

# BRAND GUIDE

**FOGCITY<sup>®</sup>**

## ABOUT

This document communicates the brand identity of FogCity®. At FogCity® we don't accept anything fogging up your ride. Inspired by the iconic yet often fog-tormented city of San Francisco -aptly named Fog City-, we developed a no-nonsense, highly effective portfolio of anti-fog lenses suitable for virtually all types of riders anywhere on the globe.

Allow us to welcome you to FogCity®, where everyone rides fog free.



**#RIDEFOGFREE**

# 1. TYPEFACES

## Nexa Thin

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

12345678910 !@#\$%^&\*()+[]";/,:?'

## Nexa Light

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

12345678910 !@#\$%^&\*()+[]";/,:?'

## Nexa Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

12345678910 !@#\$%^&\*()+[]";/,:?'

## Nexa Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

12345678910 !@#\$%^&\*()+[]";/,:?'

## Nexa Black

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMNPOQRSTUVWXYZ**

**12345678910 !@#\$%^&\*()+[]";/,:?'**

FEW BUT  
SOLID  
TYPO  
RULES

Unless otherwise noted in certain elements of this brandguide, feel free to use any of these typefaces within graphic design common sense.

Do not use Nexa Black for body text. Also, do not combine different typefaces, sizes or upper/lowercase in one statement, tagline or name.

Headlines tracking set to 0, kerning optical.

Body text tracking set to -30. kerning optical.

## 2. COLORS

The FogCity color palette consists of only three colors and white. The Fog City orange color is a gold/ yellowish orange, referring to the San Francisco colors (yellow and black). Only use the colors in the exact mixes depending on the medium: RGB and HEX for formulas, on-screen and digital use, and CMYK for print. No tints, please.

FogCity  
Orange

HEX #FFA300  
RGB 255 163 0  
PMS 137 C  
CMYK 0 40 100 0

White

FORCE,  
DETERMINATION,  
ENERGY, AND  
PRODUCTIVITY

Orange commands attention without being as overpowering as red.

Deep  
Black

HEX #000000  
RGB 0 0 0  
PMS Black C  
CMYK 50 50 50 100

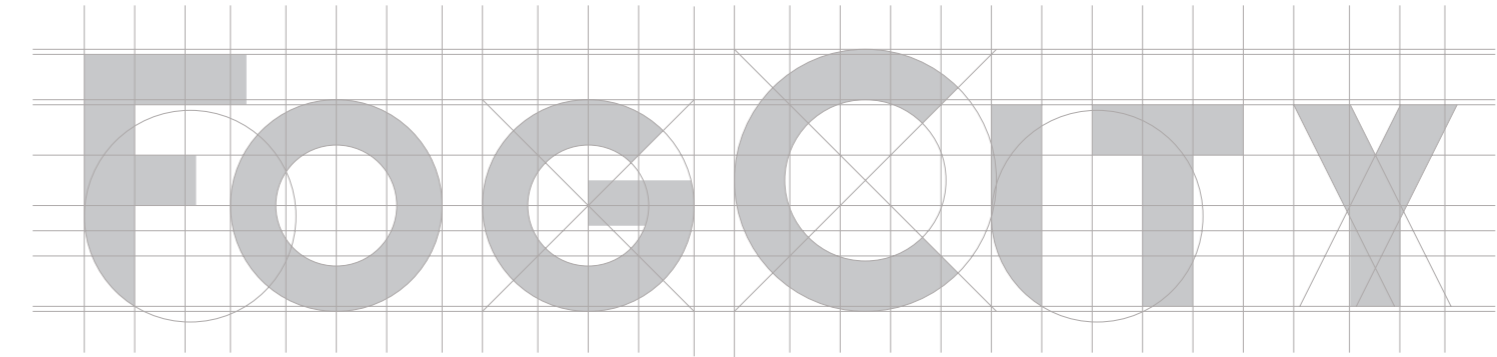
Light  
Grey

HEX #ededed  
RGB 237 237 237  
PMS Cool Gray 1C  
CMYK 00 00 00 10

### 3. THE LOGO

#### THE LOGO

1. Logo artwork must be uniformly scaled. The logo must have a minimum height of 4.5 mm. No elements of the logo artwork may be recreated, deleted, cropped, or reconfigured.
2. Always keep a minimum clear space around the logo. The minimum clear space is defined as the height of the FogCity logo, regardless of the size at which the logo is replaced.
3. Do not place the logo on similarly-colored background, busy image or pattern.
4. Logo artwork should never be in a color other than those specified in the guidelines.
5. **USE OF ®** Always place the trademark behind the logo or brand's name in superscript. Make sure the trademark is never smaller than 1 mm.



#### MODERN TYPOGRAPHY

Combined with organic shapes,  
referring to the curves of the lens.

THE LOGO

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THE LOGO





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