIGHT / DARK BACKGROUNDS



NAME:

Focal Research Consultants Limited - DARK LETTERING - WHITE BACKGROUND

ACCEPTABLE USE:

White backgrounds, any background colour, or black and white news print

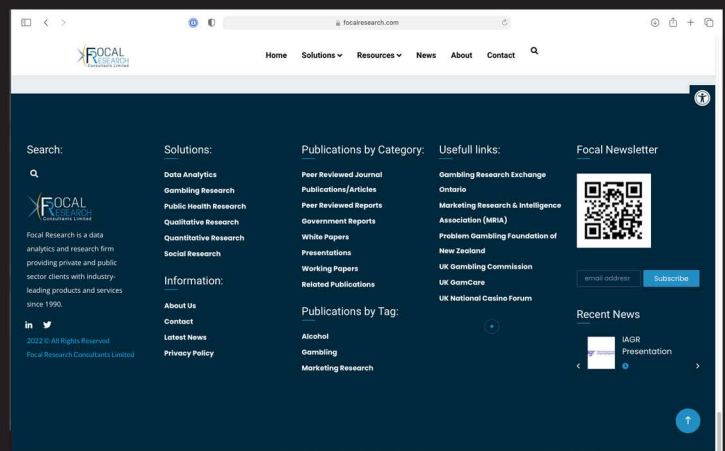
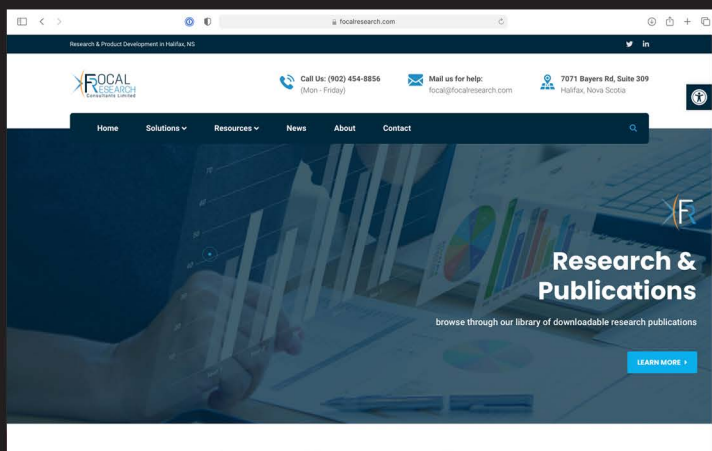


NAME:

Focal Research Consultants Limited - WHITE LETTERING - DARK BACKGROUND

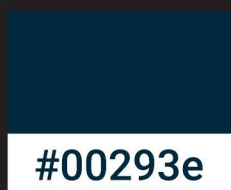
ACCEPTABLE USE:

White backgrounds, or 'Focal Blue' background only.



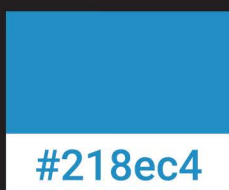
FOCAL RESEARCH COLOURS

FOCAL RESEARCH CONSULTANTS LIMITED COLOUR SYSTEM



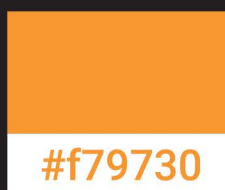
Colour Codes:

CMYK: C:99, M:76, Y:49, K:53
RGB: R:0, G:41, B:62
HSB: H:200, S:100, B:24
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CMYK: C:0, M:48, Y:91, K:0
RGB: R:247, G:151, B:48
HSB: H:31, S:81, B:97
Lab: L:72, a:32, b:66

LOGO DISCLAIMER

Please review the following before usage:

- Only used for website or document headers or footers
- Logo is very small in dimensions
- DO NOT use for any other purpose other than headers or footers
- If you require further assistance with placing this logo in a document header or footer, please contact your Marketing and Communications design team member to help.

Header/Footer Logo Available in • Light Background • Dark Background