



# Brand style guidelines

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# Introduction

These guidelines introduces the design for the brand of Ferron – a fast, modern web server.

The examples shown in these guidelines can help you create on-brand messages. For them to be effective, these guidelines need to be applied clearly and consistently.

If you need guidance not covered in the guidelines, you can contact us via email ([hello@ferronweb.org](mailto:hello@ferronweb.org)).

# The logo

## The concept

The logo for Ferron consists of the icon and word mark. The nut in the icon references the “Ferron” name and signifies robustness. The lightning bolt in the icon can signify both high performance for an easy-to-use web server, and the speed of setting up websites.

The word mark in turn uses the Funnel Display font. The squares in the letters invoke a “tech” feel; the mark itself overall can express the casual style.

The icon can be used on its own, where it would be more suitable than the full logo (like in social media profile pictures, or in icons).



## The logo colors

The logo can appear in multiple variations (like color, white on dark, or black on light).

The color logo is the primary logo and should be used if possible. The white on dark and black on light logos can be used if using color logo wouldn't be sufficient.



Color on light



Black on light



Color on dark



White on dark

## What not to do?

Below is the description of some examples of what not to do with the Ferron logo:



Don't distort the logo proportions.



Don't change the font in the word mark.



Don't rearrange elements.



Don't change the colors in the logo.



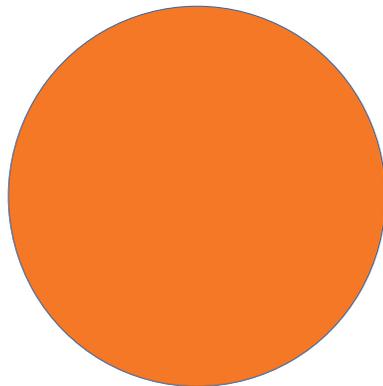
Don't change the background color for the logo.



Don't change the transparency of the logo.

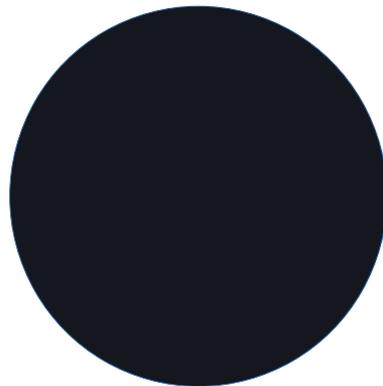
# The brand colors

Ferron uses the orange color scheme, mainly on dark backgrounds. The correct color values are specified for consistency.



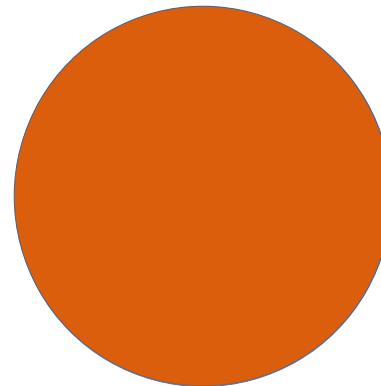
**#F47825**

Primary color



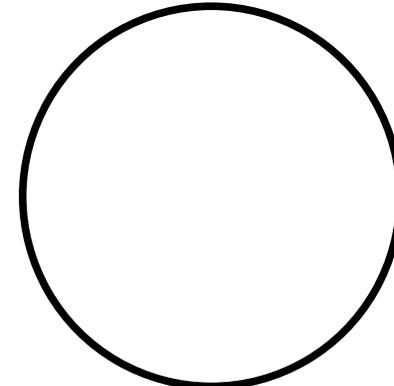
**#14181E**

Dark background color



**#DA5E0B**

Accent color



**#FFFFFF**

Light text color

# The typography

Ferron uses Funnel Sans for both headings and the content, and JetBrains Mono for system commands, code and configurations shown in the web server documentation.

Both the headings and the contents need to be in sentence case. Also, the text needs to be either left-aligned or centered.

Headings

## Funnel Sans

Content

## Funnel Sans

System commands, code, configurations

## JetBrains Mono

# Contact us

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