



FutureScape

Engineering

Style Guide

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Company Purpose

FutureScape Engineering is a company dedicated to building a better world. Our design philosophy is one of systems, and we believe that it is only through this lens that we can achieve our mission.

We want our brand and aesthetic to represent these ideals. For that reason, we put this document together to lay out some guidelines, so that we can present a clean and unified front. We have chosen a “gentle” style to reflect the company, with smooth curves, bold typeface, and the fitting “Futura” font. Our colors are blues and greys, with light earth green as a secondary color.

These guidelines should serve to explain our aesthetic and help you to present our brand to the world.



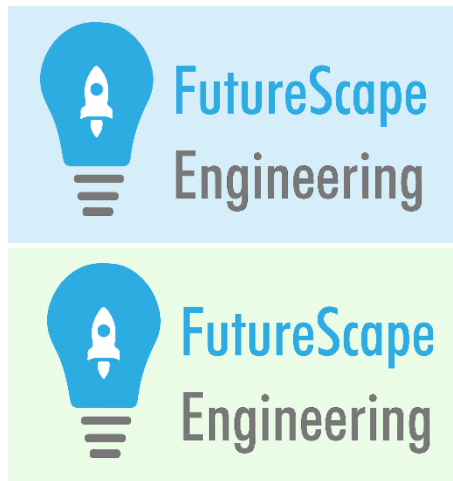
Credit: <https://dawn.nbi.ku.dk/>

Logo

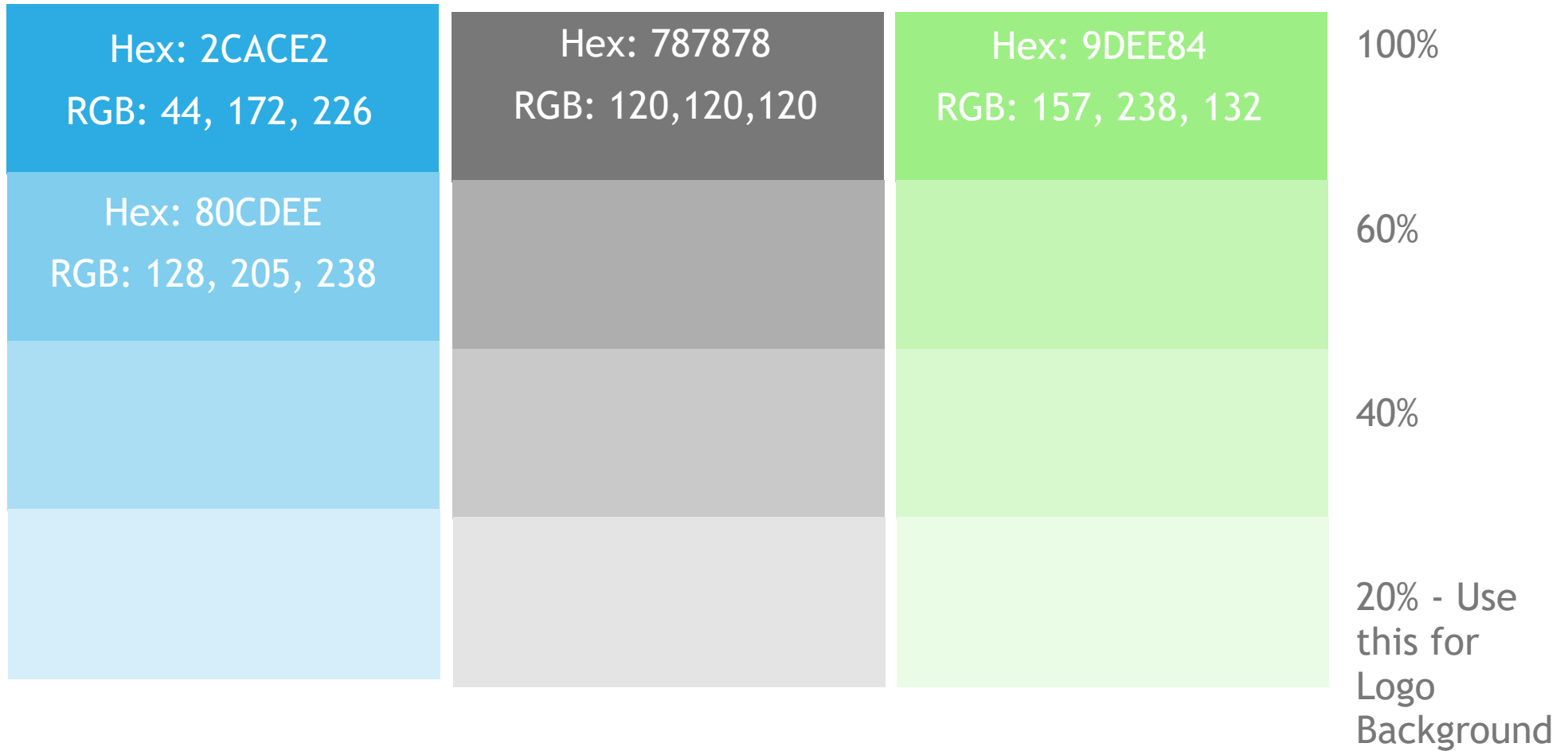


FutureScape Engineering

Logo should be used with the relevant text whenever possible. Exceptions are for space or printing constraints. Sufficient whitespace should be provided around the logo, equivalent to 25% of the relevant dimension. The icon in either logo style should not be shown in a size less than 10 pixels in digital format. Neither logo should be modified and both should be placed on a light background. The backgrounds shown are acceptable. Darker than those is only acceptable on a case by case basis. Smallest allowable logo size is shown.



Colors



Typography

Banner Text — 72pt Futura

Header Text — 30pt Futura

Highlights and Popouts — 30 pt Md Cd Futura

Subtitles - 18pt Trebuchet MS

Body Text - 16pt Trebuchet MS

Futura is the header font of the company. It is the representative. Trebuchet is for the details.