Fred V
Identity Guidelines

Identity Elements

These simple tools are the basis of the Fred V Identity

Being consistent with these elements allows for clear communication and expression

Logo

Logo

The logo is an expression of the Fred V visual identity.

The logo is made up of two elements – the ‘Name’ and the ‘Marque’. As a logo they should always be used together as the logo is supplied. The logo should not be recreated or adjusted and the original master files should always be used.

The ‘Marque’ can be used individually as a separate asset and looks great blown up or repeated and used as a pattern – see the ‘Marque’ section of these guidelines.

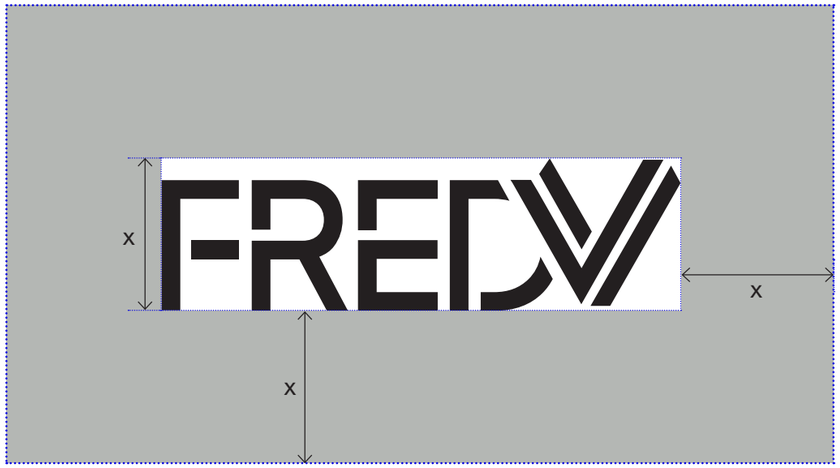
FRED V_LOGO_MASTER_BLK.eps

FRED V_LOGO_MASTER_WHT.eps

Logo Exclusion Zone

Small Use

The exclusion zone is equal to the full height of the logo.
For use with most online application (ads, website, social) and print documents of A3 and smaller (record sleeves, CD packaging, flyers, mini posters, small products or merchandise).



Large Use

The exclusion zone is equal to half the height of the logo.
For use with larger artwork, A2/A1 posters, larger packaging and merchandise.

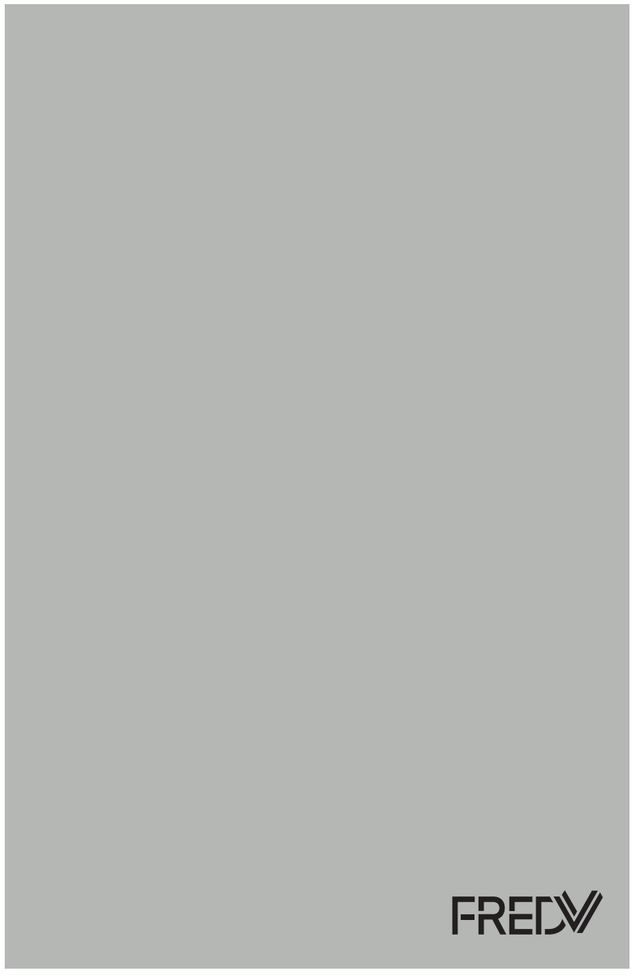
Extra Large Use

The exclusion zone is equal to a quarter of the height of the logo.
For use with very large scale artwork, billboards, live backdrops, projected imagery/animation.

Logo Positioning

When using the logo for generic print purposes (adverts, posters, flyers etc.), the logo should always be placed centrally (large, if used as a headline) or in the bottom right corner (if used as a secondary logo).

There should always be plenty of room around the logo (please refer to the Logo Exclusion Zone pages of this guide) and it shouldn't 'float' on the page.



Logo Positioning

When using the logo digitally (websites, social media, online ads, film, TV, etc.) the logo should be placed centrally or in the top left or bottom right corner.

The size of the logo should be dependent on how well it sits within the box encasing it and the reason for its use.

There should always be plenty of room around the logo (please refer to the Logo Exclusion Zone pages of this guide) and it shouldn't 'float' on the page.

Marque

Marque

The Fred V Marque should be used as a confident and simplified signifier of the Fred V identity. It provides an immediate and powerful visual statement which can be utilised to gain maximum audience interaction and recognisability.

FRED V_LOGO_V-MARQUE ONLY_BLK

FRED V_LOGO_V-MARQUE ONLY_WHT

Marque Usage

The Marque is flexible and can be used in various different ways to create a complex graphic language.

The ‘V’ marque can include variations of colour from the identity colour palette. Alternatively, it can used to house other relevant imagery.

Logo Don’ts

Although the Fred V identity is pretty flexible, there are a few things that we just shouldn’t do with the logo and marque...

Don’t angle the logo/marque in any way. Always keep it straight

Don’t stretch or squash the logo/ marque

Don’t restructure the logo/ marque. Always use the supplied correct logo version

Don’t split the logo/marque. Treat it as a single object – Always use the same colour

Don’t crop it. Make sure the whole of the logo/marque is always visible

Don’t shrink it too much. It should be used big and bold wherever possible

Don’t float the logo/marque in the centre of a page

Don’t try to recreate the logo/ marque. Never edit the file or create new versions

Logo Don’ts

Although the Fred V identity is pretty flexible, there are a few things that we just shouldn’t do with the logo and marque...

Don’t place the logo/marque too close to the edge. Always refer to the exclusion zone guidelines

Don’t crowd the logo/marque. Always leave space around it. Refer to the logo exclusion guide

Don’t flip it. The marque should always been seen the correct way round. The only time the marque can be flipped is as part of a pattern

Don’t add to the logo/marque

Don’t remove parts of the logo/marque. Always use the correct logo for purpose

Don’t use colours that are not part of the identity colour palette

Don’t use colour combinations that make the logo/marque difficult to see

Don’t use colour combinations on the marque that are not part of the suggested colour grouping section – see ’Marque Colours’

Colours

Identity Colours

The identity colours should be utilised to supplement any occasion in which the logo/marque is being used.

There is a set of 8 core colours that should be used alongside black and white to ensure maximum effect. Adding other colours to the colour palette should be avoided.

FRED V RED
CMYK: 0/82/50/0
RGB: 229/60/83
PANTONE: 1785
Web: #cc3366

FRED V PURPLE
CMYK: 35/58/0/0
RGB: 148/101/169
PANTONE: 2573
Web: #996699

FRED V BLUE 1
CMYK: 100/72/0/0
RGB: 0/0/224
PANTONE: Reflex Blue
Web: #3300ff

FRED V BLUE 2
CMYK: 79/24/39/0
RGB: 42/135/140
PANTONE: 5483
Web: #339999

FRED V GREEN 1
CMYK: 43/0/48/0
RGB: 137/199/140
PANTONE: 353
Web: #99cc99

FRED V GREEN 2
CMYK: 87/7/90/0
RGB: 0/149/67
PANTONE: 355
Web: #009933

FRED V YELLOW
CMYK: 0/18/33/0
RGB: 255/204/155
PANTONE: 155
Web: #ffcc99

FRED V GREY
CMYK: 30/22/26/0
RGB: 166/169/164
PANTONE: 442
Web: #999999

BLACK
CMYK: 0/0/0/100
RGB: 0/0/0
Web: #000000

WHITE
CMYK: 0/0/0/0
RGB: 255/255/255
Web: #ffffff

Logo Colour

As a general rule the full logo should only be used in either black or white. Keeping the colours simple ensures consistency of use and maximum visibility.

FRED V_LOGO_MASTER_BLK.eps

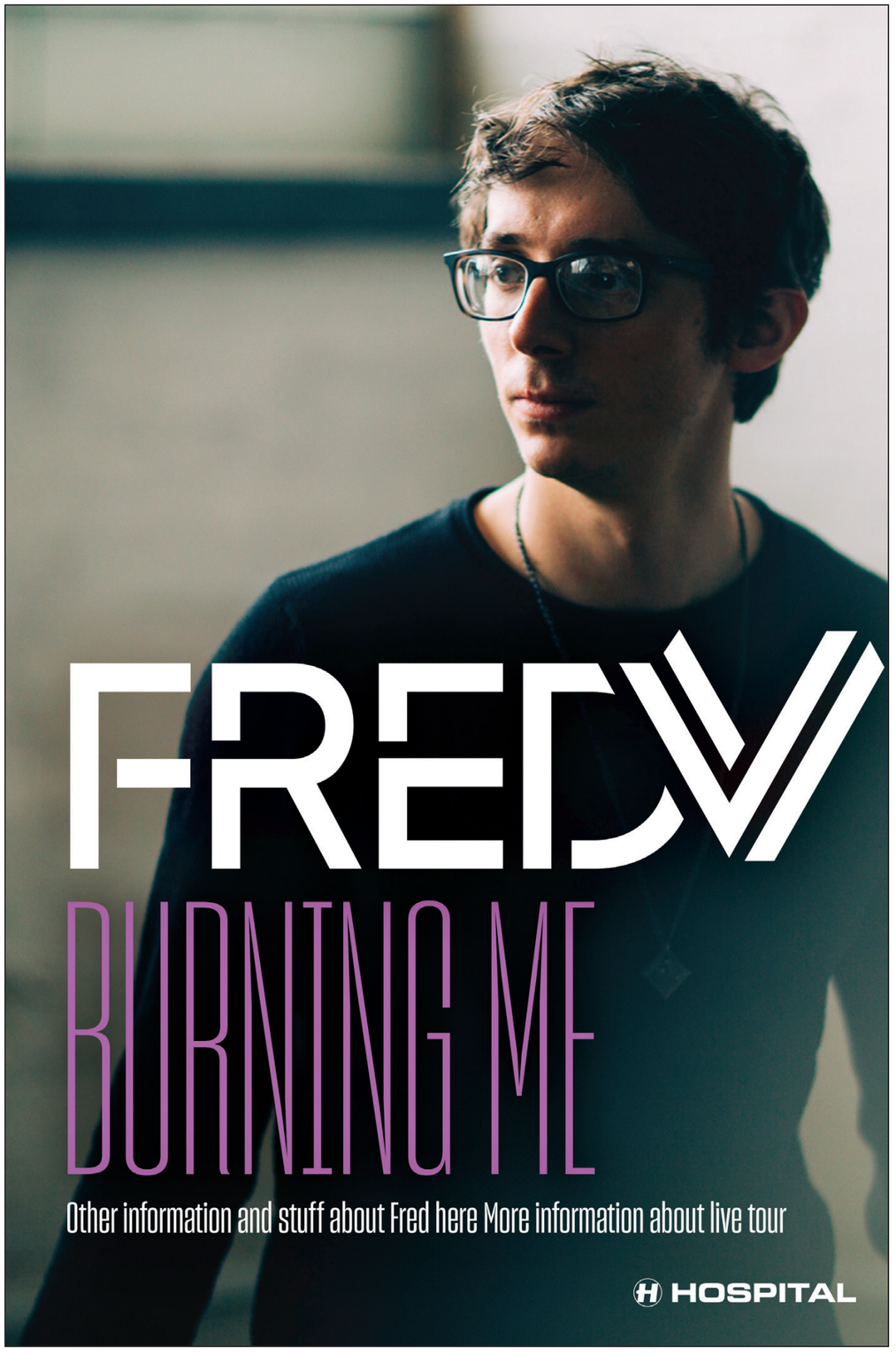
FRED V_LOGO_MASTER_WHT.eps

Marque Colours

As well as black and white, the identity colour palette can used within the marque to create a selection of multicoloured variants. 4 different colour combinations have been created. Alternative colour combinations should be created using the identity colour palette only.

Best Practice

FRED V BURNING ME
Other information and stuff about Fred here
More information about live tour
HOSPITAL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484 posts **24k** followers **333** following

Fred V

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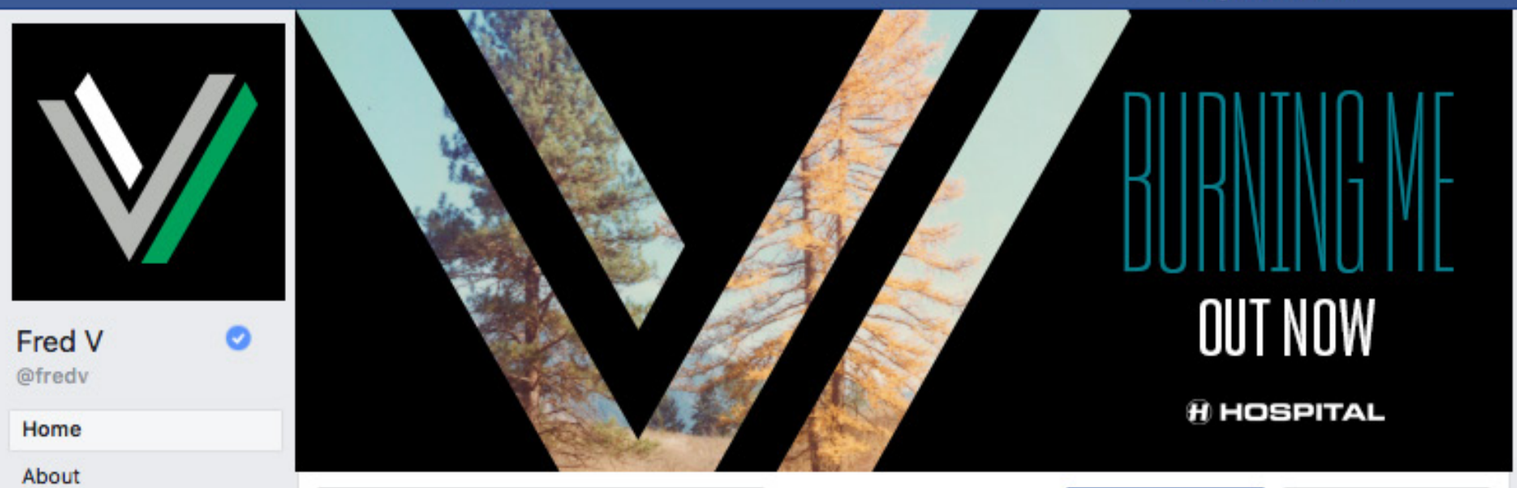

Fred V

@fredv

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- Photos
- Tour Dates
- Videos
- Posts
- Music
- Events
- Shop
- Community
- Info and ads

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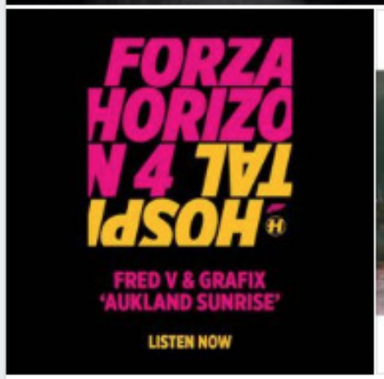
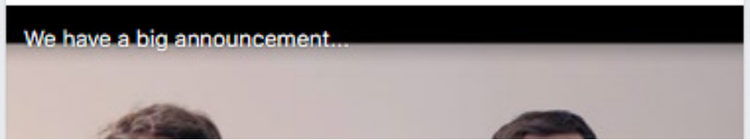


See all

Videos



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Musician/band

Community See all

87,606 people like this

85,852 people follow this

About See All

Contact Fred V on Messenger

www.fredv.com

Musician/band

People

87,606 likes

Related Pages

Hybrid Minds
Musician/band

Hospital Records
Record label

Matrix & Futurebound
Musician/band

Supplied Files

Logos & Templates

Logos/Marque

– Main Master Logo

- FRED V_LOGO_MASTER_BLK.eps
- FRED V_LOGO_MASTER_WHT.eps

– Marque Variants

- FRED V_LOGO_V-MARQUE ONLY_BLK.eps
- FRED V_LOGO_V-MARQUE ONLY_WHT.eps
- FRED V_LOGO_V-MARQUE ONLY_OVERLAY_BLK.eps
- FRED V_LOGO_V-MARQUE ONLY_OVERLAY_WHT.eps
- FRED V_LOGO_V-MARQUE_Colours1_CMYK.eps
- FRED V_LOGO_V-MARQUE_Colours1_RGB.eps
- FRED V_LOGO_V-MARQUE_Colours1_PANTONE.eps
- FRED V_LOGO_V-MARQUE_Colours2_CMYK.eps
- FRED V_LOGO_V-MARQUE_Colours2_RGB.eps
- FRED V_LOGO_V-MARQUE_Colours2_PANTONE.eps
- FRED V_LOGO_V-MARQUE_Colours3_CMYK.eps
- FRED V_LOGO_V-MARQUE_Colours3_RGB.eps
- FRED V_LOGO_V-MARQUE_Colours3_PANTONE.eps
- FRED V_LOGO_V-MARQUE_Colours4_CMYK.eps
- FRED V_LOGO_V-MARQUE_Colours4_RGB.eps
- FRED V_LOGO_V-MARQUE_Colours4_PANTONE.eps
- FRED V_LOGO_V-MARQUE_Colours5_CMYK.eps
- FRED V_LOGO_V-MARQUE_Colours5_RGB.eps
- FRED V_LOGO_V-MARQUE_Colours5_PANTONE.eps
- FRED V_LOGO_V-MARQUE_Colours6_CMYK.eps
- FRED V_LOGO_V-MARQUE_Colours6_RGB.eps
- FRED V_LOGO_V-MARQUE_Colours6_PANTONE.eps
- FRED V_LOGO_V-MARQUE_Colours7_CMYK.eps
- FRED V_LOGO_V-MARQUE_Colours7_RGB.eps
- FRED V_LOGO_V-MARQUE_Colours7_PANTONE.eps
- FRED V_LOGO_V-MARQUE_Colours8_CMYK.eps
- FRED V_LOGO_V-MARQUE_Colours8_RGB.eps
- FRED V_LOGO_V-MARQUE_Colours8_PANTONE.eps

Templates

- Instagram image templates
- Twitter image templates
- Facebook image templates

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