



OneFID

OneFID

The future of the shoe industry



LOOK & FEEL



How to use a CI

- Read this first:
 - This corporate identity (CI) is a guide for how to achieve the designated look and feel of OneFID.
 - For all official communication the corporate design is to be used.
 - Please refer to this document for all info regarding colours, fonts etc.
 - How to install fonts: <http://www.intowindows.com/how-to-install-google-web-fonts-in-windows-or-mac-without-using-third-party-tools/>
 - How to change colors in powerpoint/word: <https://support.office.com/en-us/article/Add-color-and-design-to-my-slides-with-themes-a54d6866-8c32-4fbc-b15d-6fcc4bd1edf>

Heading Font

- For all headings: Frederika the great

ABCDEFGHIJKLMN OPQRSTU
vwxyzabcdefghijklmnopqrstu
vwxyz1234567890'?"'“(%)[#]{}@}/&
\
<-+÷×=>®©\$€£¥¢:;,.*

- Font sizes same for Word/ PowerPoint:
 - H1: 62
 - H2: 52
 - H3: 44

- General rule of thumb: this font is used for all headings and for accents such as button or call to actions.
- You find the font: sharepoint → allgemeines/general --> OneFID CI → Fonts → Frederika the great

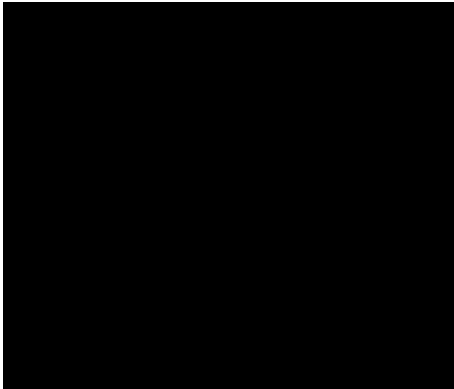
Text Font

- For all headings: Montserrat
- General rule of thumb: this font is used for all headings and for accents such as button or call to actions.
- You find the font: sharepoint → allgemeines/general → OneFID CI → Montserrat
- Font sizes:
 - Word: 12pt
 - PowerPoint: 16 - 28

A B C Č Ć Đ E F G H I J K L M N O P Q
R S Š T U V W X Y Z Ž a b c č ć đ e f g h i
j k l m n o p q r s š t u v w x y z ž А Б В Г Г
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О П Р С Т Ћ У Ў Ф Х Ц Ч Џ Ш Щ Ъ Ы Ь Э
Ю Я а б в г г д ђ е ё є ж з с и і й ј к л љ
м њ о п р с т ћ у џ ф х ц ч џ ш щ љ ы ь э
ю я Ă Â Ê Ô Ő Ű ă â ê ô ő ű 1 2 3 4 5 6 7 8
9 0 ‘ ’ “ ” ! “ (%) [#] { @ } / & \ < - + ÷ × = > ®
© \$ € £ ¥ ¢ ; , , * .

Colors

- Besides pictures, all text, buttons etc. are going to be black, white and grey.



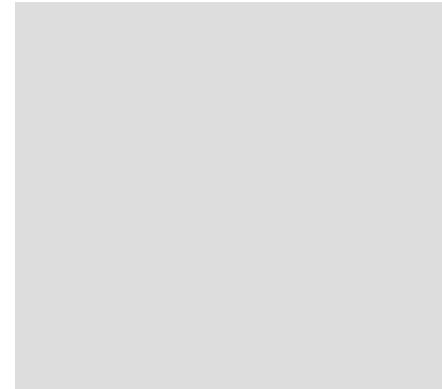
Black

- R: 0
- G: 0
- N: 0
- Hex: #000000



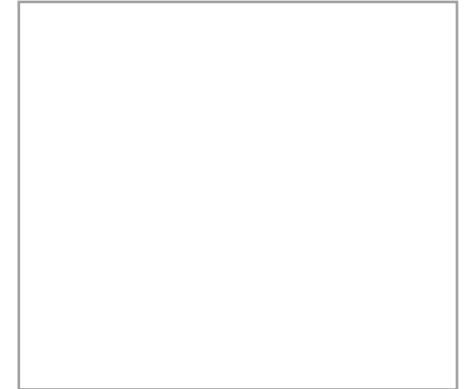
Dark Grey

- R: 128
- G: 128
- N: 128
- Hex: #808080



Light Grey

- R: 221
- G: 221
- N: 221
- Hex: #dddddd



White

- R: 255
- G: 255
- N: 255
- Hex: #ffffff

Logo black



Logo dark gray



Logo light gray



Logo white

