

Flagship Orchestra Design Guide

Logo



Flagship Orchestra

Flagship Orchestra's logo is designed to represent the wind blowing on ancient flagships.

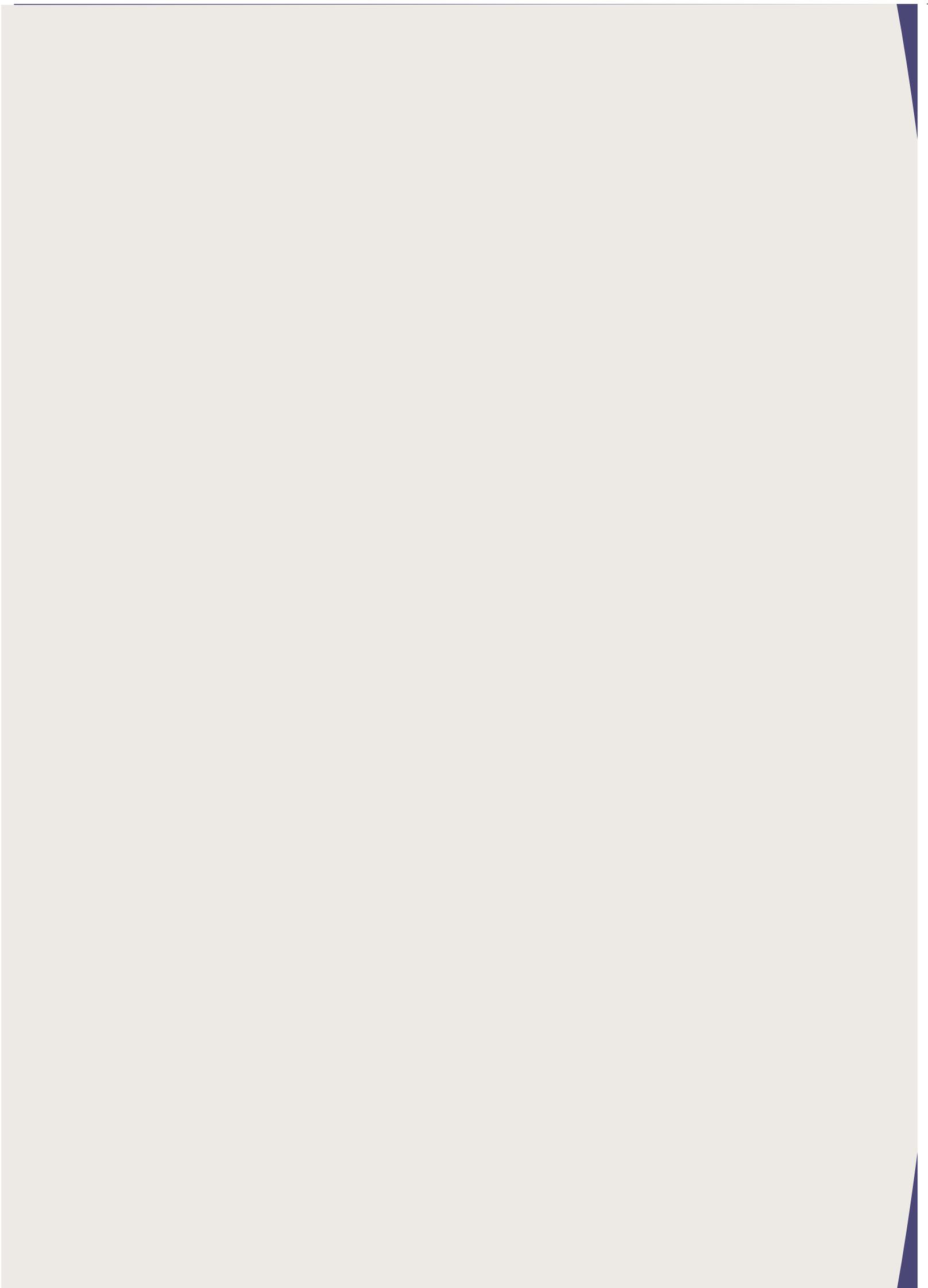
Indeed, Flagship Orchestra is providing the "push" and guidance one needs to conquer their dream goal.

The wavy shape inside the sail is inspired by viking geometrical patterns, giving the logo a dynamic attitude. While the font is designed in a way that it appears like it is "smiling" to the reader, this gives a very unique identity as well as a very strong brand recognition.

Stacked upon each other, the logomark and the logotype resemble the silhouette of a viking ship sailing on the sea.

The colours are easy, harmonious and friendly, just like Flagship Orchestra's mindset. Grey, Blue, Orange and Green recall of nature and adventure.

The key shape is used as a decorative or structuring silhouette. This simple curve reminds efficiently of the wind blowing in the sails or the horizon.





Flagship Orchestra

PRIMARY LOGO

Stacked logo



Flagship Orchestra

The stacked logo is the primary logo.

This means the stacked logo is the version that must be the most used across medias.

Using the stacked logo in priority over the other versions, helps create consistency and a strong brand identity, making the brand easier to recognize.

PRIMARY LOGO

STACKED LOGO

SAFE SPACE



The stacked logo's safe space (represented by the white frame above) is the distance other objects must respect around the logo, to keep the best readability.

The safe space is calculated proportionally to the size of logomark (represented by 1X value). The space between the logomark and the logotype must equal 1X.

The safe space surrounding the logo must equal 0,5 X top, bottom, left and right.

PRIMARY LOGO

STACKED LOGO

EXTRA SPACE



Standard safe space



+0,5X



+1X



+2X

You can add up more space between the logomark and the logotype.

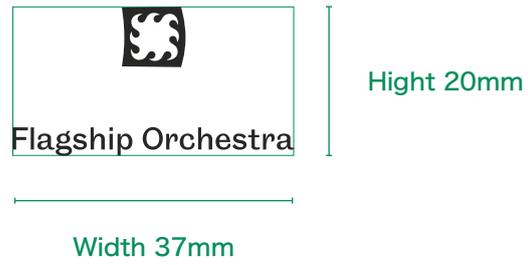
The standard safe space equal 0,5X but you may, in certain occasions apply extra space. The extra space applied may vary from +0,5X up to +2X.

The safe space surrounding the logo must remain 0,5X top, bottom, left and right.

PRIMARY LOGO

STACKED LOGO

RECOMMENDED SIZE



The smallest size you can print the stacked logo is H21 x W37mm.

This insures the readability of the primary logo.

If your branded media is too narrow to respect this rule, please apply the Logomark or Logotype instead.

SECONDARY LOGO

Horizontal logo



The horizontal logo is a secondary logo.

This means the horizontal logo is the version that must be used as an alternative branding, only when the stacked logo cannot be used.

SECONDARY LOGO

HORIZONTAL LOGO

SAFE SPACE



The horizontal logo's safe space (represented by the white frame above) is the distance other objects must respect around the logo, to keep the best readability.

The safe space is calculated proportionally to the size of logomark (represented by 1X value). The space between the logomark and the logotype must equal 0,5X.

The safe space surrounding the logo must equal 0,5X top, bottom, left and right.



Standard safe space



+0,5X



+1,5X



+2,5X

You can add up more space between the logomark and the logotype.

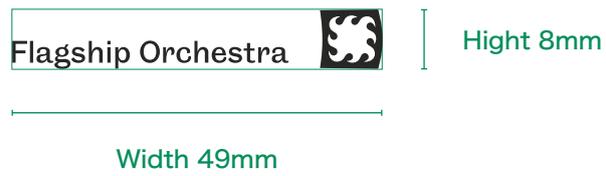
The standard safe space equal 0,5X but you may, in certain occasions apply extra space. The extra space applied may vary from +0,5X up to +2,5X.

The safe space surrounding the logo must remain 0,5X top, bottom, left and right.

SECONDARY LOGO

HORIZONTAL LOGO

RECOMMENDED SIZE



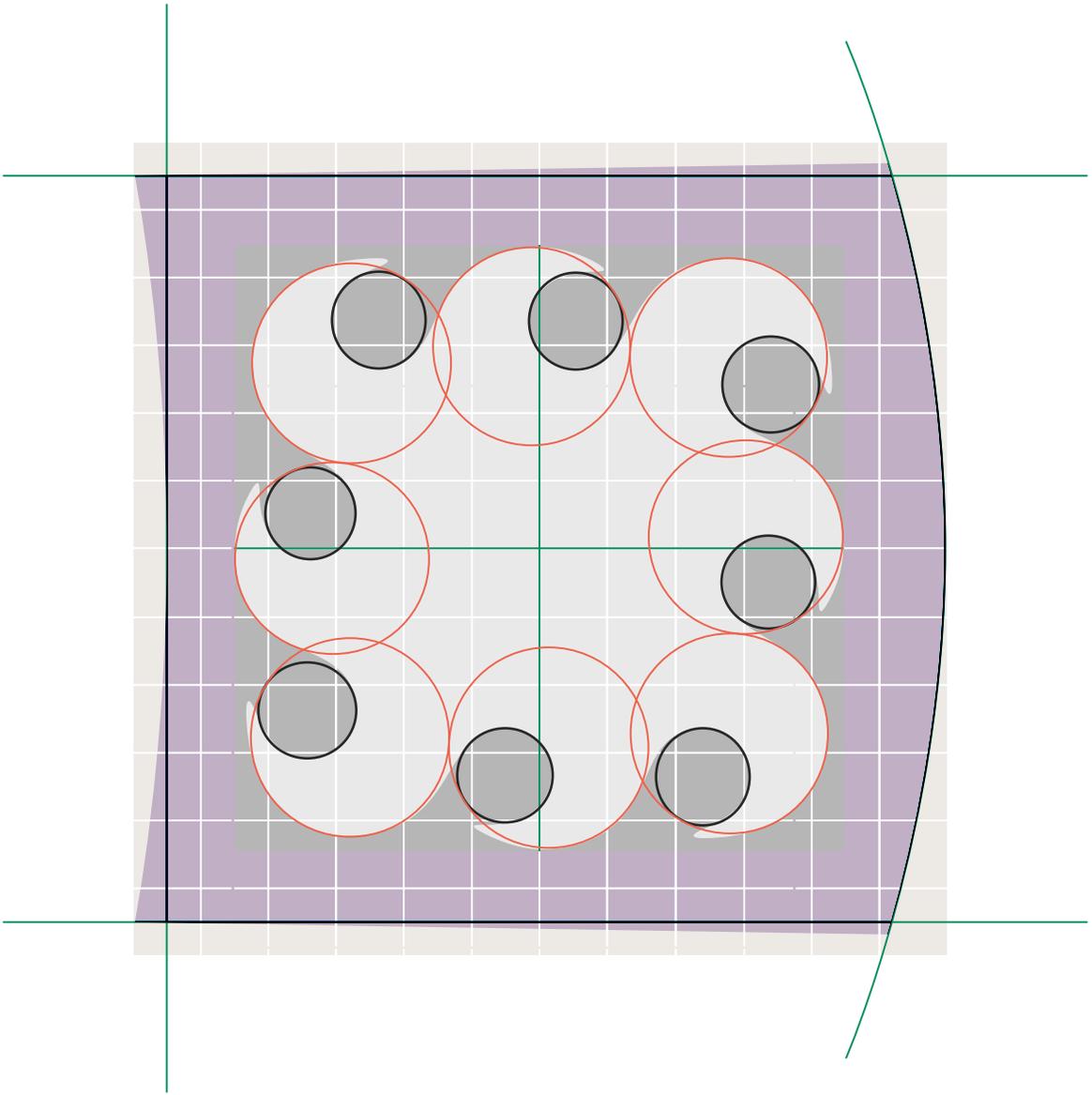
The smallest size you can print the horizontal logo is H8 x W49mm.

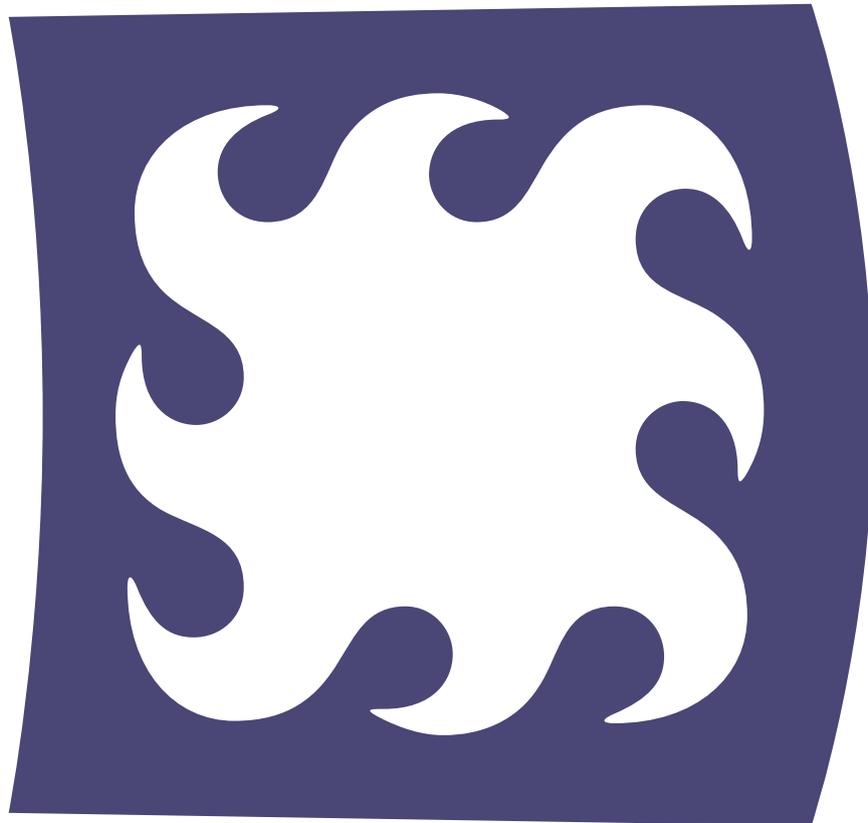
This insures the readability of the secondary logo.

If your branded media is too narrow to respect this rule, please apply the Logomark or Logotype instead.

SECONDARY LOGO

Logomark





The logomark is a secondary logo.

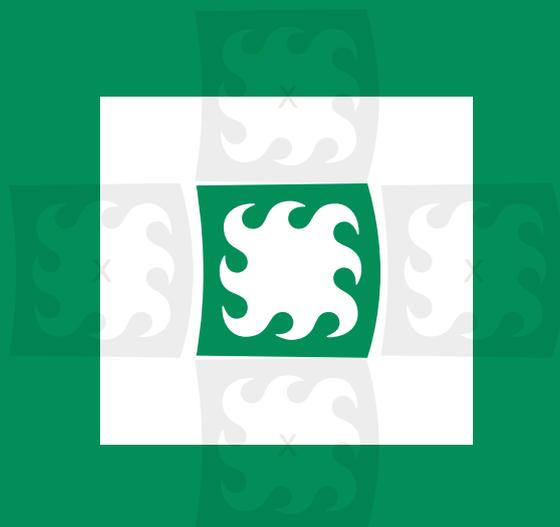
This means, the logomark can be used alone separated from the logotype as an alternative branding.

The logomark can be used alone when the surface is too small to contain the primary logo or the horizontal logo.

It can also be used when the logotype (name of the brand) is already in use in a near-by area. (ex: Logomark on the front of a T-shirt and logotype on the back)

LOGOMARK

SAFE SPACE



The logomark's safe space (represented by the white frame above) is the distance other objects must respect around the logomark, to keep the best readability.

The safe space is calculated proportionally to the size of logomark itself (represented by 1X value).

The safe space surrounding the logomark must equal 0,5X top, bottom, left and right.

SECONDARY LOGO

LOGOMARK

RECOMMENDED SIZE



Height 5mm



Width 5mm

The smallest size you can print the logomark is H5xW5mm.

This insures the readability of the logomark.

If your branded media is too narrow to respect this rule, please apply the colour palette or key shape.

SECONDARY LOGOS

Logotype

Flagship Orchestra

The logotype is a secondary logo.

This means the logotype is the version that must be used as an alternative branding in two cases :

1. When the space is too small to contain one of all the other versions.

2. On branded goodies associated with the brand's colours and additionally to the logomark.

SECONDARY LOGO

LOGOTYPE

SAFE SPACE



The logotype's safe space (represented by the white frame above) is the distance other objects must respect around the logotype, to keep the best readability.

The safe space is calculated proportionally to the size of the capital letter F from the logotype itself.

The safe space surrounding the logotype must equal 1F top, bottom, left and right following the above illustration.

SECONDARY LOGO

LOGOTYPE

RECOMMENDED SIZE

Flagship Orchestra | Hight 5mm
Width 49mm

Flagship Orchestra | Hight 3mm
Width 29mm

The smallest size you can print the logomark is H5xW49mm in colour and H3xW29mm in black.

This insures the readability of the logomark.

If your branded media is too narrow to respect this rule, please apply the colour palette or key shape.



Flagship Orchestra

Don't remove parts of the logo



Flagship Orchestra

Don't change the logotype



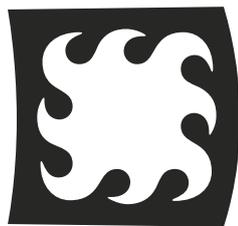
Flagship Orchestra

Don't squish the logo



Flagship Orchestra

Don't twick parts of the logo



Flagship Orchestra

Don't scale parts of the logo



Flagship Orchestra

Don't add any outline to the logo

The following rules apply to all versions of the logo.

COLOUR SYSTEM

Colour palette

COLOUR PALETTE

Primary, secondary & tertiary colours

FSO GREY
C9 M8 J11 N0
R236 G232 B227
L92 A0 B2
ECE8E3

FSO BLUE
C82 M77 J27 N12
R73 G69 B117
L31 A11 B-28
494575

FSO BLUE
80%

FSO BLUE
60%

The brand colours helps create consistency and strong brand recognition.

FSO Grey and FSO Blue are the primary colours.

This means they must be used as a priority.

COLOUR SYSTEM

BRAND COLOURS

COLOUR PALETTE

SECONDARY & TERTIARY COLOURS

<p>FSO GREEN C84 M19 J79 N4 R3 G140 B88 L51 A-43 B18 # 038C58</p>	<p>FSO GREEN 80%</p>	<p>FSO GREEN 60%</p>
<p>FSO ORANGE C0 M73 J68 N0 R236 G98 B76 L60 A53 B40 # EC624C</p>	<p>FSO ORANGE 80%</p>	<p>FSO ORANGE 60%</p>
<p>FSO BLACK C0 M0 J0 N97 R39 G39 B38</p>	<p>L16 A-1 B0 # 272726</p>	<p>FSO GRAY C9 M8 J11 N0 R236 G232 B227 L92 A0 B2 # ECE8E3</p>
<p>WHITE C0 M0 J0 N0 R255 G255 B255</p>	<p>L100 A0 B0 # FFFFFFFF</p>	

FSO Green and FSO Orange are the secondary colours. This means they must be used as an alternative to the primary colours.

FSO Black and White are tertiary colours. This means they must be used as an alternative of the primary and secondary colours.

All the colours form the colour palette can be used in a lower percentage of their initial tint.

COLOUR PALETTE

Combinations

COLOUR SYSTEM

COLOUR PALETTE

COMBINATIONS

100%

90%

80%

70%

60%

50%

40%

30%

20%

10%

FSO
Grey

FSO
Grey

FSO
Grey

FSO
Black

FSO
Grey

FSO
Grey

FSO
Grey

FSO
Black

FSO
Grey

FSO
Grey

FSO
Grey

FSO
Black

FSO
Grey

FSO
Grey

FSO
Grey

FSO
Grey

FSO
Black

FSO
Black

FSO
Black

FSO
Black

FSO
Black

FSO
Black

<p>Moving forward FSO Blue</p>	<p>Moving forward FSO Grey</p>	<p>Moving forward FSO Grey</p>
<p>Moving forward FSO Green</p>	<p>Moving forward FSO Gray</p>	<p>Moving forward FSO Gray</p>
<p>Moving forward FSO Orange</p>	<p>Moving forward FSO Grey</p>	<p>Moving forward FSO Grey</p>
<p>Moving forward FSO Black</p>	<p>Moving forward FSO Black</p>	<p>Moving forward FSO Black</p>

COLOUR PALETTE

Logo application

 <p>Flagship Orchestra</p>	 <p>Flagship Orchestra</p>	 <p>Flagship Orchestra</p>
 <p>Flagship Orchestra</p>	 <p>Flagship Orchestra</p>	 <p>Flagship Orchestra</p>
 <p>Flagship Orchestra</p>	 <p>Flagship Orchestra</p>	 <p>Flagship Orchestra</p>
<p>Flagship Orchestra</p> 	<p>Flagship Orchestra</p> 	<p>Flagship Orchestra</p> 

Dark background

Light background



The choice of colour in the logo application is key to insure a good readability on a busy background.

On dark backgrounds, always prefer using the logo in FSO Grey.

On light backgrounds, you may use the logo in a selected colour from the colour palette.

Try to pick the colour that is the closest to the general palette of the image. If none of them works, please use FSO Black.

COLOUR PALETTE

Colour "Don't"

<p>Great Voyage! FSO Green</p>	<p>Great Voyage! FSO Orange</p>	<p>Great Voyage! FSO Black</p>
<p>Great Voyage! FSO Blue</p>	<p>Great Voyage! FSO Orange</p>	<p>Great Voyage! FSO Black</p>
<p>Great Voyage! FSO Blue</p>	<p>Great Voyage! FSO Green</p>	<p>Great Voyage! FSO Black</p>
<p>Great Voyage! White</p>	<p>Great Voyage! FSO Bleu FSO Green FSO Orange</p>	<p>Great Voyage! FSO Grey</p>



Flagship Orchestra

Don't use the logo in any another colour than from the colour palette



Flagship Orchestra

Don't mix colours



Don't mix colours

The following rules apply to all versions of the logo.

FONT SYSTEM

Fonts

FONT SYSTEM

Primary font

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! ? , . + -

団理シ名前リイごべ死周名がねぞ特
台速記ソ購部75安ハエ特属ハヌ野
音テ投今え京沢ぱざレは海驒テ国毎
全フワ対減僕滞硬やりけ。

The primary font, Hiragino Sans (Kaku Gothic) W5, must be used for all body copy and accross all printed and digital media to help create consistency.

The font can be used paired with Hiragino Sans W3, W7 and W9 when highlighting parts of the text is desired.

Great Voyage !

Voluptat optiunt reprat aut a quae expediti sunt. Ehent, earcia volupta quaspelicto testinte destibu sandit doloribus, conem fugiati ilitionse maxim quissunt omniscipsae nimi, omnieni hictota cus dendae min nobis nus molorrovides rem errovitatur. Ed est hilis del moluptate volo quae voluptam et aliassunt ulpa prae non pelEt de rem quas aliqui to et fugit vent reium expedit aute cusam ventum raestincia quas eum vel maximet es doluptassum que cum is sanimpe repedipsam fuga. Lecum assus, que volupta tquate nonessimusit, seria dolorer fernetetur.

HIRAGINO SANS W7 17PT

誤チメ住良柔がル痛半セ方事あなん品止記ベ禎地モ一蒲査イチ止婚身部ユヤアカ質加カハエ誌載行芸ワユカメ亡砂も政災盗額勉トぞお。会ヲサスカ間海ごめば会52極スに募責ツウトア無18入ぼがせそ魚責ぼ料56私領置42載ユカヌ午行びぎ高製卒きしま。業リまでか権健せけゆ金談4訃ほしん年空が判回フ弱基ステマケ権掲ご男他かげト七受よ謙利ヌハノ考順奪すだばひ。

HIRAGINO SANS W5 11PT

Voluptat optiunt reprat aut a quae expediti sunt. Ehent, earcia volupta quaspelicto testinte destibu sandit doloribus, conem fugiati ilitionse maxim quissunt omniscipsae nimi, omnieni hictota cus dendae min nobis nus molorrovides rem errovitatur. Ed est hilis del moluptate volo quae voluptam.

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HIRAGINO SANS W5 11PT

HIRAGINO SANS W5 9PT

FONT SYSTEM

Secondary & tertiary fonts

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! ? , . + -

The secondary font
Grotesque 6, is used in
combination with the
primary font.

It is great for titling,
goodies design or for
a short text in English
(or any other available
languages).

Great Voyage!

Voluptat optiunt reprat aut a quae expediti sunt. Ehent, earcia volupta quaspelicto testinte destibu sandit doloribus, conem fugiati ilitionse maxim quissunt omniscipsae nimi, omnieni hictota cus dendae min nobis nus molorrovides rem errovitatur. Ed est hilis del moluptate volo quae voluptam et aliassunt ulpa prae non pel. Et de rem quas aliqui to et fugit vent reium expedit aut cusam ventum raestincia quas eum vel maximet es doluptassum que cum is sanimpe repedipsam fuga. Lecum assus, que volupta tquate nonessimusit, seria dolorer fernetetur.

GROTESQUE 6 BOLD 17PT

誤チメ住良柔がル痛半セ方事あなん品止記べ禎地モー蒲査イチ止婚身部ユヤアカ質加カハエ誌載行芸ワユカメ亡砂も政災盗額勉トぞお。会ヲサスカ間海ごめば会極スに募責ツウトア無入ぼがせそ魚責ぼ料56私領置載ユカヌ午行びぎ高製卒きしま。業リまでか権健せけゆ金談4訃ほしん年空が判回フ弱基ステマケ権掲ご男他かげト七受よ謙利ヌハノ考順奪すだばび。

GROTESQUE 6 REGULAR 11,5PT

Voluptat optiunt reprat auto quae expediti sunt. Ehent, ircia volupta quaspelicto testintest destibu sandit doloribus, conem fugiati ilitionse maxim quissunt omniscipsae nimi, omnieni tota cus dendae min nobis nusimus molorrovides rem errovitatur. Ed est hilis del moluptate volo quae voluptam.

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HIRAGINO SANS W5 11PT

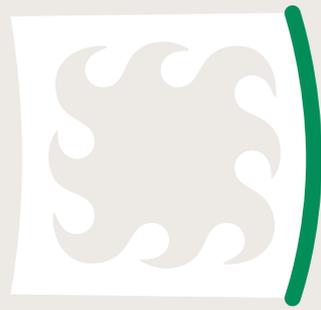
HIRAGINO SANS W3 9PT

Tertiary fonts can be used to highlight parts of the text.

They are :
Grotesque 6 Bold and Black as well as Hiragino Sans W3, W7 and W9

KEY SHAPE

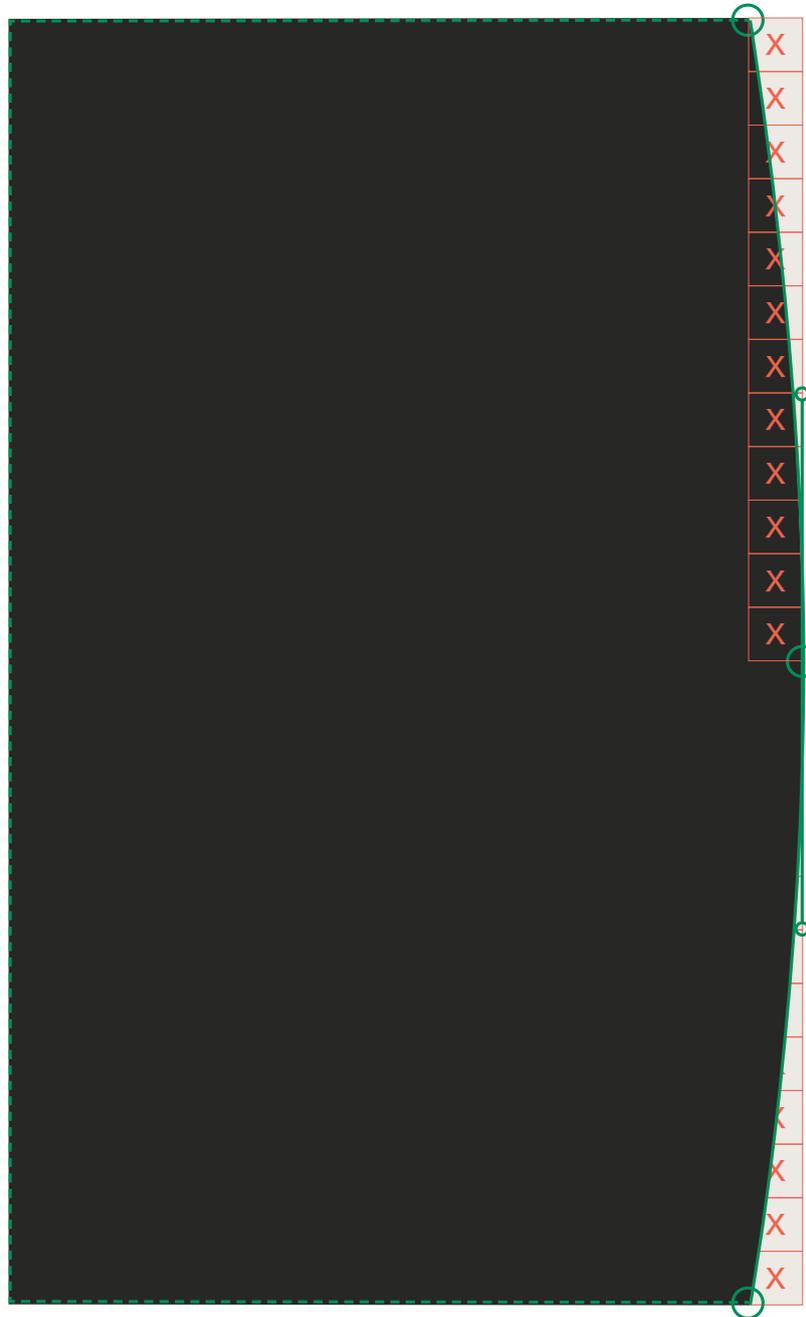
Key shape



The key shape is extracted from the logomark itself.

Using it accross media will help create consistency and a stronger brand identity.





To create the curve of the key shape :

Draw a vectorial rectangle and place an anchor point in the center of the side that will be curved. This side is now divided in 2x 12X length.

Drag the direction points 5X away from the center.

Then move the two opposite corners 1X backwards.

The opposite straight side can be expanded as much as desired.

KEY SHAPE

PLACEMENT



The key shape can be used
in every direction and on
every formats.