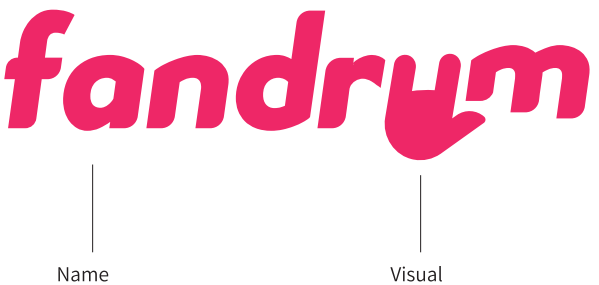
fandrum

ideantity™ guidebook

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ideantity™ cluster: comprising the name and visual

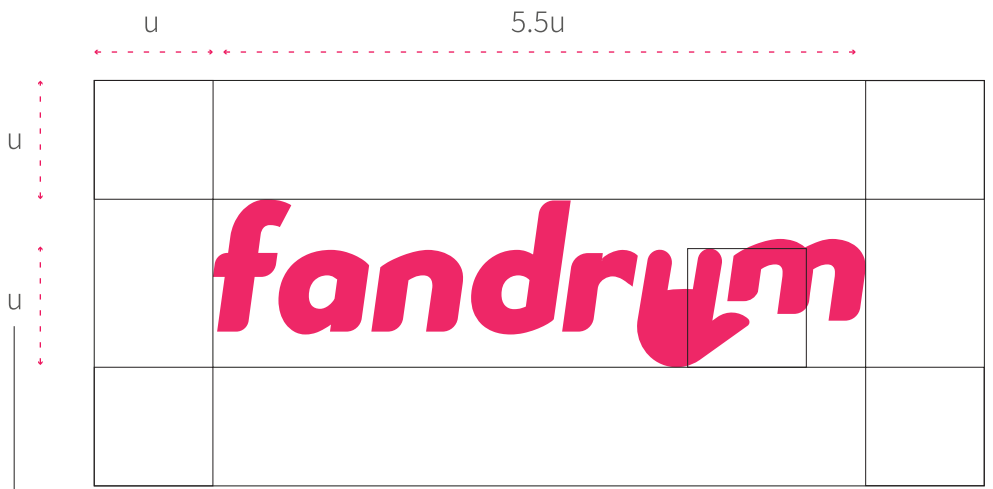


Inviolate island space

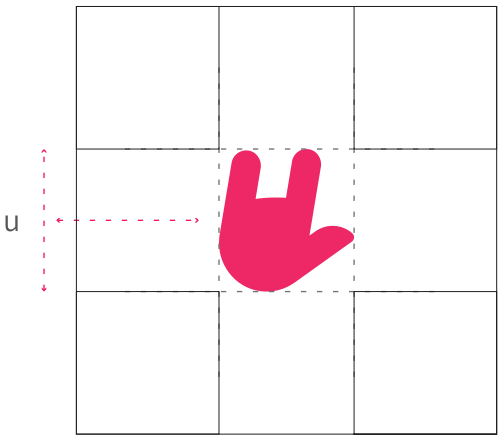


No design or text element should appear in this space around the ideantity™ (the outlines are indicative of the island space and **should not be reproduced** under any circumstances).

Ratio of the ideantity™ and island space



Using the visual in isolation



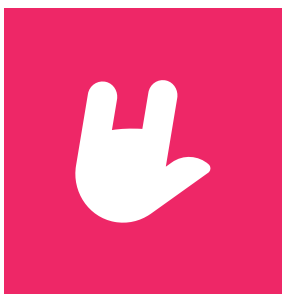
‘u’ is equal to the
height of the letter ‘u’
in ‘fandrum’



Colour



Black and white



Reverse in colour



Reverse in black and white

Colour guidelines

Primary brand colours

CMYK

C: 0 M: 95 Y: 40 K: 0

C: 80 M: 100 Y: 8 K: 0

C: 0 M: 0 Y: 0 K: 100

RGB

R: 239 G: 91 B: 161

R: 0 G: 185 B: 242

R: 35 G: 31 B: 32

Hex code

FF005C

610085

231F20

Supplementary colours



C: 100 M: 80 Y: 0 K: 0



C: 100 M: 40 Y: 0 K: 0



C: 50 M: 00 Y: 0 K: 0



C: 0 M: 50 Y: 0 K: 0



C: 15 M: 100 Y: 0 K: 0



C: 50 M: 50 Y: 0 K: 0



C: 0 M: 0 Y: 0 K: 40

Here are supplementary colours for communication, labels, tags and the like. These colours have been chosen because they are in harmony with the primary brand colours. Shades of these supplementary colours have been displayed next to each supplementary colour: you may use one of the shades as well.

ideantity™ in black & white and in reverse



Colour



Black and white



In reverse

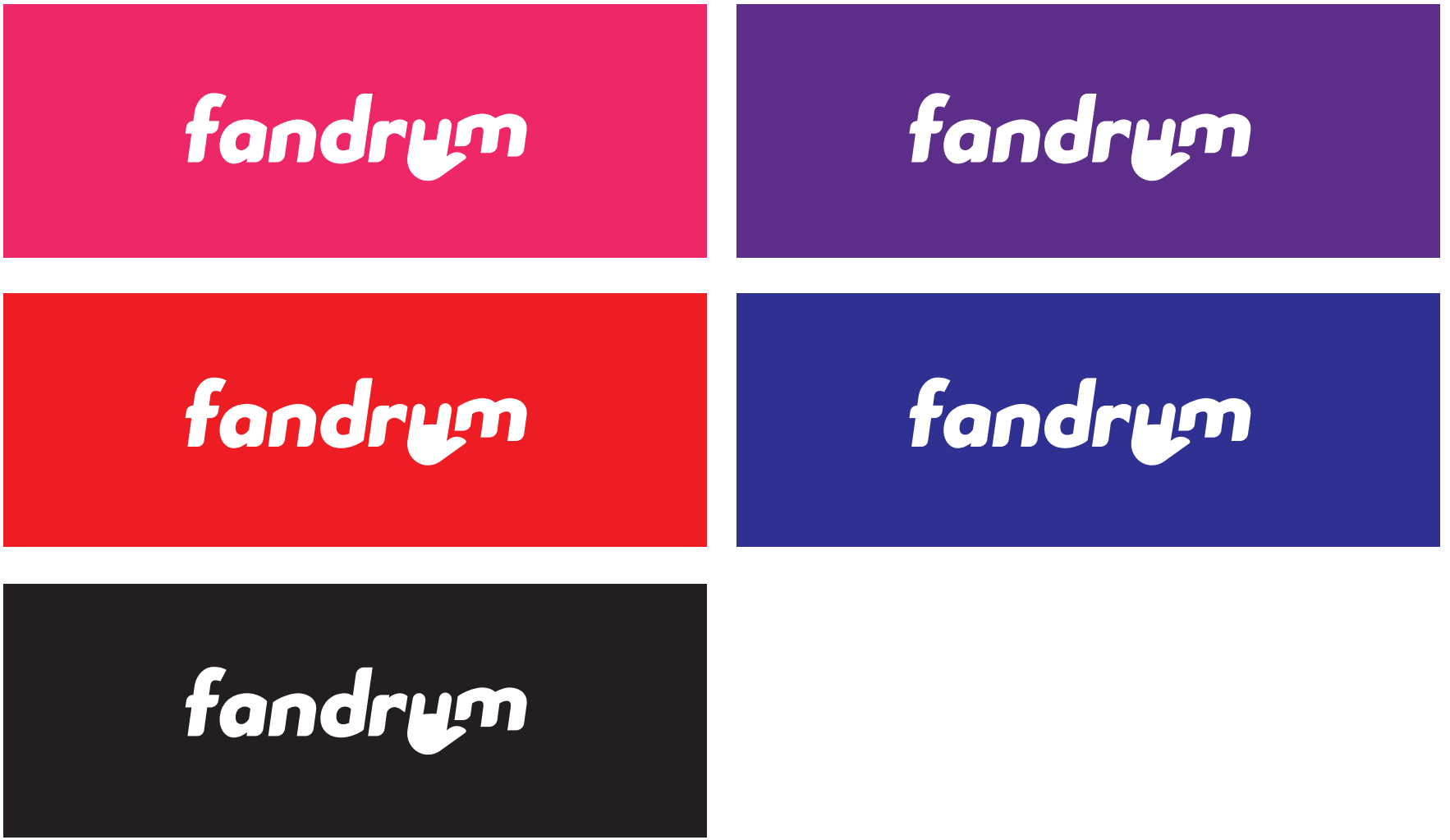
ideantity™ on light backgrounds



The original ideantity™ colour has been retained

ideantity™ on dark backgrounds

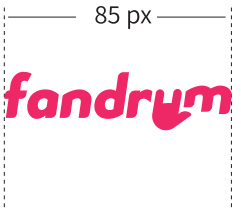
On dark backgrounds, use the ideantity™ version in which the brand name and the visual are in white.



Size guidelines

Minimum permissible size





Use the entire ideantity™ (the name and the visual) only when the width of the ideantity™ is 30 mm / 85 px or more. The width of the ideantity™ must never be less than 30 mm / 85 px.





Use only the visual when the width available for usage is between 29 mm and 5 mm / 84 px and 16 px. The width of the visual must never be less than 5 mm / 16 px.

The minimum resolution for print media artworks: 300 dpi

The minimum resolution for digital media artworks: 72 dpi

Typography

The recommended typeface for addresses and names in stationery items, advertising headlines and any other piece of communication is the **Assistant** family. Six from the family have been displayed below; you may use the others too, depending upon the nature of the usage. For example, use **Assistant Bold** to highlight text.

Assistant Extra Light
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Assistant Light
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Assistant Regular
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Assistant Semi Bold
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Assistant Bold
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Assistant Extra Bold
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Misuse

Brand ideantity™: Dos and Dont’s

On white backgrounds

On dark backgrounds



On complex backgrounds

Do not use incorrect colours for the ideantity™.

Do not distort the ideantity™ cluster.

Do not mask a design or a background in the ideantity™.

Do not create outlines around the ideantity™.



Do not allow any text or design element to enter the island space around the ideantity™ .



Do not place the ideantity™ on complex graphic or photographic backgrounds.

Individual image: Dos and Dont’s



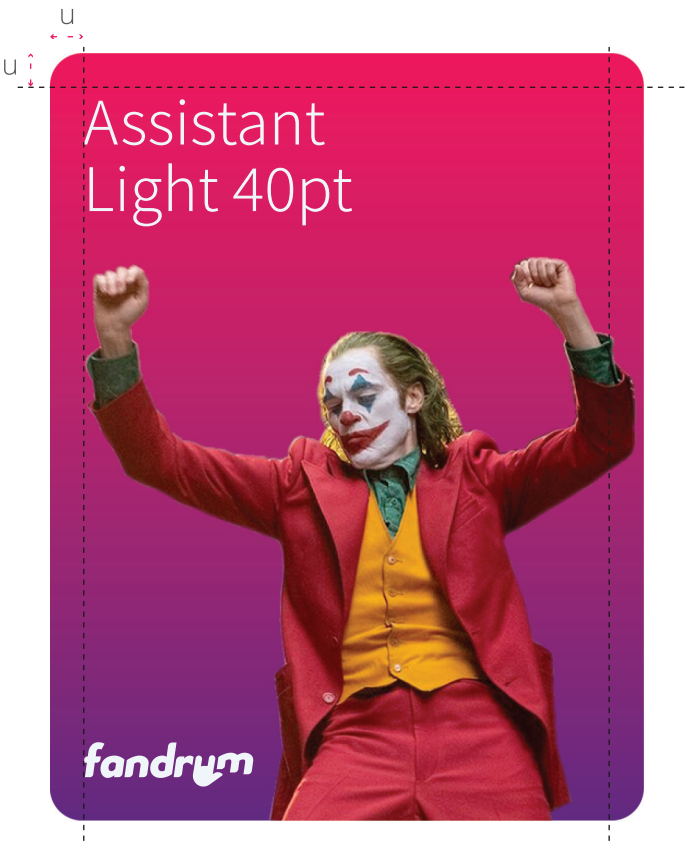


While using the image of an individual, always use it as a cutout. Delete the background if any.

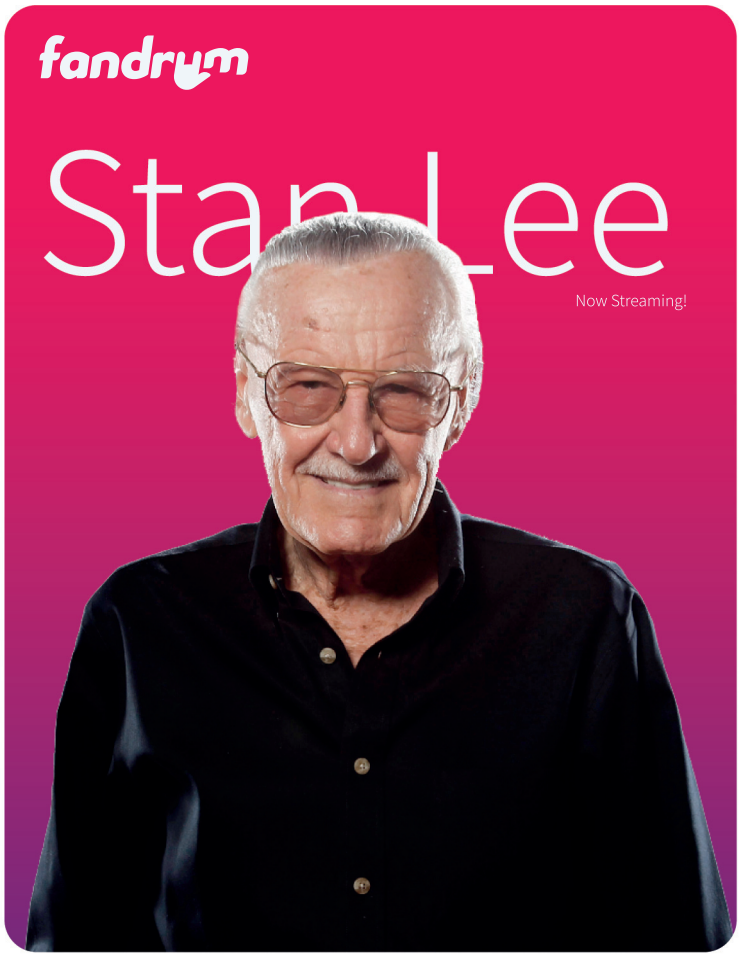
Applications

Social media posts: ideantity™, image and text position guidelines





Place the Fandrum ideantity™ in any of the four corners of the layout as shown above.


fandrum
Stan Lee
Now Streaming!


The first $1 billion
R-rated movie?
fandrum



When using the image of a group, use it with the gradient (75% opacity). The gradient should have the primary brand colours except black.

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No deviation from the guidelines in this guidebook will be permitted. For the usage of the ideantity™ with respect to any item not covered in the guidebook/for clarifications/for creation of new items where the ideantity™ will be used, please call **Vipul Chaubey**, Co-founder, Fandrum on +91 99873 58959.

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