FastForward

CREDENTIALS FOR A CAREER THAT MATTERS

Brand Guide

Table of Contents

Our brand guide is a living document establishing the conditions of possibility for creating opportunity, not for limiting creativity.

This guide is the first step to clearly and consistently communicating the promise of FastForward to our community.

And, as we develop more segmented messaging across various channels, our guide will grow to meet our communication needs.

Fast Forward To A Job That Matters

FastForward is a promise to our community for a better career and a better tomorrow.

Like our curriculum, FastForward is clear and direct, because we know time is a precious resource.

Like our students, FastForward is always learning, always adapting, and always pushing itself to meet new challenges.

And like our faculty, FastForward inspires and empowers our community to make its unique mark on the world.

Logo Composition

Mark ●————————●

Name

FastForward
CREDENTIALS FOR A CAREER THAT MATTERS

Tagline

The FastForward logo is composed of the forward mark, the name and the tagline, designed to communicate the energy that propels our students toward a fulfilling future. The forward mark also stands for the clear direction, and variety of options that are made available. The logo should be used as a lock-up whenever possible, however the mark may be used by itself as a stand-alone graphic if the whole logo is present as well.

Logo (Horizontal)

gradient color (primary logo)

flat color

black

reverse

Depending on reproduction techniques, specifications, and background colors, the logo may be used in gradient colors, flat colors, in black, or reversed to white. For color specifications, please see Color Palette.

Logo (Vertical)

gradient color (primary logo)
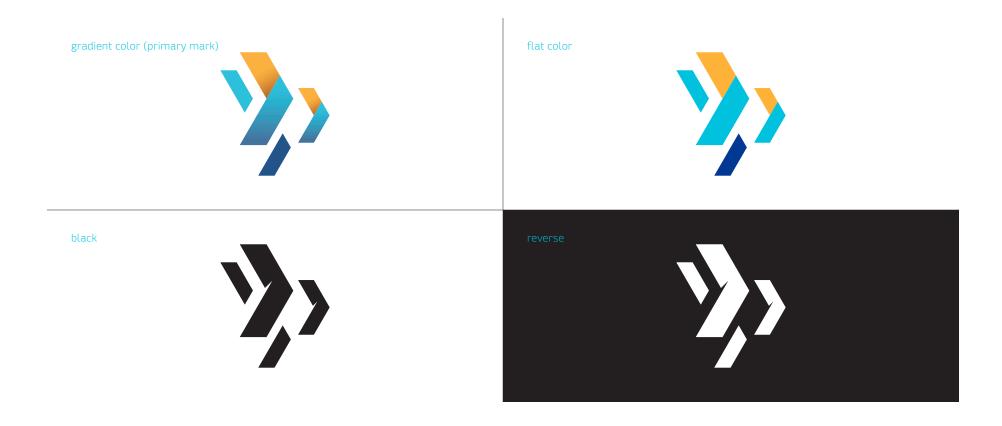
flat color

black

reverse

Depending on reproduction techniques, specifications, and background colors, the logo may be used in gradient colors, flat colors, in black, or reversed to white. For color specifications, please see Color Palette.

Logo (Without Tagline)

vertical logo with tagline

FastForward
CREDENTIALS FOR A CAREER THAT MATTERS

vertical logo without tagline

FastForward

horizontal logo with tagline

FastForward
CREDENTIALS FOR A CAREER THAT MATTERS

horizontal logo without tagline

FastForward

The logo may also be used without the tagline. In the vertical format, the tagline is removed while all other elements stay in place. In the horizontal format, the tagline is removed and the name is moved down to center-align with the point of the nearest arrow.

Mark

8 The stand-alone mark may be used for merchandising or applications where space is very limited. It can also be used as a graphic element.

Logo Use

1.25"

0.86"

clear space around the logo equals the height of the leftmost half-arrow
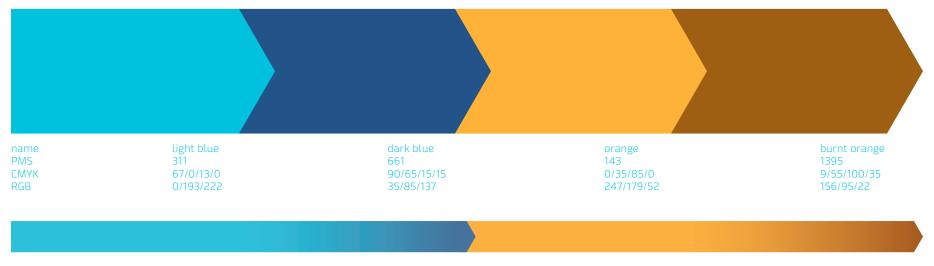
logo with affiliate logo

In order to preserve the integrity of the logo, avoid using the logo too small, or placing the logo too close to other elements. In some instances, print or display limitations may require a larger minimum size. If the space is too small to use the full logo, please use the mark instead.
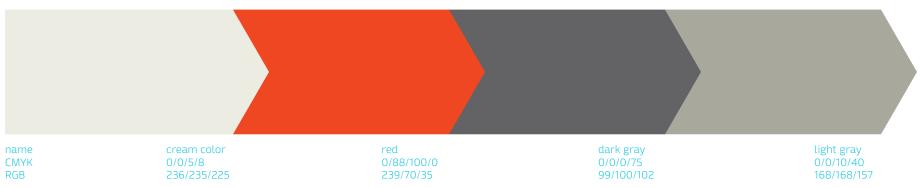
When the logo appears with an affiliate logo, the space between the two logos is divided by a diagonal line half way between them.

Color Palette

name	light blue	dark blue	orange	burnt orange
PMS	311	661	143	1395
CMYK	67/0/13/0	90/65/15/15	0/35/85/0	9/55/100/35
RGB	0/193/222	35/85/137	247/179/52	156/95/22

secondary

name	cream color	red	dark gray	light gray
CMYK	0/0/5/8	0/88/100/0	0/0/0/75	0/0/10/40
RGB	236/235/225	239/70/35	99/100/102	168/168/157

The primary color palette is based on blue and orange, which can be used flat or as gradient colors as defined above. It is progressive and has a balance of precision and excitement.

The secondary color palette is created to supplement the primary palette.

Typography (Print)

Mangerica Pro

Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Mangerica Pro Italic

Extra Light

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890*

Regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890*

Bold

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890***

Black

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890***

The primary typeface is Mangerica Pro, which comes in a variety of weights, with Extra Light, Regular and Black being the most used. Mangerica was selected for the modern and well-crafted letterforms with a friendly touch.

Typography (Web)

Exo

Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

Open Sans

Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**
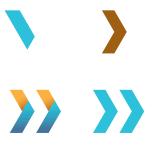
Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890**

For online applications, Exo family should be used for headlines, subheads, and call-outs, while Open Sans is preferred for body copy.

Graphic Elements

diagonal lines

block arrow

cropped block arrow

forward arrows, single and half-arrows

Edit ipsam
Me peditatur,Ga.
Quiscia commod

examples of graphic elements used together

Edit ipsam rem
facessita deriam faci
unde volum deribus.
Suntori rehenihilici
dolorum incti.

Omnimolu ptintio sapellitio
berfero cullaborit lame pos
ad et veleniam sunt harit,
et aut arum et

*Unt, odiciatiis delicidus esti
derferum repre venihitat*

Omnimolu ptintio sapellitio berfero cullaborit lame pos ad et

Graphic elements may be used to enhance your design, add levels of read, call attention to focal points, and add dynamic momentum.
As the brand grows, additional graphic elements will be defined.

Photography Style

Our photography is based on confidence, pride, and success. Images may be showing students or people already living out their dream jobs. Portraits or more artistically cropped images can be used, but forced or surreal images should be avoided.

File Formats

Print: EPS files are the most versatile file format available. The images are vector-based, which means they consist of lines, curves, and points, as opposed to pixels. This is a great advantage because the image can be resized without the quality being affected. These files can be used for any print applications such as banners, cups, signs, pens, apparel, and any professionally printed material, such as a brochure or business card.

Explanation of files in the EPS folder:

"-K.eps": An all black version for limited applications, such as a fax, a stamp, or embroidery.

"-CMYK.eps"*: A version in CMYK colors (4-color process). This is the preferred full color gradient logo.

"-PMS.eps"*: Three spot color version for limited applications like embroidery or silk-screening, where only solid colors may be used.

"-White.eps": Knock-out version for limited applications, where the logo has to reverse out of a dark color.

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* To find out whether you should use the PMS or the 4-color CMYK logo, please consult with your printer on a specific piece.

Screen: PNG files are created specifically for screen. They tend to be smaller and lower resolution, which allows them to be displayed quickly. Both formats are pixel-based, which means that they should never be enlarged. PNG supports transparency, which means that these files may be placed over an image or a color showing through. These files should be used for web, PowerPoint®, e-Signatures, and any other application that creates materials for screen viewing. These files should never be sent to a printer or a t-shirt maker.

Explanation of files in PNG folder:

"-RGB.png" (large and small): Preferred version of the full logo.

"-White.png" (large and small): An all-white version; best when used on items with dark backgrounds.