

Brand Guidelines



FOCUSED | HOLISTIC | CUSTOMER CARE

2020

The Overview

FHC will follow these guidelines for its brand. FHC provides best-in-class accounts receivable management and outsourced customer service solutions in the USA. FHC specializes in providing solutions and strategies to support call center and customer service projects as well as revenue recovery efforts for our clients. The intention of the Brand Guidelines is to inform any internal and external manifestations to create one consistent brand presence across channels.

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01 BRAND STRATEGY

A consistent brand strategy is important to FHC
The brand strategy for FHC includes considerations for:

Our Personality

Our Vision

Our Mission

Our Values

Brand Statement

Focused
Holistic
Customer Care

Brand Strategy

Our Mission

FHC is focused on taking a holistic approach to accounts receivable management, call center services, and loan servicing. We are committed to delivering productive, professional, and secure services that meet and exceed the needs of our clients, customers, employees, and the communities that we serve.

Our Values

All FHC services and actions are rooted deeply within our company's core values. We base our principles around being accountable, compassionate, innovative, agile, and secure.

Brand Strategy

Our Personality

FHC is professional and welcoming, our knowledgeable team is focused on building loyal and long term relationships with our clients.

Voice and Tone

FHC delivers clear and concise informative content. The voice should be respectful and trustworthy while remaining enthusiastic and conversational with all internal and external audiences.

02 LOGO & USAGE

FHC outlines how the logo is to be used whether on a white background, black background, or any background variation.

Logo

Our logo is a symbol of excellence and trust, demonstrating the integrity of the brand, its services and products. Our logo is our most valuable asset. We must ensure proper usage.

Original



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Negative



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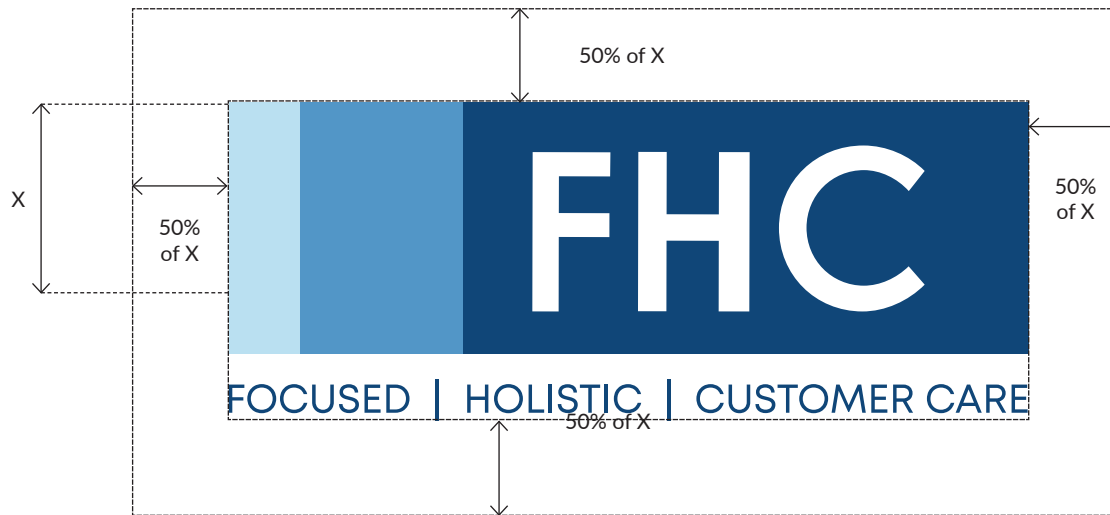
Logo

Clear Space, Minimum Size

To ensure that the clear space is maintained around the logo for legibility and prominence, photos, text and graphic elements must follow the guidelines illustrated here. It never should be less than that. The logo must always fit into the clearspace area.

Our icon is the reduced form of our logo. It should only be used when the wordmark is too small, or as a graphic element for strengthening the brand.

Clear Space



Minimum Space



Width: 90 pixels
Height: 15 pixels

Logo

Incorrect Uses

The examples shown here illustrate incorrect uses of the wordmark.



Don't Rotate



Don't add taglines



Don't Distort



Don't add shadows



Don't use boxes



Don't outline



Don't add strokes

03 COLOR SYSTEM

FHC has developed a color palette for the brand that includes primary and secondary colors. Any and all uses of the brand, regardless of channel, should follow this color palette.

Color Systems

Primary Brand Colors

The primary colors of the FHC Services logo are blues and light blue. This is used to anchor the logotype. We also use secondary colors to enrich the brand and message.

Pantone 654 C
C99, M84, Y27, K12
R 32, G 63, B117
#203f75

Pantone 7688 C
C 64, M 29, Y 4, K 0
R 90, G153, B204
5a99cc

Pantone 290 C
C 19, M 2, Y 0, K 0
R 201, G230, B248
c9e6f8

Color Systems

Secondary Colors

A support color palette provides more ways to accent your brand. It adds more dimension to your brand and should be applied sparingly to accent designs.

Pantone 2915C
C 53, M 12, Y 0, K 0
R 106, G 186, B 237
6abaed

Pantone 2767C
C 100, M 87, Y 40, K 38
R 20, G 42, B 79
#142a4f

Pantone 152C
C 4, M 66, Y 100, K 0
R 235, G 117, B 2
#eb7502

04 Typography

These typefaces are part of the FHC brand identity.



Our Font

This font is part of the FHC brand identity. Raleway works best with our designs, always be consistent throughout whatever you're working on.

We use Raleway Bold for headers and main headlines and copy we would like to highlight. We use Raleway in all its versions.

We use Raleway Regular for body text and web. Raleway has been designed to be used freely across the internet by web browsers on desktop computers, laptops and mobile devices.

Raleway Bold

Bold

Raleway Regular

Regular

Raleway Light

Light

05

Photography

FHC has developed a style guide for photography for all uses of the brand, regardless of channel.



Our Style

FHC has developed a style guide for photography for all uses of the brand, regardless of channel.

Photos will be focused on themes of trust, adaptability, thoroughness, accountability, communication, and security.



06

Graphic Applications

FHC provides a visual example of how the graphics and brand are applied.



Our Brand In Action





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