



# *Fancii*

Branding Guidelines

# LOGOS

The Fancii logo is the face of our awesome company and a recognizable symbol to our customers. The logo must be used in strict accordance with the guidelines provided here because it helps to preserve our brand and maintain consistency across the board. Any questions about proper useage can be directed to the marketing department.

## ACCEPTABLE LOGO COLORS

In addition to the colors listed here, the logo may be used in black (#000000) & white (#FFFFFF) colors.

*Fancii*      *Fancii*

*Fancii*      *Fancii*

*Fancii*

## SUB-MARK

Fancii also has a sub-mark/sub-logo. The logo may only be used in the approved company colors + black and white. The sub-mark can be used when there are space constraints in replacement of the logo.



# LOGOS (CONTINUED)

## PROPER LOGO USE

The Fancii logo may be used only in an upright position. It may not be stretched, turned, slanted, scaled unproportionately, flipped, outlined, or have any effect put on it. It may not be used in any color aside from those listed above, and it may not be put on a patterned background without a solid color behind it.



## LOGO SPACING

A certain amount of spacing should be left around the logo for aesthetic purposes. The amount of space that should be left is as follows:

If the height of the logo is 2"...

2" *Fancii*

... then 2" of space needs to be left around the farthest edges of the logo.



## DOWNLOAD

The Fancii logos can be found and downloaded here:

<https://www.dropbox.com/work/Fancii%20Team%20Folder/Fancii%20Logo>

# FONTS

While it may not seem so, fonts are an extremely important part of any companies branding identity. Fancii is no exception — our fonts have been carefully chosen to represent the youthfulness and fun feeling we wish to convey to our customers. These fonts are to be used when designing any marketing materials for Fancii, including but not limited to box design, social media marketing graphics, e-mail graphics, printed advertisements, amazon marking images, and more. Any questions regarding font usage or for help downloading our fonts, contact the marketing department.

## OUR FONTS

Caviar Dreams Regular ▪ used for body text

**Caviar Dreams Bold** ▪ used for sub-headers and text call outs

**LEAGUE GOTHIC REGULAR** ▪ used for headers; capitalized case only

**LEAGUE GOTHIC CONDENSED REGULAR** ▪ used for headers; capitalized case only

## DOWNLOAD

Both of these fonts are available for download at the following links:

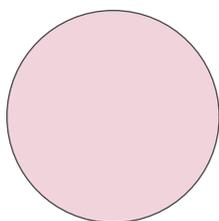
Caviar Dreams: <https://www.dafont.com/caviar-dreams.font>

League Gothic: <https://www.fontsquirrel.com/fonts/league-gothic>

# COLORS

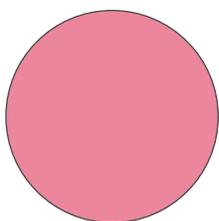
Colors add a sense of a company's personality, and so careful consideration went into choosing the colors to represent the Fancii brand. Below you'll find our company colors. No other colors are to be used in company design with the exception of photography and product colors. If you have any questions about these colors, please direct them to the marketing department.

## OUR COLORS



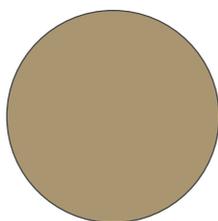
**Light Pink**

HEX: #F1D4DB  
RGB: 241, 212, 219  
CMYK: 3, 18, 5, 0



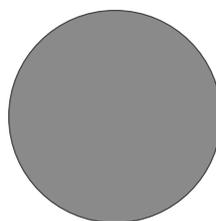
**Dark Pink**

HEX: #EB869C  
RGB: 235, 134, 156  
CMYK: 3, 59, 20, 0



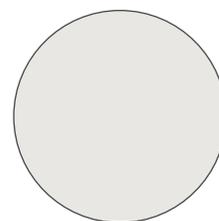
**Gold**

HEX: #A99570  
RGB: 169, 149, 112  
CMYK: 34, 37, 61, 4



**Dark Grey**

HEX: #8A8A8A  
RGB: 138, 138, 138  
CMYK: 48, 40, 40, 4



**Light Grey**

HEX: #E8E7E3  
RGB: 232, 231, 277  
CMYK: 8, 6, 8, 0