

BRAND GUIDELINES

April 2024

IT|FANDANGO

INTRODUCTION

OUR VISUAL IDENTITY

Welcome to the IT|Fandango brand guideline manual. If this is your first time reading this document, please read all the sections to become familiar with all the important information within this document.



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INTRODUCTION

BUSINESS NAME

We are **IT Fandango** or **IT|Fandango**, we are not iT Fandango, It Fandango, IT-Fandango. When using the shorter version of our business name, we are IT|F. We are not IT F or IT-F or iT-F.

The first three letters of our company name (IT|F) are always capitalized, we never use lower cases in writing. We never use hyphens, en dash, or em dash. We only use text space or a vertical line to separate IT from Fandango.

The logo consists of the text "iT|FANDANGO" in a white, sans-serif font. The "i" is lowercase, while "T", "F", "A", "N", "D", "A", "N", "G", "O" are uppercase. A vertical line separates the "iT" from "FANDANGO". The logo is centered within a white rectangular border.

The logo shows the “i” in lowercase to make an impact and differentiation on the market. This is a style choice applicable to the logo only, not to any written form.

INTRODUCTION

ABOUT IT|FANDANGO

We provide IT business consultancy services at the intersection of company processes and software applications. We specialise in Dynamics 365 Finance and Operations (D365 F&O), which is Microsoft's flagship ERP software.

An ERP software is used by big companies to manage all their business processes, from accounting to operations and everything in between.

The adoption of D365 F&O typically requires a 12-18 month project that costs upwards of £1M. These projects are carried out by an ERP implementation partner in a collaborative fashion with the client.

IT|Fandango bridges the gap between them, working for the client to reduce waste and rework that a huge project inherently entails. We provide both advisory and operational consultancy services for D365 F&O implementations.

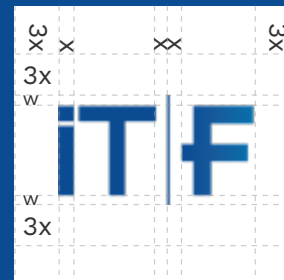
OUR LOGO

LOGO STRUCTURE

The IT Fandango logo is always displayed in an horizontal layout.

The divider bar is the official symbol to represent the logo correctly so the use of any symbols other than the divider bar is not allowed.

It is essential to leave the right amount of empty space around the logo to let it breathe. If the space is not enough, or for 1:1 ratio, we suggest using the condensed version of the logo, to avoid unnecessary complications and issues with the readability/size.



OUR LOGO

HOW TO USE IT

The IT Fandango colour palette is designed to be strong, simple to use, and creatively flexible. Our logo has an elegant and professional gradient that goes from dark to light blue.

Only certain combinations can be used when producing any branded digital and printed material. The preferred usage is on a white background in its original gradient version. When applied to a dark background, it must be used in white or light blue, without gradient.

In rare cases, it can be used without gradient and in medium blue on a white background ground. This should be an exception, useful only when the logo is not the primary element to highlight in a section. The original gradient version of the logo cannot be used on dark background. Under no circumstances the logo can be rotated.

Normal use



Secondary usage with dark background



Tertiary usage without gradient



Tertiary usage without gradient



Wrong usage



Wrong usage



Rotations are not allowed



OUR LOGO

LOGO DIMENSIONS

The IT|Fandango logo is meticulously designed to ensure optimal clarity and legibility across a range of sizes.

To maintain its integrity and visual impact, the logo should not be scaled below 110 pixels in any dimension. This minimum size requirement guarantees that the logo retains its distinctive characteristics and remains easily recognizable across digital and print mediums.

Above 300px width

The IT|FANDANGO logo is displayed in its full, clear form within a white rectangular box. The letters are a medium blue color, and the vertical bar between 'IT' and 'FANDANGO' is also blue.

Above 200px width

The IT|FANDANGO logo is displayed in its full, clear form within a white rectangular box. The letters are a medium blue color, and the vertical bar between 'IT' and 'FANDANGO' is also blue.

Smallest size is 110px width

The IT|FANDANGO logo is displayed in its full, clear form within a white rectangular box. The letters are a medium blue color, and the vertical bar between 'IT' and 'FANDANGO' is also blue.

Smaller is NOT readable

The IT|FANDANGO logo is displayed in a very small size within a white rectangular box. A large red 'X' is drawn over the logo, indicating that this size is not readable.

COLOURS

COLOUR PALETTE

The IT Fandango colour palette is designed to be strong, simple to use, and creatively flexible. Our logo has an elegant and professional gradient that goes from dark to light blue.

The dark blue of IT represents the stability and solid contribution that we provide with our work, during software implementation. The fading in Fandango represents the long-lasting benefits enjoyed by the client after our work is complete, when the software is live.

Only this particular set of colours must be used when producing any branded digital and printed material.

The logo for IT Fandango is displayed on a white rectangular background. The word 'IT' is in a dark blue, bold, sans-serif font. A vertical line separates 'IT' from 'FANDANGO'. 'FANDANGO' is in a lighter blue, bold, sans-serif font. Below the white background is a horizontal gradient bar that transitions from dark blue on the left to light blue on the right.

IT | FANDANGO

COLOURS

PRIMARY COLOURS

Primary colours are the most important colour to define our brand and give personality.

Those colours aim to guide the user around the content, and make the important parts (such as key info and call to actions) stand out.

BLACK

CMYK= 69, 60, 56, 66
RGB= 51, 51, 51
HEX= #333333



Dark Grey embodies formal elegance, enhancing other colors in the palette with its versatile and commanding presence.

BLUE

CMYK= 69, 24, 12, 1
RGB= 74, 158, 199
HEX= #4a9ec7



Blue elicits feelings of calm and tranquillity, passive in contrast to lower content. This colour can be used to support and break from other elements.

DARK BLUE

CMYK= 98, 73, 10, 1
RGB= 11, 75, 145
HEX= #0b4b92



Dark Blue is timeless and classic, with sophistication and elegance. Strong and confident with sense of power.

ORANGE

CMYK= 6, 37, 87, 0
RGB= 237, 170, 48
HEX= #edaa30



Orange represent warmth and positivity. This friendly colour, in high contrast with the blue palette, has the goal to guides the user to the main actions.

COLOURS

SECONDARY COLOURS

Secondary colours contrast the primary ones. They relax the eyes and give the right breaks to the user between important content sections.

All colours have unique characteristics and should be used with a purpose.

LIGHT BLUE

CMYK= 22, 1, 9, 0

RGB= 210, 233, 236

HEX= #d2e9ec



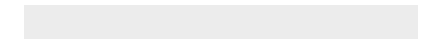
Light blue is used to provide structural background and give a feeling of continuity and connections between elements in a page. Perfect for secondary content.

LIGHT GREY

CMYK= 9, 6, 7, 0

RGB= 236, 236, 236

HEX= #ecec



Light Grey is used to provide background, dividing sections or page breaks. Also for when white is too harsh for the reader to improve accessibility.

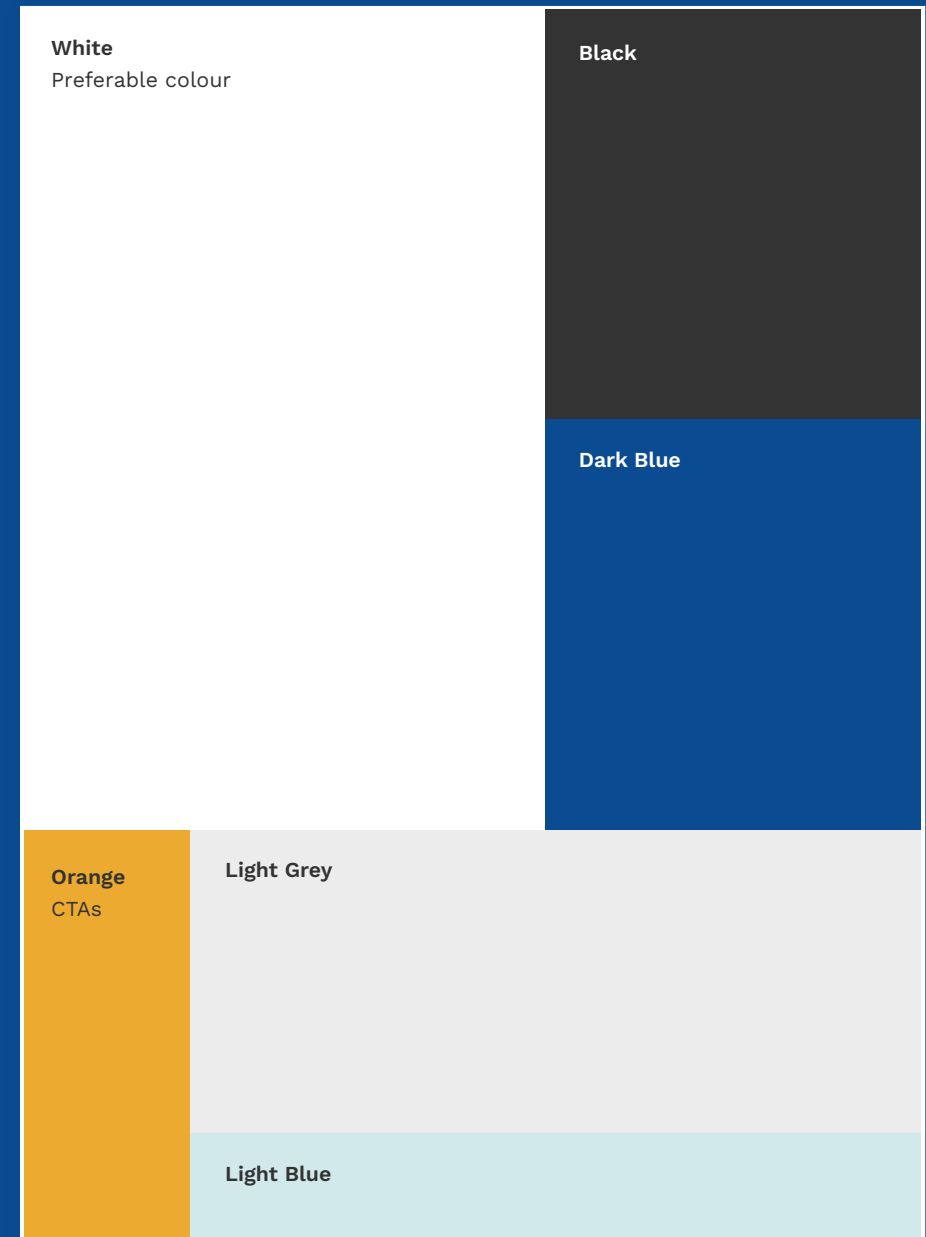
COLOURS

EMPHASYS

The IT Fandango colours must be used in a certain ratio to ensure the best visuals, aesthetics, and consistency.

We prefer blue and black text on white background. However, this is not meant to be a limitation, when needed feel free to use our combination scheme to give more importance to sections and differentiate elements.

The colour combinations should be weighted towards the top three colours from the picture on the right. As an approximate visual guide, we suggest approximately 75% of the space for the top three colours versus 25% of the space for the bottom three ones.



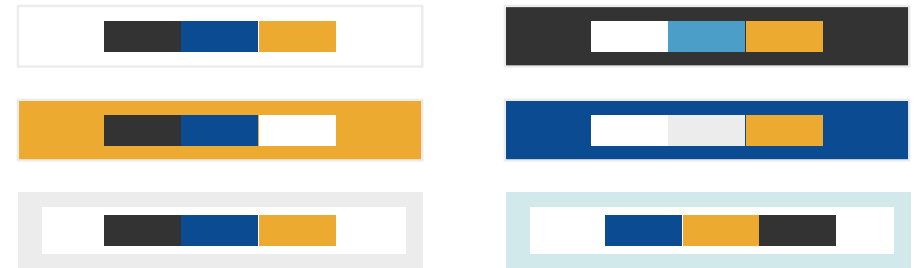
COLOURS

COMBINATIONS

When it comes to colour combinations for branding and visuals, only the options on the right are allowed.

We selected carefully curated combinations to reflect our brand values of strength, simplicity, and creativity.

PREFERABLE COMBINATION



GRADIENT

The IT|F gradient is used only on the logo to enhance creative visuals. It cannot be used anywhere else, unless there is a specific graphic creation where its use is required to achieve a unique style. In any case, it cannot be used without rationale.



DARK BLUE

BLUE

LIGHT BLUE

BRAND TYPEFACE

We use **Work Sans**, a free-of-charge font, easy to find online on Google Font.

The IT|Fandango Typography is designed and calculated using the Fluid type scale by dynamically adjusting font sizes based on the user's device, it guarantees a consistent and visually appealing experience. Typography has been calculated following a few principles:

Readability: Ensures clear and easy comprehension of content, facilitating effortless engagement and information absorption.

Responsive Design: typography scales seamlessly across devices, ensuring clear legibility and aesthetics on various screen sizes.

Customization: the typography is calculated starting from minimum and maximum values.

Visual Hierarchy: Guides users through the content hierarchy, emphasizing crucial information and enabling intuitive navigation.

Brand Alignment: Reflects the brand's identity and values, fostering a sense of cohesiveness and recognition among users

Implementing the Fluid Type Scale enhances user engagement and accessibility by creating a responsive and user-friendly website.

TYPOGRAPHY

HOW TO APPLY

Here are simple rules to help provide better, typographyc visual outcomes.

Primary font must be used in capital letters only and can be dark blue in light background or white in dark background. Primary typography is used to make an impact, never on paragraphs.

In a webpage “Text above title style” is generally used for h1 or to express very important concept that are not the main focus. Those can be used in conjunction with Secondary or Tertiary style.

Do not use “Text above title style” as main title with plain paragraph.

TEXT ABOVE TITLE
WORKSANS REGULAR

PRIMARY
WORKSANS
SEMIBOLD

PARAGRAPH
WORKSANS
REGULAR

SECONDARY
WORKSANS
REGULAR

TERTIARY
WORKSANS
REGULAR

**SMALL
PARAGRAPH**
WORKSANS
REGULAR

PAGE TITLE (LABEL)

MEANINGFUL TITLE (H1)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et do lore magna aliqua. Ut enim ad minim veniam, quis no strud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Title inside document (H2)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Title inside document (H3)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

IMAGERY

IMAGERY SELECTION

Images can be associated to the IT Fandango logo if they follow specific criterias.

When choosing new images, look for natural pictures and make sure to use friendly but professional shots. We do not want to look fake; we are genuine.

We are cordial and approachable, we are not a formal corporate, we are flexible and independent. However, we do not want to present ourselves as an unprofessional or inexperienced company.

We care about our clients, therefore we want to show the best version of ourselves. We are smart, not casual. We always smile when we welcome our clients and we build trust with them by using an elegant and professional touch.



OFFICE AND PEOPLE



GENERAL IMAGERY



UNSUITABLE IMAGERY

WE ARE NOT

- A. A futuristic company
- B. A tech support centre
- C. A corporate with no personality
- D. Programmers or coders
- E. Staged with no authenticity
- F. Alternative or casual
- G. Young or inexperienced
- H. Users of non-Microsoft products



ICONOGRAPHY

ICONS

Icons help convey extra meaning and content to any messaging. They help grab the reader's attention and aid the consumption of any communication piece.

On this page there is a collection of icons that provide clear, functional, direction for the user, with simplicity and style.

Be simple, use bold lines and create high contrast with the background. Do not use gradient on icons.

We use fontawesome.com/icons as bank data for our icons, and we use regular style, with outline only. Feel free to search for more.



THANK YOU

✉ info@itfandango.com

[in linkedin.com/company/itfandango](https://www.linkedin.com/company/itfandango)