

**First Focus**

# Brand Identity Guidelines

# ETHOS

## 1.0 | Brand promise



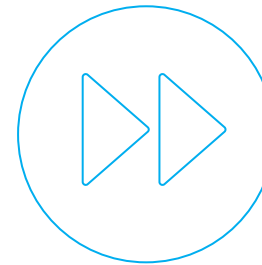
### Best people

We hire the best people available from all over Australia, NZ and the Philippines, then provide them with ongoing structured training, along with the best tools, support, processes, and leadership.



### Expert advice

Our technical teams have considerable experience designing and supporting solutions across the full spectrum. You gain the benefit of balanced advice without any vendor bias.



### Fast response

We have invested in the best support tools and the best people in the market to deliver our clients the responsiveness they need – whether for a single ticket or an engineering project.



### Zero risk

First Focus works with clients to eliminate risks from technical infrastructure and support. Our flexible terms and guarantees remove commercial risks and our partnering approach removes employee and key-man risks.

# ETHOS

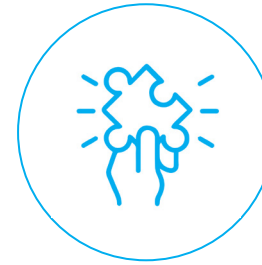
## 1.2 | First Focus Values



Live  
curiously



Always  
communicate



Be the  
solution



Win  
together



Keep it  
simple



Wow the  
customer



Never stop  
growing

## MESSAGING

### 2.0 | Tone of voice

#### Voice

First Focus' voice is in keeping with one of our key values to simplify, always. The following guidelines emphasise good writing principles, a customer focus, and the importance of clear communication in a technical environment.

#### What is the First Focus voice?

The First Focus voice is how we talk to people. It's our personality, substance, tone, and style. The tone may change depending on the situation, but the character remains the same.

#### Voice principles

##### Warm and relaxed

We're a trusted, friendly professional. Not overly formal or technical. We use everyday words in our conversations. We are serious about what we do, but we can also be fun.

##### Clear and concise

We're to the point. We write for scanning first, reading second. Simple words and short sentences. We look to edit rather than add, and avoid jargon and acronyms.

##### Helpful

We're focused on customer needs and achieving their desired outcomes. We offer timely, practical, and educational information. We explain how customers benefit when discussing ourselves.

#### Tips for writing style



##### Write as you'd speak

If a sentence doesn't sound natural when spoken aloud, simplify it. If you need to draw breath mid-sentence, break the sentence in two. Use conversational language and assume the reader is not technical.



##### Think clarity first

Start with the main takeaway. Begin sentences with the subject matter, avoid repetition, and break up long paragraphs. Create sub-headings to identify new sections. Use bolding and bullet points to highlight key points. Use sentence style capitalisation to avoid distracting from key information.

## LOGO

### 3.0 | Overview

The First Focus logo is bold and distinct. It represents the **forward movement** and **growth** as part of the foundations of the First Focus brand promise and values.

**It is comprised of two parts:**

- The 'F' Logomark
- The First Focus Wordmark

#### 'F' Logomark

The 'F' Logomark is constructed out of a grid from perfect squares with intersecting diagonal lines that perfectly match up to the centre and outer edges. This attention to detail represents First Focus's detail orientated approach and care in everything that we do.

#### First Focus Wordmark

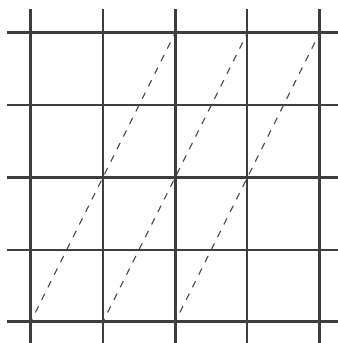
The First Focus Wordmark is designed as two words that flow as one. This conveys the way all the aspects of the company come together to work as one team.

#### First Focus Wordmark

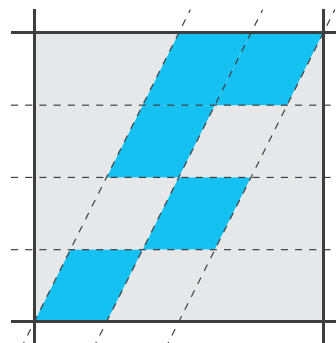
#### 'F' Logomark



#### Perfect alignment



#### Forward movement



#### Bold, dynamic colours





## LOGO

### 3.1 | Primary logo

Use the **Primary FF Logos** as the **first preferred option** for all main collateral including website, stationery, print media and advertising.

The alternative colour options are there to allow the logo to be versatile and used across any background.

- Always use the primary logo as the first option
- In the instance when the primary logo will not work – such as on a blue background or image – use the alternative colour options.

#### Primary FF Logos



FF Primary logo solid



FF Primary logo solid - Reversed

#### Primary FF Logo alternative colour options



FF Primary logo transparent - Grey



FF Primary logo transparent - White



FF Primary logo solid - Grey



FF Primary logo solid - White

## LOGO

### 3.2 | Secondary logos

There are a number of secondary logo variations available for use in instances when the primary logo will not be suitable. This will ensure the First Focus logo can work across all media. The logo style you choose will depend on the environment in which the logo appears.

#### Vertical stack



Only use this format when the primary horizontal format does not fit comfortably in the allotted space (ie. facebook, email banners, vertical applications).

The Vertical Stack logo comes in the same colour variations as the Primary Logo.

#### Single-F



The Single-F format can be used as a creative design element (ie. flavicon, uniform). The Single-F can be used in conjunction with the Single-wordmark or on it's own. When used with the Single-wordmark, it must always appear to the left of the Single-wordmark.

It can be used in a range of transparencies depending on the environment it is used. The Single-F should be used sparingly and selectively.

#### Single-wordmark



If the Single-F is used, then the Single-wordmark can be used to the right hand side and below the Single-F. The Single-wordmark must be used in conjunction with the Single-F and can not be used solely by itself. It must always appear in the stacked vertical format and not as the horizontal format.

The Single-workmark only comes in Grey or White colour options.

## LOGO

### 3.3 | Using our logo

In order to maintain a strong, consistent, and successful brand, we ask that our logo be kept in the original appearance in which it was designed. Please do not add to or alter anything about the logo.

These usage guidelines apply to all versions of the logo in order to protect the integrity of the First Focus brand.

#### Safe area



#### Minimum size



✗ Drop shadows or any other effects should not be added to the logo.



✗ The logo should not appear on an angle.



✗ Do not put the logo on a busy background where it is illegible



✗ The logo should not be recoloured into any colour variations that are not in the approved logo versions. Even if it is a brand colour.



✗ Do not change the aspect ratio, stretch, or squeeze the logo.



✗ Do not convert the logo into outlines.



## COLOUR PALETTE

### 4.0 | Primary colours

There are three main colours used to represent the First Focus brand. These are Bold Blue, Bright Blue and Grey. These are clean, distinguished colours that form an integral part of our identity.

They can be used as solid colours as well as tints, gradients and transparencies over images.

#### Bold Blue



**PMS** 3005  
**CMYK** 100/40/0/0  
**RGB** 0/122/197  
**HEX** 007DC5

#### GRADIENT

PMS 3005



+ PMS 3005 @ 100% MULTIPLY

#### Bright Blue



**PMS** PROCESS CYAN C  
**CMYK** 100/0/0/0  
**RGB** 0/158/226  
**HEX** 00AEEF

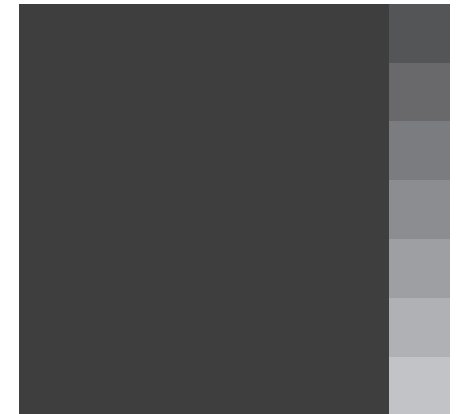
#### GRADIENT

PROCESS CYAN C



+ PMS 3005 @ 100% MULTIPLY

#### Grey



**PMS** PROCESS BLACK UP 90%  
**CMYK** 0/0/0/90  
**RGB** 65/64/66  
**HEX** 414042

#### GRADIENT

80% BLACK



+ 80% BLACK @ 80% MULTIPLY

## COLOUR PALETT

### 4.1 | Secondary colours

The secondary colors are used to enhance and should be used in conjunction with the primary colors.

Use our primary palette when possible, particularly orange, blue and green.

- Create contrast using combinations of light and dark colors.
- Darker colors can be made slightly transparent and overlaid on photos.
- Use our secondary color palette sparingly, particularly the lighter colors.



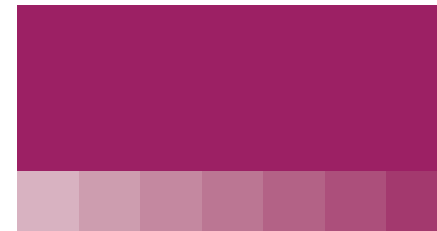
**PMS** 1375 C  
**CMYK** 0/45/96/0  
**RGB** 255/158/24  
**HEX** FF9E18



**PMS** 390 C  
**CMYK** 35/12/100/0  
**RGB** 178/190/53  
**HEX** B2BE35



**PMS** 541 C  
**CMYK** 100/78/32/22  
**RGB** 14/64/106  
**HEX** 0E406A



**PMS** 7648 C  
**CMYK** 37/100/34/9  
**RGB** 157/32/100  
**HEX** 9D2064

## TYPOGRAPHY

### 5.0 | Brand typefaces

Our two design typefaces are both sans serif – Rubik and Klavika. They are both clear, legible typefaces. Each of them include many styles such as light, regular, and bold.

#### Main typeface

##### Rubik

Rubik is the first choice typeface that can be used for any text and can be the only typeface used in a design if needed.

#### Highlight typeface

##### Klavika

This is an alternative option that can be used for titles, quotes and pull-out information to add more distinction to the information. This typeface should not be used in the main body text or for large amounts of information.

#### Rubik

abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

**abcdefghijklmnopqrstuvwxyz 0123456789**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789**

**abcdefghijklmnopqrstuvwxyz 0123456789**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789**

**abcdefghijklmnopqrstuvwxyz 0123456789**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789**

#### KlaviKa

abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

**abcdefghijklmnopqrstuvwxyz 0123456789**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789**

**abcdefghijklmnopqrstuvwxyz 0123456789**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789**

## TYPOGRAPHY

### 5.1 | Hierarchy

Our fonts are flexible and can be used in a variety of ways. The examples here provide a general guideline on how to use our fonts.

For body copy, headings, captions, and smaller text use Rubik. Klavika is not to be used as body text. For Titles, quotes and pull out text, Klavika can be used.

#### Main titles

Klavika or Rubik

# Main Title of document

Subtitle of document

#### Body copy

Rubik only

### Heading 01

Body copy Vendam atetus volora debit labo. Cia soluptat aborepr aepudipsum que velit, omnihil iunt, autaece raeratu ritatiis audit, to errumetur, con non ne pedions equuntis dollacea vel ma

### Heading 02

Body copy Vendam atetus volora debit labo. Cia soluptat aborepr aepudipsum que velit, omnihil iunt, autaece raeratu ritatiis audit, to errumetur, con non ne pedions equuntis dollacea vel ma

#### Quotes and pull out information

Klavika or Rubik

“ Body copy Vendam atetus volora debit labo. Cia soluptat aborepr aepudipsum que velit, omnihil iunt, autaece raeratu ”

26%  
of people...

26%  
of people...

## TYPOGRAPHY

### 5.2 | System typeface

In instances when our corporate design typefaces are not available, please use the standard recommended system typeface, which is Arial.

#### Arial

abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

**abcdefghijklmnopqrstuvwxyz 0123456789**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789**

**abcdefghijklmnopqrstuvwxyz 0123456789**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789**



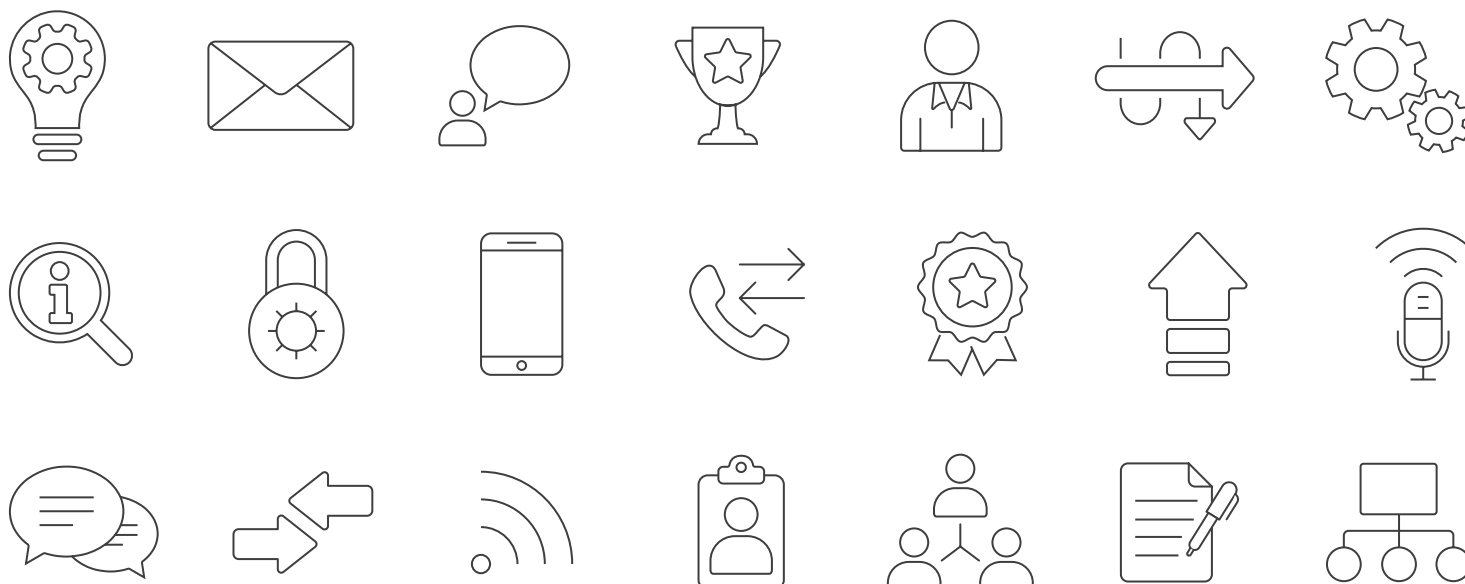
## ICONOGRAPHY

### 6.0 | Icons

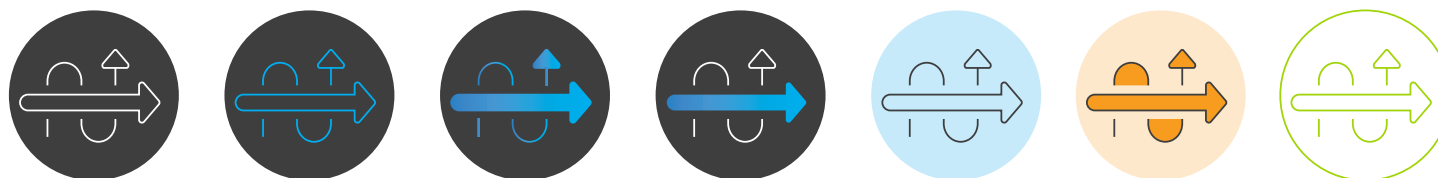
This First Focus icons are useful when you need to break up information or quickly symbolise a point. New icons can be created when needed following the approved style.

Our approved icon style:

- Is simple and clear
- Is created from outlines
- Can be used in any of the brand colours
- Can be partially filled in with colour to be more prominent



### Icon colour samples



## IMAGERY

### 7.0 | Overview

#### Our photography should:

- Be real, honest and candid
- Be bold, positive and confident
- Show movement and forward focus
- Make good use of lighting to show contrast and detail
- Be representative and conceptual (as opposed to literal)

#### Our imagery should not:

- Look overly corporate
- Show expected, clichéd poses
- Use artificial looking sets and backdrops or look staged
- Be toned down or washed out
- Be too literal





## IMAGERY

### 7.1 | People focused

This selection shows candid images of people in their daily lives, showing how technology is creating positive influences. **They should show people in real situations.**

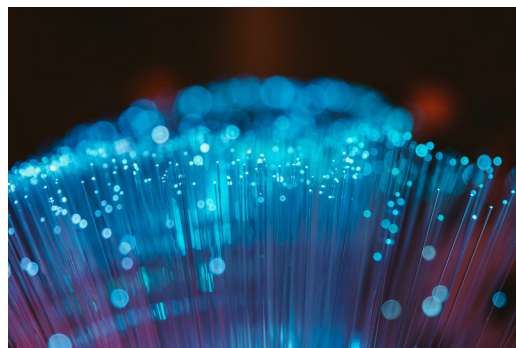
We use lifestyle photography to emphasise the ultimate benefit of using technology to make a difference. Our lifestyle photography is about natural colour and confidence. Look for candid moments of people with technology and unusual crops and angles.



## IMAGERY

### 7.2 | Abstract

We use abstract imagery to convey movement & connectivity concepts and ideas that interact with our design elements. Abstract images are particularly useful for all-purpose branding applications as they allow versatility. Choose images that reflect and complement the range of colour in our visual identity.





## DESIGN ELEMENTS

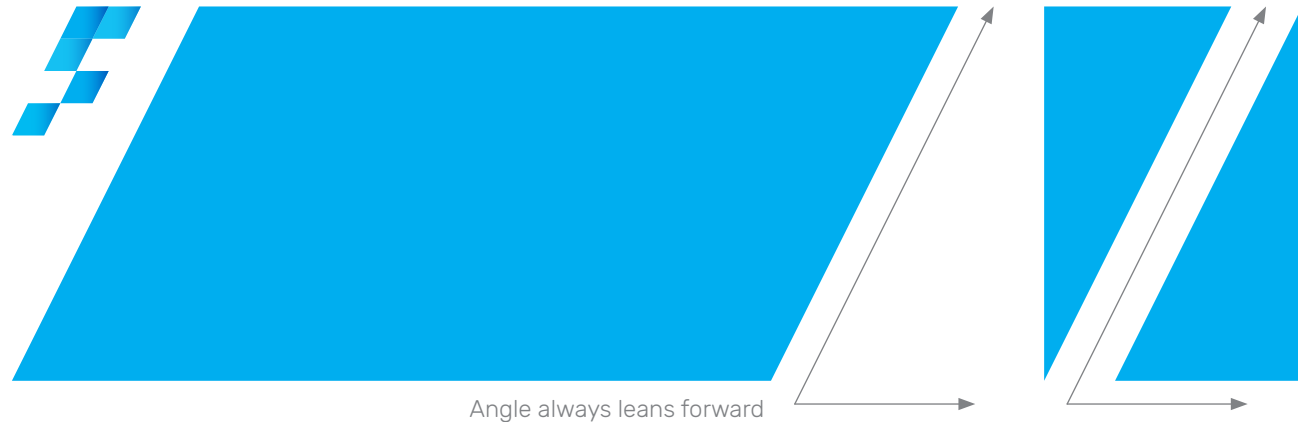
### 8.0 | Forward edge

All page design elements are derived from the angle in the 'F' Logomark and **must always lean forward** (to the right) as it does in the logo.

This will lead the viewers' eye to follow the information and continue reading.

The forward edge can be used as a solid element to divide areas on a page or as an overlay on an image.

Whilst there are no restrictions as to what effects can be applied to the edge, **transparencies, multiply and overlay** effects are the preferred options. Please only use any other effects if absolutely necessary for the environment it will be displayed.



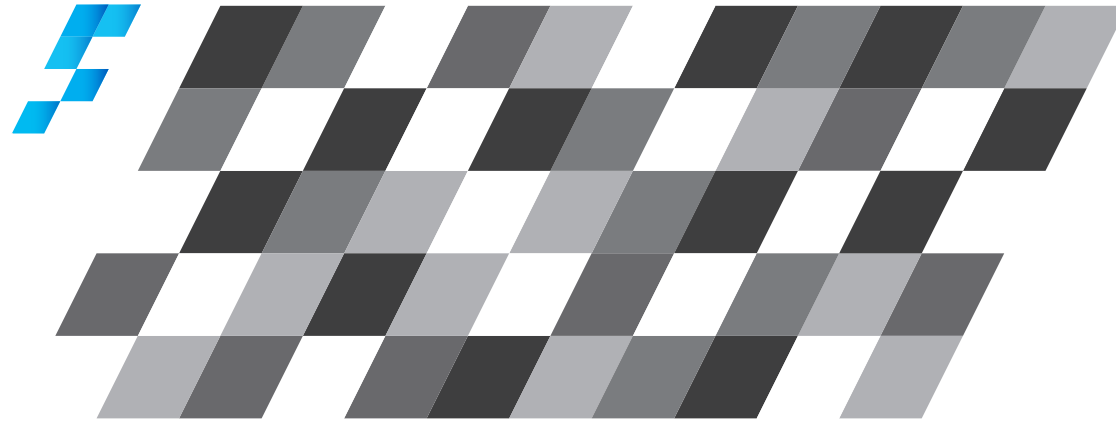


## DESIGN ELEMENTS

### 8.1 | Checker flag board

The checker flag board is created from the components in the 'F' Logomark and repeated across a board.

- No two checks directly next to, above or below each other can be the same appearance.
- In order to create definition between the appearance of each check, they can be deleted or the tints or transparencies changed.
- The same colour is to be applied to a checker flag board – just the tints and transparencies altered.

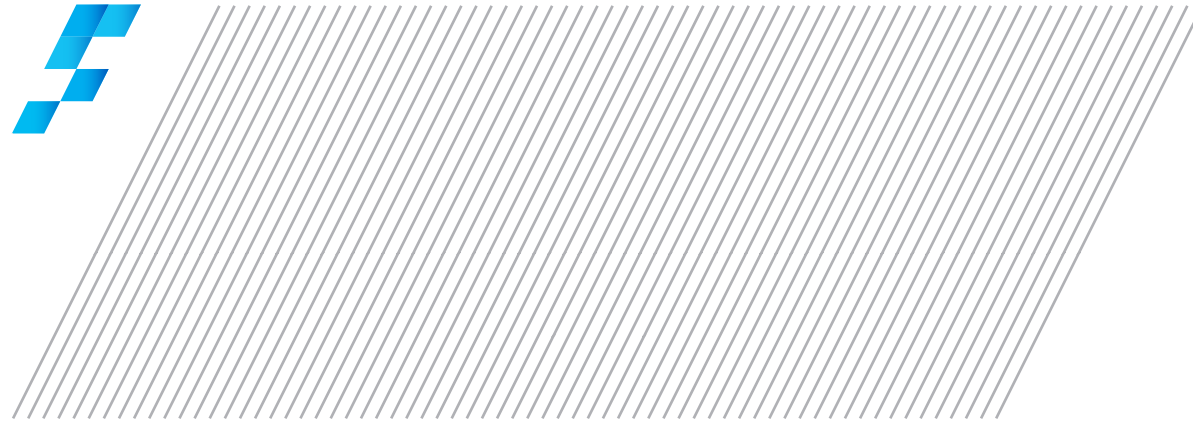


## DESIGN ELEMENTS

### 8.2 | Forward lines

Derived from the angle in the 'F' Logomark. These lines can be used to draw attention towards certain information and as general design elements.

- The gap between each line must be the same width.
- Use sparingly and only with other page design elements.



## DESIGN ELEMENTS

### 8.3 | Expanding edge

The expanding edge is a device created from the forward edge that is constructed to gradually grow in width.

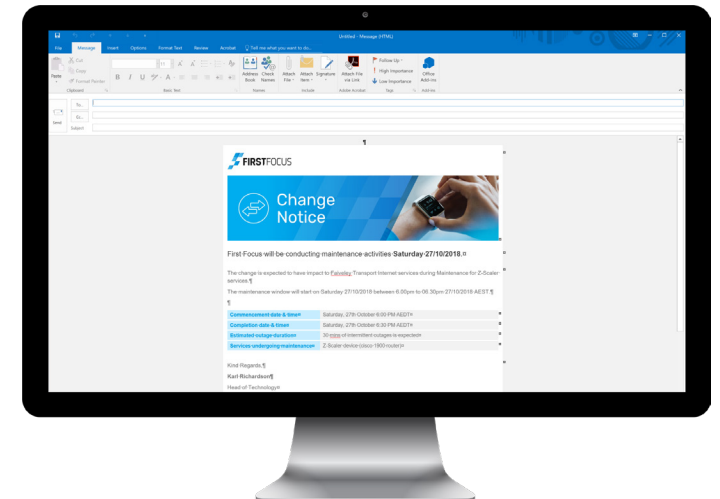
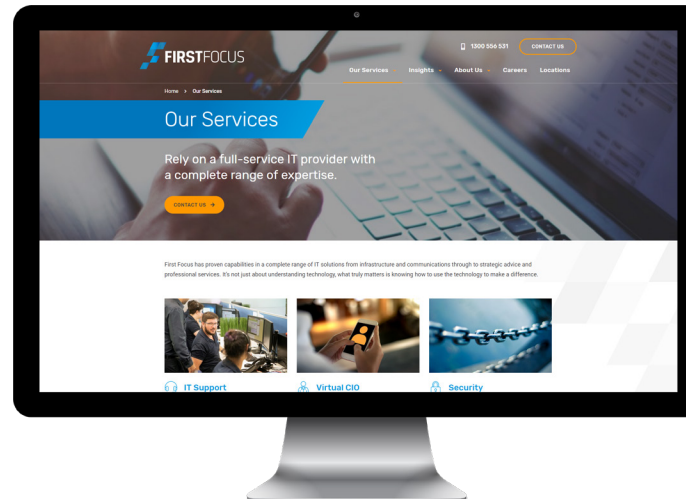
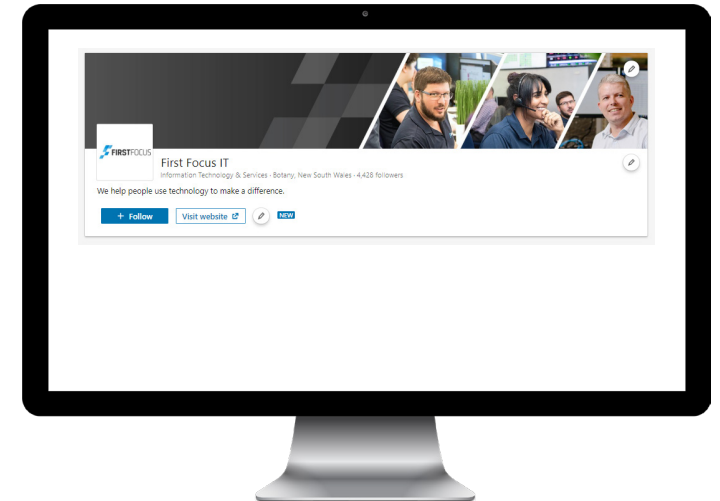
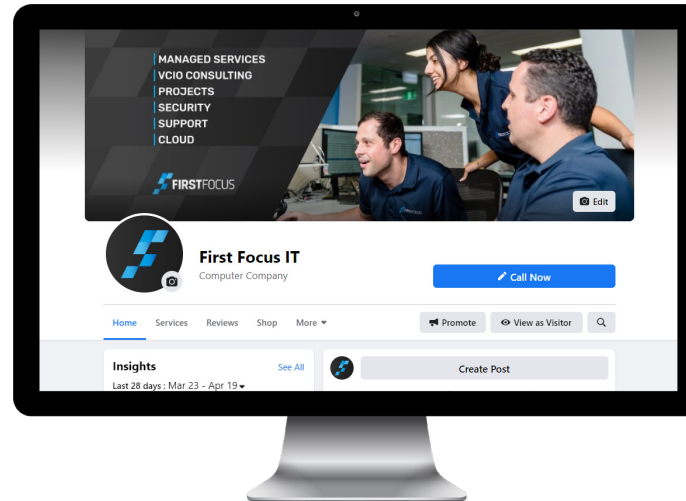
- There are no set increments as to how wide the expanding edge should transform each time.
- The expanding edge increments can grow either left or right.
- The angle must always face forward.
- The gap between each increment must be the same width.





# SAMPLES

## 9.0 | Digital



# BRAND

## 9.1 | Print

