



Brand Guidelines

Version 1.0 - May 25, 2018

Hello! Thanks for stopping by.

**Here you will find information
about the elements that comprise
the Fathom brand and the proper
way to use them.**

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Lockup

Here are the primary and alternative logo lockups for Fathom. The primary logo lockup is recommended in cases where the logo will be scaled down to smaller sizes. As the size relationship is fixed, do not adjust the relationship between the mark and logotype. The mark and logotype may be used separately in certain cases.



Horizontal Lockup



Vertical Lockup

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Logotype

The Fathom logotype features a grid-based geometric sans serif that is professional but has enough character to be welcoming and approachable. This structured, yet schmick logotype conveys the emotions that define the Fathom brand.

Fathom

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Mark

The Fathom mark or “Superstruct” is a stylized pictograph of a chart. It also features a negative space monogram “F”. This concept reinforces the idea of gaining hidden insights through data visualization.



Superstruct

Logo

Lockup

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Construction

The Superstruct mark was built using a square grid. This same grid is the foundation of the sizing and spacing between the mark and logotype. The space between the mark and logotype is 1.5X the width of the bottom square of the Superstruct. The height of the Superstruct extends past the top and bottom of the logotype .5X the height of the bottom square of the Superstruct.



Logo

Lockup

Logotype

Mark

Construction

Clearspace

Minimum Size

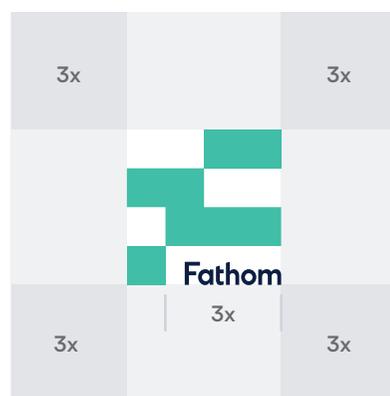
Co-branding

Logo on Color

Misuse

Clearspace

The importance of clearspace around brand elements and throughout all layouts cannot be overstated. It adds confidence and clarity to the visual messaging. These visuals are used to define minimums. The more clearspace, the better. Similar to the construction of the logo, the clearspace is based on the same grid. The minimum clearspace around the logo lockup is equivalent to 3X the width of the bottom square of the Superstruct.



Logo

Lockup

Logotype

Mark

Construction

Clearspace

Minimum Size

Co-branding

Logo on Color

Misuse

Minimum Size

For readability, scale needs to have special considerations. Do not reduce the logo below these designated values.

For Web



56px



64px

For Print



3/4"



1"

Logo

Lockup

Logotype

Mark

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Clearspace

Minimum Size

Co-branding

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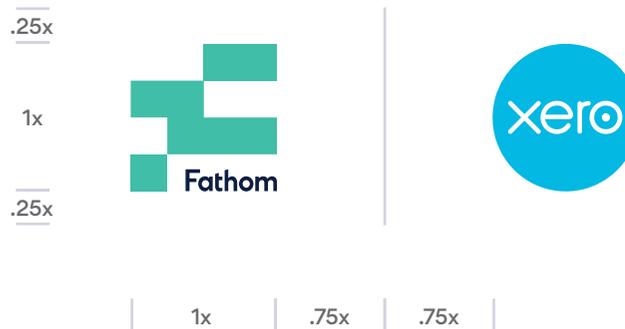
Co-branding

This section covers examples of how to share space visually with the companies we support, partner, and collaborate with. The space between the divider line and either logo is equivalent to 1X the width of the Superstruct mark. The divider line height should be sized relative to the 1x definitions below.

Horizontal
Lockup



Vertical
Lockup



Logo

Lockup

Logotype

Mark

Construction

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Minimum Size

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Logo on Color

Misuse

Logo on Color

The color of the logo on a color background should be decided on a case-by-case basis. Different shades and contrast will inevitably break the usage outlined below. These rules apply to the “Superstruct” mark, logotype, and all lockups.

Logo on White - The two-color logo should be used on a white background.



Logo on Midnight Blue - The logomark can maintain its color while the logotype changes to white. This is the case for most dark colors.



Logo on Aquamarine - An all white logo should be used when placed on Aquamarine. This goes for most medium-contrast colors.



Logo

Lockup

Logotype

Mark

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Minimum Size

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Logo on Color

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Misuse

To make sure the brand appears as consistently as possible across all touch points, these are a few ways we don't want the logo to be distorted.



Don't change the color of the logo.



Don't apply "special effects."



Don't outline the logo.



Don't stretch or shrink the logo to fill space.



Don't shear, rotate, or change the orientation of the logo.



Don't use the logo on top of images that are too cluttered or busy, or don't provide enough contrast with the logo.

Color

Primary Color Palette

Secondary Color Palette

Color

Primary Color Palette

Secondary Color Palette

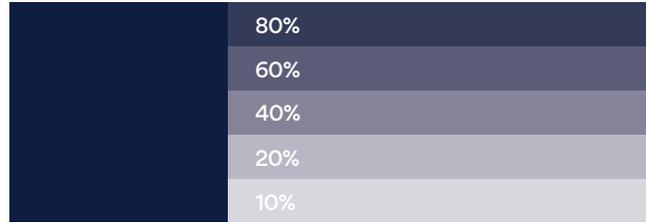
Primary Color Palette

The primary palette consists of three colors. Aquamarine is the lead primary brand color while Midnight Blue and White are supporting primary brand colors.



Aquamarine

HEX #4abea7
RGB 74,190,167
CMYK 66,0,44,0
PMS 563 C



Midnight Blue

HEX #0f2043
RGB 15,32,67
CMYK 100,89,42,48
PMS 2767 C



White

HEX #ffffff
RGB 255,255,255
CMYK 0,0,0,0
PMS --

Color

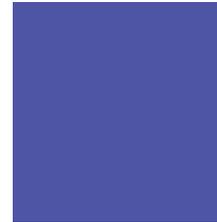
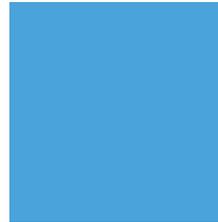
Primary Color Palette

Secondary Color Palette

Secondary Color Palette

The secondary palette consists of four colors. These colors will be used sparingly to accompany the primary palette. The neutral palette will mainly be used for design elements like background colors, borders, etc.

Secondary Palette



Sky Blue

HEX #4ca3da
RGB 77,163,218
CMYK 65,22,0,0
PMS 284 C

Barrier Blue

HEX #5055a5
RGB 80,85,165
CMYK 80,76,0,0
PMS 7455 C

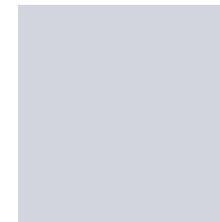
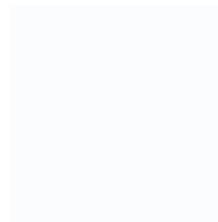
Ayers Red

HEX #f15c49
RGB 241,91,73
CMYK 0,80,74,0
PMS 7625 C

Canary

HEX #ffcb11
RGB 255,203,17
CMYK 0,20,98,0
PMS 116 C

Neutral Palette



Ultra Grey

HEX #f7fafb
RGB 247,250,251
CMYK 2,0.5,0.5,0
PMS 656 C

Light Blue

HEX #d3e5ed
RGB 211,229,237
CMYK 16,3,4,0
PMS 7455 C

Medium Grey

HEX #d3d5de
RGB 211,213,222
CMYK 16,12,7,0
PMS 5305 C

Typography

Brand Typeface

Type Usage

Typography

Brand Typeface

Type Usage

Brand Typeface

We use a geometric sans serif called “Gordita” by The Designers Foundry. Each letterform is nearly monolinear, with optical corrections applied to stroke joints where necessary to maintain an even typographic color.

Gordita

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Typography

Brand Typeface

Type Usage

Type Usage

It's paramount that type styles be used with purpose to achieve a proper hierarchy. Color can change per situation or hierarchy need but generally, the following examples serve our needs perfectly.

Callout _____
Gordita, Bold, All Caps

REPORTING

Title _____
Gordita, Medium

Create beautiful reports and dashboards

Intro _____
Gordita, Regular

Whether presenting to a client, reporting to the bank, or updating your management team, you'll always be prepared with Fathom.

Heading _____
Gordita, Medium

Presentation-ready reports

Body _____
Gordita, Regular

Customise reports by choosing which KPIs are monitored and highlighted in your reports. Rebrand reports with your logo. Share Access to the reports and dashboards with your team or clients.

Button Text _____
Gordita, Medium

Start a Free Trial

Information

This document serves as a foundational guide to using this brand identity. It covers all the rules regarding color, typography, and more. These guidelines are for the use of the Fathom team and associated agencies only. If there is ever doubt, please refer back to this document. If you should have any questions please feel free to contact us at hello@focuslabllc.com.

Thank you.