



# f 88 FASHION ENERGY DRINK IDENTITY GUIDELINES



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# Introduction

## Objective

To ensure global brand identity by communicating a single brand image and a single brand personality consistently around the globe.

This guide is a key element of the **f 88 FASHION ENERGY DRINK** Corporate Identity Strategy as it clearly illustrates how to apply the visual components of our brand and it specifies how to use the **f 88 FASHION ENERGY DRINK** logo, slogan, colours and typefaces.



# Introduction

## Brand Personality

The unique **f 88 FASHION ENERGY DRINK** personality is a combination of the brand's functional and emotional benefits and values.

### FUNCTIONAL BENEFITS

**f 88 FASHION ENERGY DRINK** is based on an improved formula that it has been specially developed to provide an intense sustainable energy boost for those who lead active and vigorous lifestyles. It can be enjoyed by itself or as a mixer from morning to night, at work or pleasure, when partying or relaxing.

### EMOTIONAL BENEFITS

The product incorporates the attributes and core values of fashiontv (FTV™), the largest fashion medium in the world, and a name synonymous with fashion, glamour, sophistication, beauty and luxury.



# Introduction

## Brand Values

Our brand values are at the core of our brand. They summarize our promise to our customers, showing people not only what we do, but how we do it.

Everything that bears **f 88 FASHION ENERGY DRINK** name should live up to these attributes.

Glam, fashionable, chic, social, modern, stylish, trendy, cosmopolitan, prestigious, pure, sensual, and fun.

Confident, positive, reassuring, distinctive, luxurious, inspirational, superior.



## The Logo

### History of the crest logo

The **f 88 FASHION ENERGY DRINK** Logo is a most powerful and visible symbol which should instantly be recognised as shorthand for what the brand represents and must be the most prominent expression of the brand.

Correct and consistent usage of the logo will protect **f 88 FASHION ENERGY DRINK** from a branding and legal standpoint.

Each element of our logo is a piece of custom-designed artwork and thus there is only one authorized logo. Only the authorized logo can be used in any method of printed communication like advertising, P.O.S items, promotional material, stationery, press releases, pricelists, etc

Approved artwork can only be downloaded from [www.f-bev.com/agents](http://www.f-bev.com/agents)



**FASHION ENERGY DRINK**

**f 88**



## The Logo

### Rationale

The **f 88 FASHION ENERGY DRINK** Logo integrates the established f diamond – the fashiontv trademark – with white eagle wings.

The f diamond illustrates the clarity that fashiontv offers its viewers around the globe when showcasing the glamorous world of fashion.

The white eagle wings symbolise power, victory, energy and kingship.

The coexistence of these two elements stands for freedom and supremacy, purity and glamour, strength and elegance, independence and nobility – all attributes deeply embodied in the character of **f 88 FASHION ENERGY DRINK**.



**FASHION ENERGY DRINK**

**f-88**



# The Logo

## Core elements

crest



descriptor

FASHION ENERGY DRINK

*f-88*

descriptor

ELIXIR OF FASHION





## The Logo

### Colour

The logo only appears in the four colour variants shown on this page. CMYK breakdowns will be determined by individual application software.



**crest /**  
Black Pantone HEX K C

**descriptor/**  
Black Pantone HEX K C / Red Pantone 185 C



**crest /**  
white

**descriptor/**  
white / Red Pantone 185 C



# The Logo

## Exclusion zone

In order to maximise its visual presence the logo requires a surrounding area clear of any other graphic elements or text.

The minimum exclusion zone is 33% of the width and height of the **f 88 FASHION ENERGY DRINK** logo. Always allow at least this amount of clear space around the logo.

It is important that this rule is observed and the exclusion zone is maintained at all times. The recommended minimum clearance is to protect the logo. The logo will appear on many different applications and formats and this will help to give it clarity and presence. This is not a placement guide. It is a minimum only.





# The Logo

## Recommended size

### MINIMUM SIZE

Our logo must be clearly visible and reproduced consistently. For this reason a minimum size has been established. The size is 25mm measured across the width of the logo. The logo does not have a maximum reproduction size.

### ALTERNATIVE SIZES

The logo is reduced or enlarged proportionately to accommodate alternative sizes. It must never be compressed or expanded but always scaled up or down in proportion.



minimum size 25mm



# The Logo

## Horizontal Logo

Horizontal usage of the logo.





## The Logo

### Usage

correct usage



FASHION ENERGY DRINK

*f-88*

wrong usage

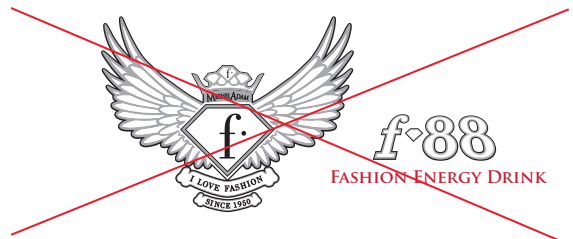


FASHION ENERGY DRINK



*f-88*

FASHION ENERGY DRINK



*f-88*

FASHION ENERGY DRINK



# Colours

## Colour Palette

Colour shows our spirit and promotes brand recognition. It should be used on all our communications.

Our corporate colours

**f 88 FASHION ENERGY DRINK**

Pantone # 231f20 / PANTONE HEX K C  
C0, M0, Y0, K100;  
R0, G0, B0;  
100% - 0% Tint

**f 88 FASHION ENERGY DRINK**

Pantone # e70033 / PANTONE 185 C  
C0, M100, Y80, K0;  
R231, G0, B51;  
100% - 0% Tint



Slogan

Expression

Simply, the expression of our brand essence.

ELIXIR OF FASHION



# Slogan

## Usage

Slogan with horizontal logo



Slogan with logo







# Typography

## Typeface

### PRIMARY TYPEFACE

Trajan Pro (Regular and Bold), our primary typeface, sets a stylish, contemporary tone for all **f 88 FASHION ENERGY DRINK** communication.

#### TRAJAN PRO REGULAR

TRAJAN PRO  
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
BCDEFGHIJKLMNOPQRSTU-  
VWXYZ  
0123456789 §\$%&/()=? @# (!?,:.)

ABCC 0123 .! ?#

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
BCDEFGHIJKLMNOPQRSTU-  
VWXYZ  
0123456789 §\$%&/()=? @# (€!?,,:.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
BCDEFGHIJKLMNOPQRSTU-  
VWXYZ  
0123456789 §\$%&/()=? @# (€!?,,:.)

### SECONDARY TYPEFACE

Use **Bodoni (Book and Book Italic)** (secondary typeface) in continuous text for all printed communications.

#### Bodoni Book

Bodoni Book  
Italic

abcdefghijklmnopqrstuvwxyz  
BCDEFGHIJKLMNOPQRSTU-  
VWXYZ  
0123456789 §\$%&/()=? @# (!?,:.)

AbCc 0123 .! ?#

abcdefghijklmnopqrstuvwxyz  
BCDEFGHIJKLMNOPQRSTU-  
VWXYZ  
0123456789 §\$%&/()=? @# (€!?,,:.)

abcdefghijklmnopqrstuvwxyz  
BCDEFGHIJKLMNOPQRSTU-  
VWXYZ  
0123456789 §\$%&/()=? @# (€!?,,:.)



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