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).

**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.

![Correct Use of Logo Example 1](https://sensai.eu/en/)

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

![Correct Use of Logo Example 2](https://clutch.co/profile/future-processing)

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

![Correct Use of Logo Example 3](https://clutch.co/profile/future-processing)
Our colours have been with us from the beginning, and besides ongoing slight change, they still represent us as a professional but creative company.

**FP WHITE**
HEX: #FFFFFF
RGB: 255, 255, 255

**FP BLACK**
HEX: #252425
RGB: 37, 36, 37

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

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

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

**SHADES OF GRAY**

HEX: #000000
RGB: 0, 0, 0

HEX: #FFA000
RGB: 255, 160, 0

HEX: #FF6000
RGB: 255, 96, 0

HEX: #EDF0F3
RGB: 236, 240, 243
Our all-purpose font is Open Sans. It’s main use is as a paragraph font but its application doesn’t end there.

Malleable-FP

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.

Open Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Gk 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

Aa Bb Cc Dd Ee Ff Gg Hh Ii Gk 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
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