

**FAHQ**





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**CONSISTENT BRANDING THAT IS BOTH HIGH QUALITY AND INSTANTLY RECOGNIZABLE IRL (IN REAL LIFE) AS WELL AS ONLINE (WEBSITE, SOCIAL MEDIA, MARKETING & ADVERTISING) IS DIRECTLY RESPONSIBLE FOR BUILDING A STRONG BRAND IDENTITY THAT NEVER BECOMES STALE OR DILUTED.**

**WHAT IS A BRAND?**

A great brand is more than just a logo, a fancy slogan, and a creative marketing message. It's the overall perception your customers, audience, users, and public, have regarding your product or service. Typography, colors, graphics, and art are all important elements that contribute to a brand's identity.

**WHAT ARE BRAND GUIDELINES?**

Brand guidelines are the framework that contribute to the overall look and feel, and ultimately, the consistency of a brand. In order to represent a brand correctly these standards must be adhered to, and in doing so, it helps to strengthen a brand's position over time.

While every FAHQ® brand element plays an important role, the brand really comes to life when they are used together. This Brand Book was created in order to outline our brand elements and show how our look and feel is created when they are used together.

The FAHQ® brand is constantly evolving, which means that our brand guidelines will continue to evolve along the way. Our Brand Book will be updated regularly. Please consider it an ever-changing document.

**INTRODUCTION**

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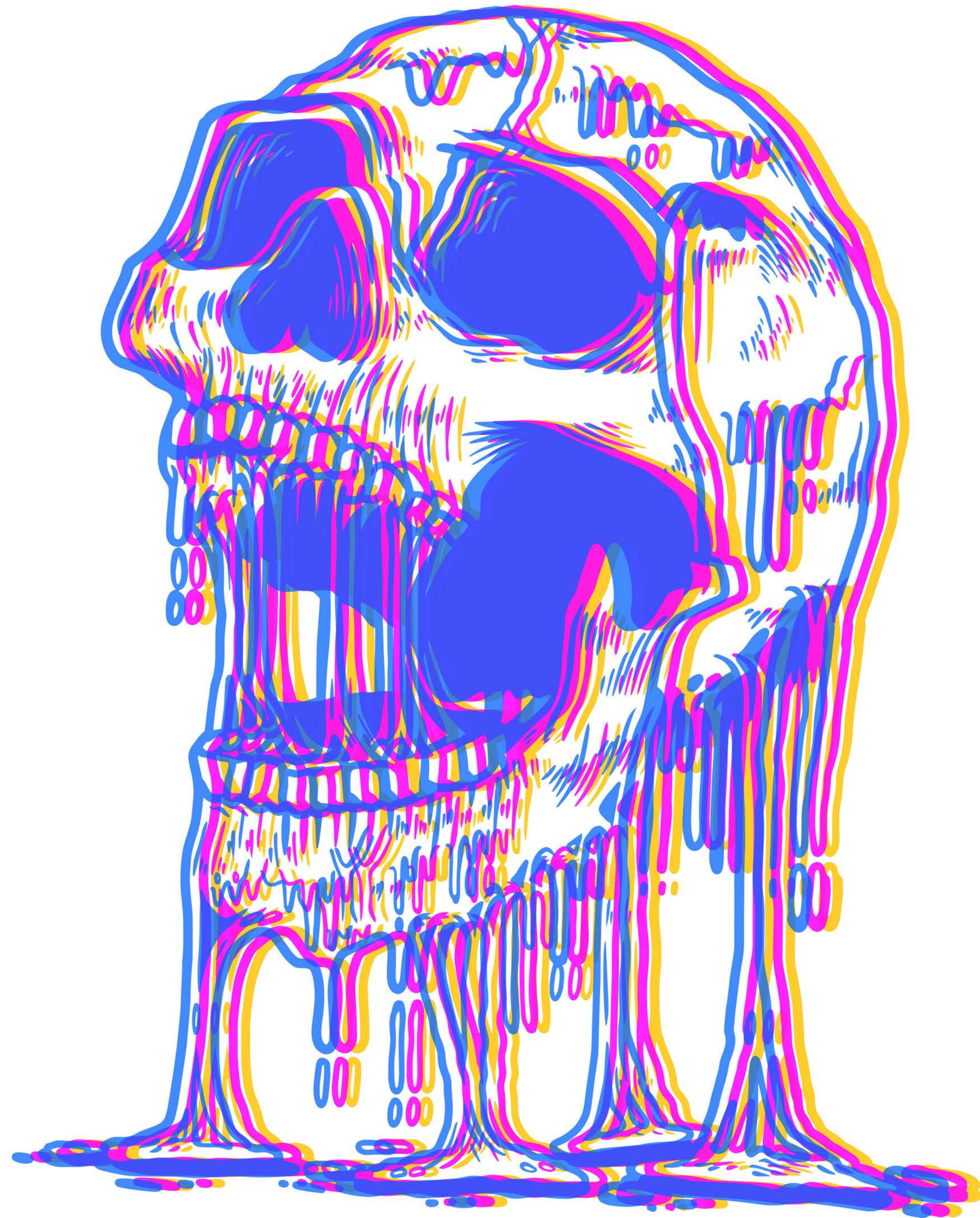




ABOUT

# FAHQ

FAHQ® is a streetwear and skate brand offering high-quality apparel, skate products, accessories, and collectibles in limited-edition drops.







## MISSION

# LIVE LIFE ON YOUR TERMS. BE UNAPOLOGETICALLY YOU.

FAHQ® is a brand that encourages individuality, expression, and doing whatever it is that makes you happy. Remember, the ride we call life is short.

FAHQ® is an acronym, abbreviation, and slang word that means "Fu#k You," and while edgy, the brand is much more than just a trendy name. FAHQ® is a lifestyle. A movement. FAHQ® was established to encourage and promote individuality, as well as expressing oneself. FAHQ® is about inspiring our community, which we consider family, and making the most out of every day we have on this journey called life.



**LOGO**

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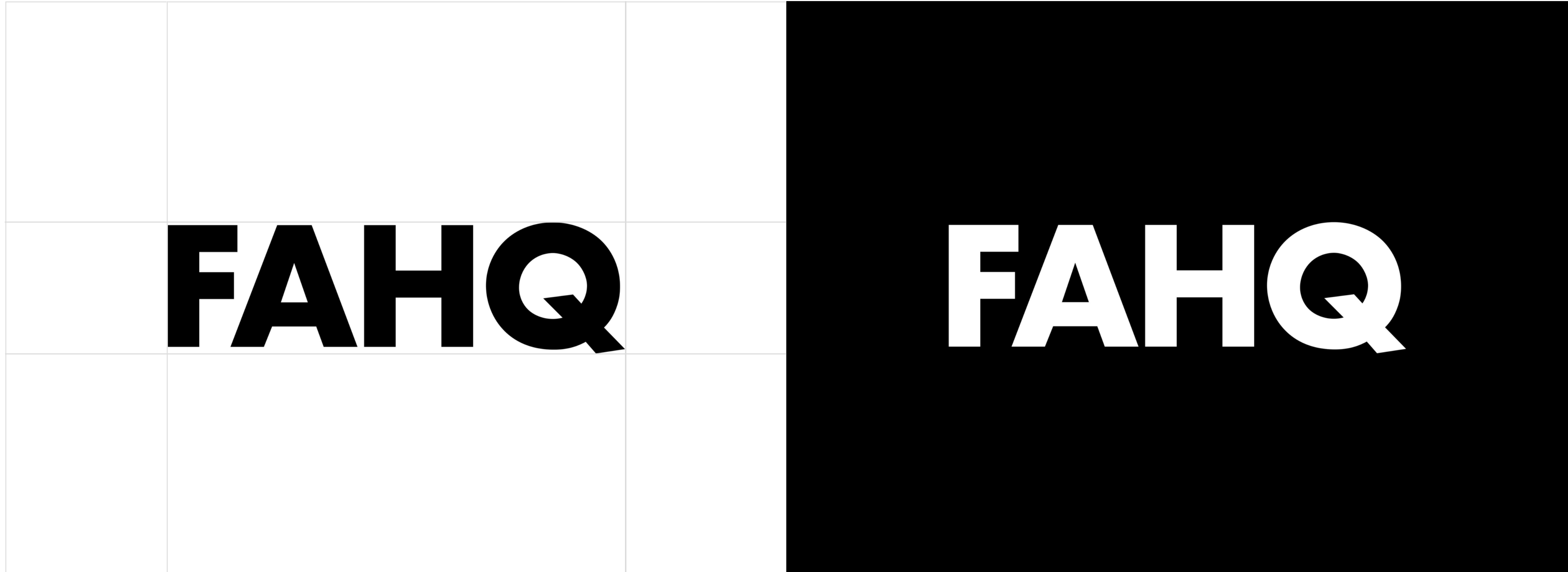




## LOGO

## WORDMARK

The FAHQ® wordmark is used as our primary logo to represent the brand. It is a very simple and ownable mark that is clean and legible across all sizes and environments, both IRL (in real life) and digital. It defines the FAHQ® look and feel without being too busy or over-styled.



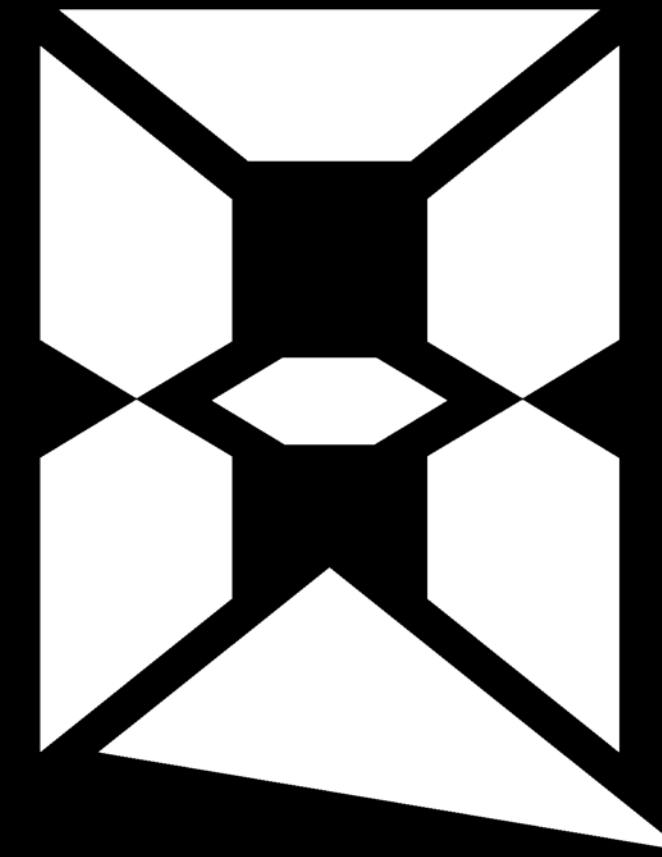
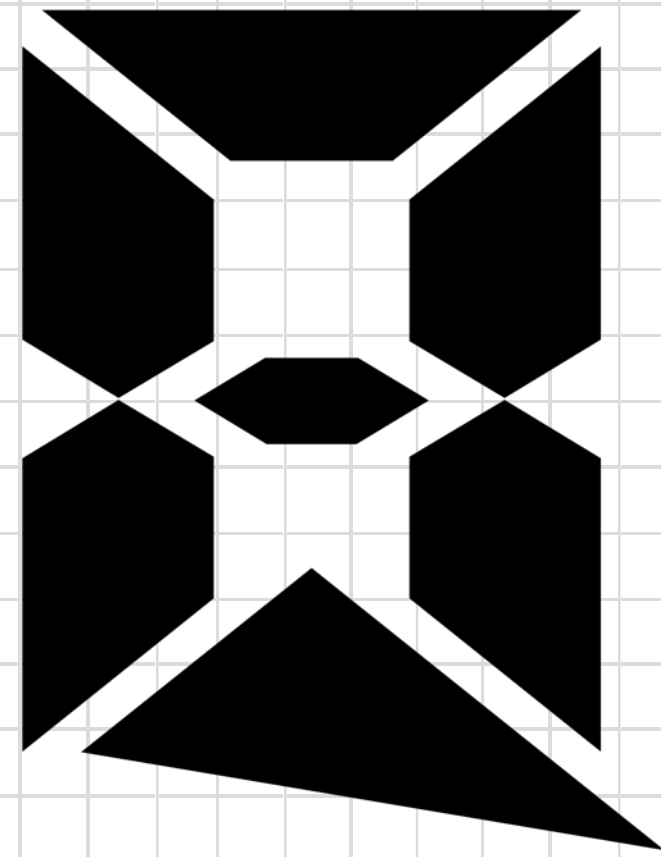




## LOGO

## ICON

An icon is a symbol used to represent the FAHQ® brand. Our icon combines all four letters of our brand name and combines them to create an abstract mark that is highly recognizable. Our icon is not the primary logo of FAHQ®. Our wordmark should always be used first.

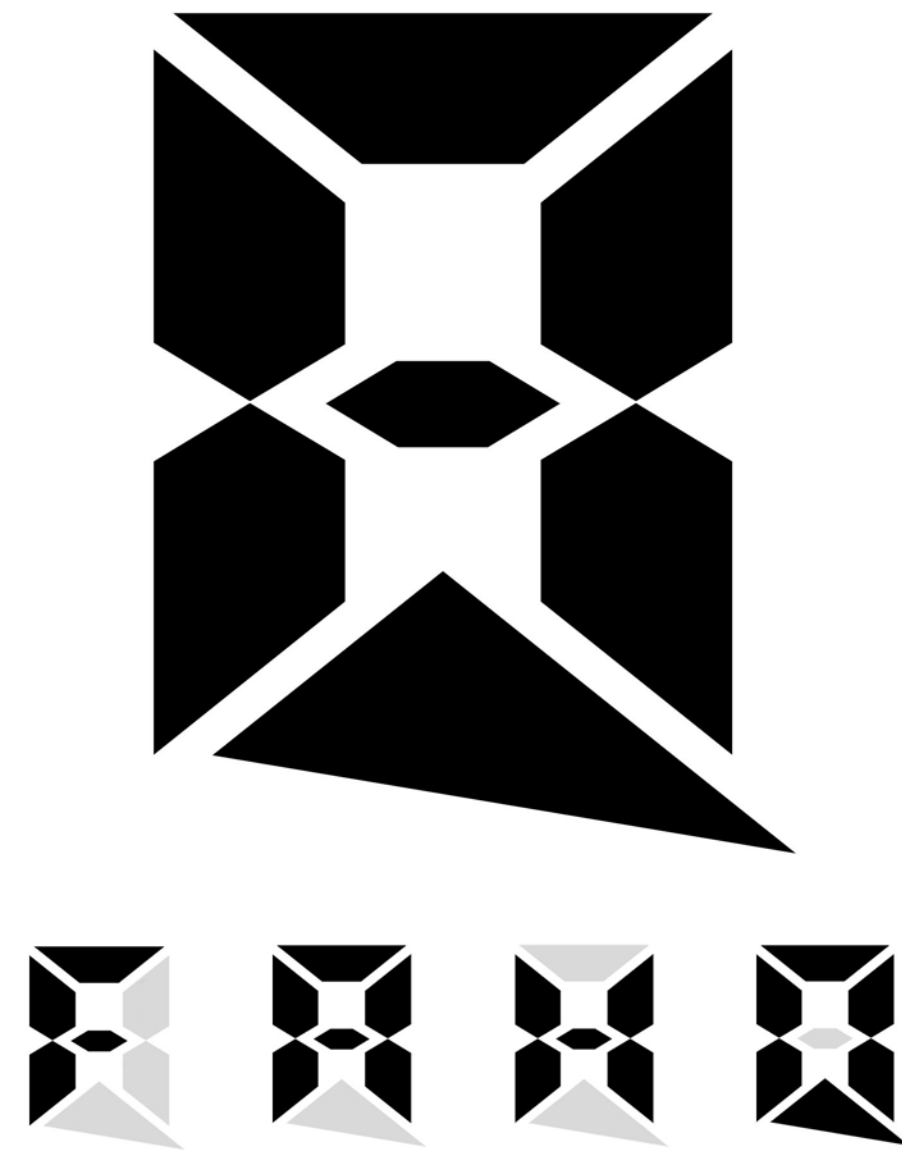




## LOGO

## LOCKUP

A lockup is typically the wordmark and icon combined, but in our case, we expand on and explain our icon to create the lockup for FAHQ®. This is a secondary mark and should be used in moderation.



**COLORS**

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# COLORS

## PRIMARY PALETTE

The primary palette consists of three colors, and they are the core brand colors that make up the FAHQ® brand. Black and white colors are used as backdrops for most of our creatives in print and digital environments. The primary palette accent color (fluorescent yellow) is only used when necessary and it's used sparingly. It's used to highlight and draw attention when needed, such as link text on a black background or a call-to-action button or heading.

**BLACK**  
#000000

**WHITE**  
#FFFFFF

**FLUORESCENT YELLOW**  
#E5FA00



# COLORS

## SECONDARY PALETTE

Our secondary palette consists of four colors that complete the FAHQ® look and feel. They are used in print and digital, as well as throughout social media.

**PINK**  
#FF10F0

**RED**  
#FE3854

**LIME**  
#02EF09

**BLUE**  
#007FFF

**TYPOGRAPHY**

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**3**





Futura PT (Book, Medium, Heavy) is our headline, subheading, and large body font. It is a very clean modern font with a minimalistic feel, yet bold enough to represent the FAHQ® brand correctly.

# Futura PT

Futura PT Book

AaBbCcDdEe

Futura PT Medium

AaBbCcDdEe

Futura PT Heavy

AaBbCcDdEe



Futura PT (Light, Demi, Cold Book) is our body, subline, and label font. It is a very clean font that is easily read if used in a large body of text as well as apparel and packaging labels.

# Futura PT

Futura PT Light

A a B b C c D d E e

**Futura PT Demi**

**A a B b C c D d E e**

Futura PT Cond Book

A a B b C c D d E e



Futura PT (Extra Bold, Cond Bold, Cond Extra Bold) is the FAHQ® display typeface. This typeface is used very sparingly as it's extremely bold and can be difficult to read in a large body of text. It's best used for attention-grabbing headlines.

# Futura PT

## Futura Extra Bold

**Aa Bb Cc Dd Ee**

## Futura PT Cond Bold

**Aa Bb Cc Dd Ee**

## Futura PT Cond Extra Bold

**Aa Bb Cc Dd Ee**



**QUESTIONS?**

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