

# FAFPI Style Guide

## ○ Primary logo

The main representative graphic is used most frequently and whenever possible.



It consists of three elements: the Submark [1], the acronym [2], and the name [3].

While the elements themselves cannot be altered, their arrangement can be modified.

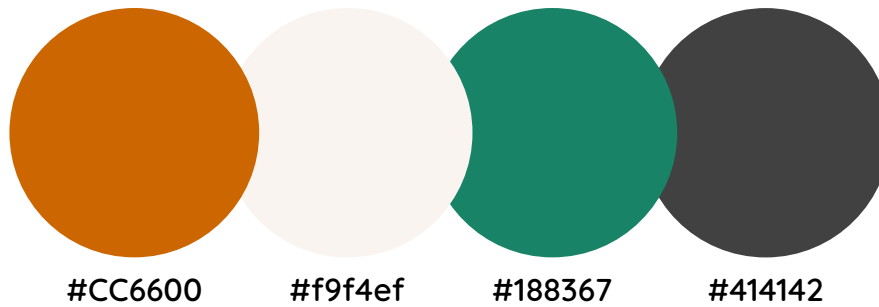


## ○ Submark logo



A simplified, versatile version, used where the primary logo might be too complex or large.

## ○ Colour Scheme for the Brand



You can play with the different tones from the colour scheme.

## ○ Typography

The font that is used in all our materials is Google Fonts Quicksand.

**Aa**  
Google Fonts  
Quicksand

**Large Heading**

**Sub-Heading**

Optimal clarity and impact are achieved by accurately sizing fonts and using variations such as regular, semibold, and bold.

**Bold**  
32px  
**SemiBold**  
20px  
**Medium**  
15px