FOR

MEDIA GROUP

Learning without limits

Our brand

Brand guidelines & using our visual style

FOR
MEDIA GROUP

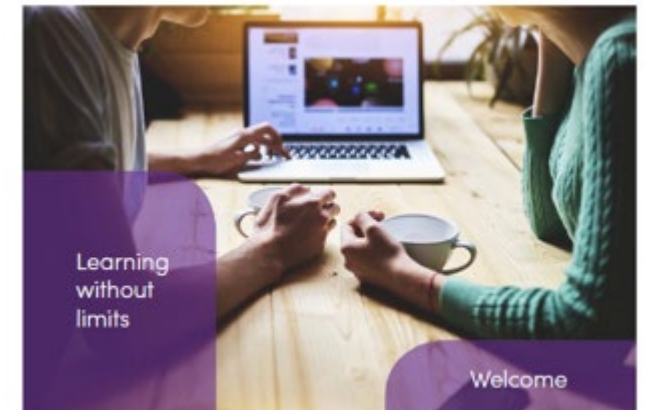## Contents

On the following pages, we demonstrate the way in which our growing brand identity* will help to promote our brand across different applications. For Media Group (FMG) is starting to build several key visual assets and distinctive features which enable us to communicate in a unique and memorable way.

Thank you,

For Media Group

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Brand Statement:

For Media Group is the market leading provider of on-demand learning via high quality content to the professional services sector.

Value Proposition:

For Media Group (FMG) is an online, two-tier subscription based CPD training provider and general resource centre specifically designed for professionals across a range of sectors. FMG will be focussed on providing high quality content and best in practice production delivery for online live and recorded training.
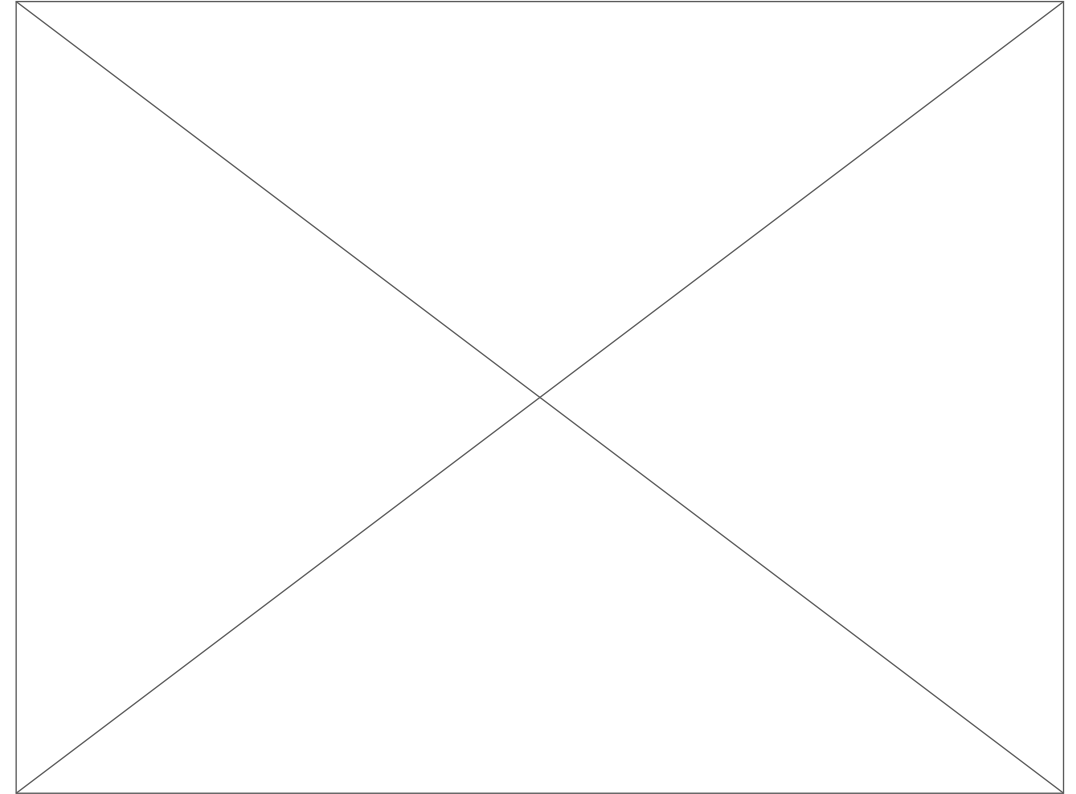
Our Personality:

All brands have personalities. This personality impacts the audience experience, drives tone of voice, message and appearance and should be apparent in all that the brand says and does.

Not traditional and "stuffy", For Media Group will have a friendly, conversational brand voice which connects and is engaging.

Our Solution:

What pain points do we solve and instantly need to communicate?

- **Instant** access, high quality CPD and learning to cover all requirements

- **Simplicity** – easy to understand what we do and offer

- **Flexible**

- **Affordable** (but professional)

- **Consistency**

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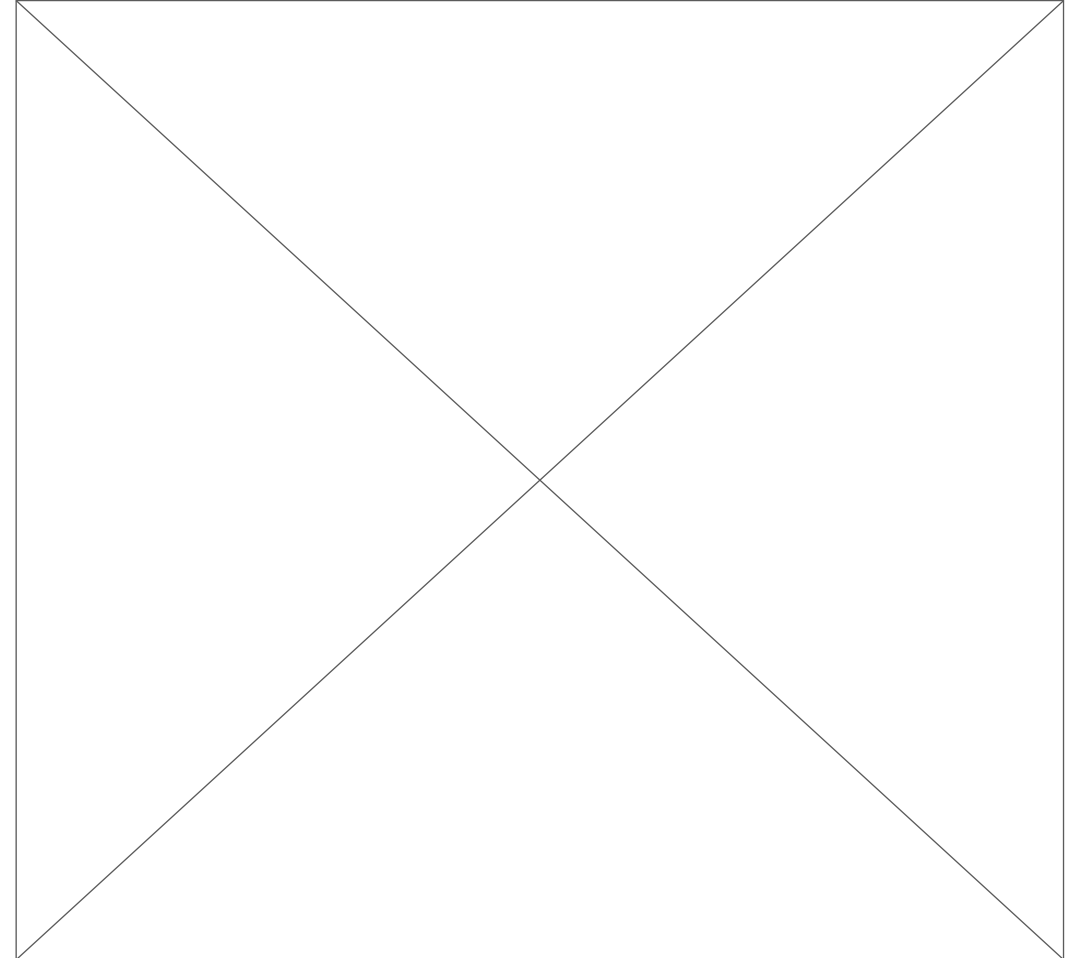
Our Personality:

Customer Service and innovative technology is key. These are our main communication tools with our audience.

- **Friendly**
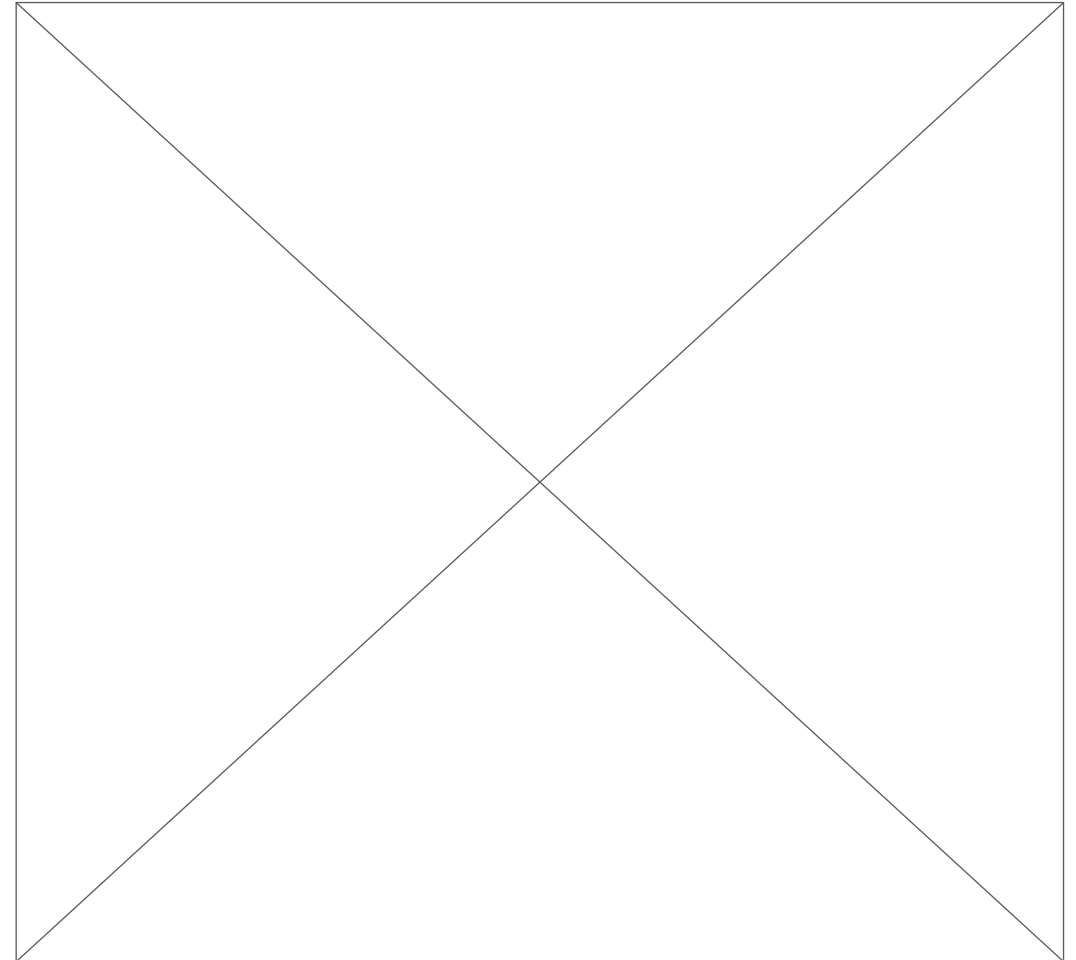
- **Engaging**

- **Personable**

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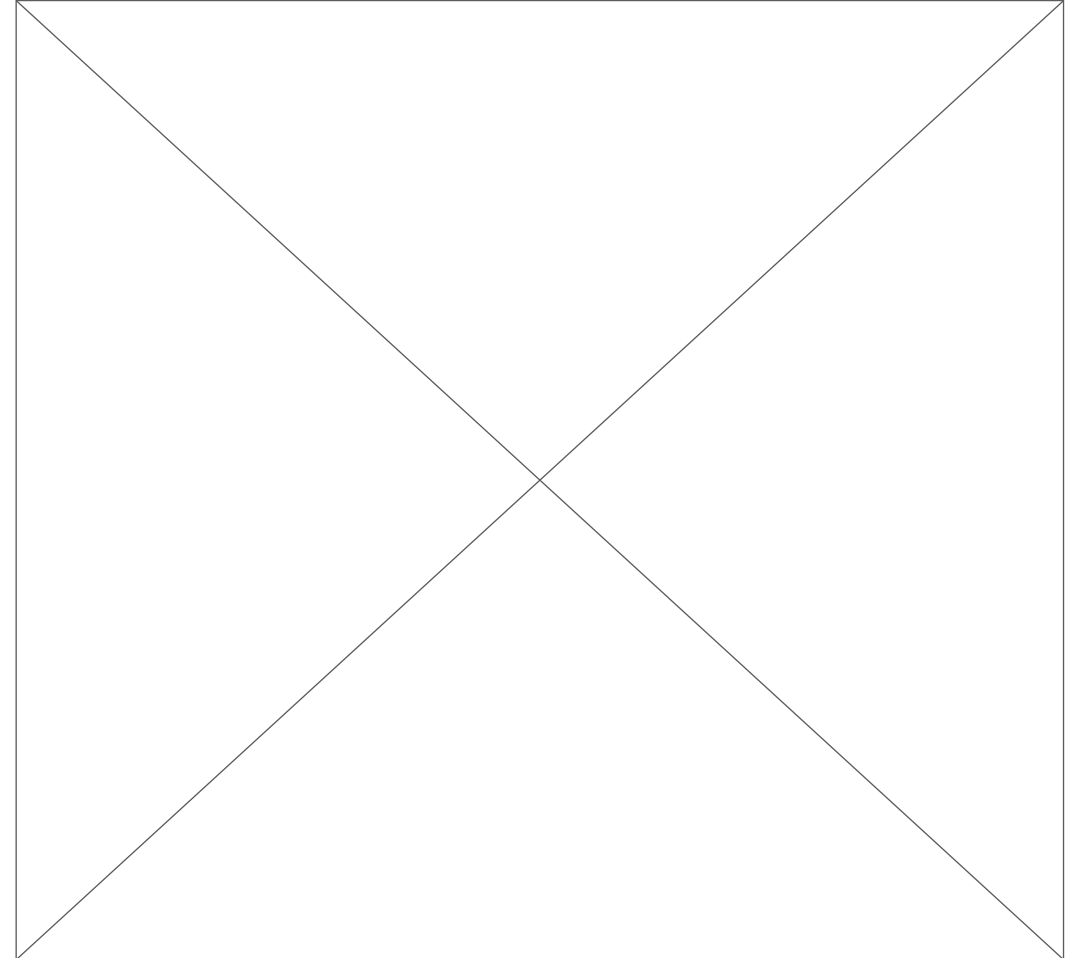
How we make our customers feel?

- Relief / **Inspired**

- **Empowered**

- New-found **energy**

- **Supported**

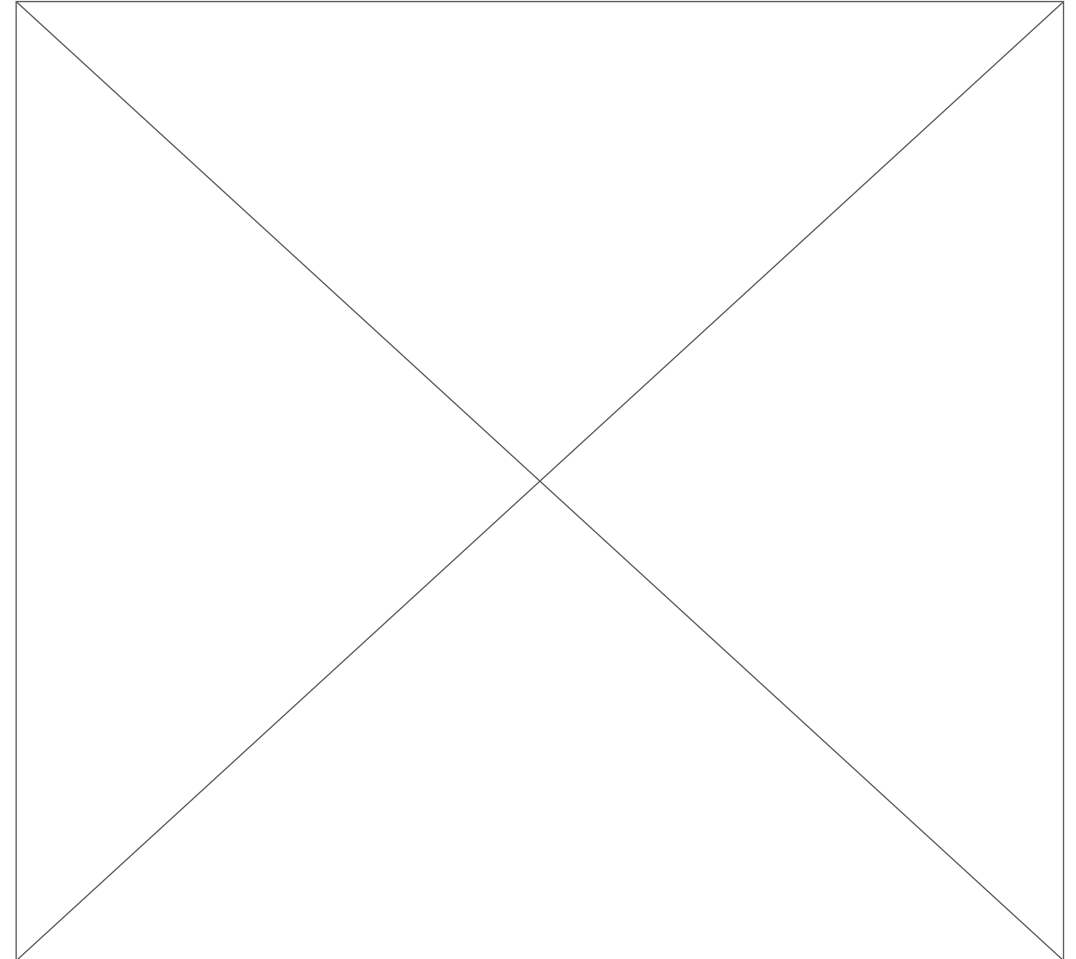- **Part of something**

- **Valued**

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How are we different?

- **Price**

- **Current,** fresh, innovative

- **Relevant**

- Always something **new**

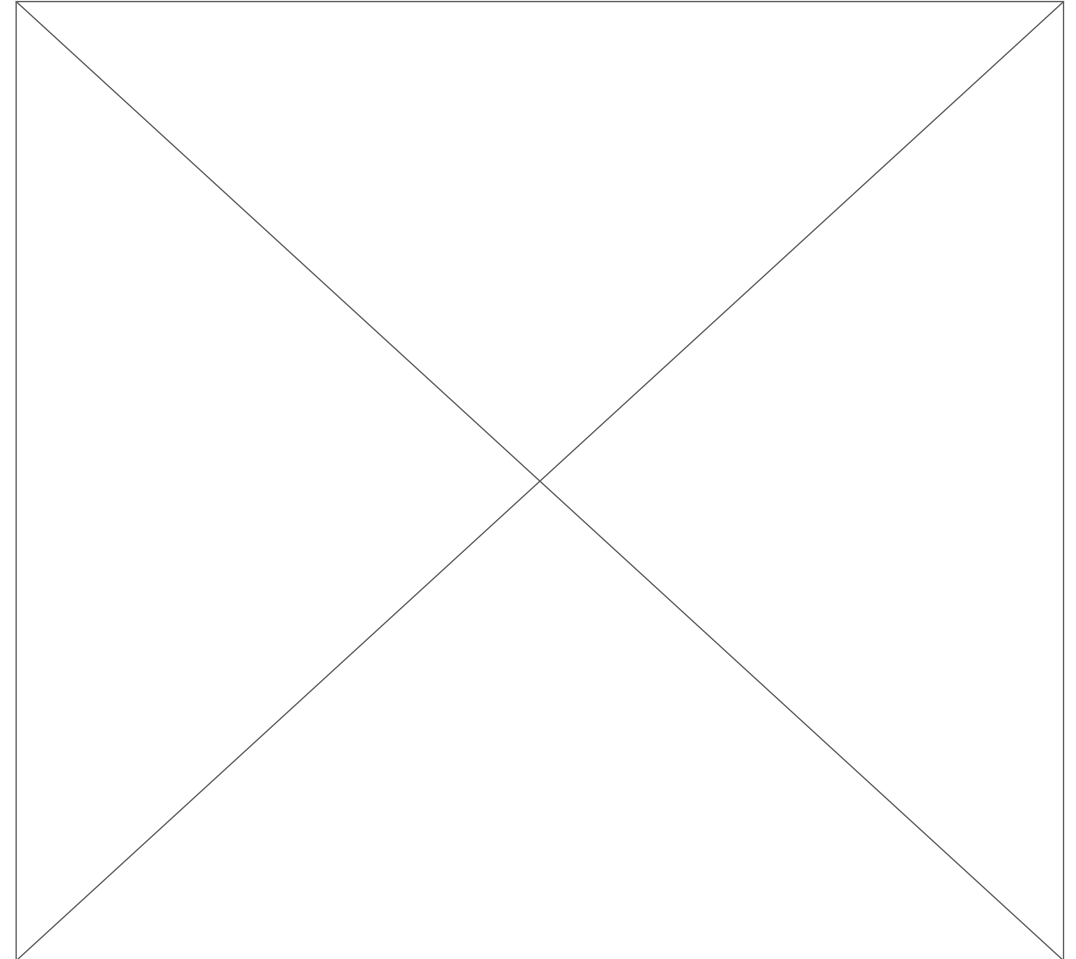- **Simplicity**

- High **Quality**

Why will our customers trust us?

- **Transparency**

- **Supportive**

- **Relevant**

- **Expertise**

- **Flexibility**

- **Efficient**

- **Consistently deliver**

For Media Group in 5 words:

- **Accessible**

- **Consistency**

- **Flexible / Adaptable**

- **Personable**

- **Committed**

Our logo consists of the "For Media Group" parent logo and the sub-brands.

For Media Group's logo should be used for any cross-sector information.

The sub brand should be the most recognised by the professional sector.

The main FMG and sub brand logos should always be left justified when used online or on publications.

The line weight and length, and the relationship between the letter forms have been specifically created and should only be reproduced from the specially developed artwork file.

Primary Corporate Logo:

FOR MEDIA GROUP

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To ensure that the logo always has the greatest impact, it is important to provide an area of clear space around it. No other graphical object should appear within the exclusion zone.

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FOR LEGAL FOR MEDIA GROUP

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Sub-Brand Rule:
Where the sub-brand word is not legible – the larger version of the sub brand should be used.

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Logo with Strapline

Our strapline is "Learning without limits". This should always be used with a capital L and never capitals on all words.

More flexible than the logo, ideally sitting underneath the logo within the brand frame, but would also be allowed to the right-hand side of the logo.

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FMG is supported by a few carefully considered graphic elements.

These have been designed to support the logo and typography to provide visual cues.

Learning without limits

Welcome

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For Media Group has a specially designed device. It represents the outlined form of the entire logo lock up and has the appearance of a "Sim" card to represent security, technology, simplicity, and innovation.

This device can be used to contain content, background design or as a stand-alone piece, it should be used in moderation.

Design note: Where the logo is used, the curve of the "Sim" should always match the curve of the "F" of the word "FOR".

Device

FOR

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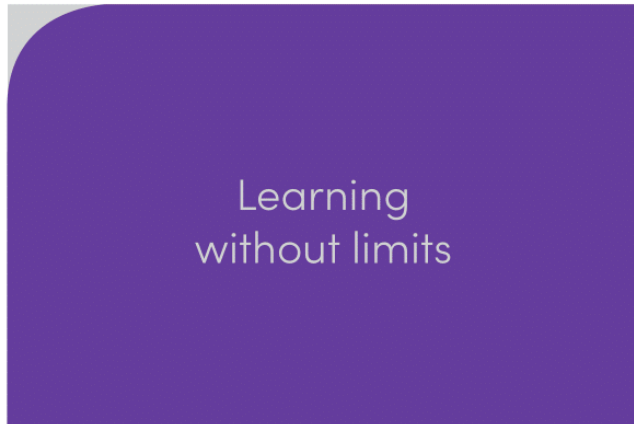
The "Sim" card can be used in any direction and can be placed behind text as well as on its own.

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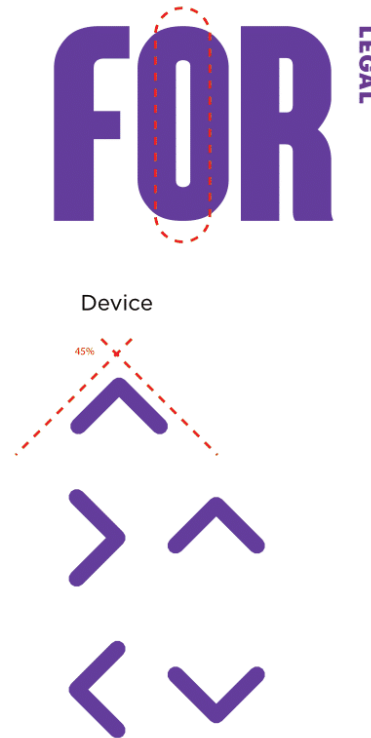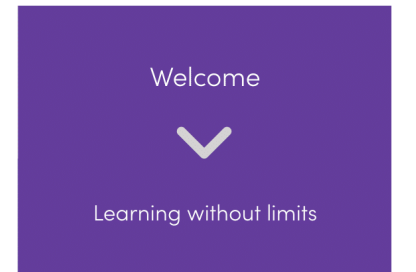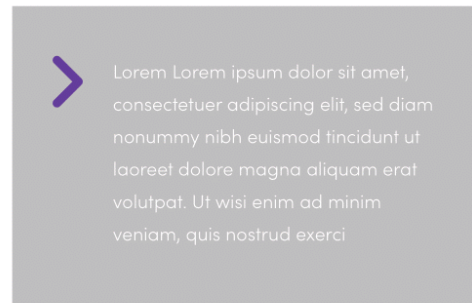
The shape of this is taken from the space in the "O" of "FOR".

The chevron offers endless possibilities in terms of placement and use. The chevron should be used as an identifier and signpost across digital and print communications. Graphically it can be used to link different design elements and other information blocks.

The chevron is used to link sub-brands and content for the FMG brand. It can be used with the Logo, Strapline, or other Devices.

FOR LEGAL

Device

45%

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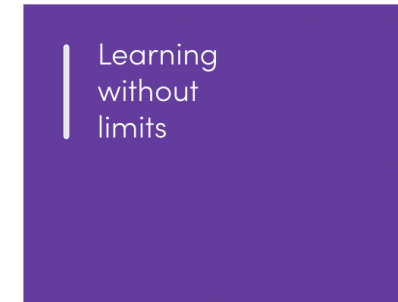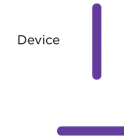
Welcome

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Design note: The scale of the chevron is relative to the size of the shape / text it is being linked to but should always feature rounded corners.

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The shape of this is taken from the space in the "O" of "FOR".

This should only be used as a long line for division / sectioning pieces of content.

Design note: To be used in moderation

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To further support the FMG brand, our typography is a key expression of our brand and personality.

Consistently applied, the range of fonts including sub-brand, strapline and general typography enable a range of voices as well as creating a distinctive and unified look across all our communications.

Primary typeface

Sofia Pro is our primary typeface and can be used in the following weights: **Black, Bold,** Regular, and Light.

Supporting typeface

Where standard font types are only available, **Poppins** should be used as an alternative.

Headers should be **Bold** with body text in Regular.

Design note: As a rule, should never be below a 10pt.

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We are a colourful brand but not a multi-coloured brand. Our colours will give us instant recognition.

Colour is KEY to the FMG brand. There are clear colours for the corporate FMG brand and sub-brands i.e. sectors.

FMG will always appear in our corporate grey colour or in white when used on coloured backgrounds or photos or in black when other colours are not available (rare).

The colours of the sub brands should only be used with the specific sub brand it has been allocated.
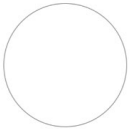
The sub brands all have their own colour way and tint. These colours should always be used but white, and the core FMG grey can be used when required.

Colour Palette

For Media Group

#FFCB00 R255 G203 B0	#FFFFFF R255 G255 B255	#393B3D R57 G59 B61	#494B4C R73 G75 B76	#F0F0F0 R240 G240 B240

For Legal

Primary	Secondary	Pantone	CMYK
#513281 R81 G50 B129	6745B9A RGB (116, 91, 154)	Pantone 3535 U	CMYK 89 100 0 8
RGB 0 146 69	RGB 51 168 106	Pantone 3522 U	CMYK 86 18 100 4
RGB 241 90 36	RGB 244 123 80	Pantone 2028 U	CMYK 0 80 97 0
RGB 0 66 180	RGB 51 104 195	Pantone 2935 U	CMYK 95 82 0 0
RGB 237 28 36	RGB 241 73 80	Pantone 2347 U	CMYK 0 99 97 0

Primary Button

Hover effect – colour change to #E7B800

SIGN UP

SIGN UP

Secondary Button

Hover effect – fill in the same yellow

LOG IN

LOG IN

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Hover effect – black

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EXPLORE SECTORS ⌄

Search for a title, channel or partner 🔍

PLANS

LOG IN

SIGN UP

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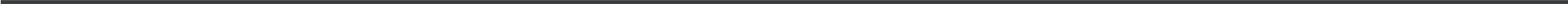
First Name

First Name

Laura

Where did you hear about us?

Please select ⌄

☑ For Legal

☐ For Accountants

Photography is an important element of the FMG brand. When used in accordance with the brand guidelines, it will capture the viewer's eye, while communicating message, tone and strengthening FMG's overall image.

Images should be warm and engaging. Colour palettes should have an open, airy feeling with a lot of white space and bright colour, so it does not appear too harsh and too much of a block.

Whenever possible, we should use "real" photography – this is very limited at the time being but if we do use stock photography, we should select images that feel "real". Images should not look overly posed or have a "stock" look. We need it to communicate and reflect modern, innovative, and fresh.
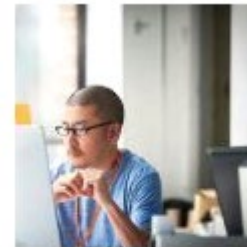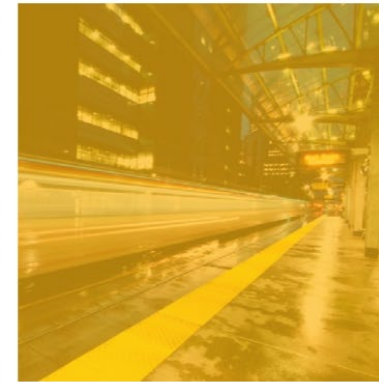

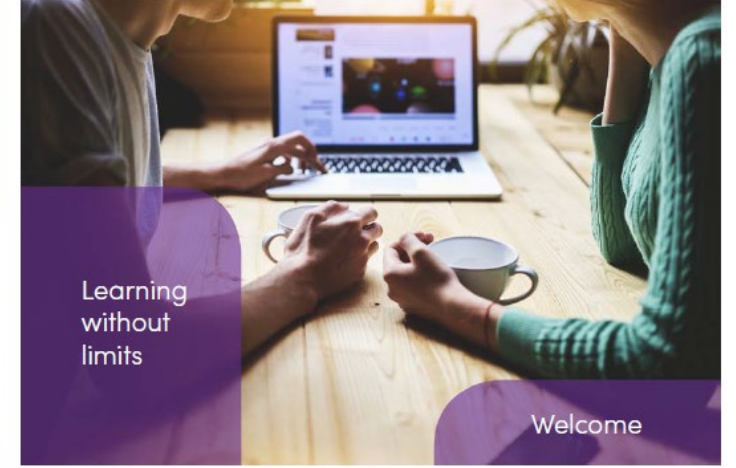Business world

People

Conversations

Business sectors

Business life

Today / tomorrow

Design note: Photos should be contemporary, dynamic, genuine, natural, fresh, vibrant, inspiring.

We are not opposed to a use of gradient or having a white colour overlay (or a colour overlay to match the tinted colour of the sub brand).

Colour overlays are an effective way to integrate photography and text and to carry For Media Group's brand identity into the photographic style.

Where possible ensure there is good legibility of text over imagery. When the image has high contrast levels, it is possible to apply the tinted "Sim" device to ensure copy can be read.

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Icons should be used and follow the same design as the rest of the logo and design elements. The icons should be clean, clear, and simple.

Web icons
These are less detailed to be seen clearly on smaller screen devices.

Infographic icons
These are more detailed and are to be used for print or where more illustrative visuals are required.

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Social media icons should be outlined using the "Sim" device and either appear in the corporate primary colour or sub brand colours.

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Comments:

These guidelines should answer most of your questions about the specifics of using our visual brand identity, but please do not hesitate to get in touch if you have any questions.

We appreciate your help in following these guidelines and helping to develop a strong voice for our brand.

If you have any questions, please contact Emma or Sara at For Media Group.

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