



fullthrottle.ai

A BRAND ABOVE THE REST

Logo & Branding Guidelines

OFFICIAL LOGO

The primary brand identity graphic is the **fullthrottle.ai** Horizontal Full Logo in its branded 4 colors. For situations where the preferred logo does not reproduce well, such as over dark backgrounds, the reverse version is also provided. For situations that require one color, a solid black and solid white version are available but not preferred.

HORIZONTAL

PRIMARY

The primary horizontal logo consists of the text "fullthrottle.ai" in a sans-serif font. "full" is in teal, "throttle" is in black, and ".ai" is in black.

REVERSE

The reverse horizontal logo features the text "fullthrottle.ai" in white and teal, set against a dark blue/black rectangular background.

SECONDARY COLOR OPTIONS

BLACK

The black secondary logo is the text "fullthrottle.ai" in black on a white background.

WHITE

The white secondary logo is the text "fullthrottle.ai" in white on a dark blue/black background.

BLACK/WHITE

The black/white secondary logo is the text "fullthrottle.ai" in black on a grey background.

HORIZONTAL - SECONDARY

PRIMARY

The primary horizontal secondary logo features a teal hexagonal icon with a white 'F' inside, followed by the text "fullthrottle.ai" in black.

REVERSE

The reverse horizontal secondary logo features the teal hexagonal icon and text "fullthrottle.ai" in white and teal on a dark blue/black background.

SECONDARY COLOR OPTIONS

BLACK

The black secondary logo features the teal hexagonal icon and text "fullthrottle.ai" in black.

WHITE

The white secondary logo features the teal hexagonal icon and text "fullthrottle.ai" in white on a dark blue/black background.

BLACK/WHITE

The black/white secondary logo features the teal hexagonal icon and text "fullthrottle.ai" in black on a grey background.

SECONDARY LOGO

For situations where the Primary Horizontal logo will not work, there is a Secondary Vertical logo option.

VERTICAL

SECONDARY



REVERSE



SECONDARY COLOR OPTIONS

BLACK



WHITE



BLACK/WHITE



SPACING AROUND LOGOS

The following illustrates a protected area around all sides of the **fullthrottle.ai** logo. You should not allow any graphics, text, busy photography, or other objects to intrude inside this protected area.

The width and height of the area surrounding the logo should be equal to the height of “**fullthrottle.ai**” as illustrated below.

fullthrottle.ai 

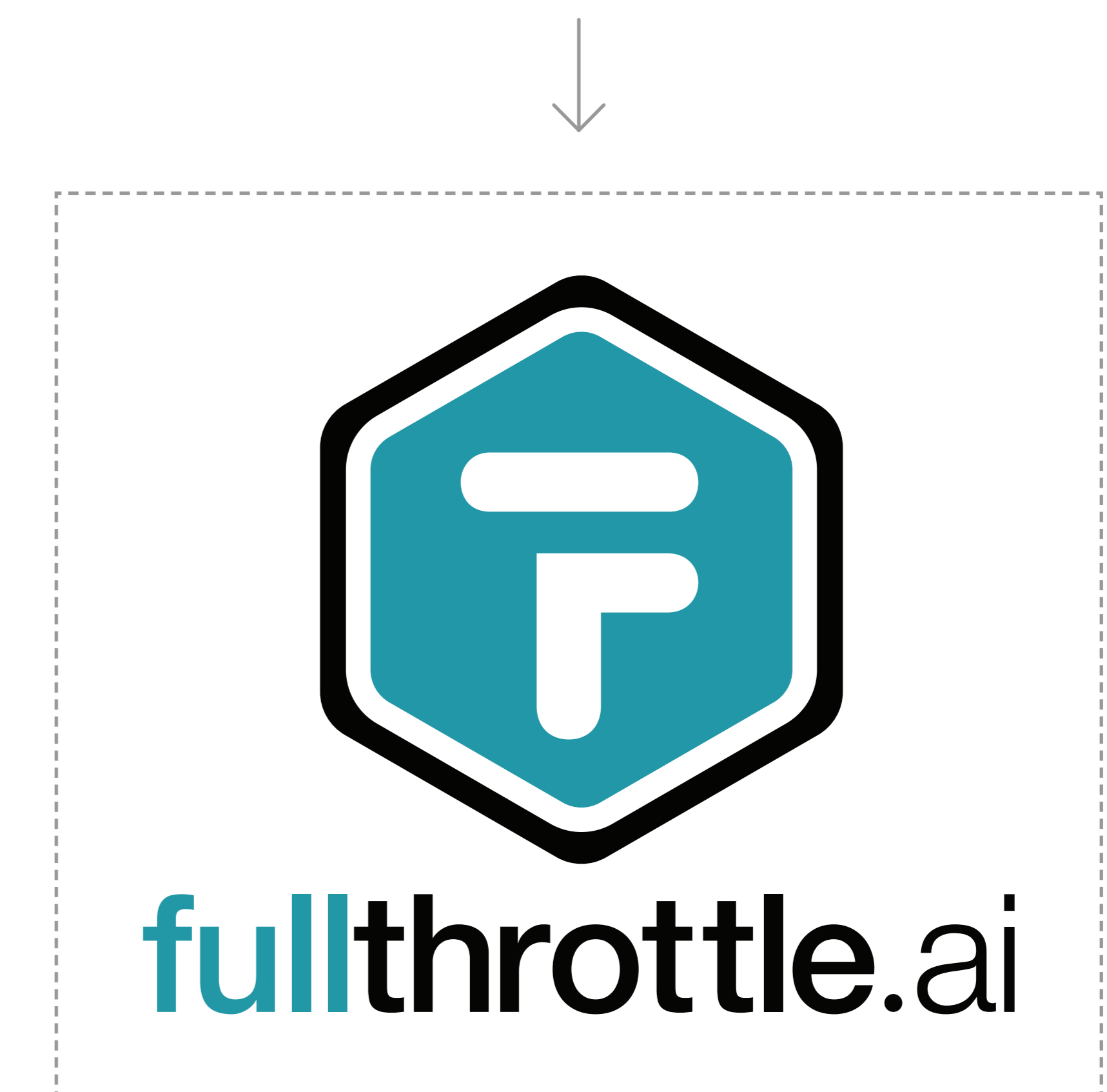
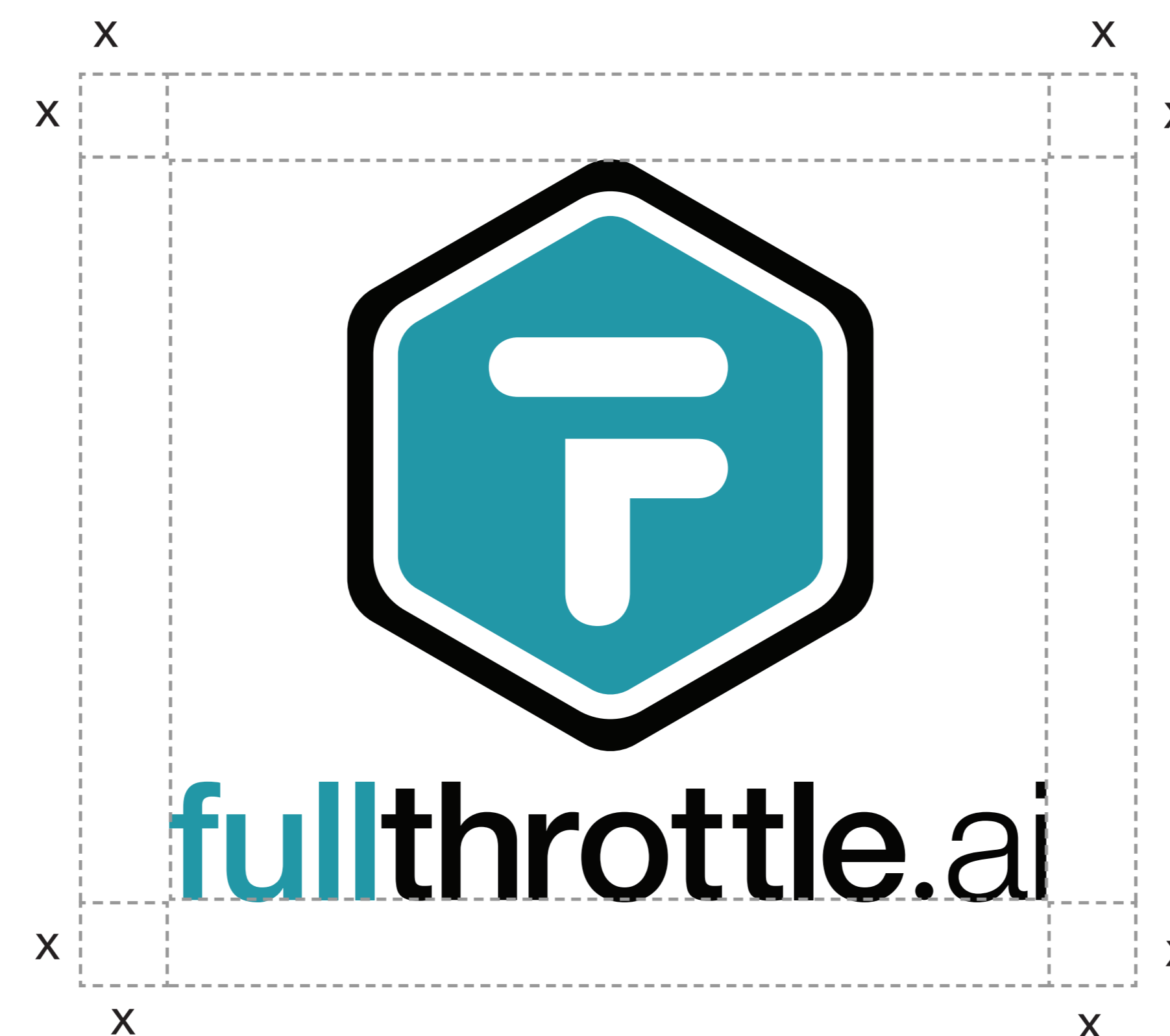
X = the x-height of “fullthrottle.ai”



Protected area is inside this dotted line. This area should be clear of graphics, text, busy photography, and other objects.



X = the x-height of “fullthrottle.ai”



UNACCEPTABLE LOGOS

The following illustrations represent incorrect uses of the logo.
Only the approved logos provided by **fullthrottle.ai** should be used.

The logo 'fullthrottle.ai' is stretched horizontally and warped, appearing slanted and distorted.

Do not stretch, warp, or disproportionate the logo.

The logo 'fullthrottle.ai' is displayed in a color scheme where the letters are black and the background is teal, reversing the approved colors.The logo 'fullthrottle.ai' is displayed in a uniform yellow color, which is not the approved color.

Do not reverse the approved colors or create alternate color schemes.

The logo 'fullthrottle.ai' is rendered in a low-resolution, pixelated style.

Do not choose your own color. Only use the approved colors.

The logo 'fullthrottle.ai' is typeset in a monospaced font, with the 'F' icon placed to the left of the text.

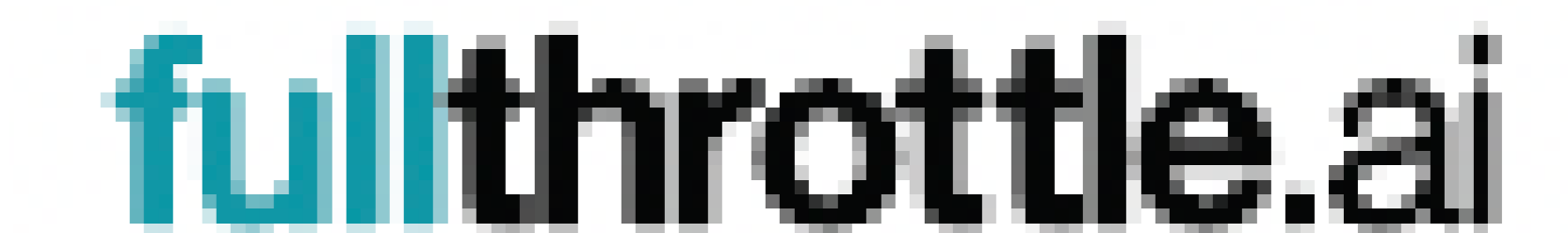
Do not attempt to typeset the logo.

The logo 'fullthrottle.ai' is shown with the 'F' icon placed below the text instead of to the left.

Do not move the placement of the logo elements.

The logo 'fullthrottle.ai' is shown with a green hexagon graphic overlaid on the text.

Do not add extra graphics to or around the logo.

The logo 'fullthrottle.ai' is shown with a drop shadow effect behind the text.

Do not use a pixelated, low resolution logo.

The logo 'fullthrottle.ai' is shown with a stylized, multi-colored effect where each letter has a different color.

Do not add drop shadows to the logo.

The logo 'fullthrottle.ai' is shown with a stroke or outline effect around the text.

Do not add stylized effects to the logo.

The logo 'fullthrottle.ai' is shown with a faded, low-saturation color scheme.

Do not create a stroke or outline effect around the logo.

The logo 'fullthrottle.ai' is shown with a faded, low-saturation color scheme.

Do not alter the shading or color saturation of the logo.

ACCEPTABLE PHOTOGRAPHY BACKGROUNDS

Always remember to use the appropriate logo in a clean, uncluttered area for better logo readability.



UNACCEPTABLE PHOTOGRAPHY BACKGROUNDS

These are examples of the logo on top of busy areas in photographs. As you can see, it's difficult to read the logo when it's not presented over a clean background.



PRODUCT LOGOS

The product logos should be used in their 4-color format wherever possible. The integrity of the logo should not be compromised by stretching, warping, or altering the logo in any way. The 1-color versions (black or white) may only be used in black & white applications or where contrast is in jeopardy.

PRIMARY



REVERSE



WHITE



BLACK



fullthrottle.ai



fullthrottle.ai



fullthrottle.ai



fullthrottle.ai



STANDALONE ICON COLOR OPTIONS

While it's preferred to use the **fullthrottle.ai** logotype with the icon, in some instances, the standalone icon can be used as a graphic or on promotional items.



Primary, Full Color



Secondary, Reverse



1 Color, White



1 Color, Black

SPACING AROUND STANDALONE ICON

The following illustrates the proper spacing around the **fullthrottle.ai** icon:



CLEAR SPACE

When using the icon with other logos or graphic elements, maintain a clear space that equals one-third of the logo width.



MINIMUM SIZE

The recommended minimum size for the icon version is 0.25 inches (6.35 mm) in height.



DO NOT ALTER THE ICON IN ANY WAY, INCLUDING:

- changing its size disproportionately
- changing the approved icon colors
- obstructing any part of the icon

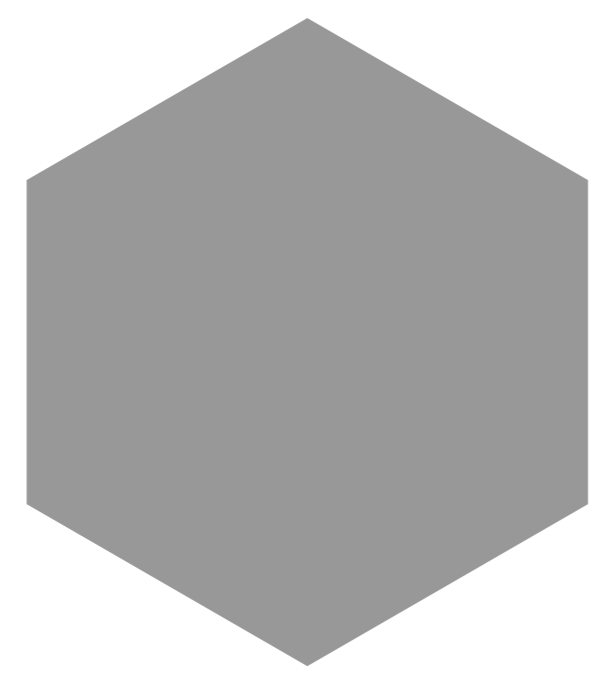
COLOR STORY

PRIMARY COLOR PALETTE

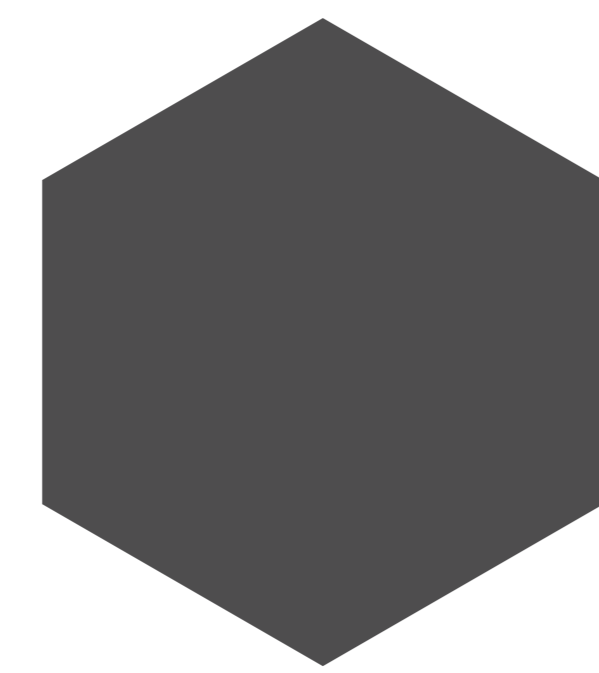
Primary colors should be used for text emphasis, appliqués, and banners and be the predominant colors for the **fullthrottle.ai** brand.



NAVY
HEX: 343D4B
CMYK: 81, 68, 49, 41



GRAY
HEX: 989898
CMYK: 43, 35, 36, 1



STORM GRAY
HEX: 4E4E4E
CMYK: 74, 67, 62, 17



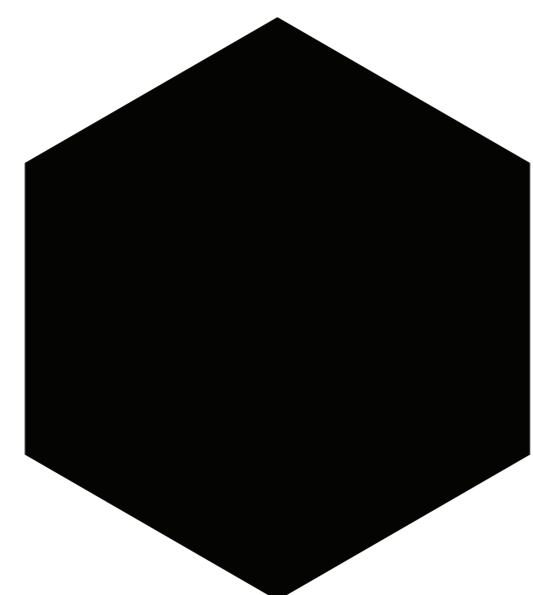
CHARCOAL BLACK
HEX: 1A1E24
CMYK: 79, 70, 59, 72

SECONDARY COLOR PALETTE

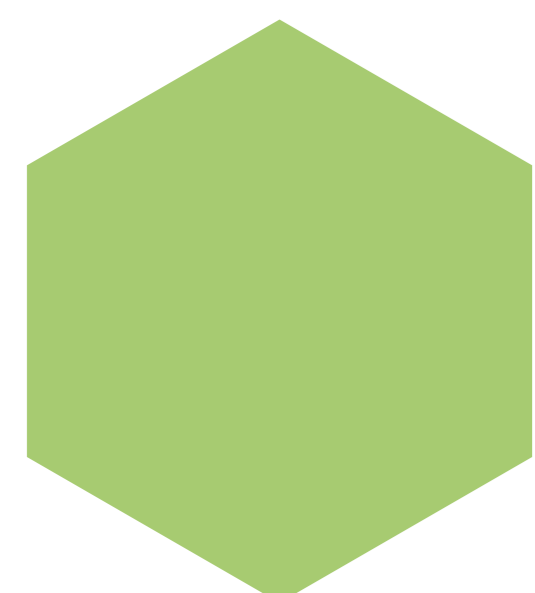
Secondary colors should be used for icons, accents, and subheads.



TEAL
HEX: 1C97A6
CMYK: 79, 23, 32, 1



BLACK
HEX: 000000
CMYK: 75, 68, 67, 90

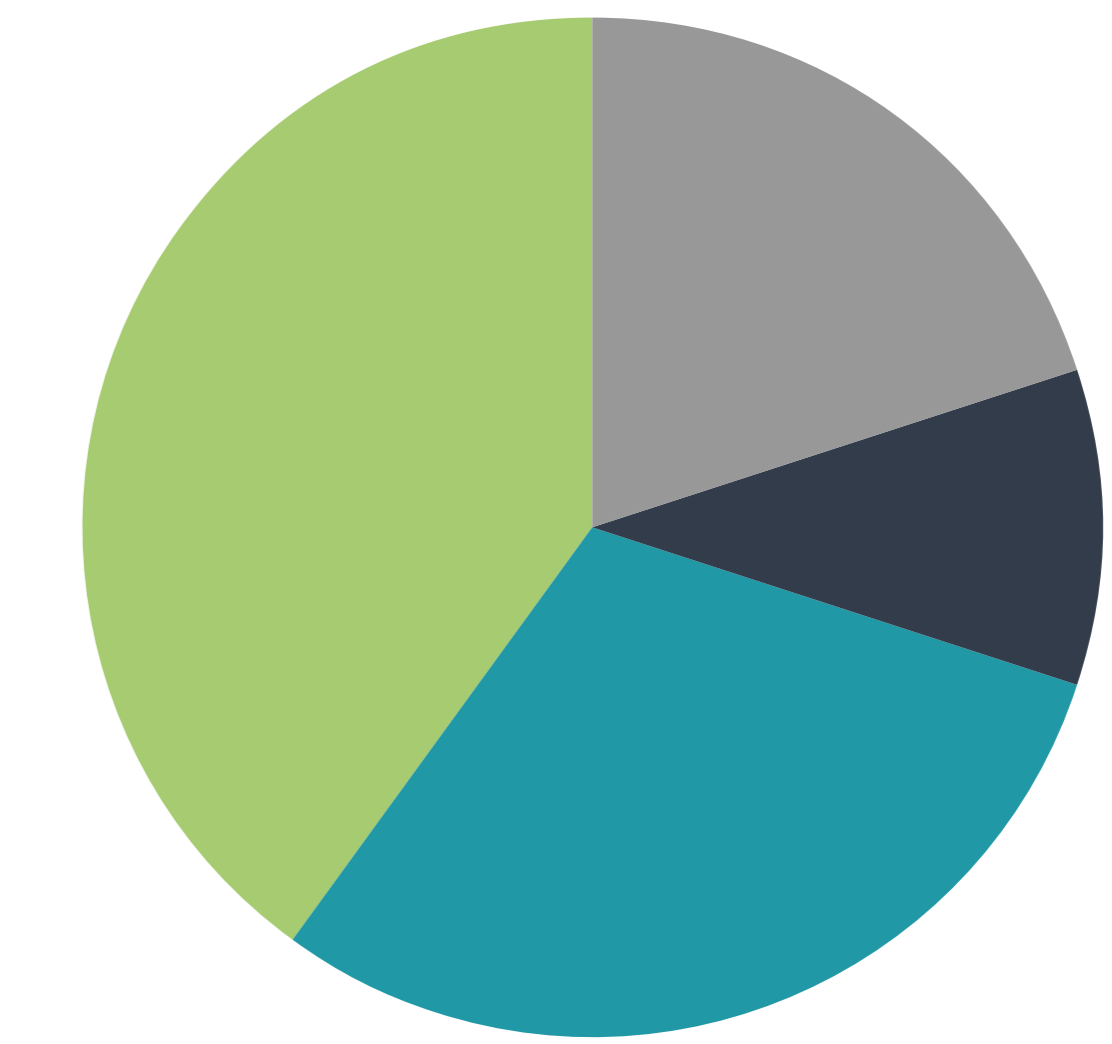
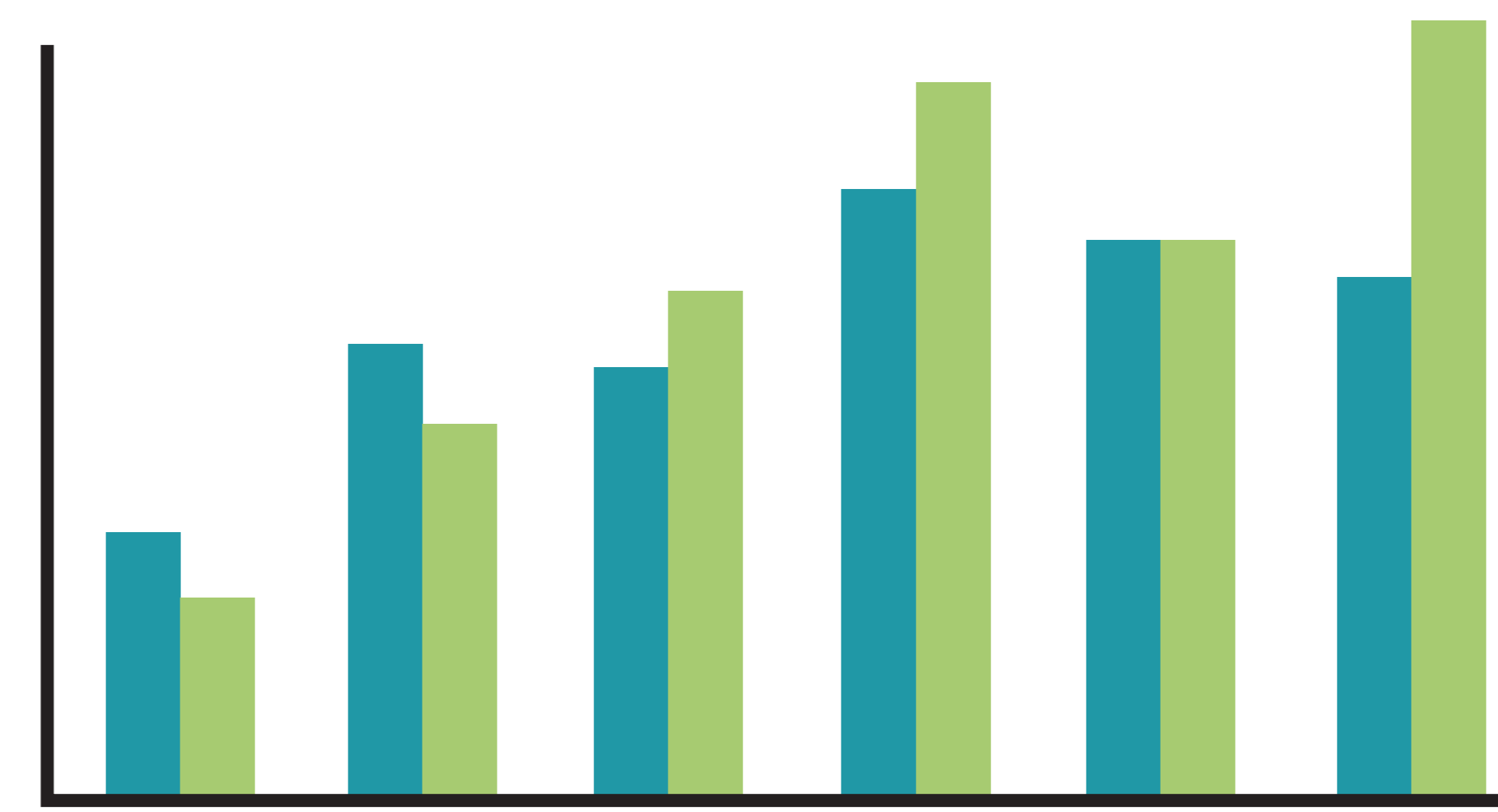


LIME
HEX: A6CA72
CMYK: 43, 1, 79, 0



WHITE
HEX: FFFFFFFF
CMYK: 0, 0, 0, 0

EXAMPLES



REACH MORE WITH **fullthrottle.ai**

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TYPEFACE USAGE

Helvetica Neue is the primary font family for the **fullthrottle.ai** brand. This should be used in all text applications; like digital, product interfaces, and print.

Headlines should appear in the bold version of the typeface.

Body copy should appear in the Roman version of the typeface.

PRIMARY TYPEFACE

EXAMPLE OF USING HELVETICA NEUE BOLD AS AN H1 HEADING

This is an example of using Helvetica Neue Roman as body copy in a paragraph.

THIS IS AN EXAMPLE OF USING HELVETICA NEUE BOLD AS AN H2 HEADING

This is an example of using Helvetica Neue Bold as an H3 Heading

This is an example of using Helvetica Neue Roman as body copy and bullets in a paragraph.

- Bullet number one
- Bullet number two