



72

BRANDBOOK

FOUNDRY 72 GRAPHICS STANDARDS

FOUNDRY72.COM

2017

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History

Foundry 72 was founded in 2016 by Tim Raymer, an experienced designer with over 10 years of experience in the design industry. The firm's goal is to provide professional design and marketing strategies that enable companies to focus on their objectives, generating sales, and enhancing their brand.

What is Foundry 72?

Foundry 72 is a design and marketing company located in Lexington, Kentucky focusing on brand enhancement and professional website design. As professional designers and advertisers, we understand the need to look professional. Not only that, we also know you need to be consistent with your branding throughout all marketing campaigns, on and offline. Our goal is to make that happen for you.



72

FO
SEV



OUND RY
ENTY TWO

Visual Identity

Our logo is the embodiment of our work ethic and main focus - website design. The logomark consists of the Foundry 'F' coupled with '72'. A foundry creates objects and there are 72 pixels in one web inch. We create the web.

FOUNDRY
SEVENTY TWO

Wordmark

72 FOUNDRY
SEVENTY TWO

Horizontal Full Logo

72

Logomark

72

FOUNDRY
SEVENTY TWO

Vertical Full Logo

Logo White Space

White space around the logo is very important. We don't want objects intruding on its beauty and character. Please ensure other objects and text are a good distance from the logo when it's used.

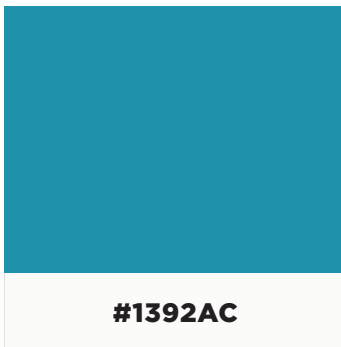


Tagline

Forging A Beautiful Web

Logo Colors & Usage

Our logo system includes the Foundry 72 logomark, wordmark, and the full logo. Here you will find the logo usage for light, dark and our recommended secondary colored background, which is blue. If in doubt, or when placing the logo on any other background, use the single-color wordmark.



Eastern Blue (Primary)

RGB: 19, 146, 172
CMYK: 81, 27, 26, 1
PMS: 7459 C



**Blue Sapphire
(Secondary)**

RGB: 20, 100, 124
CMYK: 90, 52, 37, 13
PMS: 7699 C



Trolley Gray

RGB: 127, 128, 128
CMYK: 52, 43, 43, 8
PMS: Cool Gray 9 C



Emperor Gray

RGB: 81, 81, 81
CMYK: 65, 57, 56, 34
PMS: 425 C



Light Background Usage



Dark Background Usage



Primary Background Usage



Alternate Light Background Usage



Alternate Dark Background Usage



Don't invert colors or forget the tie of the backwards "F"

Logo Typography

NEXA REGULAR

ABCDEFGF

ABCDEFGF

ABCDEFGF

ABCDEFGF

ABCDEFGF

ABCDEFGF

NEXA LIGHT

ABCDEFGF

ABCDEFGF

ABCDEFGF

ABCDEFGF

ABCDEFGF

ABCDEFGF

NEXA BOOK

ABCDEFGF

ABCDEFGF

ABCDEFGF

ABCDEFGF

ABCDEFGF

ABCDEFGF

NEXA BOLD

ABCDEFGF

ABCDEFGF

ABCDEFGF

ABCDEFGF

ABCDEFGF

ABCDEFGF



72

FORGING A BEAUTIFUL WEB & ENHANCING BRANDS

WWW.FOUNDRY72.COM