

# FOCIS 2024

## BRANDING GUIDELINES

### 25 YEARS OF FOCIS



FULL COLOR

The FOCIS 2025 branding logo should always be represented in full color whenever possible, as shown above. The full color logo was created as vector artwork with various gradations throughout the background mosaic and skyline.

No flat color version of the logo is available. Only the full color version or a grayscale option (as shown below) may be used.

If you have any questions regarding the logo or if for any reason, a solid color version of the logo is required, please contact Larissa Mickelson at [lmickelson@focisnet.org](mailto:lmickelson@focisnet.org).

### 25 YEARS OF FOCIS



GRAYSCALE

#### FONT USAGE:

The FOCIS 2025 logo is created using original artwork and should not be recreated in any way.

Support fonts for materials that may be created for FOCIS 2025 should only include the following options:

**Futura Bold** (main font in logo)  
**Century Gothic** Font Family

If you would like to use any additional fonts other than those listed above, contact **Larissa Mickelson** at [lmickelson@focisnet.org](mailto:lmickelson@focisnet.org) and confirm the usage is fully approved.

#### LOGO MANIPULATION:

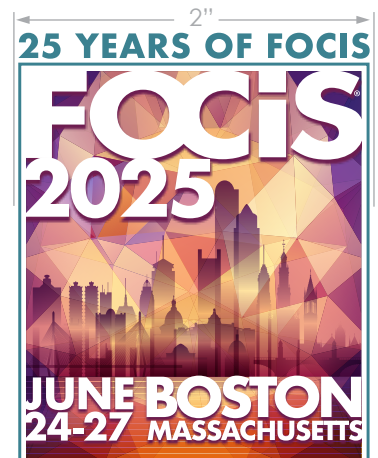
The FOCIS 2025 logo should only be used as shown above. Do not recreate, manipulate the logo colors, fonts or architecture in any way.

### 25 YEARS OF FOCIS



#### MINIMUM SIZE REQUIREMENTS:

The FOCIS 2025 logo should never be reduced smaller than 2" wide.



Any additional questions regarding the FOCIS 2025 logo, colors, fonts, etc. should be directed to **Larissa Mickelson** at [lmickelson@focisnet.org](mailto:lmickelson@focisnet.org).

# FOCIS<sup>®</sup>2024

## BRANDING COLOR GUIDELINES

### 25 YEARS OF FOCIS



#### FULL COLOR

The FOCIS 2025 branding is created using many gradients. The gradients are based loosely on the three colors to the right of the teal color. These colors should be referenced for any imagery that may be used or created in support of the main graphics.

|      |                                                                                     |                                                                                     |                                                                                     |                                                                                       |
|------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|      |  |  |  |  |
| CMYK | C = 78<br>M = 37<br>Y = 36<br>K = 5                                                 | C = 0<br>M = 12<br>Y = 45<br>K = 0                                                  | C = 20<br>M = 78<br>Y = 40<br>K = 0                                                 | C = 47<br>M = 79<br>Y = 9<br>K = 32                                                   |
|      |  |  |  |  |
| RGB  | R = 60<br>G = 129<br>B = 145                                                        | R = 255<br>G = 223<br>B = 155                                                       | R = 202<br>G = 92<br>B = 117                                                        | R = 111<br>G = 60<br>B = 112                                                          |
|      |  |  |  |  |
| HEX  | #3C8191                                                                             | #FFDF9B                                                                             | #CA5C75                                                                             | #6F3C70                                                                               |