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BRAND STYLE GUIDE



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Logo

PRIMARY LOGO

ORIGINS

The name ForeSite was derived from the idea that we design *for sites* but with more thought and care than other industry firms, we apply more *foresight*. Thus, with a little play on words, the company name was born.

BRANDING

The ForeSite logo was re-developed in 2019 with the following brand identifiers in mind:

- hydro-centric designs
- ecologically sensitive
- dual specialization in landscape architecture and civil engineering (*gray to green philosophy*)
- visual keywords: balance, clean, classic, flowing
- colorful, yet professional

LONG



STACKED



Logo

PRIMARY LOGO

GRAYSCALE



KNOCK-OUT (FOR DARK BACKGROUNDS)



Logo

LOGO LOCKUPS

SERVICE LOCKUPS

ForeSite service lockups may be used to identify projects by a particular service or project type. The lockup can be used alone or together with the main logo. For example: As an identifier on CAD drawings. Always use pre-made approved designs, do not create your own lock-up.

SERVICE COLOR I.D.

-  Civil Engineering
-  Ecological Restoration
-  Landscape Architecture



CIVIL
ENGINEERING



ECOLOGICAL
RESTORATION



LANDSCAPE
ARCHITECTURE

Logo

LAYOUT

CLEARANCE

To ensure that logos are clearly visible, surround them with clear space that is free of type, graphics, and other elements that might cause visual clutter.

MINIMUM CLEARANCE

Use at least .25" as a minimum clearance around the logo.

SPACE AROUND LOGO



SPACE AROUND LOGO



Logo

INCORRECT USAGE

LOGO CRIMES

To maintain the integrity of the ForeSite logo, and to promote the consistency of the brand, please do not misuse it. Some logo crimes are listed here:

DO NOT use unapproved color combinations.

DO NOT use a drop shadow.

DO NOT rotate the logo.

DO NOT apply a gradient or texture to the logo.

DO NOT use the letter mark alone.

DO NOT outline the logo.

DO NOT manipulate the logo.



Color Palette

PRIMARY COLORS



FORESITE BLUE

Pantone 315 C
CMYK 100 12 21 44
RGB 0 103 127
Hex #00677F



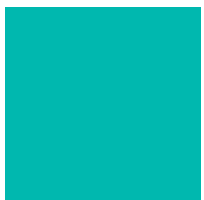
FORESITE GRAY

Pantone 3262 C
CMYK 21 11 9 23
RGB 162 170 173
Hex #A2AAAD



FORESITE GREEN

Pantone 360 C
CMYK 60 0 84 0
RGB 108 194 74
Hex #6CC24A



FORESITE AQUA

Pantone 3262 C
CMYK 76 0 38 0
RGB 0 191 179
Hex #00BFB3

SECONDARY COLORS



FORESITE PURPLE

Pantone 2725 C
CMYK 76 76 0 0
RGB 104 91 199
Hex #685BC7



BODY TEXT

Pantone 431 C
CMYK 45 25 16 59
RGB 91 103 112
Hex #5B6770

Typography

PRIMARY TYPEFACES

KIONA

BOLD	ABCDEFGHIJKLMN OP QRSTUVWXYZ 1234567890!@#\$%^&*(),.
REGULAR	ABCDEFGHIJKLMN OP QRSTUVWXYZ 1234567890!@#\$%^&*(),.
<i>ITALIC</i>	ABCDEFGHIJKLMN OP QRSTUVWXYZ 1234567890!@#\$%^&*(),.

NOTES









- KIONA is an uppercase-only font.
- While every effort should be made to use the approved typefaces, see page 11 for acceptable alternative fonts should either of the approved typefaces be unavailable.

Futura PT

Bold	ABCDEFGHIJKLMNopqrstuvwxy 1234567890!@#\$%^&*(),.
<i>Bold oblique</i>	ABCDEFGHIJKLMNopqrstuvwxy 1234567890!@#\$%^&*(),.
Demi	ABCDEFGHIJKLMNopqrstuvwxy 1234567890!@#\$%^&*(),.
<i>Demi oblique</i>	ABCDEFGHIJKLMNopqrstuvwxy 1234567890!@#\$%^&*(),.
Medium	ABCDEFGHIJKLMNopqrstuvwxy 1234567890!@#\$%^&*(),.
<i>Medium oblique</i>	ABCDEFGHIJKLMNopqrstuvwxy 1234567890!@#\$%^&*(),.
Book	ABCDEFGHIJKLMNopqrstuvwxy 1234567890!@#\$%^&*(),.
<i>Book oblique</i>	ABCDEFGHIJKLMNopqrstuvwxy 1234567890!@#\$%^&*(),.

Typography

TEXT FORMATTING

STYLE	FONT	SIZE	COLORS
Preheader	Futura PT Demi	14pt	
HEADLINE	KIONA	26pt	
SUBHEADER	KIONA	18pt	 
BODY HEADER	Futura PT Demi Small Caps	10pt	
Body Text	Futura PT Book	10pt	
<i>Caption</i>	Futura PT Book Oblique	10pt	
• (bullet symbol)	Futura PT Book	10pter	

Typography

TEXT FORMATTING

USE OF COMPANY NAME IN TEXT

In instances where the company name appears in all-caps text (such as headline, subhead, or body header, DO NOT use mixed upper and lower caps.

FORESITE
✗

FORESITE
✓

ACCEPTABLE FONT ALTERNATIVES

While every effort should be made to use the approved typefaces, an acceptable baseline alternative is **Century Gothic**.

Century Gothic

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*(),.

Bold italic ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*(),.

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*(),.

Regular italic ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*(),.