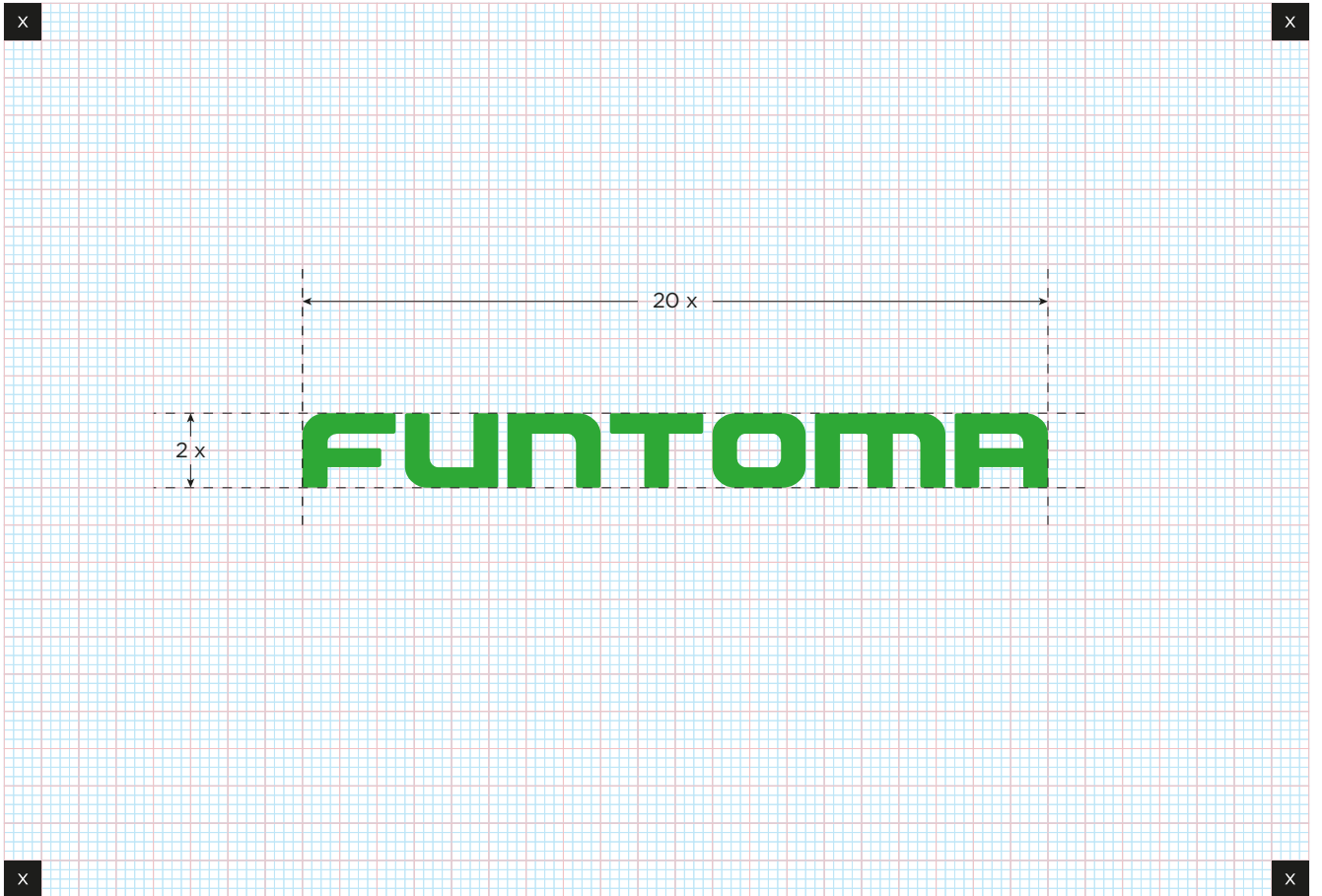


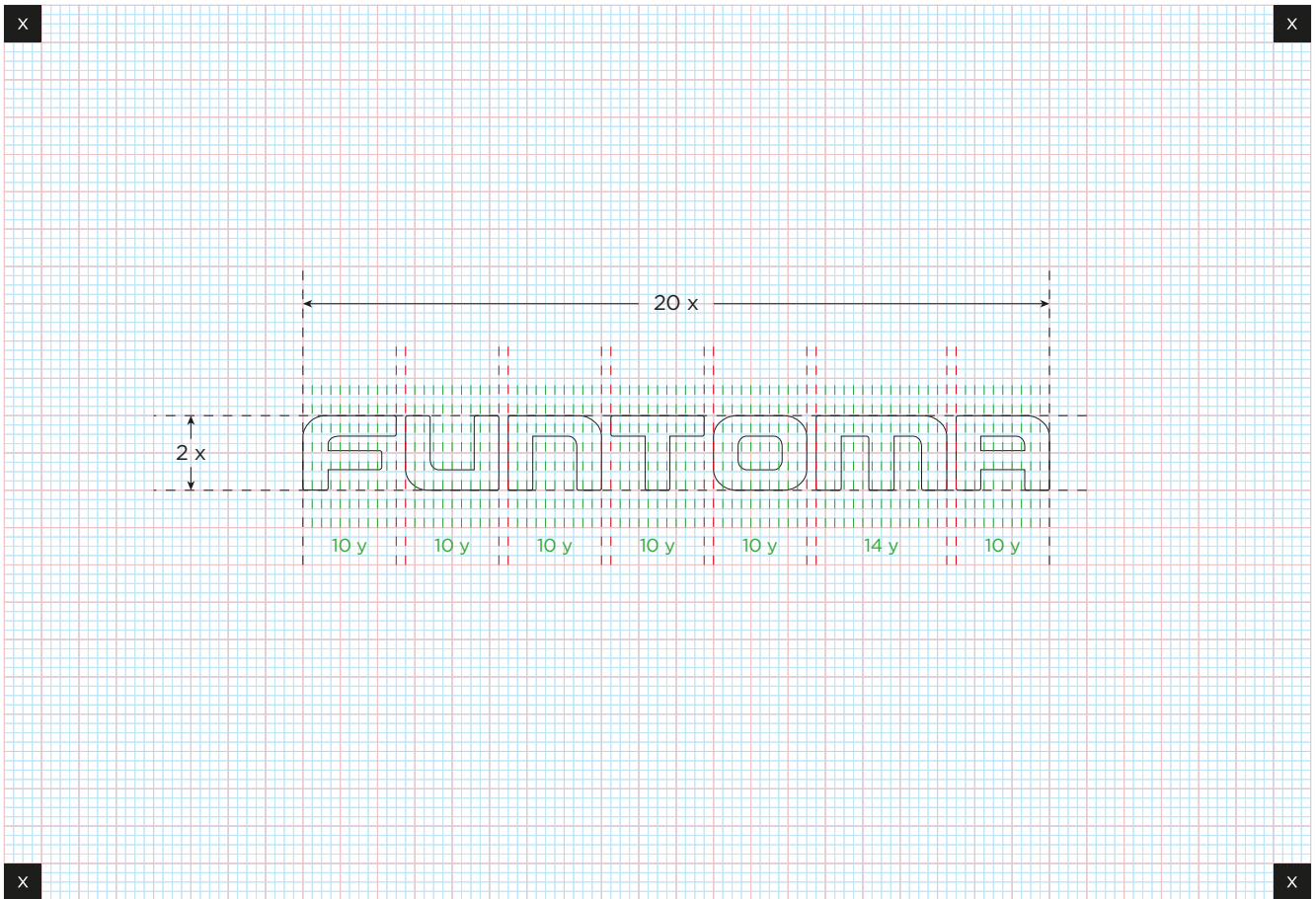
FUNTOMA

Corporate Identity Guideline

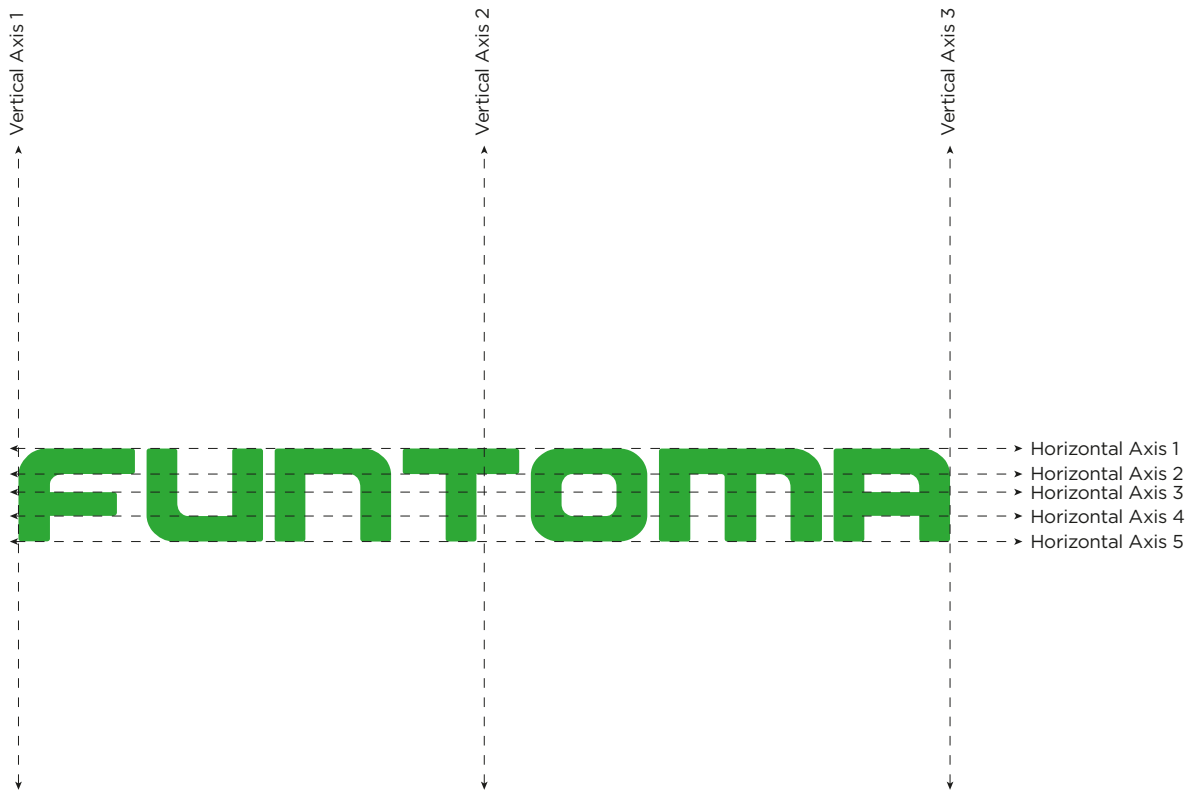
Logotype



Logotype / Drawing



Logotype / Alignment



Logotype Usage Sizes

Regardless of the design or medium, the height of the logo cannot be less than 0.5 cm.

0,4 cm

**FUNTOMA**

0,75 cm

**FUNTOMA**

1 cm

**FUNTOMA**

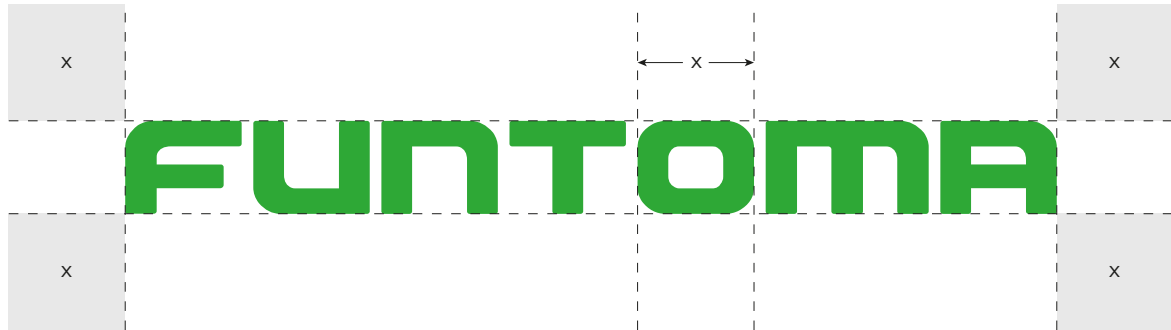
1,25 cm

**FUNTOMA**

1,5 cm

**FUNTOMA**

Logotype Safe Space



Logotype / Color Usage

Green	Pantone	CMYK	RGB	Websafe RGB
	Pantone 7738 C	C: 77 M: 0 Y: 100 K: 0	R: 101 G: 167 B: 66	#65a742

Logotype / Color and Layout Examples

Use on green background



Use on white background



Use on black background 1



Use on black background 2



Logotype / On Picture Examples

When using the Funtoma logotype on a photograph, choose the version that allows the most contrast with the background.



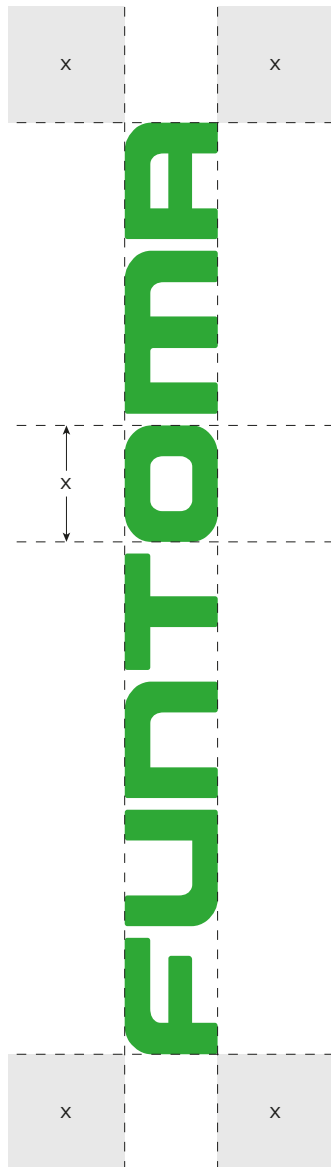
Logotype / Watermark Usage

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Logotype Vertical Use



Logotype Misuse



FUNTOMA

Never compress the logo



FUNTOMA

Never stretch the logo



FUNTOMA

Never use any heights less than 0,4 cm of the logo



FUNTOMA

Never use other colors



FUNTOMA

Never use any gradient effect on the color of the logo



Never use the logo on a round background



FUNTOMA

Never change the color of the letters



FUNTOMA

Never modify the proportions of the logo



Never use cutouts from the logo

FUNTOMA

Typography

Primary Typeface

Funtoma uses the Gotham font family in all of its corporate identity elements. Depending on the application, some of the bold or thin options available in the font family can be used individually or in combination.

GOTHAM

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

// Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

// Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

// Book

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

// Light

Supporting Typography

Funtoma uses the Montserrat font family as an auxiliary font in corporate identity elements and designs.

MONTSERRAT

Aa

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmno**pqr**stuvwxyz
(.,:;!£\$&@*) 0123456789

// **Bold**

Aa

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmno**pqr**stuvwxyz
(.,:;!£\$&@*) 0123456789

// **Medium**

Aa

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmno**pqr**stuvwxyz
(.,:;!£\$&@*) 0123456789

// **Book**

Aa

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmno**pqr**stuvwxyz
(.,:;!£\$&@*) 0123456789

// **Light**

Funtoma Orthographic Rules

When used in a sentence, the first letter of the brand name should be written in uppercase and the rest in lowercase. It cannot be used as “FUNTOMA”.

Sed ut perspiciatis unde omnis iste natus error sit **Funtoma** accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni **Funtoma** dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi **Funtoma** tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?