



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.

For instances where the logo is preferred with the **fullthrottle.ai**® icon attached, a secondary logo lockup is available in all color variations.

HORIZONTAL

DARK MODE



LIGHT MODE



HORIZONTAL - SECONDARY

DARK MODE



LIGHT MODE



SECONDARY COLOR OPTIONS

BLACK



WHITE



BLACK/WHITE



SECONDARY COLOR OPTIONS

BLACK



WHITE



BLACK/WHITE



SECONDARY LOGO

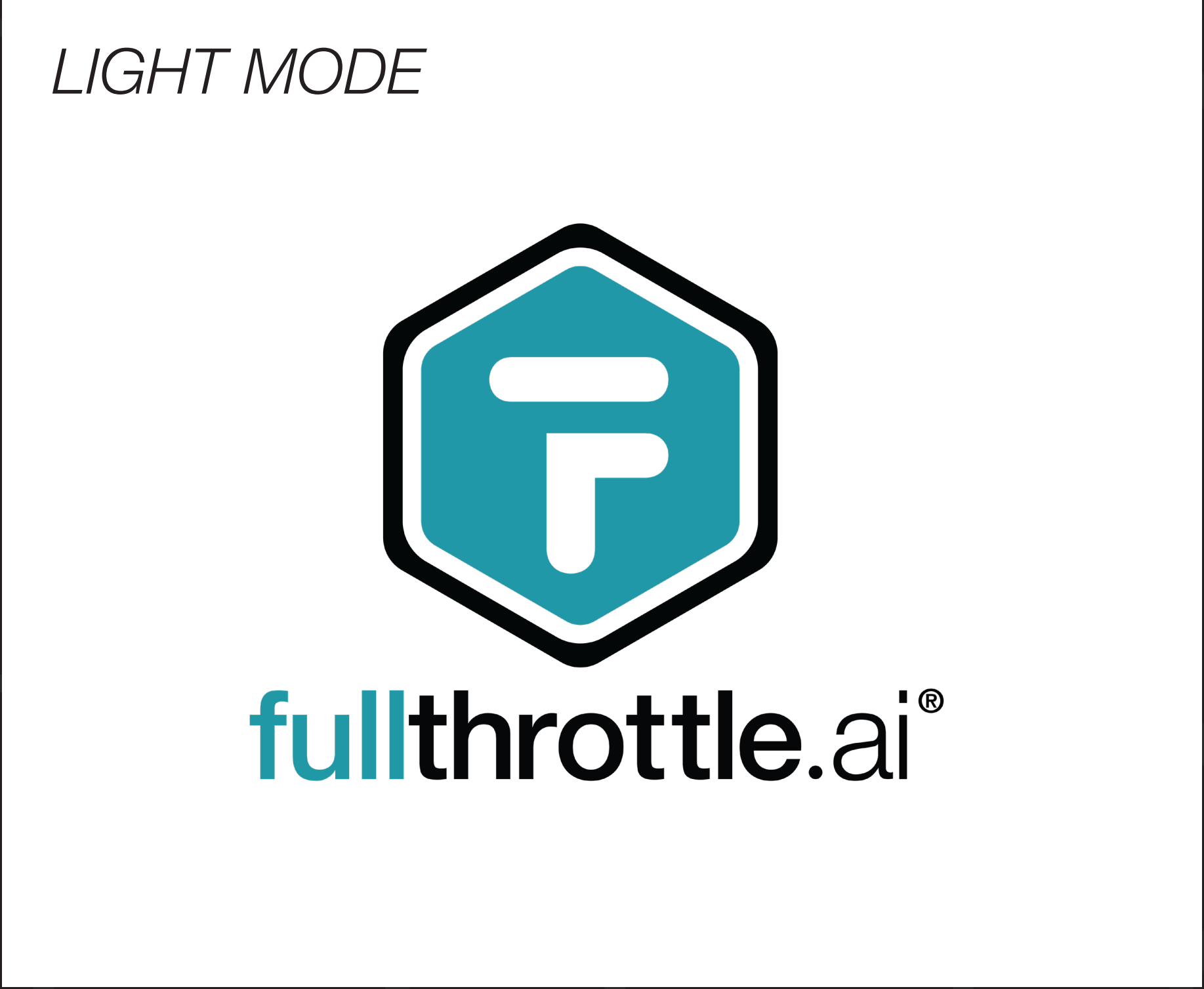
For situations where the Primary Horizontal logo will not work, there is a Secondary Vertical logo option.

VERTICAL

DARK MODE



LIGHT MODE



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[®]”



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.



UNACCEPTABLE LOGOS

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



Do not stretch, warp, or disproportionate the logo.



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



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



Do not attempt to typeset the logo.



Do not move the placement of the logo elements.



Do not add extra graphics to or around the logo.



Do not use a pixelated, low resolution logo.



Do not add drop shadows to the logo.



Do not add stylized effects to the logo.



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



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.

DARK MODE



LIGHT MODE



WHITE



BLACK



STAND ALONE 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.



DARK MODE | 2 Color



LIGHT MODE | 2 Color



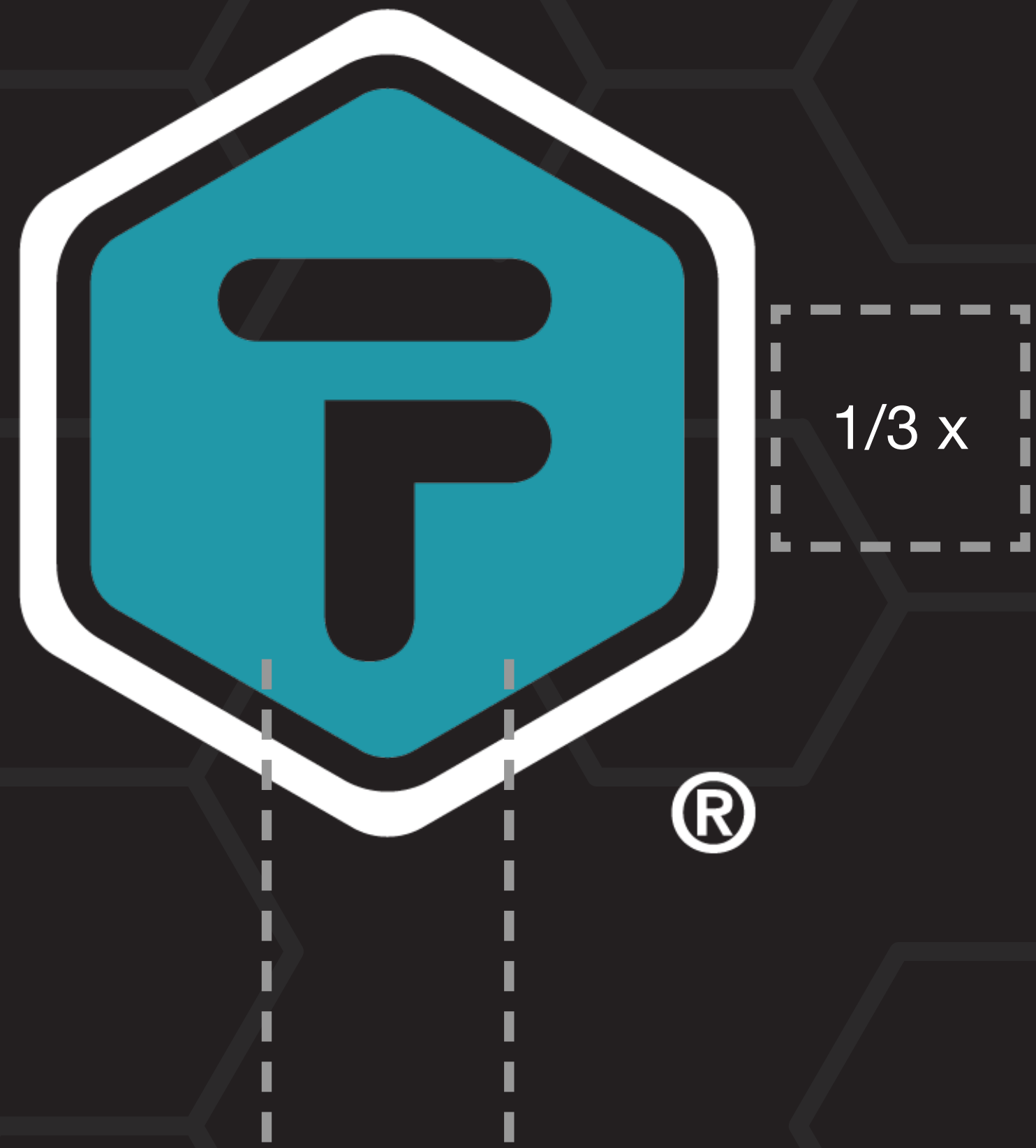
WHITE | 1 Color



BLACK | 1 Color

SPACING AROUND STAND ALONE 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.



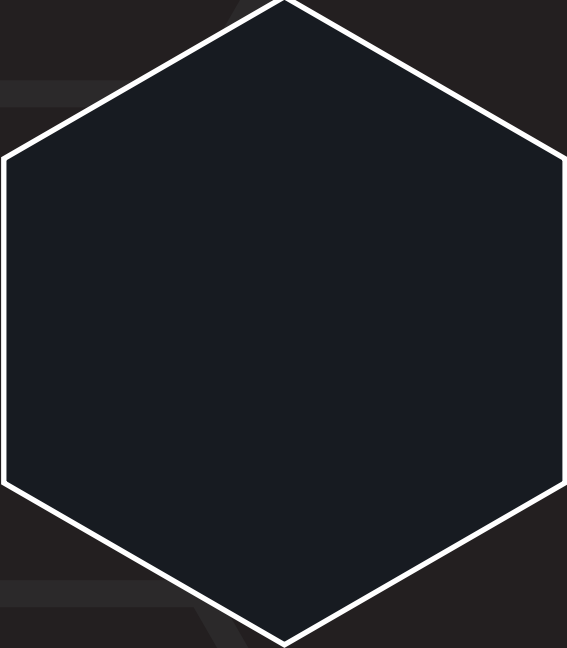
DO NOT ALTER THE ICON IN ANY WAY, INCLUDING:

- 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.



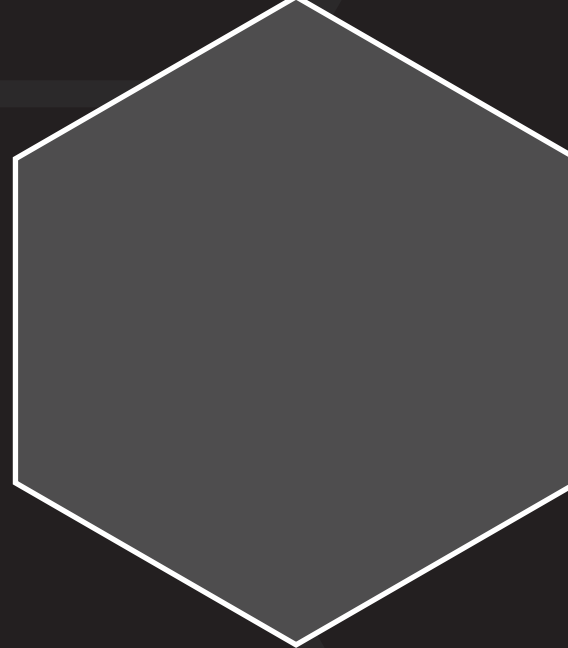
CHARCOAL BLACK
HEX: 1A1E24
CMYK: 79, 70, 59, 72



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




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



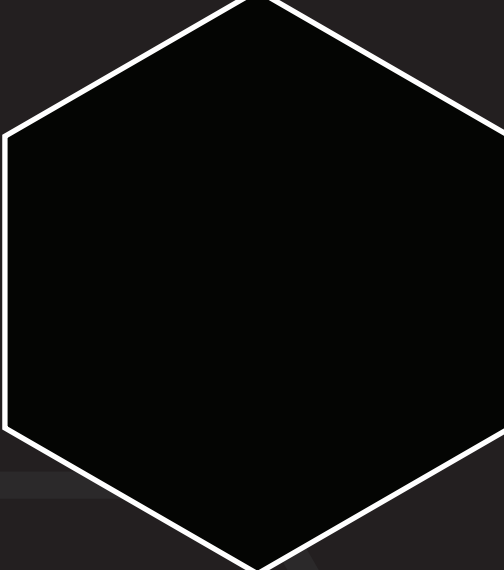
STORM GRAY
HEX: 4E4E4E
CMYK: 74, 67, 62, 17

SECONDARY COLOR PALETTE


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



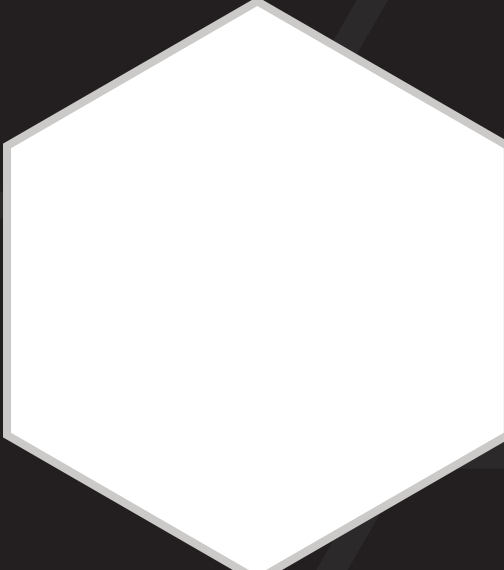
TEAL
HEX: 1C97A6
CMYK: 79, 23, 32, 1



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

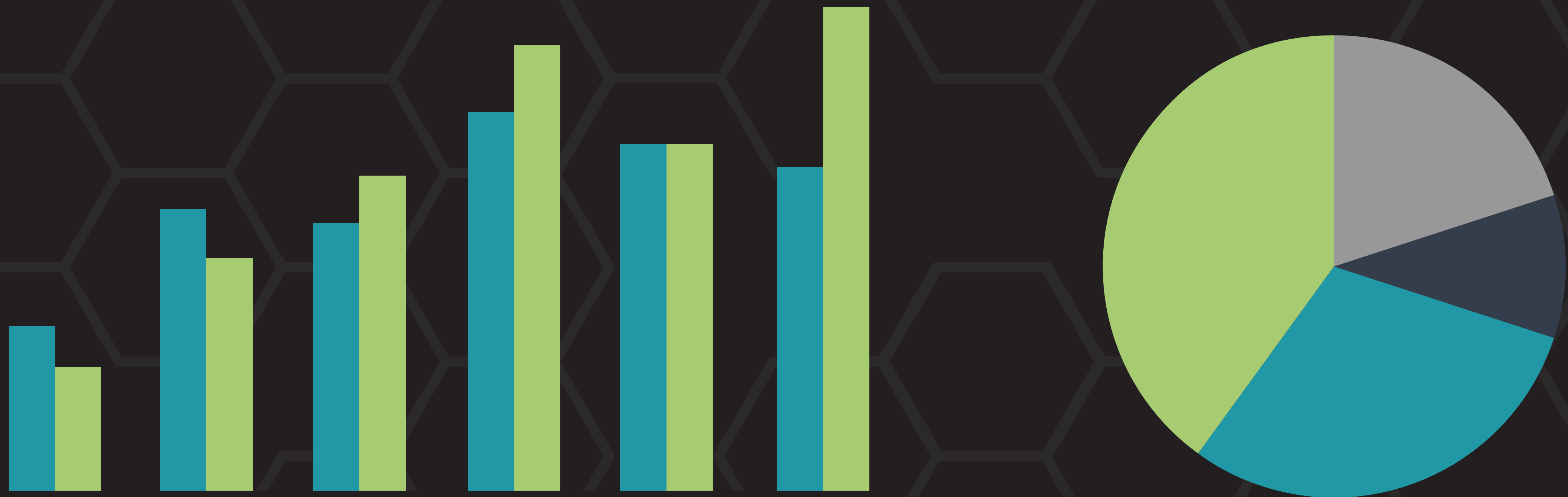


LIME
HEX: A6CA72
CMYK: 43, 1, 79, 0



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

EXAMPLES



REACH MORE
WITH fullthrottle.ai®

Let fullthrottle.ai® help your business connect with more site visitors.

LEARN MORE

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

USE OF fullthrottle.ai® IN TEXT FORMAT

Because fullthrottle.ai® is a brand name, it is spelled with all lowercase letters, even when it begins a sentence, and when other words around it are capitalized.

Always include the superscripted trademark symbol, except when using an apostrophe (fullthrottle.ai’s) or when the word is hyphenated (fullthrottle-identified households).

ACCEPTABLE USES

fullthrottle.ai® BOOSTS LEAD CONVERSION RATE FOR HVAC COMPANY

fullthrottle.ai® Boosts Lead Conversion Rate for HVAC Company

Utilizing innovative technology like fullthrottle.ai® can yield significant results.

The HVAC company used fullthrottle.ai’s platform to view and match identified households to actual sales

These gains were made through Immersive Household® marketing to fullthrottle.ai-identified households

UNACCEPTABLE USES

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