

# Fairstreet

## Fairstreet Logo

### Size & Spacing

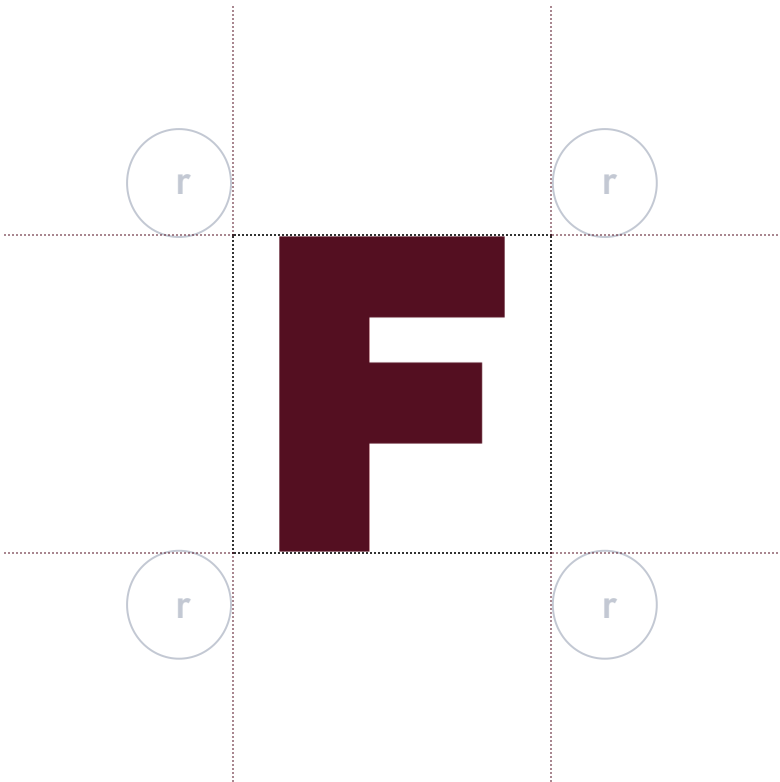
Maintain spacing of at least  $R$  around the logo. Where  $R = \frac{1}{3}$  times the minimal logo dimension (smaller of logo width and logo height)



## Fairstreet Icon

### Size & Spacing

Maintain spacing of at least  $r$  around the brand icon. Where  $r = \frac{1}{3}$  the unit square around the icon. The unit square is defined by the largest of icon width or height.



# Brand Icon

Symbol & Iconography



Use the full logo when possible, and the symbol alone for space-constrained applications such as profile images and app icons



Full color



Print

On photo



Variant 1



Variant 2



Variant 3

 Color palette

Background

#ffffff

Foreground

#540f21

Accent 1

#840524

Accent 2

#740823

Accent 3

#640c22







**Fairstreet**



**Fairstreet**







¶ Title font

## Brandmark Sans 35 Color

Font name

Normal

## Font weight

Normal

### Font style



Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

P Subtitle

Lorem ipsum dolor sit amet

¶ Subtitle font

Questrial

Font name

Normal

Font weight

Normal

Font style