



**Forbytes**  
Company you can count on

# **USER MANUAL** **CORPORATE STYLE** **AND LOGO**

**2023**

The purpose of this manual is to help workers and designers printers in compliance with corporate style standards.

When working with a corporate style, company employees need to use only the given files, and not create new ones to your own taste and discretion. The basis of the company's corporate style is several key ones elements: logo, color and font. This manual describes all these elements of corporate style.

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**LOGOTYPE**

Symbol  
Logotype

Building  
Versions of the logo

Use of the logo  
Use of the logo is prohibited

## LOGOTYPE | SYMBOL

The symbol of the company is the letter "F" which is depicted in perspective on a square with rounded corners symbolizing a button



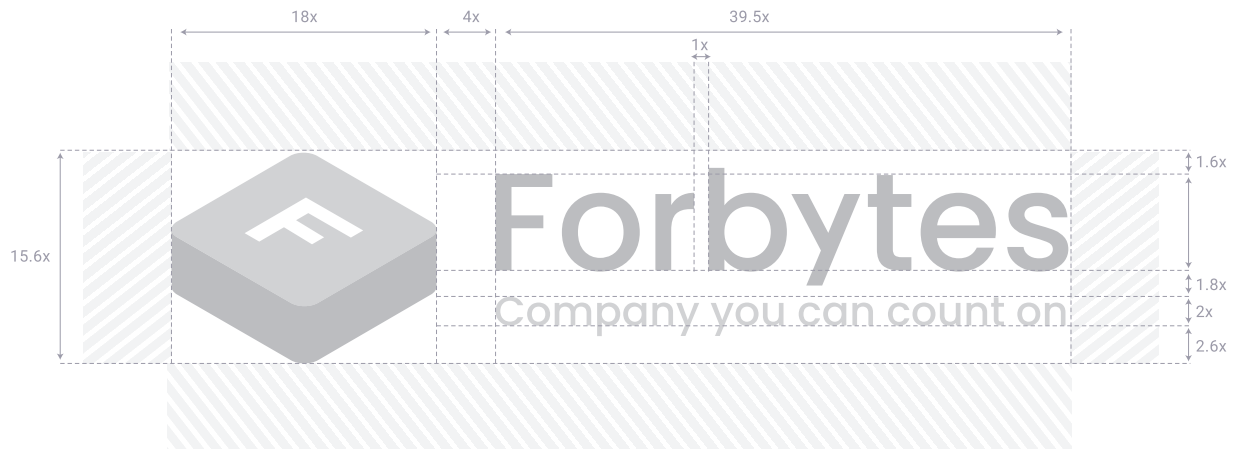
## LOGOTYPE | LOGOTYPE

The logo consists of a symbolic and font composition that includes the company name and is complemented by the descriptor "company you can count on".



## LOGOTYPE | BUILDING

It is important to keep the proportions of the logo to maintain its aesthetic appearance





## LOGOTYPE | VERSIONS OF THE LOGO

For the adaptability of working with the logo on different media and planes, its 4 versions have been developed: horizontal, simplified, vertical and in the form of an icon



Horizontal version



Simplified logo version




























Vertical version



Icon

# LOGOTYPE | USE OF THE LOGO IS PROHIBITED

The logo is designed to be used in three color versions: Full-color logo, Full-color light logo, Monochrom logo. It is worth noting that all versions are equivalent, and the priority of their use is set by the format and printing capabilities.

	Horizontal version	Simplified logo version	Vertical version		Icon
Full-color logo					
Full-color light logo					
					
Monochrom logo					
					

# LOGOTYPE | UNACCEPTABLE USE OF THE LOGO

In order to preserve the recognizability of the logo, the following prohibitions should be observed:

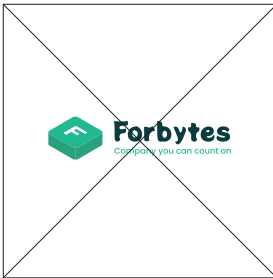
It is forbidden to change the proportions



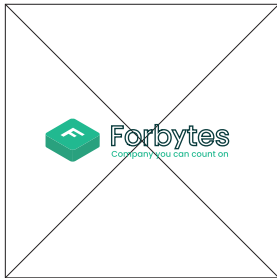
It is forbidden to change the location of elements



It is forbidden to change fonts



Reproduction of outlines is prohibited



It is forbidden to add additional elements (shadow, volume, highlights)



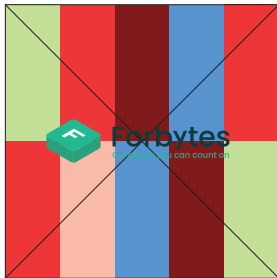
It is forbidden to add and remove elements



It is forbidden to change company colors



It is forbidden to change company colors



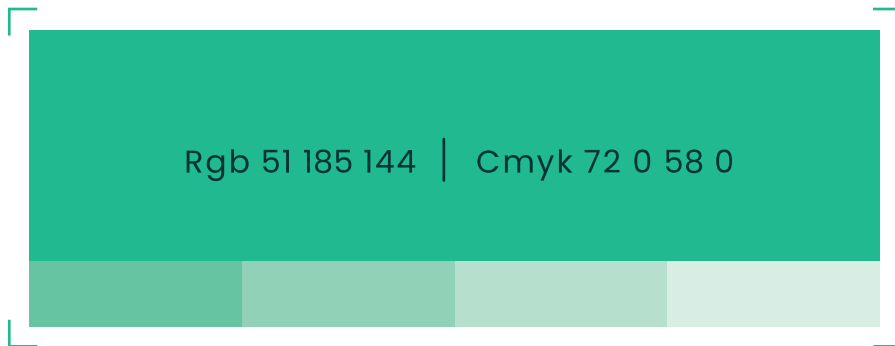
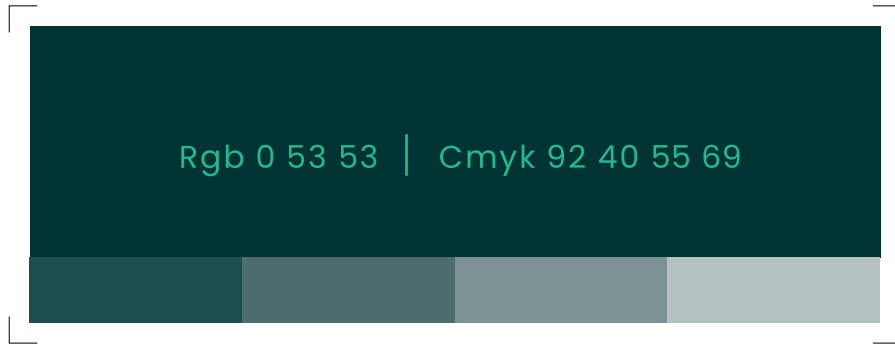
# CORPORATE COLORS

Basic colors

Key-visua

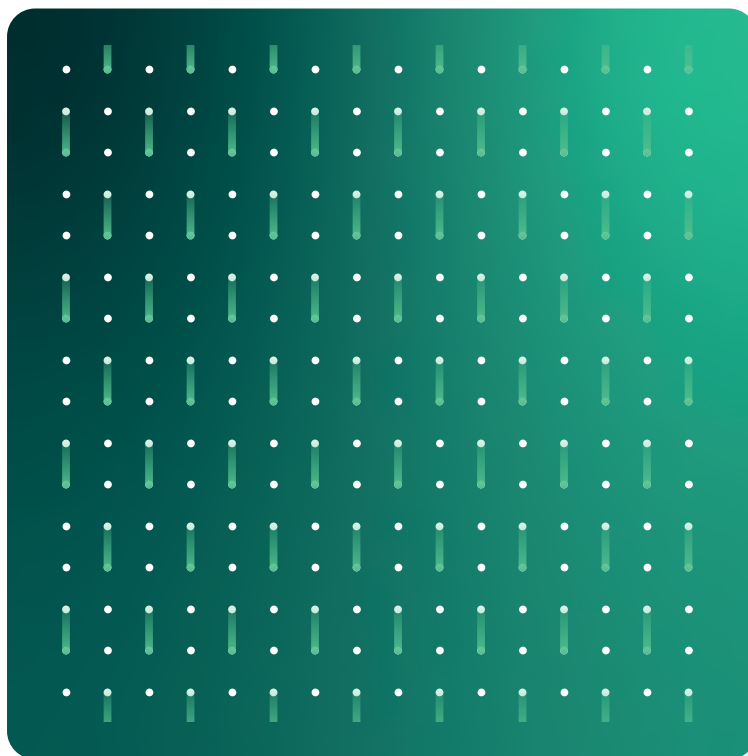
## CORPORATE COLORS | BASIC COLORS

Color plays an important role in corporate identification. Therefore, when developing layouts, you should use prescribed corporate colors.

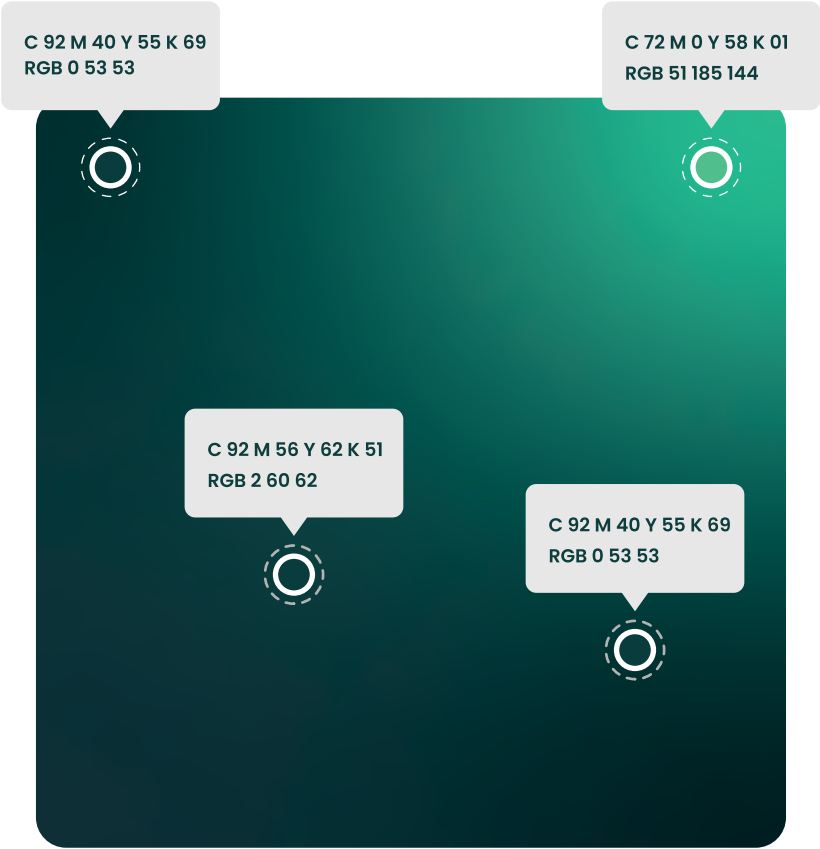


## CORPORATE COLORS | KEY VISUAL

Corporate "key visual" should be used for branding business documentation, POS materials, souvenir products, packaging, advertising and web layouts. The fundamental element of the "key visual" is the gradient and corporate pattern



CORPORATE COLORS | KEY VISUAL





# CORPORATE FONT

Poppins

## CORPORATE FONT | POPPINS

POPPINS — a sans-serif headset with rounded corners, characterized by its clear, massive lines. The character of the font is manifested in smooth bends. Mainly used for headings.

# Poppins

Aa

Used in the main text

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz

**CORPORATE**  
**PRODUCTS**

Notebook  
Box

Mug  
Eco bag

Stickers  
Holiday card

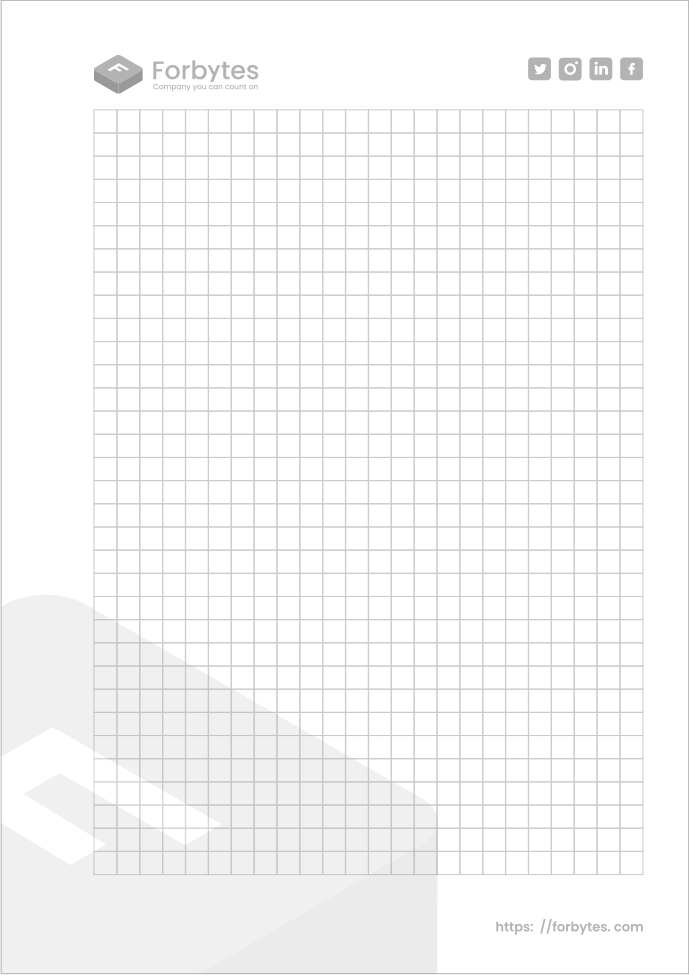
Hoodie

Cover



CORPORATE COLORS | NOTEBOOK

Page







## CORPORATE PRODUCTS | BOX



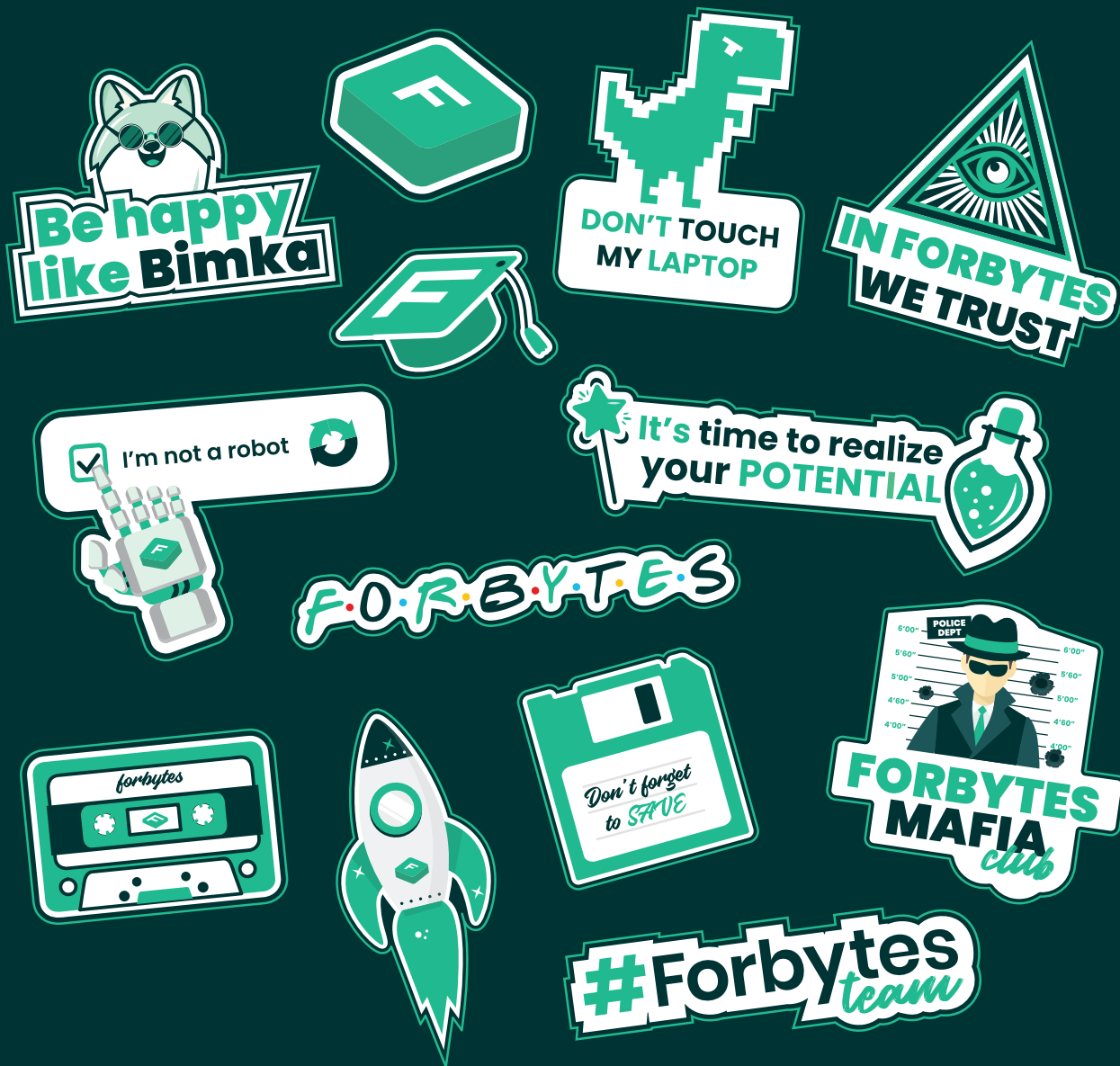
## CORPORATE PRODUCTS | MUG



## CORPORATE PRODUCTS | ECO BAG



## CORPORATE PRODUCTS | STICKERS



## CORPORATE PRODUCTS | STICKERS



## CORPORATE PRODUCTS | HOODIE



## CORPORATE PRODUCTS | HOODIE



**SOCIAL**  
**NETWORK**



Instagram highlights icons

Examples of Instagram posts

View of the Instagram page

## CORPORATE PRODUCTS | INSTAGRAM HIGHLIGHTS ICONS



Work



Our office



Our people



Celebrations



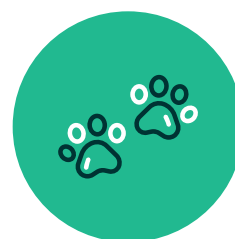
Mafia nights



Our playlists



Our playlists



Bimka

## CORPORATE PRODUCTS | EXAMPLES OF INSTAGRAM POSTS



## CORPORATE PRODUCTS | EXAMPLES OF INSTAGRAM POSTSS



## CORPORATE PRODUCTS | EXAMPLES OF INSTAGRAM POSTS



Examples of Instagram posts

**USER MANUAL**  
**CORPORATE STYLE**  
**AND LOGO**



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