FULLY PROMOTED

Branded Apparel & Promotional Products

CREATIVE BRAND GUIDELINES

IDENTITY MANUAL

2022 • VERSION 3.0

HELLO THERE!

00

This identity manual contains the set brand guidelines for Fully Promoted creative.

Included are rules and examples of applications that will help you understand the brand's visual guidelines.

LOGO & ICON
CLEARSPACE & LOCATION
INCORRECT USAGE
BRAND SLOGAN
COLOR PALETTE
TYPOGRAPHY
MARKETING LOGOS
IMPRINT LOGOS
EMBROIDERY
SOCIAL MEDIA ICONS
EMAIL SIGNATURES
STATIONERY
LEGACY



01

LOGO & ICON

FULLY PROMOTED
Branded Apparel & Promotional Products

STACKED LOGO

FULLY PROMOTED
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TEXT LOGO

FULLY PROMOTED
Branded Apparel & Promotional Products

HORIZONTAL LOGO





ICON

The Fully Promoted logo is a clean, modern, geometric design comprised of heavy block letters and a circular icon. The circular shape represents how Fully Promoted brings business branding needs full-circle through our services and solutions.

Alternate versions of the Fully Promoted logo are available in Black and reversed White.

CLEARSPACE & LOCATION

Clear space is the term for a specific amount of space that a logo must have on all sides, no matter where it is used. The reason for clear space is to ensure that a logo maximizes visibility and impact.

For the Fully Promoted brand, the size of the “O” in Promoted is used as the guide for spacing around the entire logo. The clear space is to be consistent around the logo, regardless of the logo being utilized.



The only exception to the clear space rule is if you would like to include the city of your Fully Promoted location. Please note that the name used must be in compliance with what is stated in your franchise agreement. For the location name, please use a complimentary color to the logo, and keep the size similar to the height of the brand identifier.

FULLY PROMOTED
Branded Apparel & Promotional Products
West Palm Beach

West Palm Beach
FULLY PROMOTED
Branded Apparel & Promotional Products

INCORRECT USAGE

Guidelines to Avoid Incorrect Usage

- Always use the approved and provided digital art files of the current logo and identifier.
- Do not use old versions of the logo.
- The logo must be used as provided with no alterations, including but not limited to changes in design, color, scale and rotation.
- Never use the logo as part of a text sentence or phrase.
- Never reproduce the logo in non-approved colors.
- Never add a drop shadow to the logo.
- Never stretch or alter the logo proportions.
- Do not attach anything to the logo.
- Always keep the logo whole. Do not use in parts.
- Do not place different versions of the logo in close proximity to each other.
- Never attempt to create your own Fully Promoted logo.

Partial list only of Incorrect/Unapproved Logos.







04

BRAND SLOGAN

Our slogan is straight and to the point. It asks the question - ARE YOU FULLY PROMOTED?

You should always use the approved and provided digital art files for the slogan.

ARE YOU FULLY PROMOTED?

FP DARK BLUE

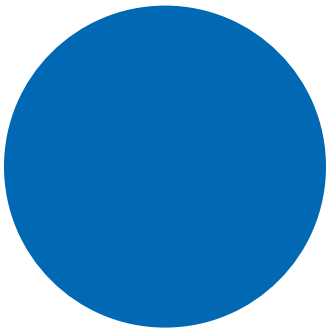
ARE YOU FULLY PROMOTED?

REVERSED

COLOR PALETTE

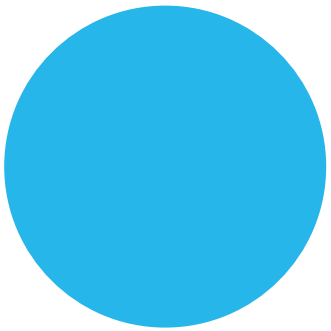
The Fully Promoted color palette is comprised of two colors and serves as the main color resources to be used with all Fully Promoted brand collateral.

Printing with PANTONE® inks is the desired method of production, however, it is not always cost-effective. Accordingly, process (CMYK) and multimedia (RGB and HEX) equivalents have been provided.



DARK BLUE

PMS 293
C 100 M 57 Y 0 K 2
R 0 G 102 B 204
HEX 0066cc



LIGHT BLUE

PMS 298
C 69 M 7 Y 0 K 0
R 51 G 204 B 255
HEX 33ccff

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TYPOGRAPHY

06

FULLY PROMOTED

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— Brand Identifier

The Fully Promoted logo is a Custom Typeface. The Fully Promoted brand identifier is Futura PT Medium. Do not, under any circumstances, substitute another typeface for the logotype. Do not alter the letter spacing under any circumstances. In addition, do not change, distort, condense, expand or italicize the typeface. The logotype should always remain in consistent proportion to the logomark (icon).

In text formats (headlines, subheads, body copy) our full name should always be used with the “F” and “P” capitalized.

Below are the recommended fonts to use on Fully Promoted collateral.

Proxima Nova Black - Headline/Header Use

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Proxima Nova Regular - Body Copy Use

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Alternate Fonts

Futura PT - Available in light, book, medium, demi, heavy, bold and extra bold.

Calibri - Available in regular and bold.
Gotham - Available in black and light.

07

MARKETING LOGOS

These logos are intended for use in digital marketing on images where client logos would be designed or for quote mock-ups.

YOUR LOGO

YOUR IMPRINT HERE

FULLY PROMOTED
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THIS PRODUCT WORKS!

FULLY PROMOTED
Branded Apparel & Promotional Products

YOUR LOGO

YOUR IMPRINT HERE

FULLY PROMOTED
Branded Apparel & Promotional Products

THIS PRODUCT WORKS!

FULLY PROMOTED
Branded Apparel & Promotional Products

YOUR LOGO HERE

YOUR LOGO HERE

YOUR MESSAGE

YOUR MESSAGE





IMPRINT LOGOS

The Fully Promoted imprint logos are for use on promotional products where the brand identifier does not easily display. The imprint logos are for imprint use ONLY.

When creating any other type of marketing collateral, including print or digital materials, the logo with identifier must be utilized.

APPROVED PROMOTIONAL PRODUCT IMPRINT OPTIONS

FULLY PROMOTED

FULLY PROMOTED

FULLY PROMOTED

FULLY PROMOTED

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Promotional Products

EMBROIDERY STITCH FILE

Design: Fully Promoted Stacked **Dimension: W 4.01 in x H 1.63 in**
Stitches: 5128 **Color changes: 6**



1	Needle 17 N/A 1934 Madeira PolyNeon 434.84 in 2550 stc. (2552)	2	Needle 18 N/A 1827 Madeira PolyNeon 117.32 in 751 stc. (3303)	3	Needle 17 N/A 1934 Madeira PolyNeon 113.27 in 793 stc. (4096)		Needle 18 N/A 1827 Madeira PolyNeon 39.49 in 355 stc. (4451)
5	Needle 16 N/A 1801 Madeira PolyNeon 169.33 in 677 stc. (5128)	6	Needle 5 Midnight Blue 1242 Madeira 40 0.83 in 2 stc. (5130)				

Design: FP_Icon_Logo_StackedN... **Dimension: W 1.32 in x H 1.28 in**
Stitches: 3669 **Color changes: 4**



1	Needle 1 N/A 1827 Madeira PolyNeon 0.63 in 4 stc. (7)	2	Needle 17 N/A 1827 Madeira PolyNeon 278.39 in 1606 stc. (1613)	3	Needle 16 N/A 1934 Madeira PolyNeon 203.78 in 1184 stc. (2797)	4	Needle 18 N/A 1801 Madeira PolyNeon 236.10 in 875 stc. (3672)

SOCIAL MEDIA ICONS

These logos are intended for use on social media platforms.

PROFILE IMAGE







COVER IMAGE





Facebook Dimensions
Profile Image Display: 170x170px (Computer), 128x128px (Smartphones)
Cover Image Display: 851x315px (Size), 820x312px (Computer), 640x360px (Smartphones)

Instagram Dimensions
Profile Image: 320x320px

Twitter Dimensions
Profile Image: 400x400px
Cover Image: 1500x500px

LinkedIn Dimensions
Profile Image: 300x300px
Cover Image: 1128x191px

*Social Media Dimensions Subject to Change

EMAIL SIGNATURES

When sending an email to a potential/existing client or vendor, it is important to have an email signature. This creates a professional standard look to your communications, as well as serves as a direct way to drive traffic to your contact information and online channels.



MAIN FP SITE BUTTON



E-COMMERCE SITE BUTTON

Hyperlink “Visit Us Online” Button to Your FullyPromoted.com Site and “Shop Now” Button to your e-commerce site (i.e. Shop.FullyPromoted.com)

EMAIL SIGNATURE FORMAT

Without Social/Review

Name, Title
Store Name
Store Address
Phone | Email



With Social/Review & With Image

Name, Title
Store Name
Store Address
Phone | Email
LEAVE US A REVIEW! — Link to Online Reputation Platform
— Link to Social Media Channels





Name, Title
Store Name
Store Address
Phone | Email
LEAVE US A REVIEW!



STATIONERY



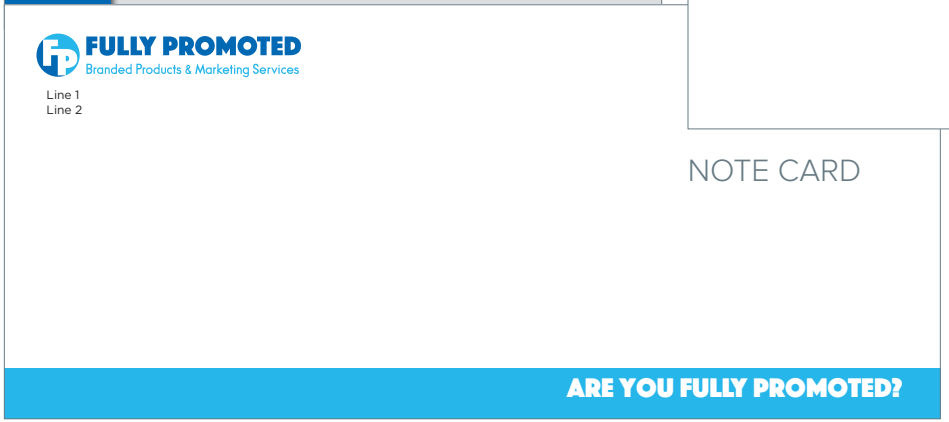
PRESENTATION FOLDER



NOTE CARD



BUSINESS CARD



ENVELOPE



LETTERHEAD

LEGACY

Throughout the brand history, there have been many styles of creative produced. As the brand evolves, locations have transitioned from EmbroidMe to “Powered By EmbroidMe.” Now the brand has completed the process and the standard is Fully Promoted. Below are examples of previously produced collateral that is no longer in use, but remains an integral part of the brand legacy.









