Brand Guidelines

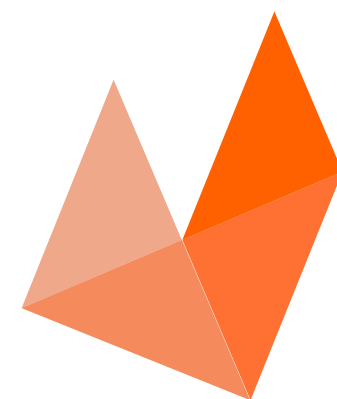2022

faire.ai

OFFICIAL LOGO

01

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THE FAIRE LOGO

Our logo consists of two fundamental elements: the revisited shape of the letter F and the triangular geometries of the Tangram.

![faire.ai logo]

HORIZONTAL LOGO
This is our main logo and should always
be used in priority.

BRAND ICON
The brand icon is for digital & lifestyle use only.
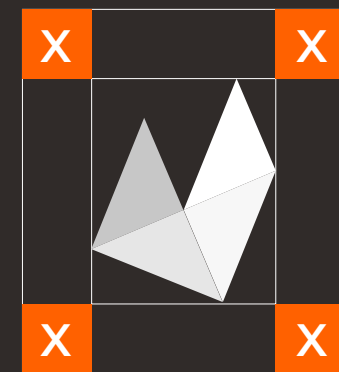
VERSIONS

The logo was designed
to have maximum graphic appeal
in different contexts of application.
It adapts to various media and
stands out thanks to its particular
combination of shapes and colors.

X = ◀ ▲ ▼ ▶

HORIZONTAL LOGO

PROTECTION ZONE

The logo needs to breathe.
It must be given the necessary space to perform its communicative and representative function, without interference or overlapping.

BRAND ICON

SIZE

The logo is designed to perform at its best even on very small sizes, but everything has a limit.

The shapes and colors must still stand out. That's why when working on small scales, it's better to isolate the icon.

MIN

>16PX

<64PX

∞

PRINT USE ONLY

MIN

>5.5 MM

<22.5 MM

∞

6

BACKGROUND USE

What about when the logo is laid on a background? On a dark or photographic background, it turns into a negative version. On white, on the other hand, it can continue to live of its orange color.

DONT'S

The logo is designed down to the smallest
details to represent our brand.
With measurements, colors and
proportions that must remain as such.

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|
BRAND
ACTIVITIES
|

FairePay

BRAND ARCHITECTURE

From sub-brands to in-house services, the faire.ai brand is expressed through a simple and consistent architecture, which always aims for efficiency.

BRAND
COLOURS

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02

BLACK

#302b29
CMYK 66% 62% 59% 72%
RGB 48 43 41

WHITE

#ffffff
CMYK 0% 0% 0% 0%
RGB 255 255 255

ORANGE

#ff6100
CMYK 0% 72% 94% 0%
RGB 255 97 0

#ff7033
CMYK 0% 67% 79% 0%
RGB 255 112 51

#f58a5c
CMYK 0% 56% 64% 0%
RGB 245 138 92

#f0a88a
CMYK 3% 42% 45% 0%
RGB 240 168 138

BRAND PALETTE

Black and white. And, between them, different shades of orange.
These are the colors that represent and distinguish us.

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GRADIENT

Our brand identity live
Within shapes and colors.
Our gradient matches perfectly
with our personality.

BRAND
TYPE

03

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BRAND TYPE

The typeface serves
to enhance communication
across all channels.

The Montserrat gives an elegant
and modern to words, streamlining
them and making them more usable.

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BRAND TYPEFACE

ITALIAN TECHNOLOGY COMPANY

Ublium ut ine quitudem telinat iliqua ena, que me que in sta, nulinatrit; ignos id Cat. Butertes elis Mulium huidea nos hostrum or patique iac re ent coricae.

FONT WEIGHT

Our font is available in four different weights. Its internal balance allows to combine them without compromising readability.

LIGHT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
&€0123456789
>→←!?œæ

REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
&€0123456789
>→←!?œæ

SEMIBOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
&€0123456789
>→←!?œæ

BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
&€0123456789
>→←!?œæ

WEIGHT ALLOCATION

Bold, for titles.
Regular and Semibold for subtitles.
Light for paragraphs of text.
Plus a wide set of sizing
that give abundance of solutions,
balance and functionality.

UPPERCASE TITLE

Regular subhead in orange

Light bodycopy Equam sent
hicidelique sitiae volenti inis quos alis
et et fugit autem quatibu sapicatia vend.

Headlines
Montserrat Bold, Light

Subheads (orange or black)
Montserrat Regular, Semibold

Body Text
Montserrat Light

BOLD HEADLINE
Regular subheadline

OPTION 2

BOLD HEADLINE
Semibold subheadline

OPTION 3

LIGHT HEADLINE
Semibold subheadline

PAIRINGS

Various combinations of weights
are possible. Here they are indicated.
All functional, all at the service of those
who use them.
In the sign of a varied
and calculated harmony.

DONT'S

Text is image.
That is why, in addition to being well readable, it must meet certain canons of form. Here are the rules to follow so as not to violate them.

×
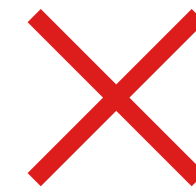
Do not use colours
that are not inherent
to the styleguide

×

BOLD HEADLINE
Bold subheadline

Bold body copy

×

HEADLINE

×

HEADLINE
Subhead

This is the body copy but the text is distort so you don't read well enough the message.

BRAND
PATTERN

04

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BRAND PATTERN - 1

The first of two possible patterns that arise from the juxtaposition of various reproductions of our logo. Distances are designed to maximize the expressiveness of the theme and, at the same time, ensure a great visual balance.

BRAND PATTERN - 2

The second of two possible faire.ai-themed patterns. In this case, the Tangram breaks down into several triangles,
which are colored in various shades of orange to make dynamic the composition.

DIGITAL ASSETS

05

faire.ai

TYPOGRAPHY

Header
Page titles - Montserrat Bold
34PX

Title 1
Tabs, titles, forms - Montserrat Semibold
28PX

Title 2
Buttons, tabs, titles, forms - Montserrat Regular
22PX

Body
Body copy - Montserrat Light
16PX

Caption
Caption - Montserrat Regular
12PX

BUTTONS

Primary

| Normal | Hover | Disabled |

Secondary

| Normal | Hover | Disabled |

Tertiary/Links

Normal >   Hover >   Disabled >

Arrows

< 2/5 >   < 2/5 >   < 5/5 >

Alert

| Succes style | Error style |
| Warning style | Info style |

Toggle switch

Checkbox

Radio button

Lorem ipsum

Lorem ipsum

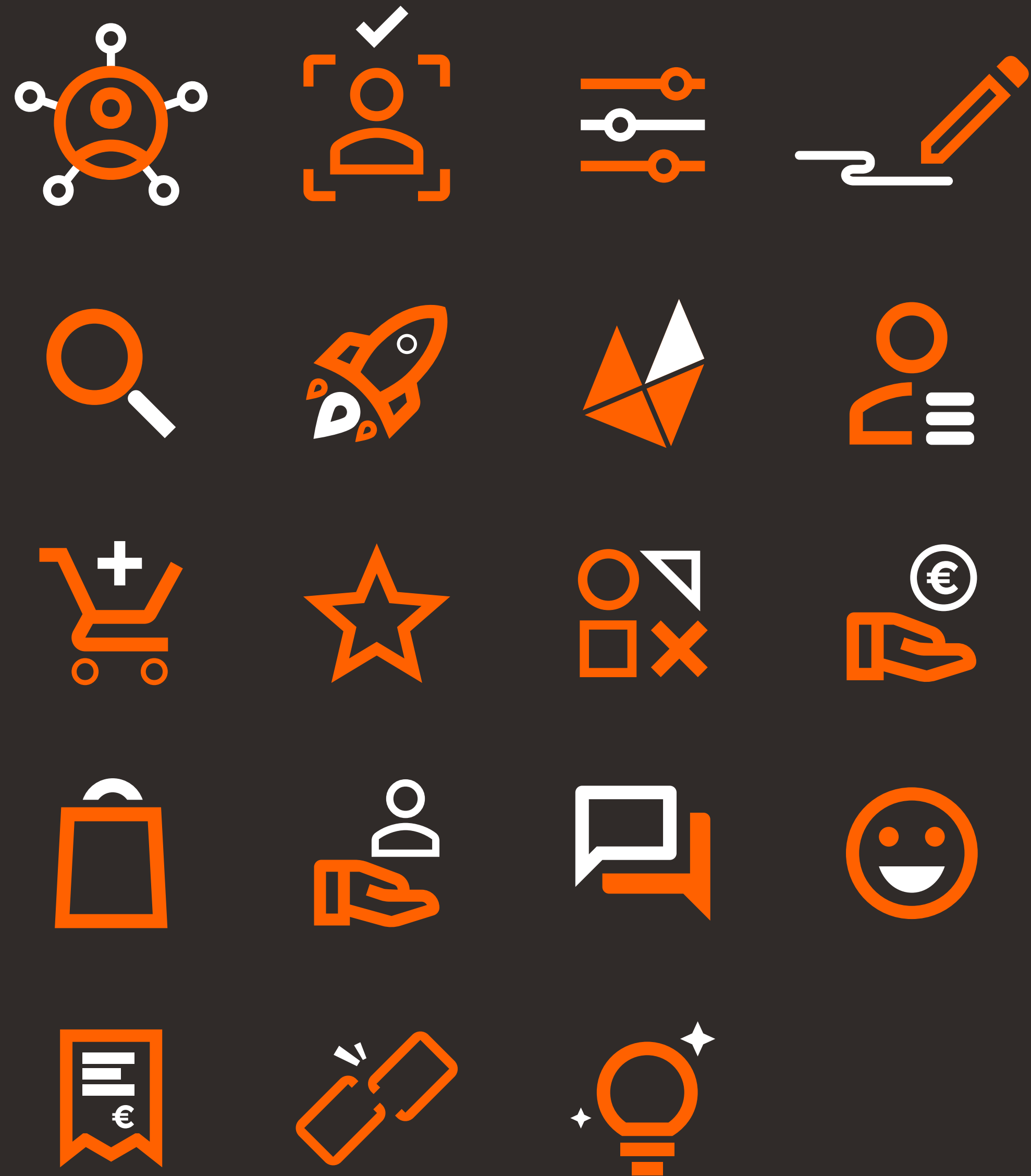Succes style

Succes style

Drop Down ⌄   Drop Down ⌄

Lorem ipsum
Lorem ipsum
Lorem ipsum

ICON SET

Words are not always needed.
Sometimes, a small image can guide
the user to what he or she is looking for.
Here are the ones we use as icons
on our platforms.

CORPORATE TOOLS

06

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Thank you | faire.ai