

FIRMSPACETM

UPSCALE PROFESSIONAL WORKPLACE

STYLE GUIDE
REVISED JUNE 2018

These guidelines are designed to help present the identity and image in a consistent way in all materials produced. If you have any questions, please contact FIRMSPACE.

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COLOR PALETTE

FIRMSPACE Colors

In order to maintain a consistency in brand, the following color scheme has been selected to be used in print and digital communications. These colors will also be realized in the FIRMSPACE locations as well.

CMYK C - 85 M - 66 Y - 40 K - 42	RGB R - 39 G - 62 B - 84	Pantone® PMS 7546	HEX #273e54
CMYK C - 76 M - 55 Y - 33 K - 22	RGB R - 67 G - 93 B - 118	Pantone® PMS 7545	HEX #435D76
CMYK C - 45 M - 5 Y - 13 K - 0	RGB R - 136 G - 201 B - 215	Pantone® PMS 549	HEX #88C9D7
CMYK C - 11 M - 7 Y - 2 K - 0	RGB R - 223 G - 227 B - 237	Pantone® PMS Cool Gray 1	HEX #E0E4ED
CMYK C - 4 M - 77 Y - 86 K - 0	RGB R - 232 G - 97 B - 57	Pantone® PMS 7579	HEX #E86139

IDENTITY

FIRMSPACE Identity

The FIRMSPACE identity is always representing in a single color. This single color should always, without exception, either be black, white or one of the colors from the FIRMSPACE color palette.

Light Backgrounds

When being presented on a lighter color background, the FIRMSPACE identity should be in a dark, contrasting color.



Dark Backgrounds

When being presented on a darker color background, the FIRMSPACE identity should be in a light, contrasting color, preferably white.



Tagline

The logo can appear with the tagline as seen below.



UPSCALE PROFESSIONAL WORKPLACE

IDENTITY MECHANICS

FIRMSPACE Identity Mechanics

The proportions of the box and lettering should never be altered. The height of the bowl of the “P” is equal to the distance between the letters and the containing box on all sides.



The “letters” in the FIRMSPACE identity should never be separated from the box when the identity is being presented.



FIRMSPACE



The proportions of the identity should never be changed to fit the mark in to a smaller space



FIRMSPACE



TYPE & STYLE GUIDELINES

Typestyles

The font family that can be used in FIRMSPACE communications is”
Gotham

Paragraph text should be Gotham Light

Bold paragraph text should be Gotham Bold

Titles should be Gotham Black

Additionally, large titles should be set in ALL CAPS using.

Legibility

Font colors should be selected so that the type has as much contrast from the background as possible. Whenever printing type, the size should never be lower than 8pt. When ever possible, paragraph text should be 10pt or 11pt.

Styles

The word “FIRMSPACE” should always be written as one word with no spaces between “FIRM” and “SPACE”. The name should always be in capital letters when presented in text outside of the identity unless being used in writing the web address or in an email address. The Manhattan typestyle should not be used to write the name in text as it is the foundation for the identity itself.

Web & Email

The FIRMSPACE web address should appear on all print materials as well as any digital materials that will not be used on the FIRMSPACE website. The web address should always be formatted in a very visible type style and in all lower case “firmSPACE.com”

Email addresses should always be written in lower case letters and formatted as “abc@firmSPACE.com”.

Times & Dates

Times and dates, when typed as text, should always appear in the following format.

January 1, 2012 - 7:00pm

The month should not be abbreviated. The time should be in 12hr with hrs and mins completely typed out. “am” or “pm” should be lower case with no space from the time.