

STYLE GUIDE

SPRING 2021



PO Box 771194
St. Louis, MO 63130
T: 236-253-0070
W: www.fstopgear.com

STYLE GUIDE

LOGOS.....

Primary Logo.....

Secondary Series Logos.....

COLOR.....

Primary Palette.....

Accent Color.....

TYPOGRAPHY.....

● LOGO



REGULAR

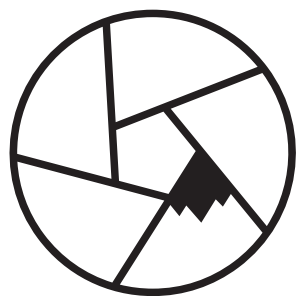
PRIMARY LOGO

This is the primary logo for the brand. it will be used on most aspects of the brand (i.e. products tags, website, eblasts, banners, flyers, ets)

Recommended Width:
1" and up



REVERSED



f-stop



f-stop

PRIMARY LOGO



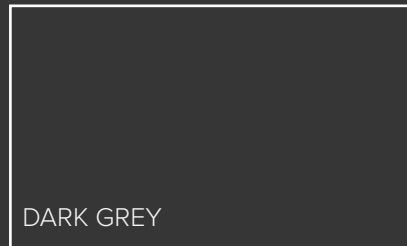
SOCIAL MEDIA ICON



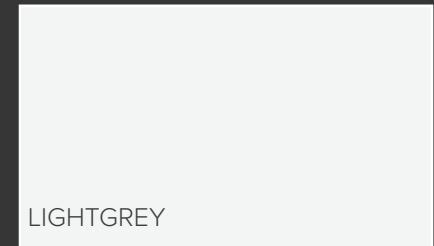
● COLOR

BASE COLORS

These are neutral colors to be used as background and text for most brand materials (website, printed flyers, etc.)



RGB	50/50/50
Hex	#323232
CKMY	69/63/32/58
PANTONE	Black 7

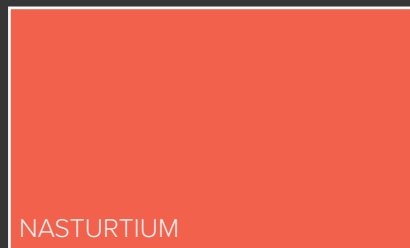


RGB	241/241/241
Hex	#F1F1F1
CKMY	4/3/3/0
PANTONE	7541

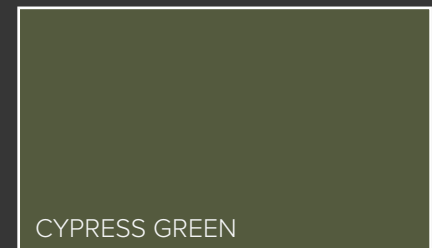
ACCENTS COLORS

These are more vibrant colors that complement the tone of the current site design.

These colors were chosen for their high energy vibe as a means of matching the energy level of our customers.

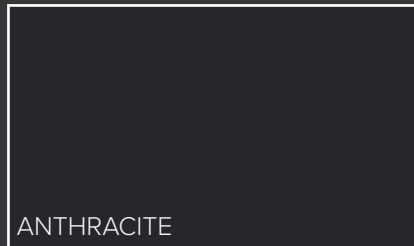


RGB	246/98/76
Hex	#F6624C
CKMY	0/77/72/0
PANTONE	16-1451 TCX

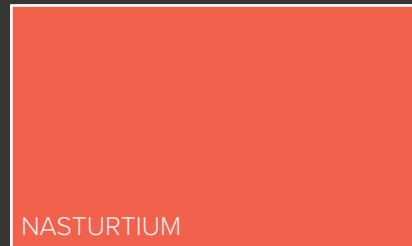


RGB	84/90/62
Hex	#545A3E
CKMY	62/47/77/35
PANTONE	8-0322 TCX

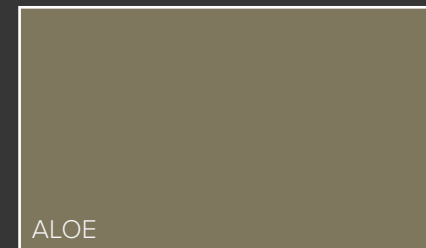
MOUNTAIN SERIES



RGB 40/40/45
Hex #28282D
CKMY 73/68/59/65
PANTONE 9-4007 TCX



RGB 246/98/76
Hex #F6624C
CKMY 0/77/72/0
PANTONE 16-1451 TCX

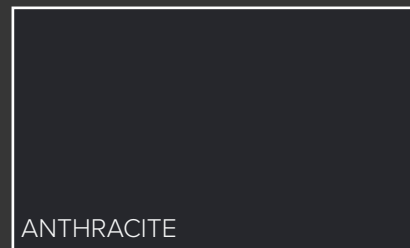


RGB 127/119/93
Hex #7F775D
CKMY 48/44/65/16
PANTONE 17-0620 TCX

ULTRALIGHT SERIES



RGB	47/155/205
Hex	#2F9BCD
CKMY	73/24/5/0
PANTONE	

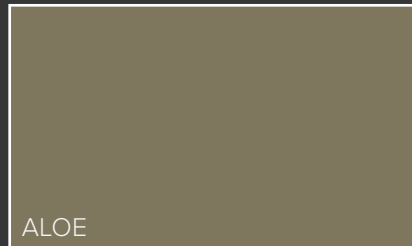


RGB	40/40/45
Hex	#28282D
CKMY	73/68/59/65
PANTONE	9-4007 TCX

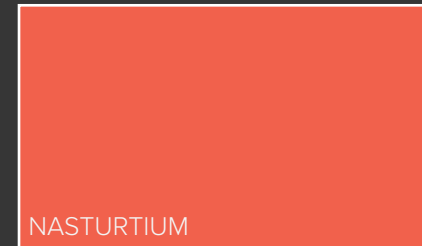
URBAN SERIES



RGB 54/63/92
Hex #363F5C
CKMY 84/75/40/30
PANTONE

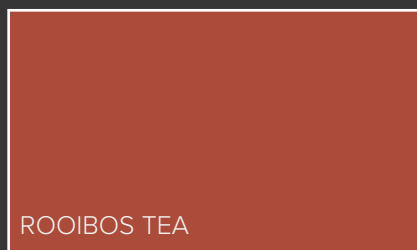


RGB 127/119/93
Hex #7F775D
CKMY 48/44/65/16
PANTONE 17-0620 TCX



RGB 246/98/76
Hex #F6624C
CKMY 0/77/72/0
PANTONE 16-1451 TCX

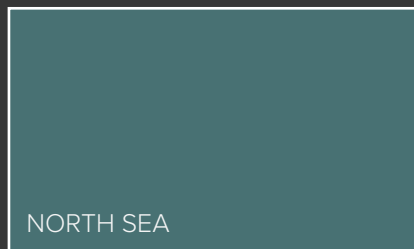
DYOTA SERIES



ROOIBOS TEA

RGB
Hex
CKMY
PANTONE

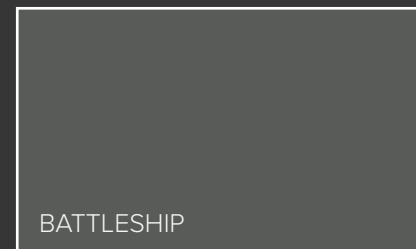
171/77/58
#AB4D3A
24/79/82/14
18-1355 TPG



NORTH SEA

RGB
Hex
CKMY
PANTONE

72/114/115
#487273
74/42/49/15
18-5115 TPG



BATTLESHIP

RGB
Hex
CKMY
PANTONE

88/90/87
#585A57
63/53/56/29

THIS IS PROXIMA NOVA - REGULAR

Proxima Nova Thin (as seen here), Light, and **Bold** are also acceptable.

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPOGRAPHY FONT FAMILY

Proxima Nova is the font used for all f-stop design elements.

Varying weights/ color may be used at the discretion of the designer based on the item being designed.