



Brand Guidlines **2022**

Logo, typeface, color, photo style etc.

LOGO, *VISUAL IDENTITY*

“FastBank” logo placed in fixed proportions.
Our logotype is the touchstone of our brand and one of our most valuable assets.

We must ensure the logo proper usage.The order as well as proportions maynever be altered.
To guarantee accuracy in reproduction, please always use the provided digital logo files.

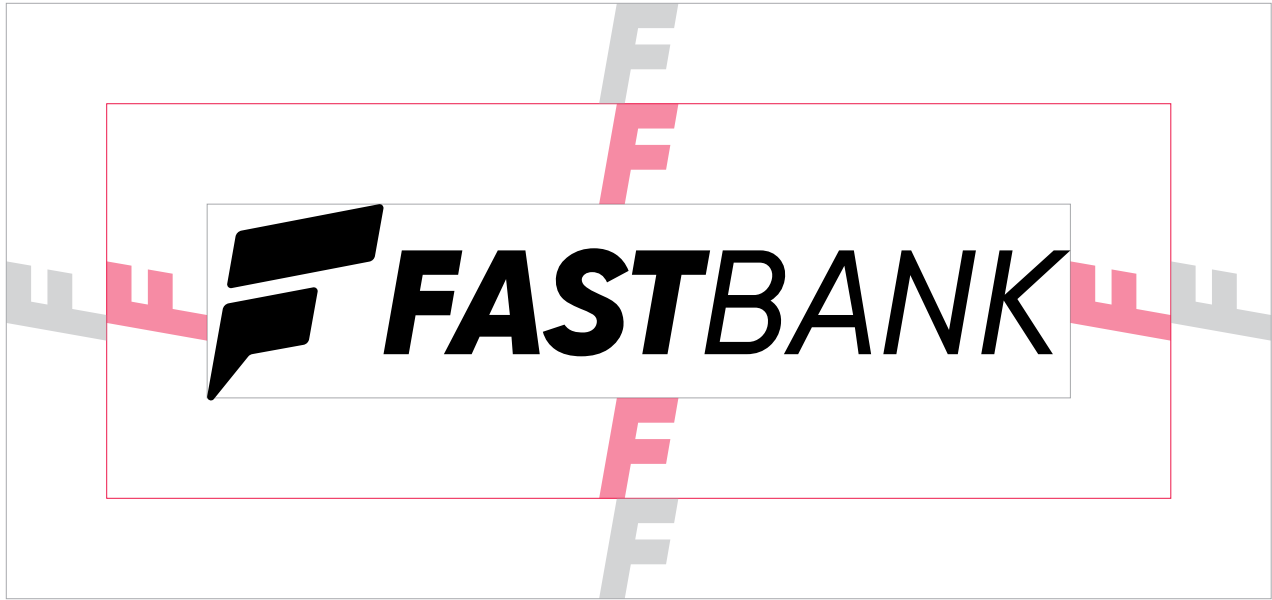


Logo proportions



Below the logotype is presented on a modular grid to illustrate its proportions, which are 44.5x by 10x, where x is a module. Always keep the proportions of the logo, never stretch it.

Logo safe area



In order to maintain consistency and legibility of the logotype the area around it should be kept clear of all graphic and type elements. Leave the safe area around the logotype as shown below.



Logo variations on corporate backgrounds

Brand Guidelines 2022















FASTBANK

Corporate colors

Color plays an important role in brand.
Color choices also give your brand a visual
connection to your company's values and personality.



Pantone 232 C
CMYK: 0/100/0/0
RGB: 215/15/130
HEX: d70f82

Pantone 2025 C
CMYK: 0/85/100/0
RGB: 250/80/35
HEX: f05023

Pantone 7687 C
CMYK: 100/95/0/20
RGB: 35/45/130
HEX: 212b7e

Pantone Cool Gray 1 C
CMYK: 0/0/0/5
RGB: 240/240/240
HEX: f1f2f2

Corporate Gradient

Forbidden manipulations



Slogan

Brand Guidelines 2022

**Graphic
elements**

***FASTER, BETTER,
STRONGER***



***FASTER, BETTER,
STRONGER***

[illegible]



Aa!?

THIN
LIGHT
REGULAR

MEDIUM
BOLD
BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&(*)

THIN ITALIC
LIGHT ITALIC
ITALIC

MEDIUM ITALIC
BOLD ITALIC
BLACK ITALIC

Roboto



ԱաՐՂ

THIN
LIGHT
REGULAR
MEDIUM
BOLD
BLACK

Մարդոտո

ԱԲԳԴԵԶԷԸԹԺԻԼԽԾԿՅԶՂՃՄՅՆԵՈՉՊՁՈՍՎՏՐՑՈՒՓՔՕՖ
աբգդեզըթժիլխծկհձղմյնշոչպջռսվտրցուփքօֆ
1234567890

THIN ITALIC
LIGHT ITALIC
REGULAR ITALIC
MEDIUM ITALIC
BOLD ITALIC
BLACK ITALIC



Designed by
indigo
BRANDING