

Future Processing

Corporate Identity Book 2019



FUTURE PROCESSING

CI book

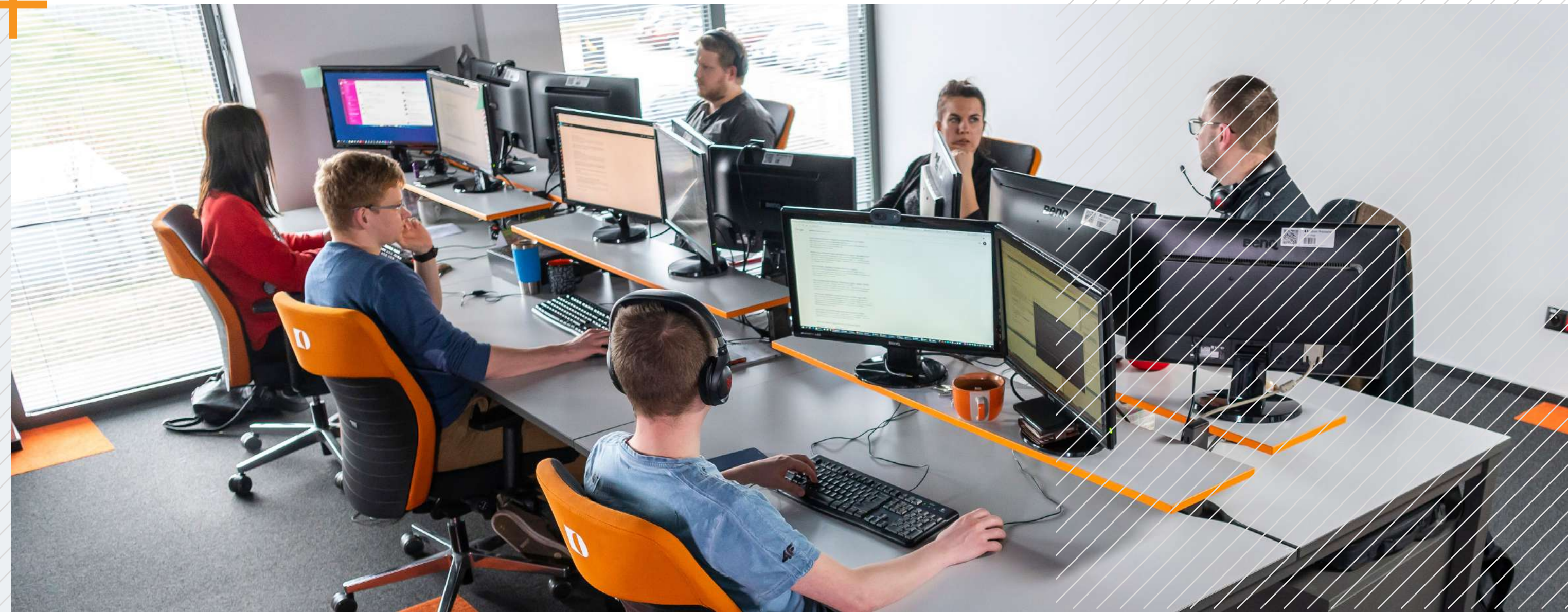
The following CI Book specifies the rules of presenting and placing Future Processing's logo. This manual is designed to help our partners and customers understand how to use the FP brand across many platforms (from printed to web-based materials) to ensure a uniform company image.

Please note that, **no other use of the logo is allowed than specified below.**



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LOGO

Future Processing's logo consists of a symbol and a logotype in either black or white color.

There are two versions of the logo: a **horizontal** and a **vertical** one. The default and preferred version of the logo is the horizontal version. The vertical version should only be used in special cases (i.e. if the legibility of logo is compromised → see example on page 6).

SYMBOL

Symbol alone should be used only if the name of the company is already placed near the symbol, or if inserting the complete logo is not possible. Examples of such uses are social networks (avatar).

VERTICAL VERSION



 Future Processing

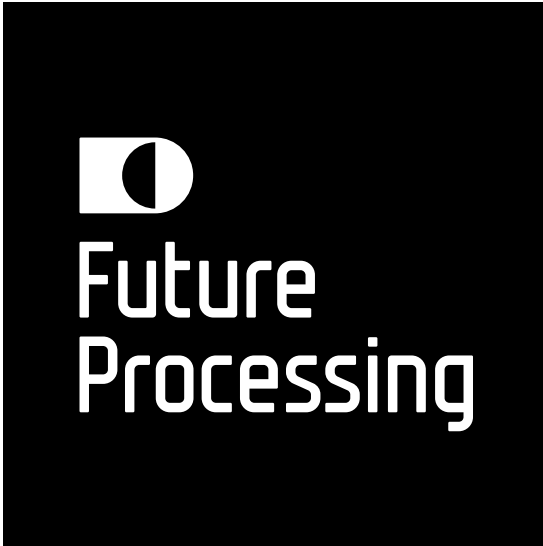



 Future Processing

HORIZONTAL VERSION

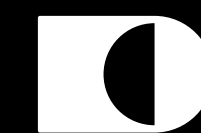



Future
Processing




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SYMBOL



DOWNLOAD THE LOGOPACK AT:
www.future-processing.com/press-room



MINIMUM SIZE

To make sure the logo is always clear and legible, there is a minimum size requirement.

Horizontal version:

- Minimum length: **25 mm/116 px**
- Minimum height: **3 mm/13 px**

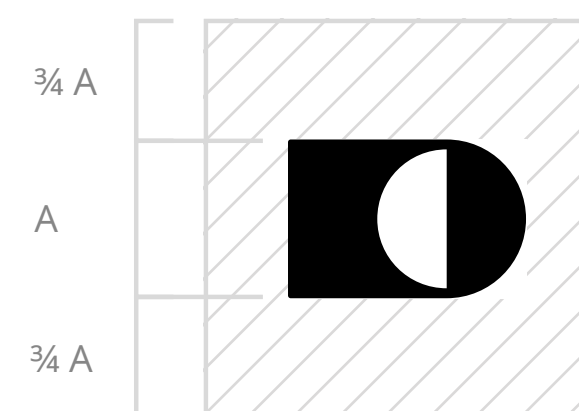
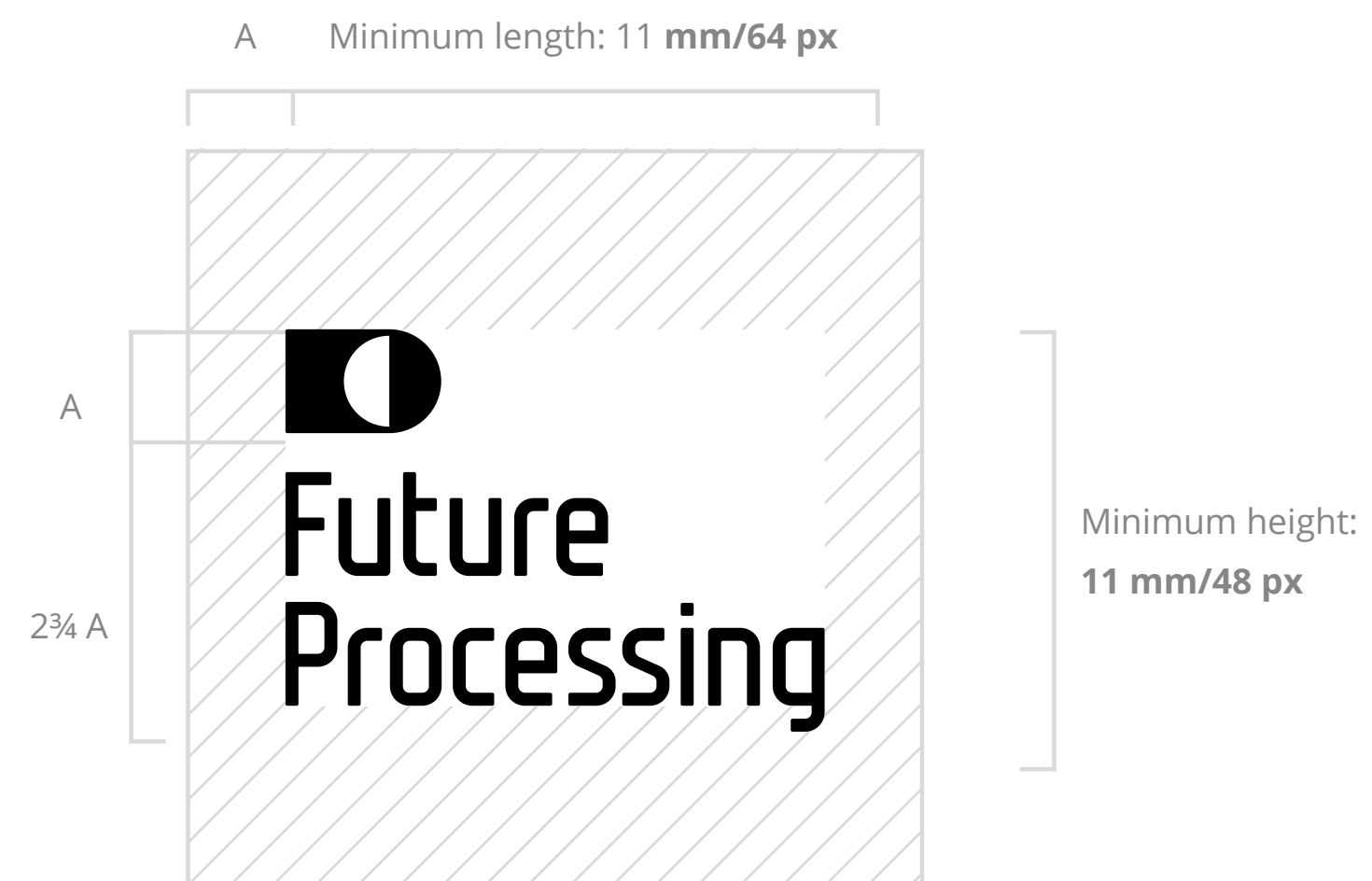
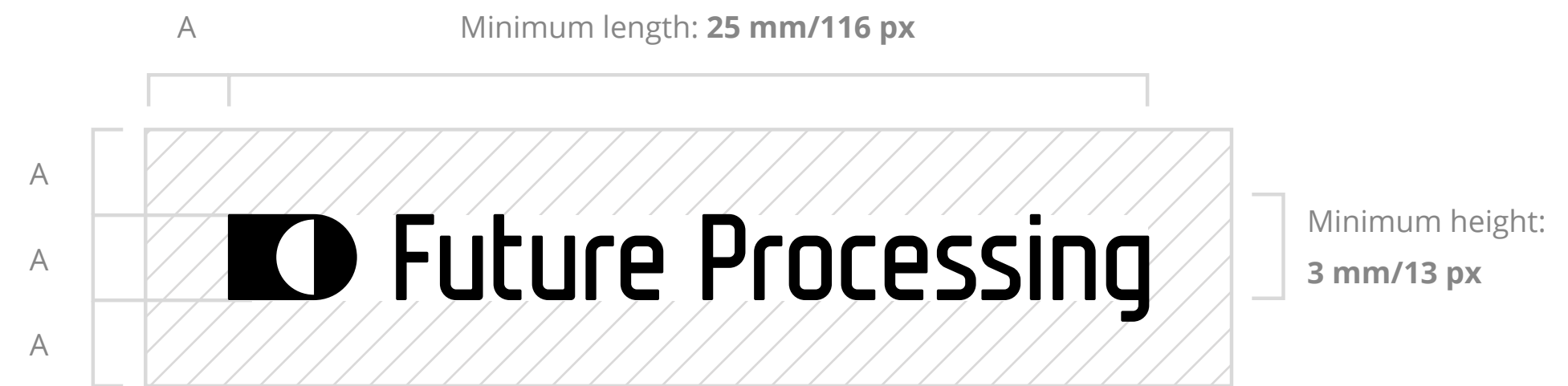
Vertical version:

- Minimum length: **11 mm/64 px**
- Minimum height: **8 mm/48 px**

The symbol alone does not have a minimum size, it can be used in places where the basic version is too large. However, when using the symbol, keep in mind to retain its recognisable shape.

CLEAR SPACE

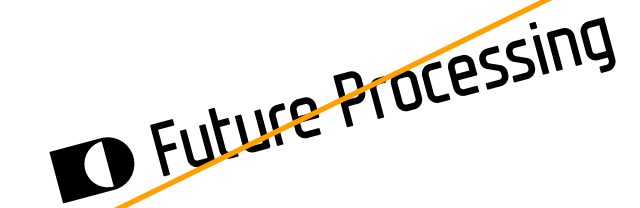
An clear space is an area surrounding the logo which should be left clear. Placing other graphic elements in this area is forbidden. The clear space is based on the symbols height (A).





LOGO RESTRICTIONS (EXAMPLES)

- 01 It is not allowed to change the size relationship of the components.
- 02 It is not allowed to change the proportions of the logo, don't stretch or compress it.
- 03 It is not allowed to place the logo on a background that distorts its legibility, for example busy photos, patterns, or on colours that provide insufficient contrast.
- 04 It is not allowed to add any visual effects such as shadows, glow, or boldness to the logo. The only exception is a background-coloured shade with very low saturation and a large blur – one that is not noticeable and is used to make the logo more visible on a non-uniform background.
- 05 It is not allowed to place the logo in orientations other than horizontal or vertical.
- 06 It is not allowed to change the colors of the logo.
- 07 It is not allowed to use the logo as an outline.





CORRECT USE OF LOGO (EXAMPLES)

If possible you should always use the **horizontal version** of the logo.



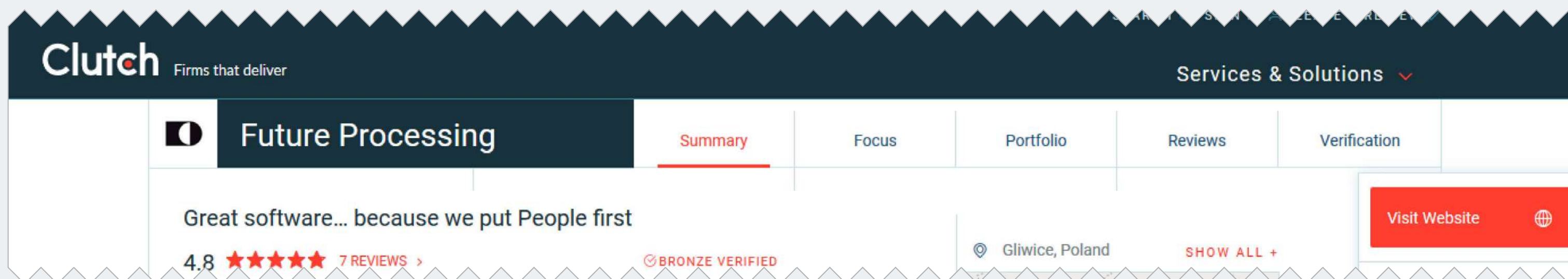
Source: <https://sensai.eu/en/> [accessed 26-06-2019]

In this example the **vertical version** is used correctly because using horizontal version would make the logo disproportionately small compared to others.



Source: "Map of the Polish AI" by Digital Poland Foundation

In this example the **symbol** is used correctly because next to it there is the company name.



Source: <https://clutch.co/profile/future-processing> [accessed 26-06-2019]



COLOR PALLETE

Our colours have been with us from the beginning, and besides ongoing slight change, they still represent us as an professional but creative company.

WEB →

PRINT →

FP WHITE
HEX #FFFFFF
RGB 255, 255, 255

CMYK 0, 0, 0, 0

FP BLACK
HEX #252425
RGB 37, 36, 37

CMYK 0, 0, 0, 100

FP LIGHT ORANGE
HEX #FFA000
RGB 255, 160, 0

CMYK 0, 50, 100, 0

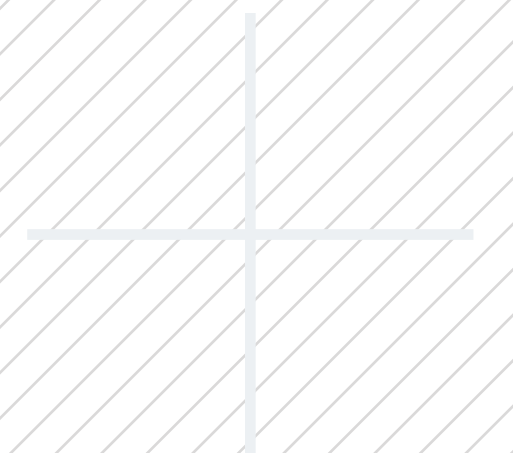
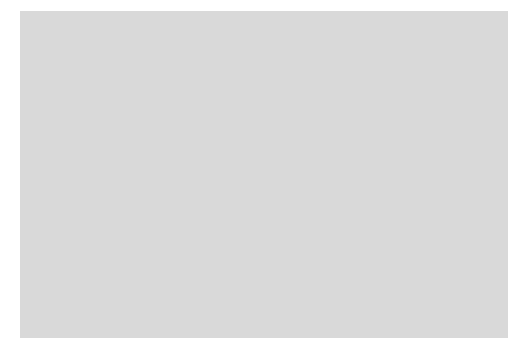
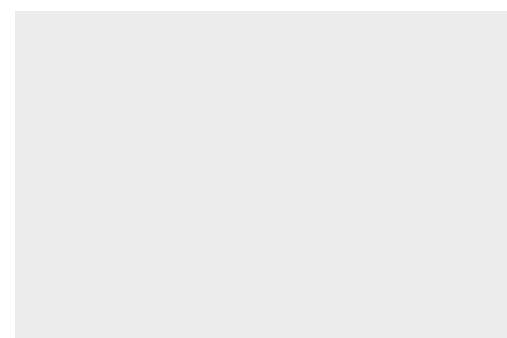
FP DARK ORANGE
HEX #FF6000
RGB 255, 96, 0

CMYK 0, 75, 100, 0

FP COOL GRAY
HEX #EDF0F3
RGB 236, 240, 243

CMYK 12, 6, 4, 0

SHADES OF GRAY





HEADLINE FONT

Malleable-FP is a font based on Mallable Grotesque and created for Future Processing. It's meant to be used in main headlines and in decorative elements.

Malleable-FP

THIN

A B C D E 1 2 3 4 ! \$ #

LIGHT

A B C D E 1 2 3 4 ! \$ #

REGULAR

A B C D E 1 2 3 4 ! \$ #

BOLD

A B C D E 1 2 3 4 ! \$ #

Aa Bb Cc Dd Ee Ff Gg Hh Ii Gg Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz , . () ! ? " < . +

1 2 3 4 5 6 7 8 9 0

PARAGRAPH FONT

Our all-purpose font is Open Sans. It's main use is as a paragraph font but it's application doesn't end there.

Open Sans

LIGHT

A B C D E 1 2 3 4 ! \$ #

REGULAR

A B C D E 1 2 3 4 ! \$ #

BOLD

A B C D E 1 2 3 4 ! \$ #

EXTRABOLD

A B C D E 1 2 3 4 ! \$ #

Aa Bb Cc Dd Ee Ff Gg Hh Ii Gg Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz , . () ! ? " < . +

1 2 3 4 5 6 7 8 9 0



MEDIA KIT

Our experience makes us a **reliable partner**

We're software development experts, who have been solving business problems using technology for almost 20 years now. For us, software is all about empowering people and organisations to realise their full potential. That's what sets us apart – we believe that great people equals great software.



We are experts who leverage technology and ask the right questions to bring you tangible results in the form of reliable, high quality, sustainable software that is delivered on time, right first time.

We build long-lasting partnerships through honesty, transparency and open communication. We are trusted with our clients' business and technology problems, delighting them with our talented, agile and adaptable team.

Working with us is like having a partner next door, our can-do attitude, positive atmosphere and energetic approach create a unique culture that fosters open-mindedness and drive to succeed.

NEED FURTHER ASSISTANCE

Contact with PR

Should you have any question concerning Future Processing, do not hesitate to contact us. I'll be happy to help you.

Just send an email to: jkacprzak@future-processing.com

Jarosław Kacprzak

PR Manager