

# Fudli

Brand Book 2025

Designed by Artistsweb

# Introduction

This document outlines the guidelines for our visual communication system. Please adhere to these guidelines diligently to uphold brand consistency. This encompasses all essential elements, such as logos, typefaces, colors, and more.



Fudli

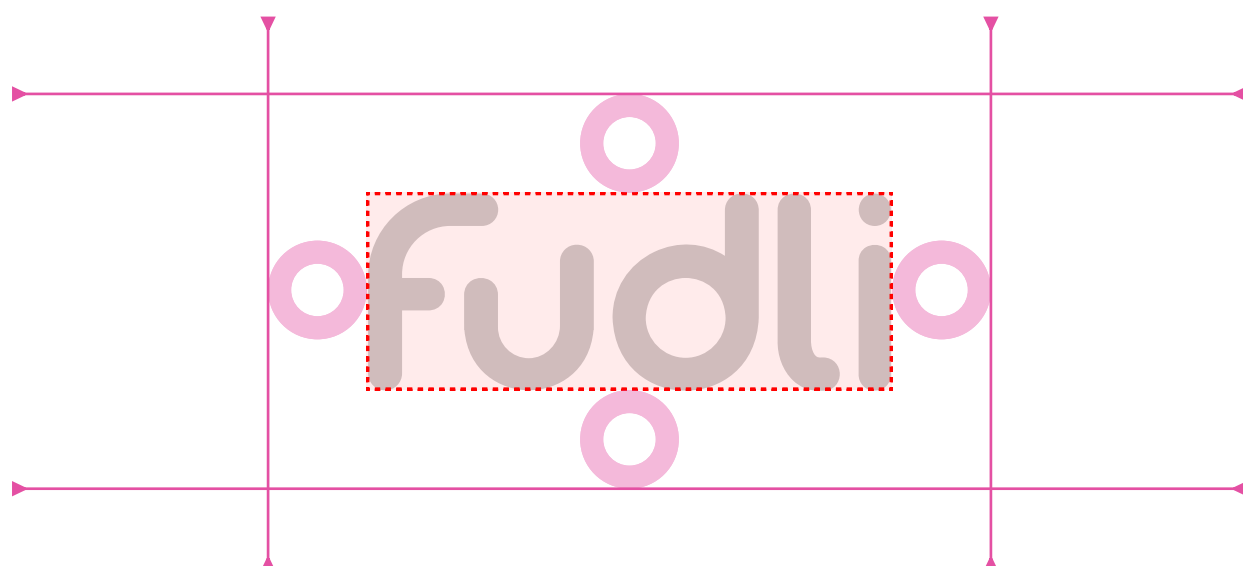
# Main logo

Horizontal version

The logo consists of the word "Fudli" in a bold, black, rounded sans-serif typeface. The letters are thick and have a friendly, approachable feel. The 'F' and 'l' have slightly curved terminals, and the 'u' and 'o' are rounded. The overall impression is one of simplicity and modernity.

This document outlines the guidelines for our visual communication system.

# Safe zone



The "O" represents the logo's safe zone, which is set at **50% of the logo's height**.

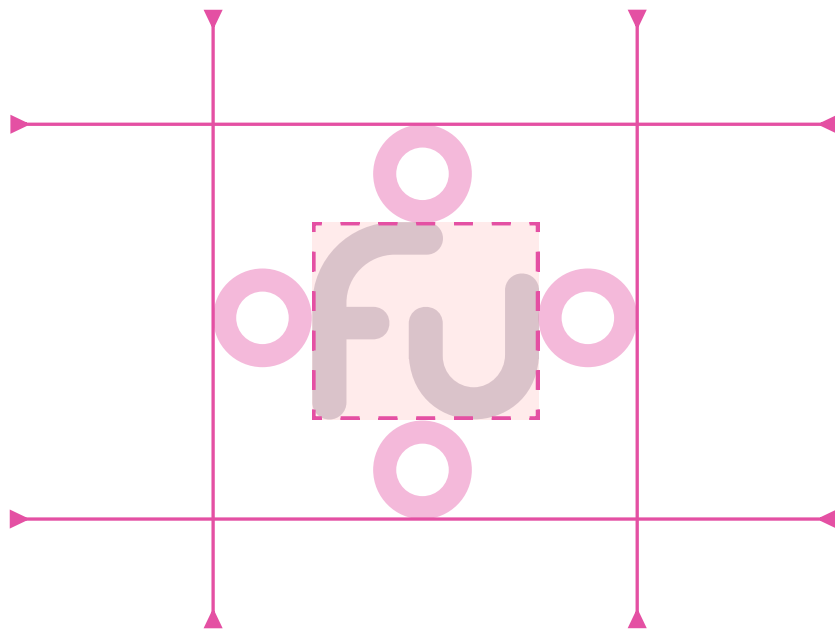
## Second logo

Square version



This document outlines the guidelines for our visual communication system.

# Safe zone



The "O" represents the logo's safe zone, which is set at **50% of the logo's height**.

# Minimum size



Minimum width of symbol for print is **50px** or **5 mm** for **horizontal** version and **30px** or **5 mm** for **square** version

# Typography

All fonts are available on Google Fonts. This font can be used for both print and web design.

# Montserrat

<https://fonts.google.com/specimen/Montserrat>

## Used Variables

Light 300  
Regular 400  
Medium 500  
**SemiBold 600**  
**ExtraBold 800**

Titles should be used for all **body text**.



# Typography

All fonts are available on Google Fonts. This font can be used for both print and web design.

# Quicksand

<https://fonts.google.com/specimen/Quicksand>

Used Variables

**ExtraBold 700**

Titles should always be set in a **Bold** (700) font weight.

# Colours

Selected colours for the Fudli brand



## Main

#5867E9

rgb(88, 103, 233)

hsl(234, 77, 63)



## Second

#3A45A5

rgb(58, 69, 165)

hsl(234, 48, 44)



## Accent

#5CD9F2

rgb(92, 217, 242)

hsl(190, 85, 65)



## Positive

#00D552

rgb(0, 213, 82)

hsl(143, 100, 42)



## Negative

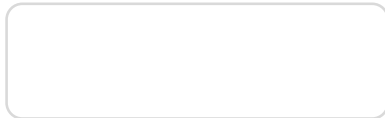
#FF006B

rgb(255, 0, 107)

hsl(335, 100, 50)

# Other Colours

Selected colours for the Fudli brand



## Light

#FFFFFF

rgb(255, 255, 255)

hsl(0, 0, 100)

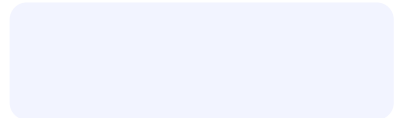


## Dark

#181818

rgb(24, 24, 24)

hsl(0, 0, 9)



## Other1

#F2F4FF

rgb(242, 244, 255)

hsl(231, 100, 97)



## Other2

#C6CDD0

rgb(198, 205, 208)

hsl(198, 10, 80)



## Other3

#7A8387

rgb(122, 131, 135)

hsl(198, 5, 50)



## Other4

#494F57

rgb(73, 79, 87)

hsl(214, 9, 31)



## Other5

#C5CBEC

rgb(197, 203, 236)

hsl(231, 51, 85)



## Borders

#B7C2FA

rgb(183, 194, 250)

hsl(230, 87, 85)

# Symbols

Designed for use as an app icon or favicon

App & Web icon



Favicon



# Colours

Here are a few examples that should be avoided for the Fudli brand.

Not allowed background



Non invert colours



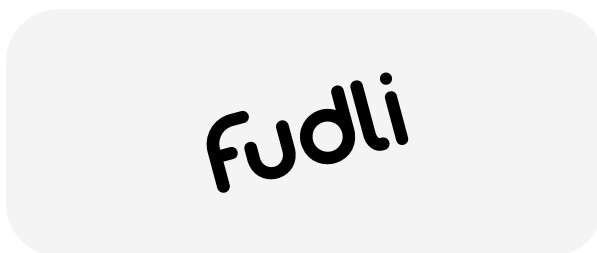
Two-color combination



Wrong safe zone



Rotation



Wrong scale



Always use only the approved versions of the brand assets.

# Logo use

Allowed logo using

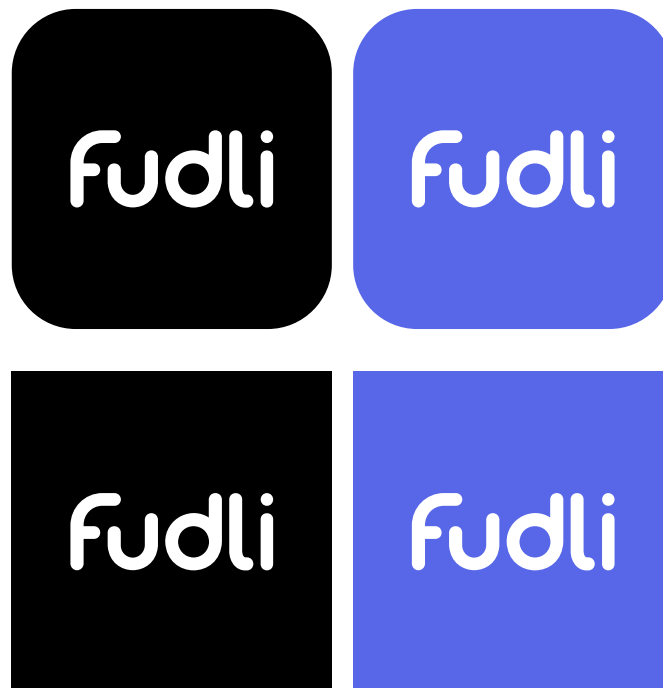
App & Web icon



# Logo use

Allowed logo using

App & Web icon



# Brand usage insights

Here are some examples that demonstrate how to effectively use logos and branding to create a cohesive and recognizable identity across various platforms and materials.









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