



**FITC**

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FITC EVENT BRANDING  
STYLE GUIDE

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This style guide will walk you through the basics of using the FITC logo and typography when creating posters and ad units.

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## What is FITC?

Future. Innovation. Technology. Creativity.  
Four words that capture the essence of  
what we're all about.

Since 2002 FITC has produced design  
and technology-focused events that have  
inspired, educated and challenged a  
global audience of like-minded students  
and professionals.



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## FITC Colour Palette



### FITC Red

**Pantone** 187C  
**CMYK** 0 / 100 / 79 / 20  
**RGB** 196 / 18 / 48  
**Hex** C4112D



### Pixel White

**CMYK** 0 / 0 / 0 / 0  
**RGB** 255 / 255 / 255  
**Hex** FFFFFFFF



### Slate Grey

**CMYK** 0 / 0 / 0 / 50  
**RGB** 147 / 149 / 152  
**Hex** 929496



### Pitch Black

**CMYK** 15 / 15 / 15 / 70  
**RGB** 0 / 0 / 0  
**Hex** 000000

## FITC Logo **do's** and **do not's**.

### Do

#### 01) Spacing around the logo

Always leave a reasonable amount of white space around the circular logo. Give it room to breathe.

#### 02) Background colour

Feel free to use any colour behind the logo, but please stay away from reds, patterns or anything that affects the circle shape.

### Do not

#### 03) Logo colour

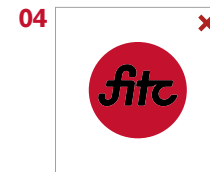
Do not under any circumstances change the circle colour. Always use FITC Red.

#### 04) Type colour

The type colour should never be changed either. Always use Pixel White.

#### 05) Logo shape

Never distort or warp the logo. It should always be a perfect circle.



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Meet Akzidenz-Grotesk.  
It's our typeface.  
We always use it in upper case.

MAIN HEADLINES

**AKZIDENZ-GROTESK  
CONDENSED BOLD**

SUB HEADLINES

AKZIDENZ-GROTESK  
CONDENSED LIGHT

EVENT TAGLINES

AKZIDENZ-GROTESK

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Branding

FITC Events

without an event tagline.

### 01) Vertical Formats

- A) Stack the FITC event name in 'Akzidenz-Grotesk Condensed Bold'.
- B) Stack the speaker or feature text below the event name in 'Akzidenz-Grotesk Condensed Light'.
- C) Stack the date below the speaker or feature text in 'Akzidenz-Grotesk'.
- D) Place the logo in the upper left corner.

### 02) Horizontal Formats

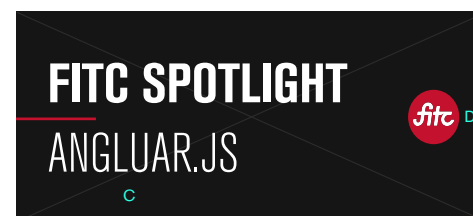
Use the same type formatting as vertical formats, but please note:

- A) Try to keep the FITC event name on one line, but on more than two.
- B) Center the type vertically.
- C) You can remove the date and/or speaker name if you're short on space.
- D) Center the logo vertically on the right side of the unit.

### 03) Small Ad Formats

Use the same formatting as Vertical formats, but please note:

- You can remove the date and/or speaker name if you're short on space.





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## Poster Examples



WITH AN EVENT OR SPEAKER NAME



WITHOUT AN EVENT OR SPEAKER NAME

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Branding

FITC Events

with an event tagline.

### 01) Vertical Formats

- A) Stack the FITC event name in 'Akzidenz-Grotesk Condensed Bold'.
- B) Stack the speaker or feature text below the event name in 'Akzidenz-Grotesk Condensed Light'.
- C) Stack the tagline and date below the speaker/feature text in 'Akzidenz-Grotesk'
- D) Place the logo in the upper left corner.

### 02) Horizontal Formats

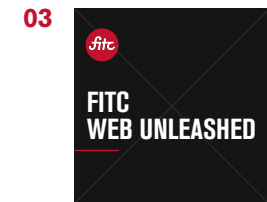
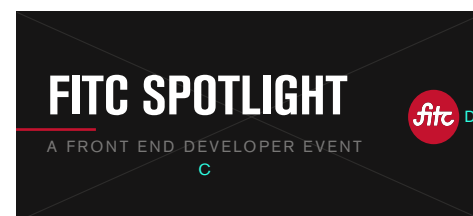
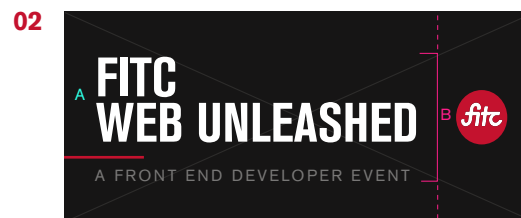
Use the same formatting as Vertical formats, but please note:

- A) Try to keep the FITC event name on one line, but on more than two.
- B) Center the type vertically.
- C) You can remove the date, tagline and/or speaker name if you're short on space.
- D) Center the logo vertically on the right side of the unit

### 03) Small Ad Formats

Use the same formatting as Vertical formats, but please note:

- You can remove the date, tagline and/or speaker name if you're short on space.



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## Poster Examples



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## Style Specifics

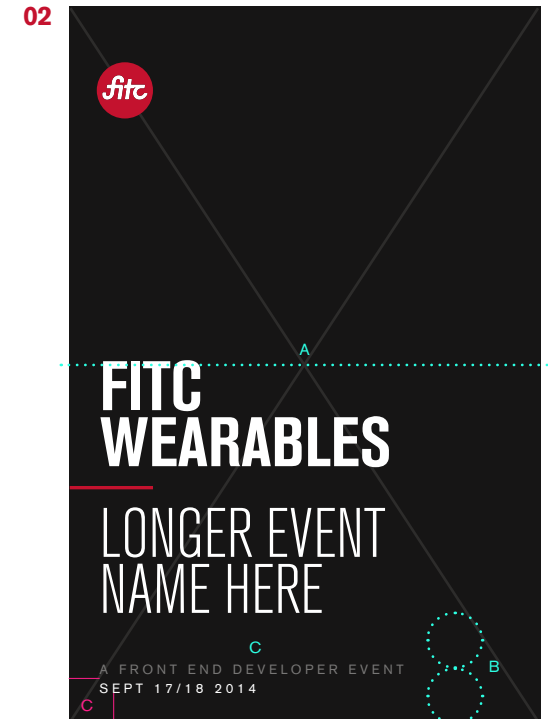
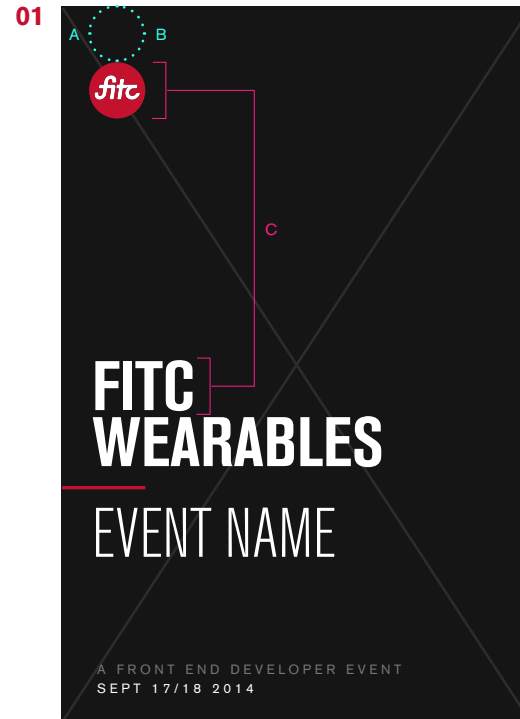
## Vertical and Square Layouts

### 01) Logo Placement and Sizing

- A) Place the logo in the upper left corner.
- B) The logo should never be more than its own height away from the top of the unit.
- C) The logo should be roughly the same height as the headline.

### 02) Type Placement

- A) In vertical formats the typography should always be in the lower half of the unit.
- B) The bottom line should be a minimum of 2x the logo height from the bottom of the unit.
- C) The tagline and date should always be at the bottom of the unit with equal spacing from the left and bottom.



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## Horizontal Layouts

### 01) Logo Placement

Use the same formatting as Vertical formats, but please note:

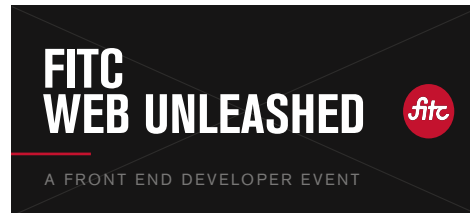
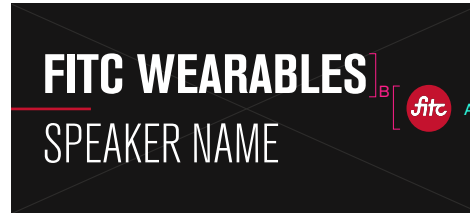
- A) Place the logo on the right and center it vertically.
- B) The logo should be roughly the same height as the headline.

### 02) Type Placement

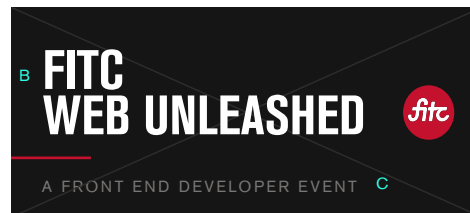
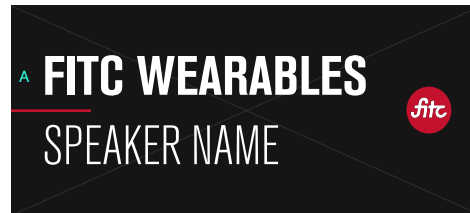
Use the same formatting as vertical formats, but please note:

- A) The typography should always be centered vertically in the unit.
- B) If space allows, the type can be stacked.
- C) You can remove the date, tagline and/or speaker name if you're short on space.

01



02



## Backgrounds.

### 01 Dark Backgrounds

- If you're using a dark background, all headlines should be 'Pixel White'.
- Taglines are always 'Slate Grey'
- Keep an eye on bright areas that may blend with the typeface.

### 02 Light Backgrounds

- If you're using a light background, all headlines should be 'Pitch Black'
- Taglines are always 'Slate Grey'
- Keep an eye on bright areas that may blend with the typeface.

### 03 Red Colours

- If you're using a red image or an image with red elements, make absolutely sure logo elements and red line are clearly distinguishable from the background.

01



02



03





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That's it!

