Brand Guidelines Fractal Picture

A complete brand guideline document enabling you to establish a consistent visual system.

The Overview

This document contains a guide to using the Fractal Picture identity system. Make sure to follow the rules to keep brand consistency.

It will cover all brand elements - logo, colours, typefaces and more - in order to keep consistency in all materials.

You will want to reference the document often to become an expert when it comes to using Fractal Picture identity elements.

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02.

The Logo

The Logo

For light backgrounds

This is the official Fractal Picture primary logo. The full logo combines a striking, colourful icon with professional, clear logotype. The logo as a whole has a vibrant, emotive, and established style.

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PICTURE

The Logo

For dark backgrounds

Fractal Picture's logo is effective on light and dark backgrounds but the correct colour variant must be used based on the darkness of the background.

Carefully using the lighter and darker variants based on the background shade will ensure the logo is used correctly in multiple scenarios.

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Flat Logo

For light backgrounds

Fractal Picture's logo is also available in a flattened version. The flat version of the logo performs particularly well on complex backgrounds (e.g. containing low opacity imagery). Using both gradient and flat logo variants will ensure the logo is used correctly in multiple scenarios.

Flat Logo

For dark backgrounds

The lighter, flat version of the logo performs particularly well on dark backgrounds containing imagery.

B&W Logo

Fractal Picture's logo is effective in black and white. These versions of the logo are particularly useful for printed collateral, especially in the interest of reducing coloured ink usage

Both colour and black & white variants should be used carefully based on the scenario and the medium.

The Logo Construction

The logo was created using grid lines and is carefully constructed to have a balanced style. This alignment contributes to the refined feel of the full brand identity

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The Logomark

The logo combines a continuous möbius strip with a dynamic gradient. The colour choice and three-dimensional form allow the logo to stand out from competing brands that tend to opt for monotone, single colour, or low saturation logos. See the examples shown below the logomark for comparison.
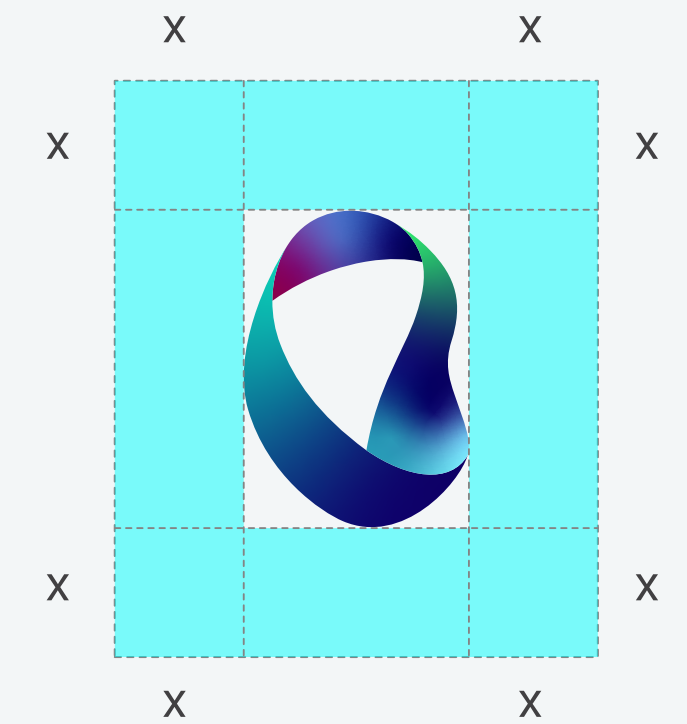
DNEG

M

M   P

C
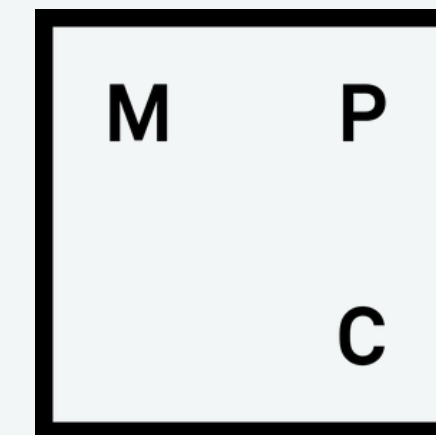
Safe Zone

The whitespace around the brand elements is extremely important. It helps to keep things clean and professional. Keep in mind that the illustrations on this page show the minimum safe zone - the more the better, always.

Full logo

Logo mark

Typography

Typography

Title typeface

SF Pro provides a consistent, legible, and professional typographic voice. It is known for its clarity and has an accessible, pure style.

SF Pro Bold has been utilised as the primary typeface for titles on digital and printed media.

Bold

SF Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Typography

Body typeface

Designed by Sora Sagano in the 1970s, Aileron is a modern, geometric sans-serif typeface that works well for display purposes. The font comes in 8 weight variants (thin to heavy) making it versatile and adaptable for different use cases.

Regular

Aileron

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Typography

Heading 1, 2 & 3

SF Pro and Aileron are both contemporary sans-serif fonts with a high degree of clarity. They have a variety of weights for use in different print and digital contexts, making them highly adaptable.

Take note of the suggested font sizes for use on the Fractal Picture website.

Heading 1 - Bold

SF Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Web - 50px (desktop) 36px (mobile)
Character Tracking - 0px

Heading 2 - Bold

Aileron

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Web - 38px (desktop) 30px (mobile)
Character Tracking - 0px

Heading 3 - Semi Bold

Aileron

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Web - 32px (desktop) 28px (mobile)
Character Tracking - 0px

Typography

Heading 4 & 5 and body text

Each heading varies in size in order to create a clear and attractive visual hierarchy. Colour is also used to further distinguish descriptive subtitles from larger headings (demonstrated in the heading and subtitle above).

Heading 4 - Regular

SF Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Web - 30px (desktop) 26px (mobile)
Character Tracking - 0px

Heading 5 - Regular

Aileron

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Web - 22px (desktop) 22px (mobile)
Character Tracking - 0px

Body text - Regular

Aileron

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*

Web - 18px (desktop) 18px (mobile)
Character Tracking - 0px

04.

Misuse

Misuse

A strong brand is applied consistently. It is important that the logo is never altered in a way that negatively affects the appearance of the brand. Changing the orientation of the logo, or adding colours or effects that don't align with the requisite design principles can all negatively affect a logo.

FRACTAL PICTURE

do not -
Apply outlines

FRACTAL PICTURE

do not -
Apply dropshadows

FRACTAL PICTURE

do not -
Apply other gradients

FRACTAL PICTURE

do not -
Skew, stretch

FRACTAL PICTURE

do not -
Change orientation

FRACTAL PICTURE

do not -
Adapt the logo

FRACTAL PICTURE

do not -
Change the colours

FRACTAL PICTURE

do not -
Fill with patterns

FRACTAL PICTURE

do not -
Contain in a shape

05. Social

Social Icons

Here are some suggested social profile uses.

Instagram

110px x 110px

Linked In

400px x 400px

Facebook

360px x 360px

Twitter

110px x 110px

06.

Colour
Scheme

Colour Values

Colour adds personality and instant recognisability to a brand. The complementary blue and green hues give this colour palette a distinctive and sophisticated appearance.

Cosmic Cobalt - communicates professionalism, wisdom and trust.
Green Pantone - conveys new life, energy and innovation.
Amaranth M P - communicates brand individuality and creative ideation.

Primary

Cosmic Cobalt

HEX #192D8E
R25 G45 B142
C82 M68 Y0 K44

Secondary

Green Pantone

HEX #0BB24F
R11 G178 B79
C94 M0 Y56 K30

Slate Grey

HEX #617E9B
R97 G126 B155
C37 M19 Y0 K39

Beau Blue

HEX #C6D4E0
R198 G212 B224
C12 M5 Y0 K12

Amaranth M P

HEX #9B1C62
R155 G28 B98
C0 M82 Y37 K39

Black

Eerie Black

#1A1E1E
R26 G30 B30
C13 M0 Y0 K88

White
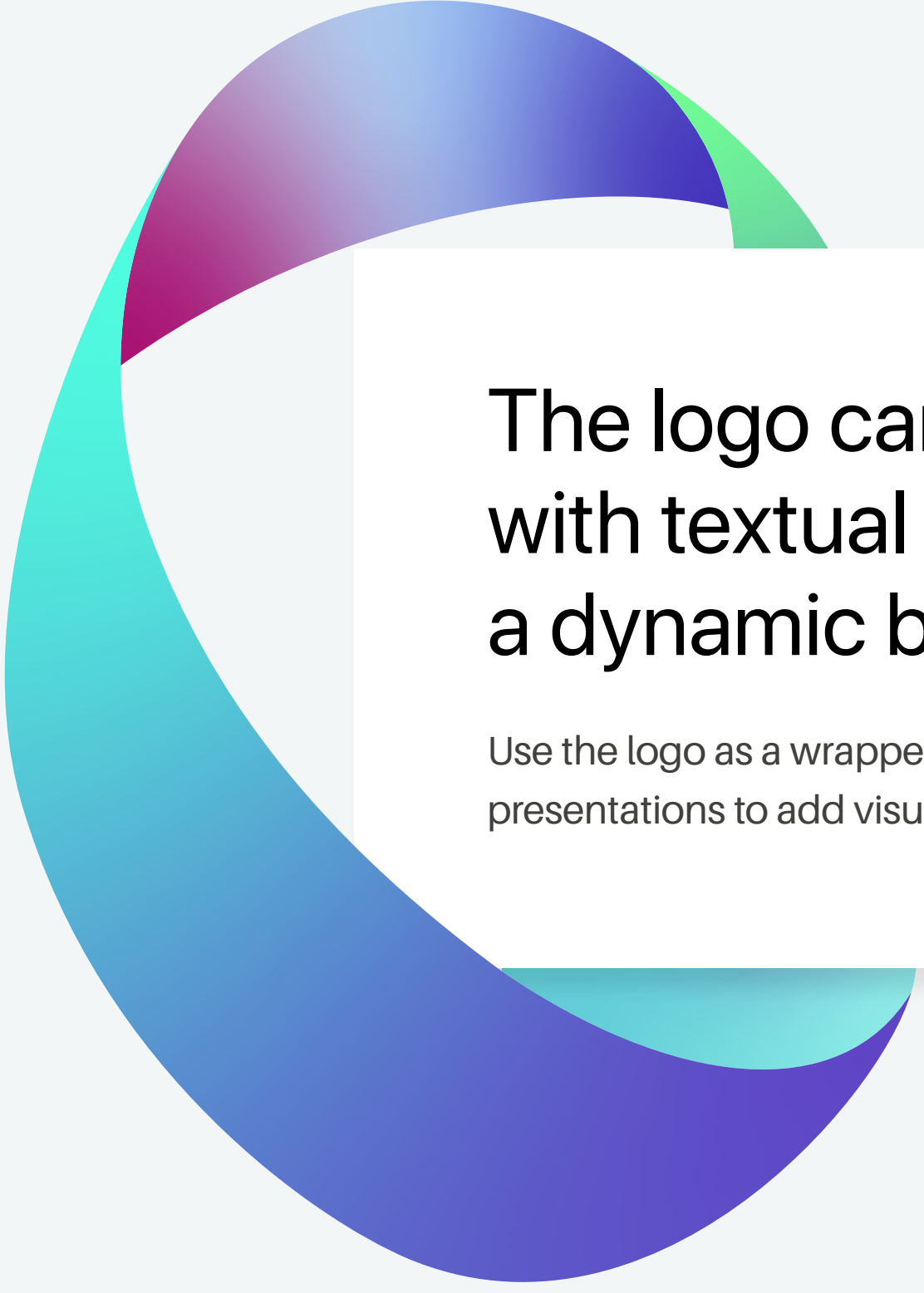
Light Grey

#F3F6F7
R243 G246 B247
C2 M0 Y0 K3

Backgrounds & Icons

Backgrounds

The logo can be enlarged and integrated with call-to-actions and textual content in order to create a dynamic background.

In low opacity form, the logo doubles up as a pattern that can be used for the background of presentation slides and/or webpages.
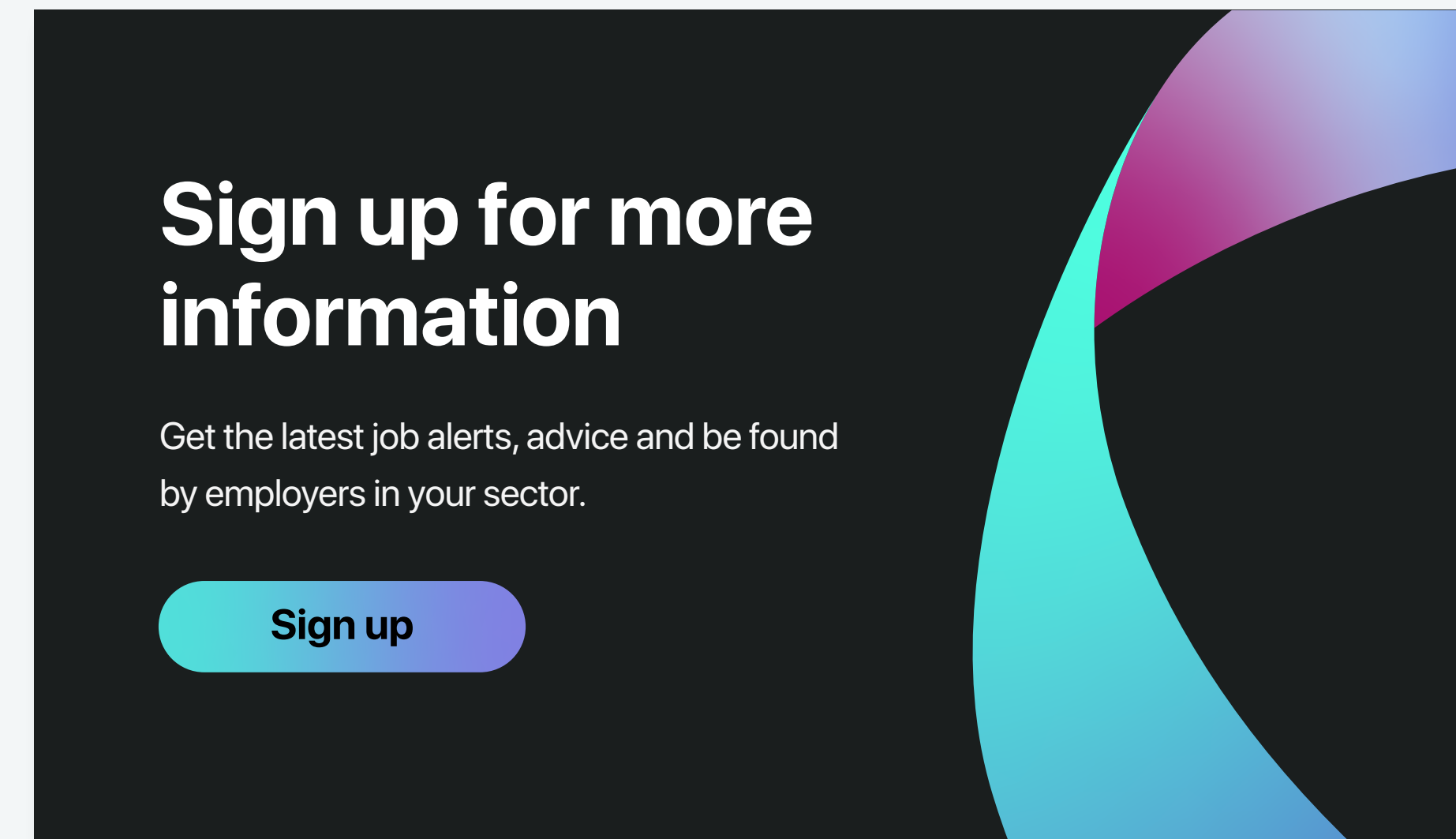
The logo can be integrated with textual information to form a dynamic background

Use the logo as a wrapper for text cards on your website or within presentations to add visual interest to your content.

Call-to-actions (CTAs)

Utilising techniques mentioned on the previous page, the brand colour scheme and logo can be used effectively to create captivating digital call-to-actions.

Please note, it is important to make sure the graphics are not used in a way that impedes on the legibility of text.

Sign up for more information

Get the latest job alerts, advice and be found by employers in your sector.

Sign up

Font Awesome Icons

A range of the Font Awesome icons can be used across print and digital media. These icons have a minimal, clear style and can be combined with text to improve the accessibility of various digital user interfaces.
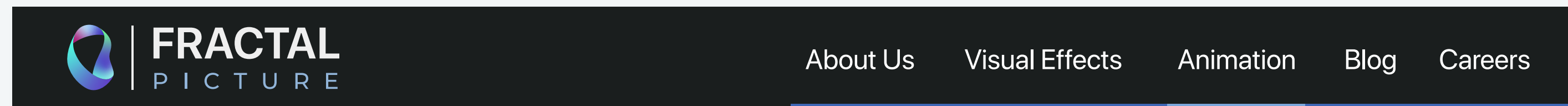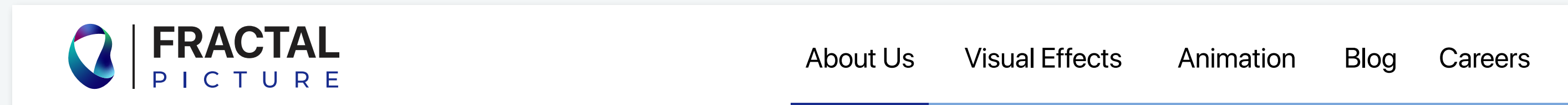
08.

Website

Website Navigation

The designs on this page are examples of potential navigation bars for the Fractal Picture website. As demonstrated, the dark or the light logo configurations can be utilised effectively when using black or white backgrounds.

FRACTAL PICTURE

About Us   Visual Effects   Animation   Blog   Careers

FRACTAL PICTURE

About Us   Visual Effects   Animation   Blog   Careers

Website
Favicon

The logo is designed to work effectively as a website favicon. The simplicity of the icon allows it to be highly adaptable for use in large and small contexts.

● ● ●   Fractal Picture | Media &...   ✕

General Information

This document is the ultimate guide to using Fractal Picture brand elements correctly. It contains the rules for each and every element in order to keep the visuals of this brand consistent.

If ever in doubt, please refer back to this guide. It's recommended to share this guide with anyone responsible to use the brand elements in any way.

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