



Brand Style Guide

August 2022

Welcome to the Forgepoint abbreviated Brand Guide.

This document provides a simple set of brand guidelines that can be easily applied to collateral to ensure a consistent look and feel.

The following pages will guide you through some of the basic identity elements such as brand marks, typography styles, and color palettes.

Logo

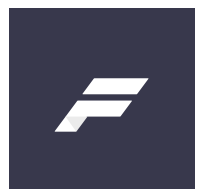
The new Forgepoint logo includes a new logo bug and customized typography that give the modern mark a strong and sleek design.

Be sure to use the appropriate file type for the intended use. RGB files are best for electronic uses, while CMYK vector and spot Pantone files should be used for print. Vector files (SVG, EPS) should be used for print, swag, or in web uses where the logo will be scaled.

Primary



Favicon



Logo Usage

Take care not to alter or distort the Forgepoint logo. Below are a few guidelines to ensure that the logo stays clean, legible, and consistent.

Do



Breathing Room

Ensure the logo has adequate breathing room on all sides.



Reverse

Use the reversed version on dark colored backgrounds.

Don't



Red Alert!

Do not place the logo on colors that are too similar to those used in the logo.



Legibility

Do not place the logo on busy backgrounds or backgrounds that do not provide enough contrast.



Skew

Do not rotate, stretch, or scale the logo disproportionately.



Revert

Do not use the old Forgepoint logo.

Typography

The Forgepoint corporate font is Plain which is simple and modern. All corporate collateral should use Plain whenever possible to maintain brand consistency.

Header Font

Plain Bold

Body Font

Plain Light

Plain Light lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Color

Forgepoint's color palette contains two different tones of purple, while incorporating accents of bright and punchy colors. These colors convey a sense of sophistication and approachability.

Primary Palette

HEX: #75539D
CMYK: 64, 77, 0, 0
PANTONE: 7677C

HEX: #303143
CMYK: 98, 97, 0, 49
PANTONE: 274C

HEX: #000000
CMYK: 0, 0, 0, 100
PANTONE: BLACK C

HEX: #FFFFFF
CMYK: 0, 0, 0, 0

Secondary Palette

HEX: #F2F2F2
CMYK: 3, 2, 2, 0
PANTONE: COOL GRAY C

HEX: #A4A0A6
CMYK: 35, 28, 13, 2
PANTONE: 4134C

HEX: #1979BA
CMYK: 90, 44, 0, 0
PANTONE: 2174C

HEX: #DF2929
CMYK: 0, 88, 100, 0
PANTONE: 3516C

HEX: #3DBA2C
CMYK: 85, 0, 98, 0
PANTONE: 354C

Angle Treatment

Forgepoint uses an angled graphic element throughout the brand. When applied and used appropriately, it adds depth to the design and simultaneously makes the background pop. Note that this angled treatment follows the same angle as the “F” on the Forgepoint logo.

Angle Treatment



Applications

