



FÖKL

Branding Guide



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# Fonts

## Headline Font

# Poppins Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Alternate Headline Font

# Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Subhead & Paragraph Font

# Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Alternate Subhead & Paragraph Font

# Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# Tracking

Tracking is the spacing between letters in a group

Headline Spacing

For headlines, letter tracking should be set to +25

Subhead & Paragraph Spacing

For subheads & body copy, letter tracking should be set to 0

# Leading

Leading is the spacing between lines of text in a paragraph

Headline  
Leading

Headline leading is 95% of the font size |  $(\text{size}) \times 0.95 = \text{leading}$

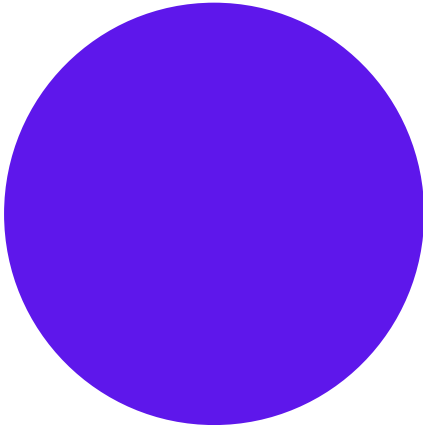
Subhead  
Leading

Subhead leading is 100% of the font size |  $(\text{size}) = \text{leading}$

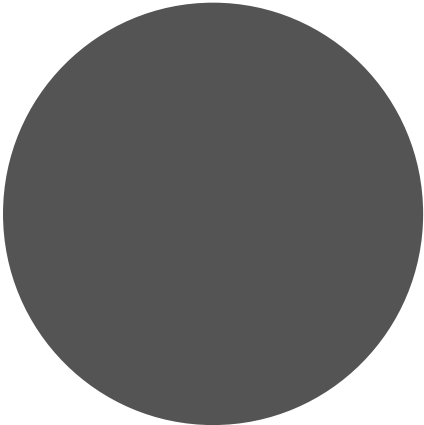
Paragraph  
Leading

Paragraph leading is 125% of the font size |  $(\text{size}) \times 1.25 = \text{leading}$

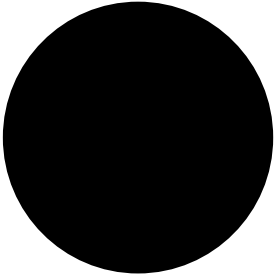
# Colors



**Purple**  
CMYK: 60 . 90 . 0 . 8  
RGB: 90 . 23 . 235  
Hex: #5e17eb



**Charcoal**  
CMYK: 0 . 0 . 0 . 67  
RGB: 84 . 84 . 84  
Hex: #545454



**Black**  
CMYK: 75 . 68 . 67 . 90  
RGB: 0 . 0 . 0  
Hex: #000000



**Light Gray**  
CMYK: 4 . 3 . 3 . 0  
RGB: 241 . 241 . 241  
Hex: #f1f1f1



**Light Purple**  
CMYK: 4 . 4 . 0 . 5  
RGB: 231 . 231 . 241  
Hex: #e7e7f1

# Logo

## Variations

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## Logo Spacing

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# Design Elements



- "O" is set to 85% opacity over the subject
- Imagery is black & white so that "O" can be prominent
- Subject has back to camera and/or is vague enough to not be distinguishable



# Background Pattern

## How to use

- Use for a background that doesn't involve other imagery or shapes; for text only
- When the background pattern is light purple over light gray, set to 30% opacity
- When the background pattern is light purple over white, set to 20% opacity
- Should stay all one color, do not make multicolored
- Shouldn't be too much bigger than the background size, resize Illustrator if necessary