

FORMIC



Horizontal Lockup

Vertical Lockup



FORMIC

The wordmark and logo/flag can be used independent from one another. Or, the horizontal and vertical lockups can be used.

Color Palette

<p>Formic White FOF5F1</p>	<p>Formic Orange FF9100</p>
<p>Formic Light Grey D1D5D4</p>	<p>Formic Black 091517</p>
<p>Formic Medium Grey 767D79</p>	
<p>Formic Dark Grey 333E3C</p>	

Typography

Untitled Sans Medium

Untitled Sans Regular

GT America Mono

The primary typeface for the brand is Untitled Sans in Medium and Regular weight. GT America Mono can also be used for tertiary details and captions.

Photography

Illustration Style

