

*Brand Design for*

---

# Ferzan Company.

---

*presented by* 

# **WE SEEK TO DESIGN A CONSISTENT VISUAL LANGUAGE FOR EVERY INTERACTION YOUR CUSTOMERS WILL HAVE WITH YOUR BRAND.**

---

The following guidelines are issued to help instruct members who may be concerned with the productions of visuals elements for FERZAN COMPANY. This presentation establishes standards which should be followed to preserve the aesthetic of the brand.

**PRIMARY LOGOMARK**

*All necessary filetypes are available for download at  
[theupstudio.com/brandguide/ferzancompany/](http://theupstudio.com/brandguide/ferzancompany/)*

**FERZAN COMPANY**  
PROGRAM + PROJECT CONSULTING

## SECONDARY LOGOMARK

*Use the secondary logomark when the viewer is already familiar with the services provided by your brand or if the scale of the logomark renders the subtext illegible*

**FERZAN** COMPANY

LOGO ALTERNATE: STACKED

*Use the stacked logomark when the width of the primary and secondary logos compromises the overall layout or limits legibility. Always try to utilize the primary and secondary logomarks first.*

**FERZAN**  
COMPANY

**USE ON BACKGROUNDS**

*The following chart shows usage on varying background colors.*



## USE WITH BODY COPY

*Body Copy or Paragraph Text should always be the same color as the subtext in the logomark smaller than (or equal) in scale. Space between logo and body copy should be equal or greater than the height of the logomark itself.*



## PRIMARY TYPOGRAPHY

*Nearly all typography used in relationship with the brand should be Arial Bold, Arial Regular or a combination of both.*

### ARIAL BOLD

ABCDEFGHIJ  
KLMNOP  
QRSTUVWXYZ  
1 2 3 4 5  
6 7 8 9 0

### ARIAL REGULAR

ABCDEFGHIJ  
KLMNOP  
QRSTUVWXYZ  
1 2 3 4 5  
6 7 8 9 0



## HEADER TYPOGRAPHY

*The typography design for the primary title is a custom design.  
However, in the very rare case that a header needs to be created  
we recommend using a combination of “Nexa Bold” & “Nexa Light.”  
(NEXA is available for purchase from [FontFabric.com](https://FontFabric.com))*

### NEXA BOLD

ABCDEF GH  
IJKLMN OP  
QRSTU VW  
XYZ12345  
67890

### NEXA LIGHT

ABCDEF GH  
IJKLMN OP  
QRSTU VW  
XYZ12345  
67890

## COLOR PALETTE FOR WEB

*Screens display color using a combination of Red, Green and Blue.  
Use these color formulas to keep all web based branded elements consistent.*

|   |   |
|---|---|
| <b>R128</b><br><b>G20</b><br><b>B26</b><br><b>#80141A</b>   | <b>R43</b><br><b>G43</b><br><b>B43</b><br><b>#2b2b2b</b>    |
| <b>R255</b><br><b>G255</b><br><b>B255</b><br><b>#000000</b> | <b>R142</b><br><b>G145</b><br><b>B144</b><br><b>#8e9190</b> |

## COLOR PALETTE FOR WEB

*Most printers use a combination of Cyan, Magenta, Yellow and Black inks  
Use these color formulas to keep all printed branded elements consistent.*

|   |   |
|---|---|
| <b>C</b> 0<br><b>M</b> 98<br><b>Y</b> 91<br><b>K</b> 30 | <b>C</b> 0<br><b>M</b> 0<br><b>Y</b> 0<br><b>K</b> 88 |
| <b>C</b> 0<br><b>M</b> 0<br><b>Y</b> 0<br><b>K</b> 0    | <b>C</b> 0<br><b>M</b> 0<br><b>Y</b> 0<br><b>K</b> 50 |

COLOR PALETTE FOR PANTONE

*Occasionally specific production requires use of a spot color which  
can be consistently called out using the Pantone Color Process.*



USE WITH IMAGES (EXAMPLE 1)



USE WITH IMAGES (EXAMPLE 2)

**FERZAN**  
COMPANY



# CONTACT US WITH ANY QUESTIONS!

Feel free to reach out anytime!

---

WE'RE LOCATED AT :

44-02 11th St • Studio 405  
Long Island City, NY 11101

---

GENERAL INQUIRES

P: (646) 820-3529  
whatsUP@theUPstudio.com

---

JEFFREY RAMIREZ

Designer / Partner  
jeff@theUPstudio.com

---

JOHN PATRICK WINBERRY

Architect / Partner  
jpw@theUPstudio.com

---

ADAM J WANASELJA

Architect / Partner  
ajw@theUPstudio.com

---