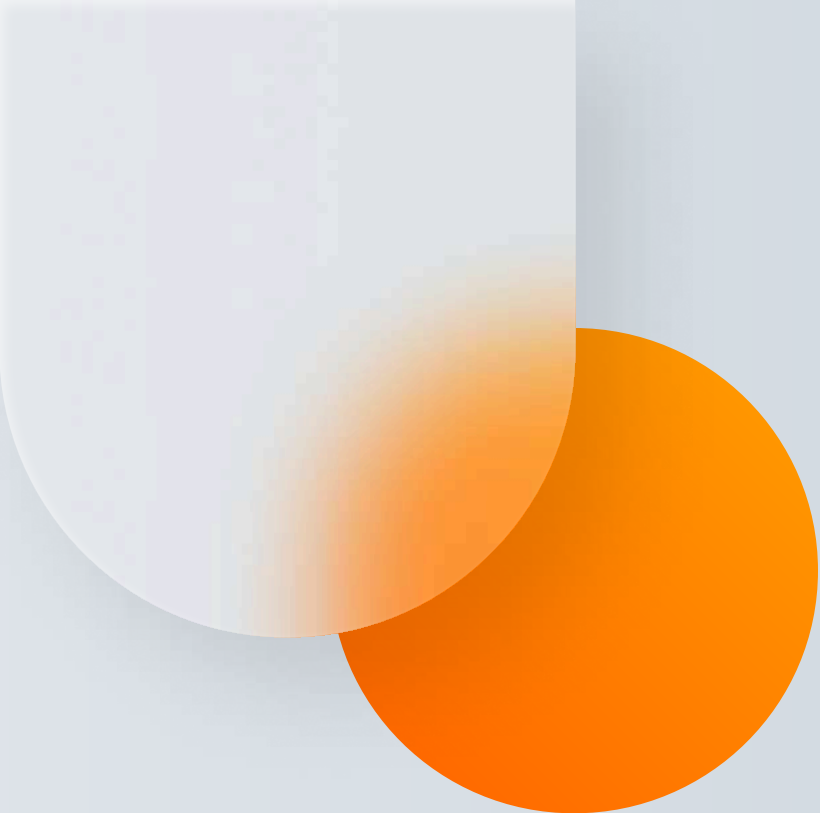




 Future Processing

Brand Guidelines

future-processing.com

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02. Logo	04
03. Colour Pallete	10
04. Typography	14
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We are a technology consultancy & software delivery partner

We advise on the most efficient IT solutions, optimise operations, and drive revenue growth for clients globally.

Leveraging our expertise in software and technology, we've successfully delivered hundreds of software products for both SMEs and market-leading brands, including Fortune 500 companies.

Our approach transforms strategic insights into impactful outcomes, ensuring every solution is designed to deliver measurable business value.

[Read more](#) →

Logo

Logo Sign

Symbol

Minimum size

Correct use

Logo restrictions (examples)



Logo Sign

Future Processing's logo consists of a symbol and a logotype in either black or white colour. There are two versions of the logo: a horizontal and a vertical one. The default and preferred version of the logo is the horizontal version. The vertical version should only be used in special cases (i.e. if the legibility of the full logo is compromised [see example on page 6])

Vertical Version



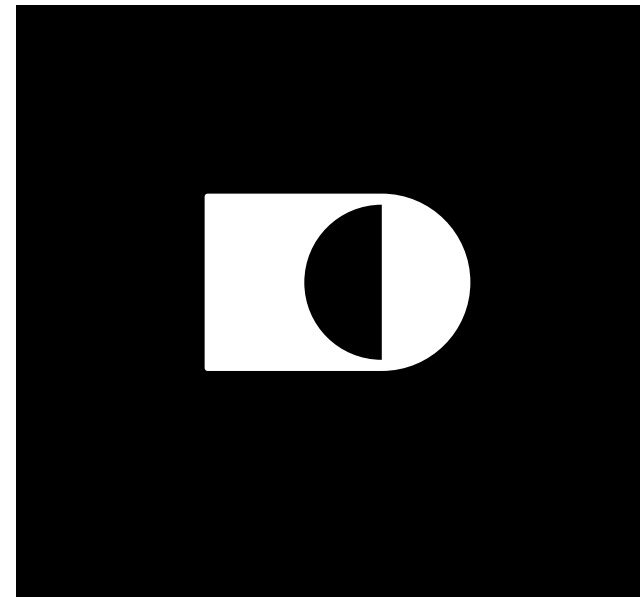
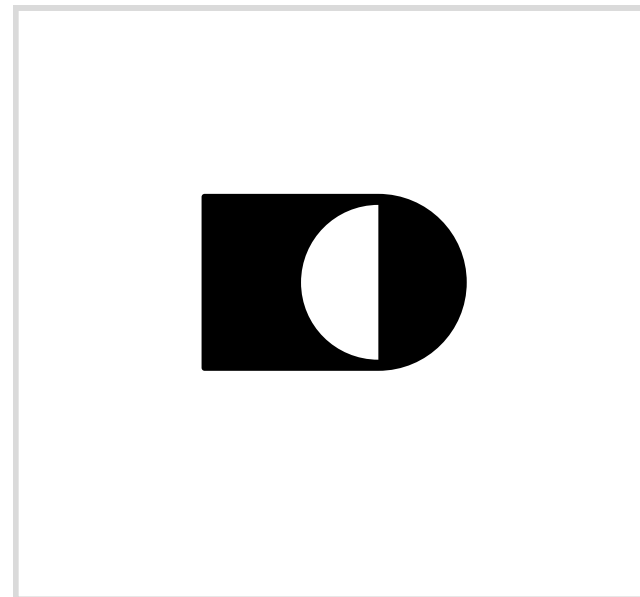
Horizontal Version



Symbol

The symbol alone should only be used if the name of the company is already placed near the symbol, or if inserting the complete logo is not possible. Examples of such uses are social networks (avatar).

Symbol



Minimum size

To make sure the logo is always clear and legible, there is a minimum size requirement.

A **clear space** is an area surrounding the logo which should be left clear. Placing other graphic elements in this area is forbidden. The clear space is based on the the height of the symbol (A).

Horizontal version:

Min. length: **25 mm/116 px**

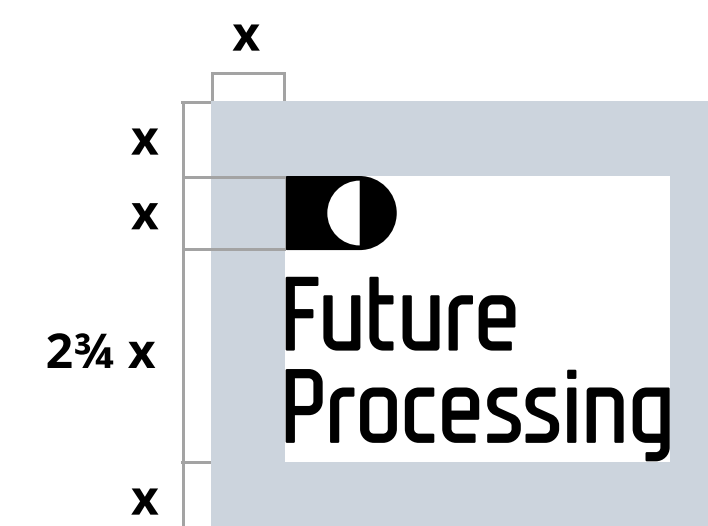
Min. height: **3 mm/13 px**



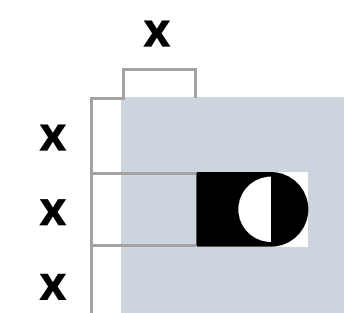
Vertical version:

Min. length: **11 mm/64 px**

Min. height: **8 mm/48 px**



The symbol does not have a minimum size, however it should be readable.



Correct use

- Whenever possible, use the horizontal version of the logo.



- In the second example, the vertical version is used correctly because using the horizontal one would make the logo disproportionately small when compared to others.



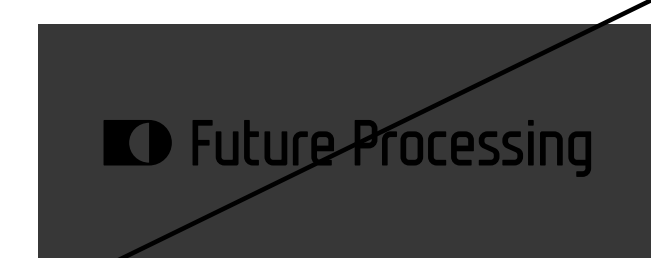
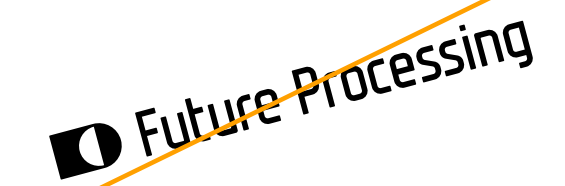
- In the third example, the symbol is used correctly because there is a company name next to it.



● Logo restrictions (examples)

It is not allowed to:

- change the size relationship of the components.
- change the proportions of the logo – don't stretch or compress it.
- place the logo on a background that distorts its legibility, for example busy photos, patterns, or on colours that provide insufficient contrast.
- add visual effects like shadows, glow, or bold text to the logo. The only exception is a background-coloured shade with very low saturation and a large blur. This effect should be barely noticeable and used solely to enhance the logo's visibility on non-uniform backgrounds.
- place the logo in orientations other than horizontal or vertical.
- change the colours of the logo.
- use the logo as an outline.



Colour Palette

Brand Colours

Gradients

Colour use scale

Brand Colours

Consist of a wide set of **oranges**, and two sets of **grays** – cool (with a hint of a blue tone) and regular.



BRAND EXTRA LIGHT
HEX: #FFE2B2
RGB: 255, 226, 178
CMYK: 0, 11, 33, 0



BRAND LIGHT
HEX: #FFA000
RGB: 255, 160, 0
CMYK: 0, 50, 100, 0



BRAND
HEX: #FF6000
RGB: 255, 96, 0
CMYK: 0, 75, 100, 0



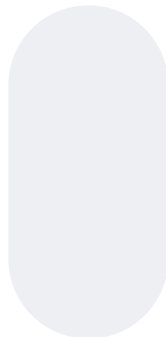
BRAND MEDIUM
HEX: #D24F00
RGB: 210, 79, 0
CMYK: 0, 75, 100, 25



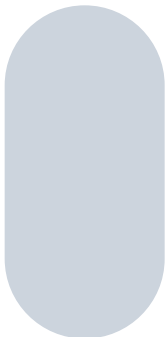
BRAND DARK
HEX: #9D3B00
RGB: 157, 59, 0
CMYK: 0, 85, 100, 38



WHITE
HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0



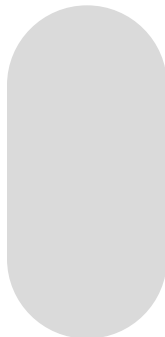
LIGHT COOL GRAY
HEX: # EDF0F3
RGB: 236, 240, 243
CMYK: 12, 6, 4, 0



COOL GRAY
HEX: #CCD5DD
RGB: 204, 213, 221
CMYK: 24, 13, 11, 0



DARK COOL GRAY
HEX: # ADBBC7
RGB: 173, 187, 199
CMYK: 32, 19, 15, 0



LIGHT GRAY
HEX: #DADADA
RGB: 218, 218, 218
CMYK: 0, 0, 0, 20



MEDIUM GRAY
HEX: #A3A3A3
RGB: 163, 163, 163
CMYK: 0, 0, 0, 45



GRAY
HEX: #6D6C6D
RGB: 97, 97, 97
CMYK: 0, 0, 0, 75



DARK GRAY
HEX: #373737
RGB: 55, 55, 55
CMYK: 0, 0, 0, 90



DARK
HEX: #252425
RGB: 37, 36, 37
CMYK 0, 0, 0, 100



BLACK
HEX: #000000
RGB: 0, 0, 0
CMYK 0, 0, 0, 100

Gradients

There are **four types of gradients** in three directions going from light to dark: left to right (horizontal), top to bottom (vertical), and top left to bottom right (diagonal). The direction of the gradients is set by general lighting (coming from the left side).

LIGHT
#FFFFFF (WHITE)
#EDF0F3 (LIGHT COOL GRAY)

ADDITIONAL OPTIONS

→

←

↓

↑

↘

↙

GRAY
#EDF0F3 (LIGHT COOL GRAY)
#CCD5DD (COOL GRAY)

ADDITIONAL OPTIONS

→

←

↓

↑

↘

↙

DARK GRAY
#CCD5DD (COOL GRAY)
#ADBBC7 (DARK COOL GRAY)

ADDITIONAL OPTIONS

→

←

↓

↑

↘

↙

TRIPLE GRAY
#CCD5DD (COOL GRAY)
#EDF0F3 (LIGHT COOL GRAY)
#FFFFFF (WHITE)

ADDITIONAL OPTIONS

→

←

↓

↑

↘

↙

DARK
#6D6C6D (GRAY)
#252425 (DARK)

ADDITIONAL OPTIONS

→

←

↓

↑

↘

↙

BRAND
#FFA000 (BRAND LIGHT)
#FF6000 (BRAND)

ADDITIONAL OPTIONS

→

←

↓

↑

↘

↙

● Colour use scale

We use company colours in the following proportions (presented in %).

58%

WHITE

8%

DARK COOL GRAY

2%

BRAND LIGHT

18%

LIGHT GRAY

4%

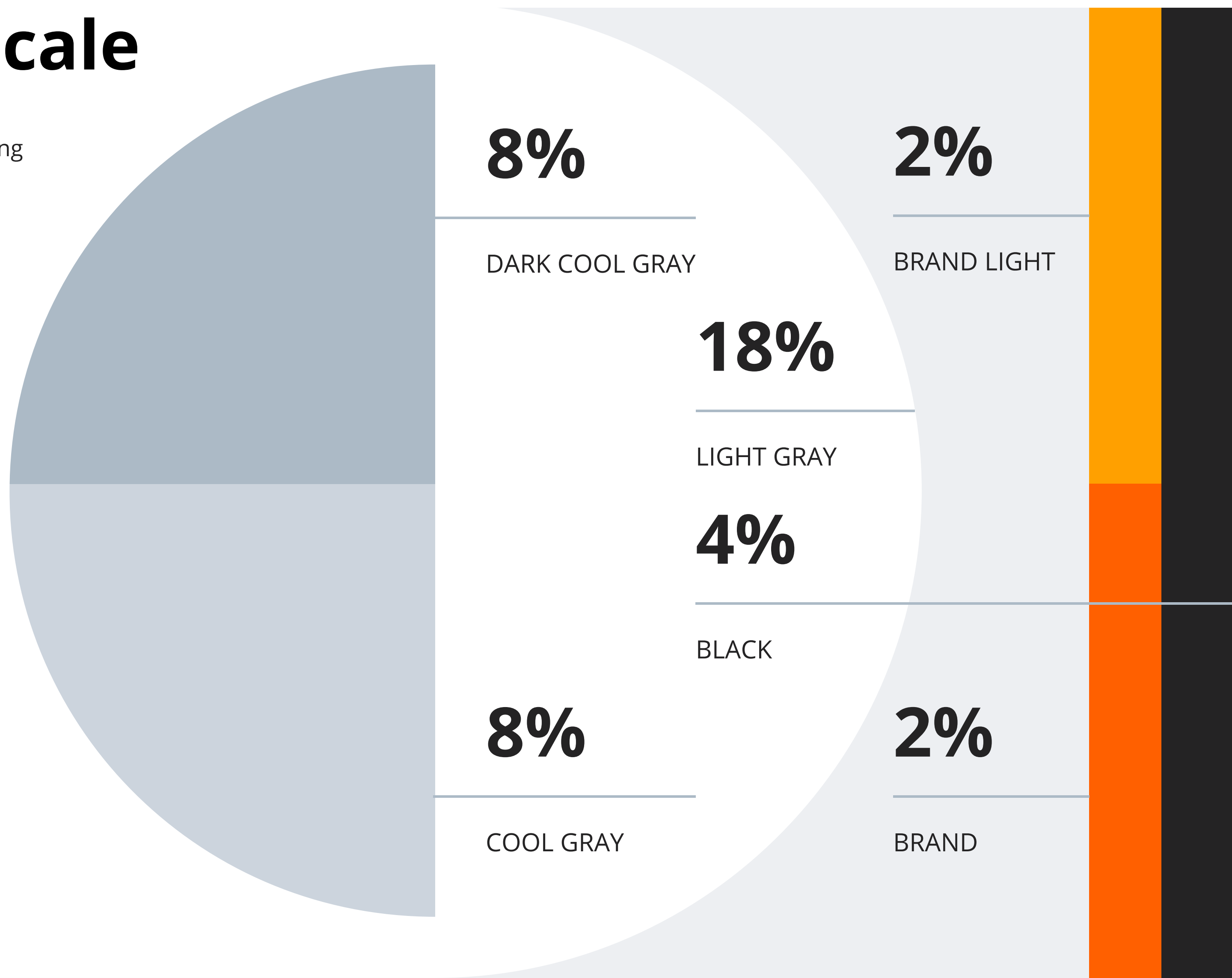
BLACK

8%

COOL GRAY

2%

BRAND



Typography

Font family

Text highlighting

Hyperlinks

Font colour examples

Spaces examples

8. €
FitF

w Łaz.
na zaku
szkolnyc

Doła

● Font family

The font used in all company materials is **Open Sans**. Possible variants of this font are: Regular, Italic, Bold, Bold Italic.

Aa

Aa Open Sans Regular

Aa *Open Sans Regular Italic*

Aa **Open Sans Bold**

Aa ***Open Sans Bold Italic***

● Text highlighting

To highlight the text, we use an **orange gradient** in headings and a **bold version** of the font in paragraphs.

● Hyperlinks

To highlight the text that is a **hyperlink**, we use an underline, bold and an orange color called Brand.

● Font colour examples

Title example

To highlight the text that is a **hyperlink**, we use an underline, bold and an orange color called Brand.

Title example

To highlight the text that is a **hyperlink**, we use an underline, bold and an orange color called Brand.

Title example

To highlight the text that is a **hyperlink**, we use an underline, bold and an orange color called Brand.

* Such cases are very rare in our identification.

Title example

To highlight the text that is a **hyperlink**, we use an underline, bold and an orange color called Brand.

* Such cases are very rare in our identification. We use the same example on darkened photos.

Spaces examples

Title example

x
x

To highlight the text that is a [hyperlink](#), we use an underline, bold and an orange color called Brand.

1½ x

Headline lorem ipsum

x
x

Nexteer's long-term goal was to **undergo a full digital transformation** within the Prototype Operations part of the company and *their processes, applications, and databases had become antiquated and because of the specialized work that has to be done with the prototypes, none of the existing off-the-shelf systems were able to fulfill their specific requirements.* The best possible solution for

Headline lorem isum

Headline lorem ipsum

x
Nexteer's long-term goal was to **undergo a full digital transformation** within the Prototype Opence, saving time and eliminating potential waste.

1½ x

Headline lorem ipsum

x
Nexteer's long-term goal was to **undergo a full digital transformation** within the Prototype Operations part of the company.

■ The client's crucial step towards the full **digital transformation** and a paperless facility taken thanks to our collaboration and the creation of new modules

½ x

■ The processes are optimized and **the efficiency improved by as much as 83%** – for example, the application of changes in the PFC system takes minutes instead of over half an hour or longer

Graphic Elements

Shadow examples

Orange dividing line

Glass effect

Photos

Background

Icons

Shadow examples

There are two sizes of shadows (regular and small). The direction of the shadows is set by general lighting (coming from the top left side).

Title example

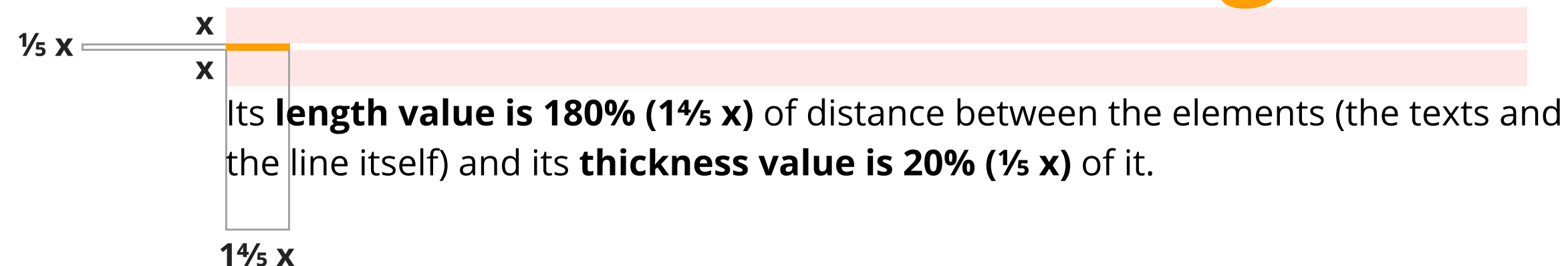
To highlight the text that is a **hyperlink**, we use an underline, bold and an orange color called Brand.



Orange dividing line

We use a small orange dividing line under headings. It is a separator between the title and the paragraph text.

Line color: brand light

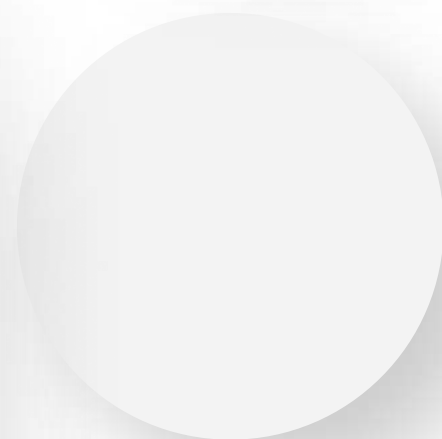
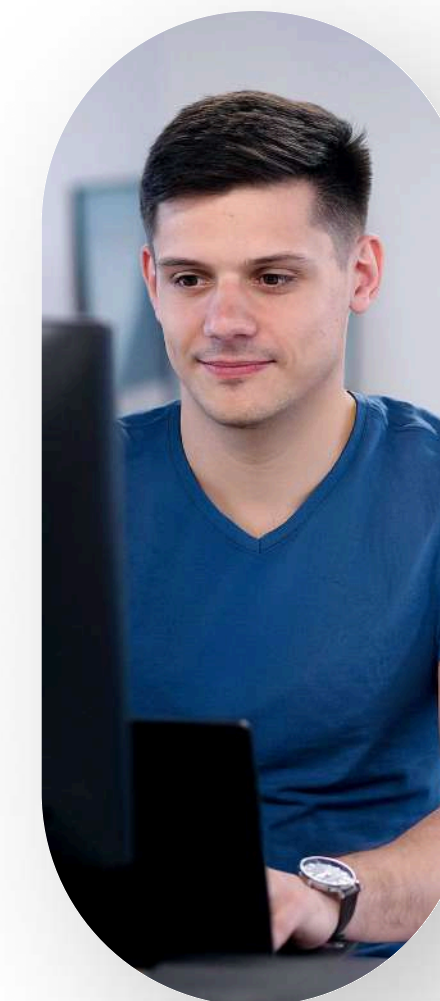
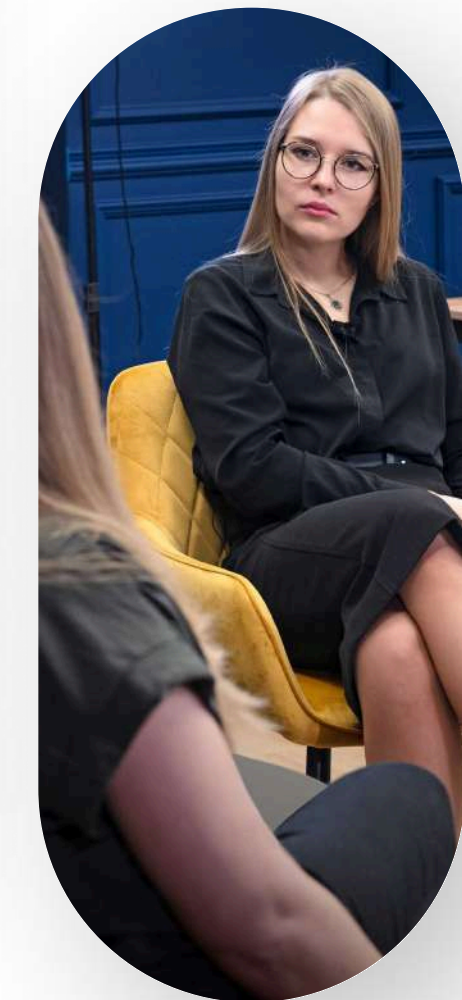


Glass effect

—
We use a glass effect in our graphics on the website and also in other materials.

Photos

—
In our materials we use pictures taken by us, showing our people and offices.





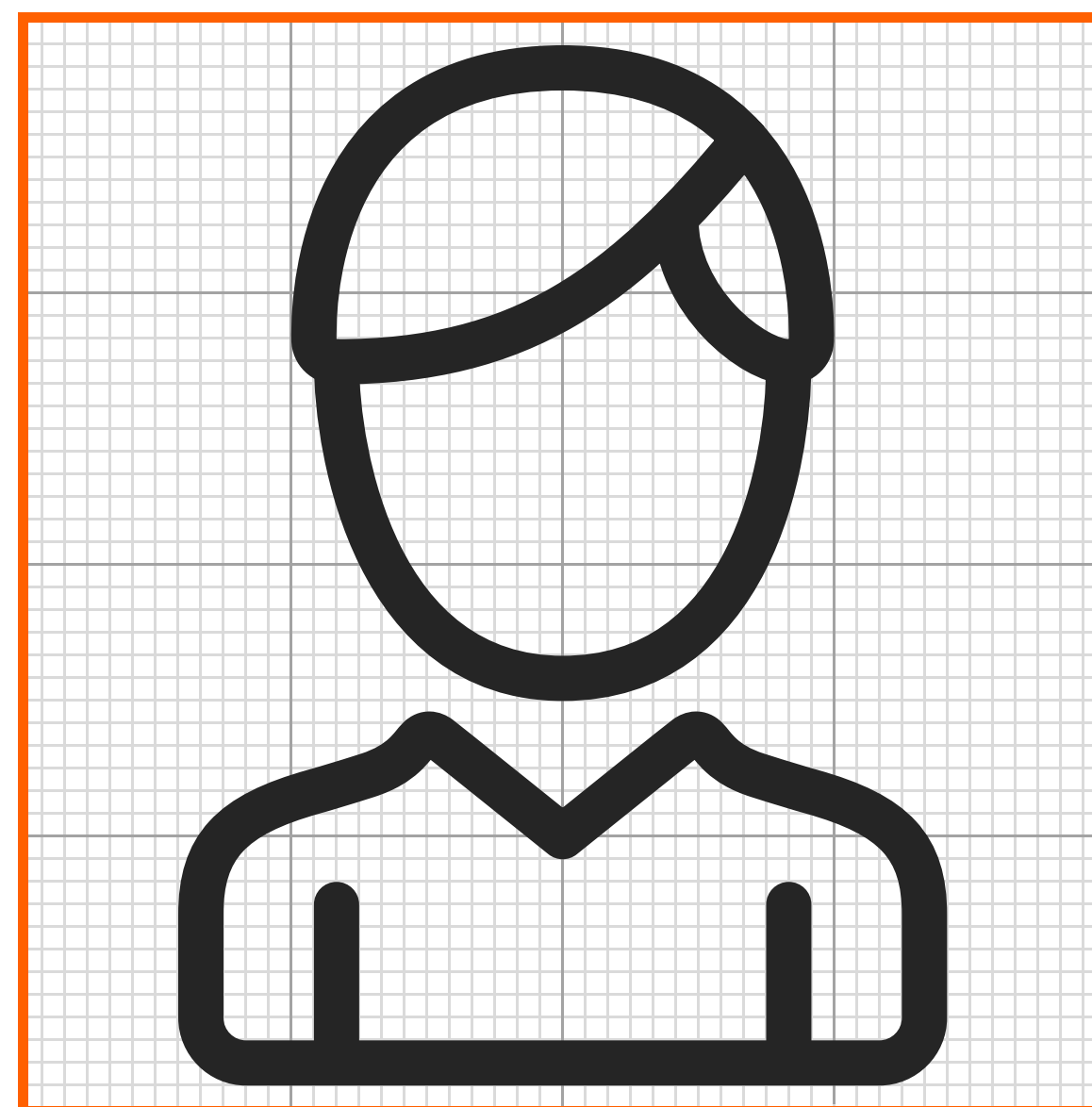
Backgrounds

We use vector backgrounds (linear and dotted graphics) on the website and also in other materials like presentations, social media graphics, and many more.



Icons

The icons created for Future Processing ID system are intuitive, simple vector icons based on a thin outline which allows creating clear interfaces. Their construction is based on a 16x16 px or 48x48 px grid. The thickness of the line should be 2 px.



48 px

+800 icons set



Icon categories

The icons created for Future Processing ID system are intuitive, simple vector icons based on a thin outline which allows creating clear interfaces. Their construction is based on a 16x16 px or 48x48 px grid. The thickness of the line should be 2 px.

- People
- Benefits
- Devices
- Docs & Files
- Hands
- Presentations
- Time & Date
- Communication
- Tools
- Values & Emotions
- Arrows
- Transport & Countries
- Finance
- Attention
- Apps & Technologies
- FP
- Animals
- Buldings & Furniture
- Socials
- Sport & Healts
- Food & Plants
- Weather
- Party & Holidays
- Others



16 px



CI usage examples

Website

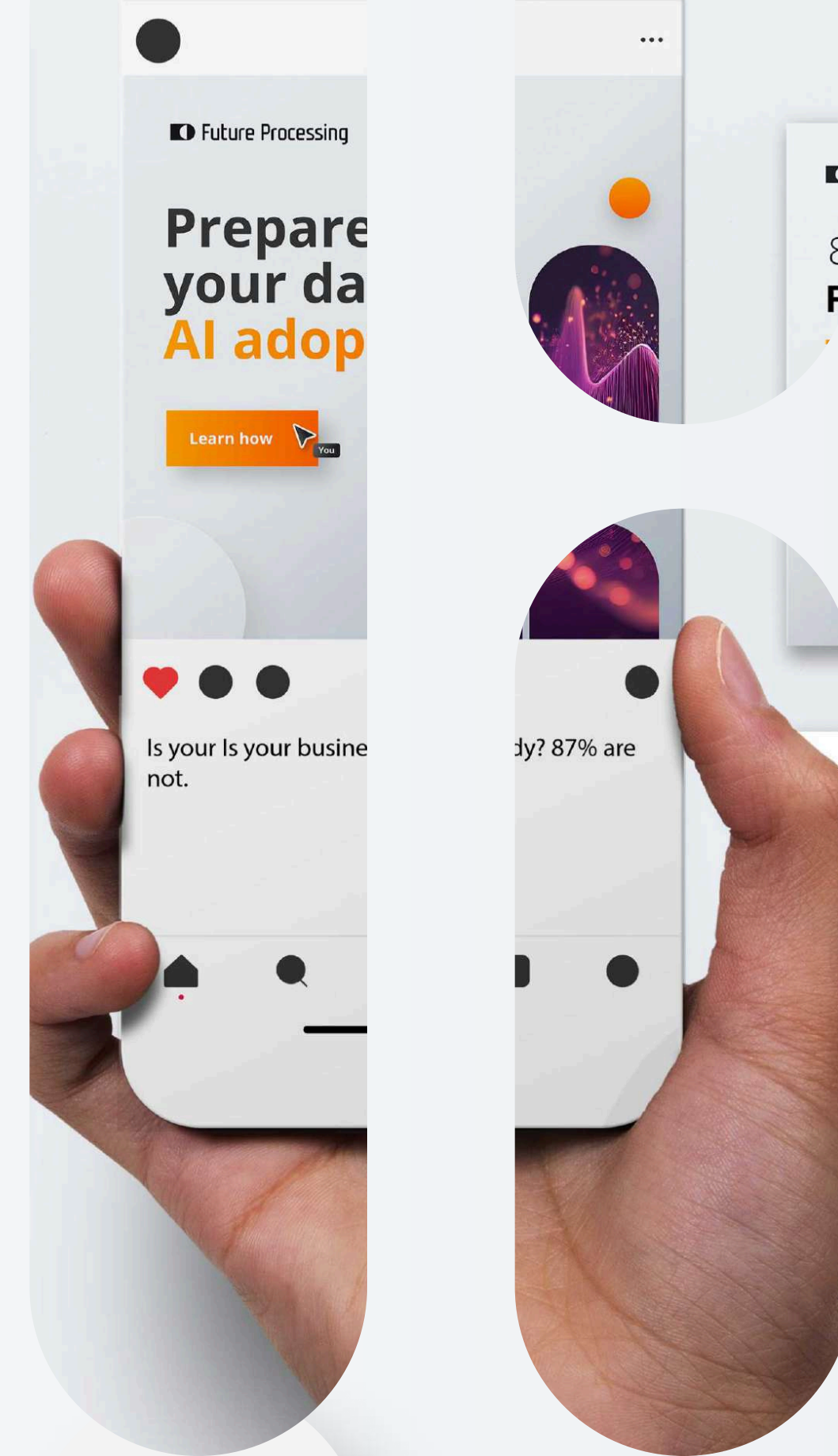
Social media

Blog infographics

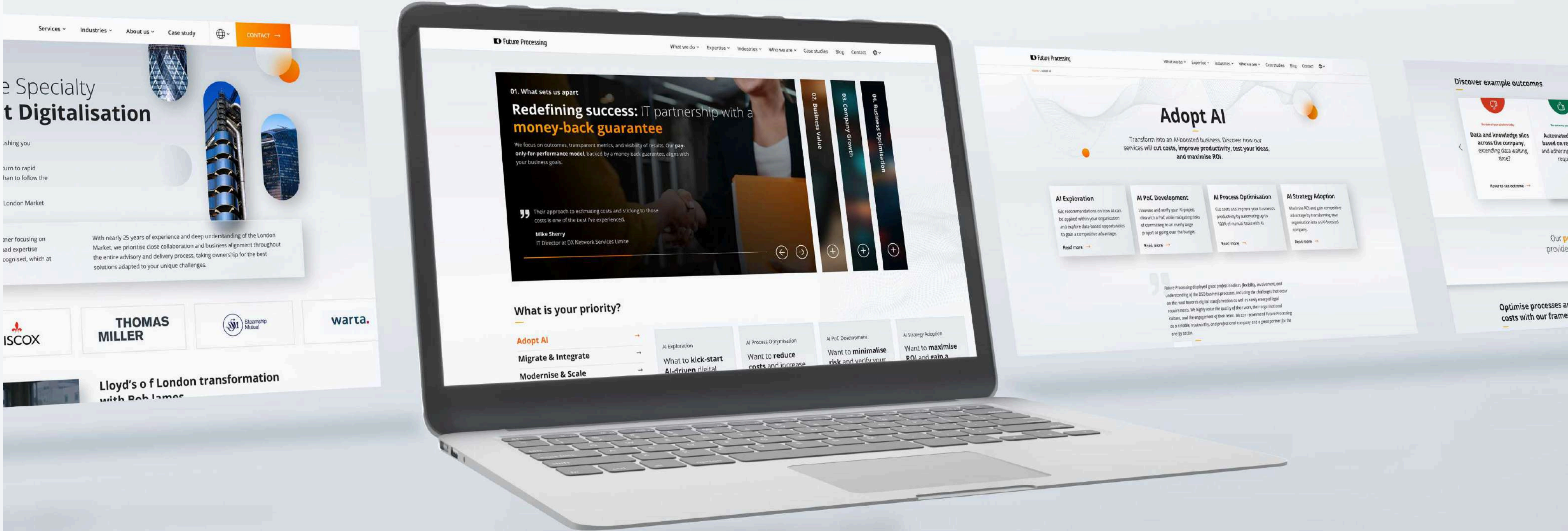
ROI Report

ESG Report

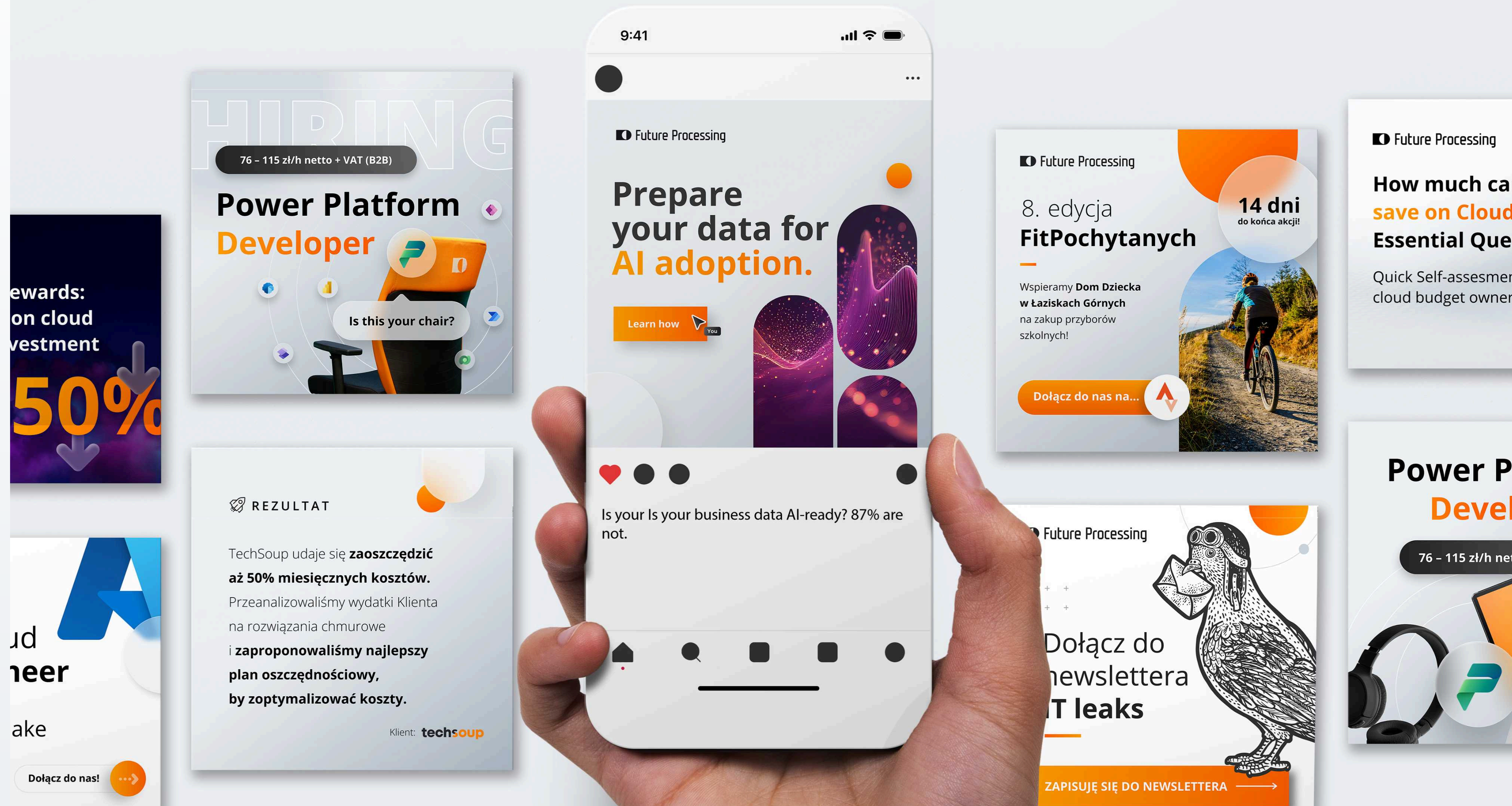
Power Point presentations



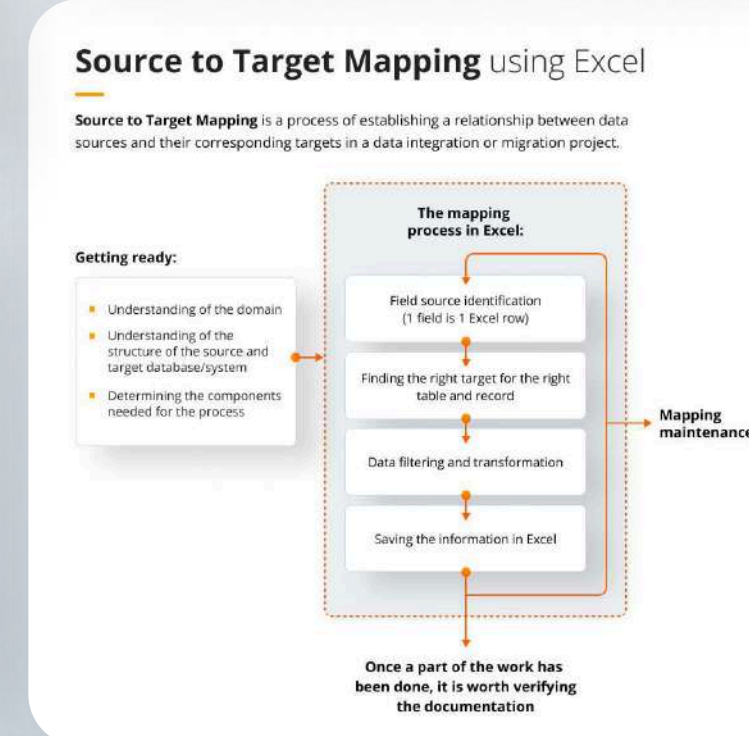
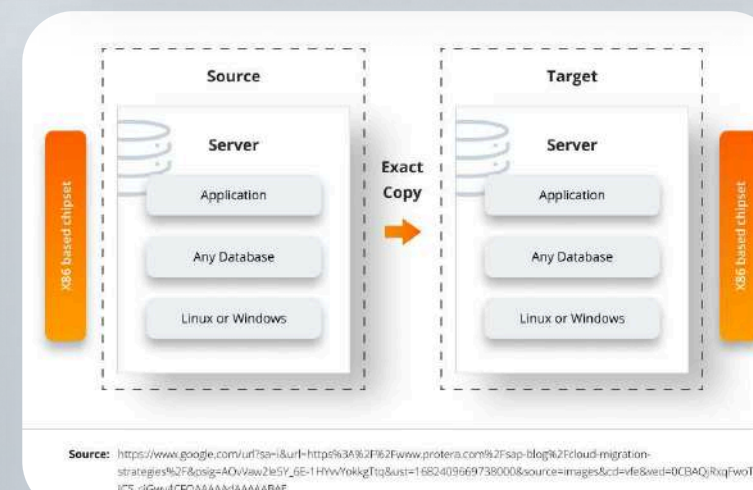
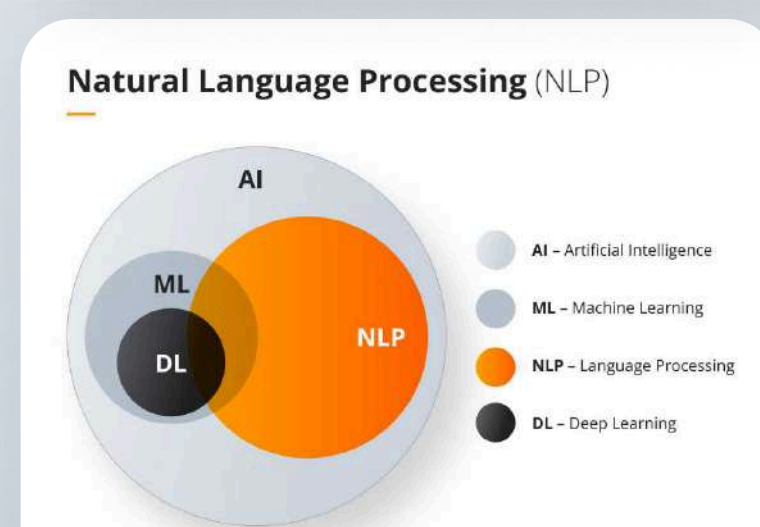
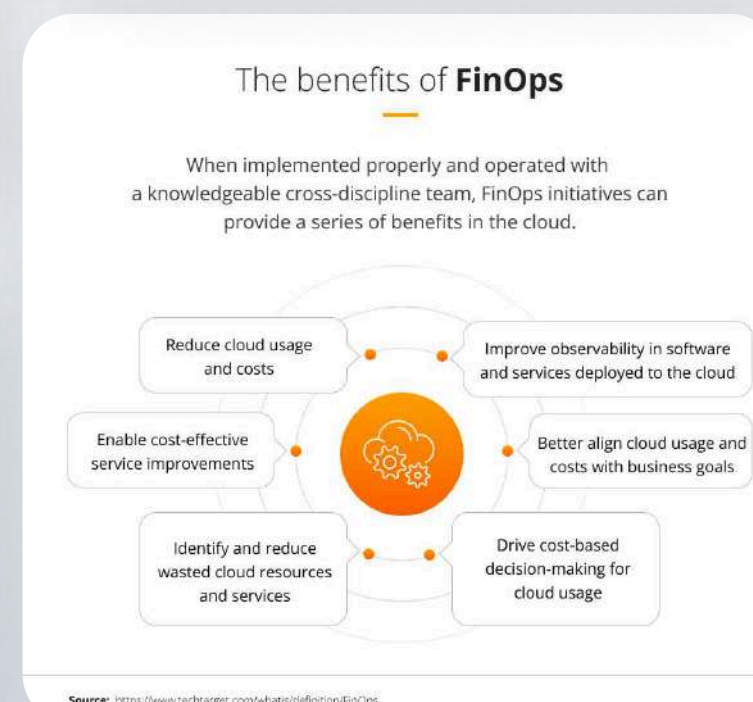
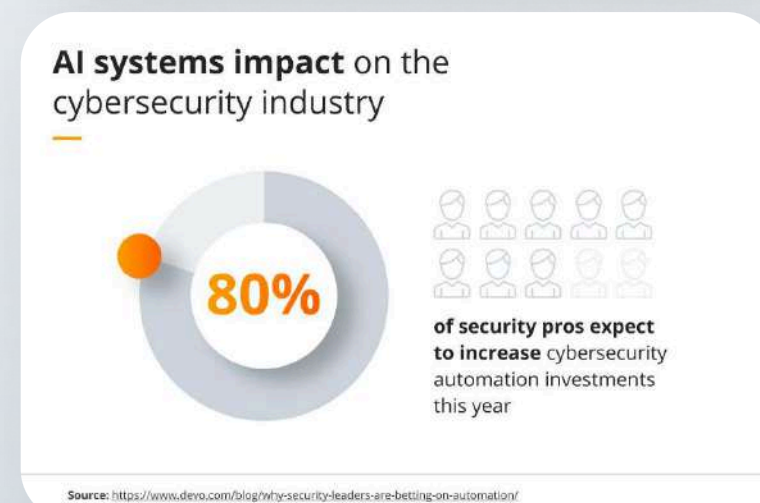
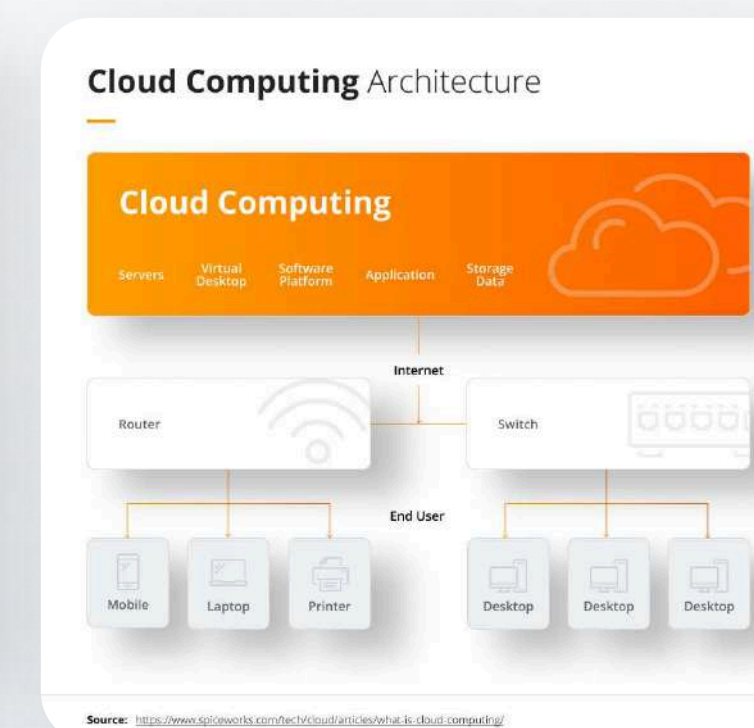
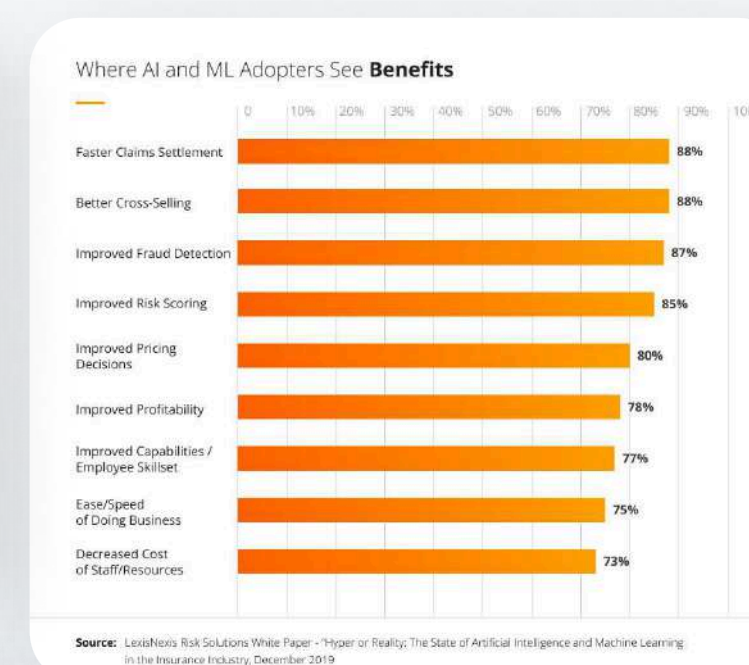
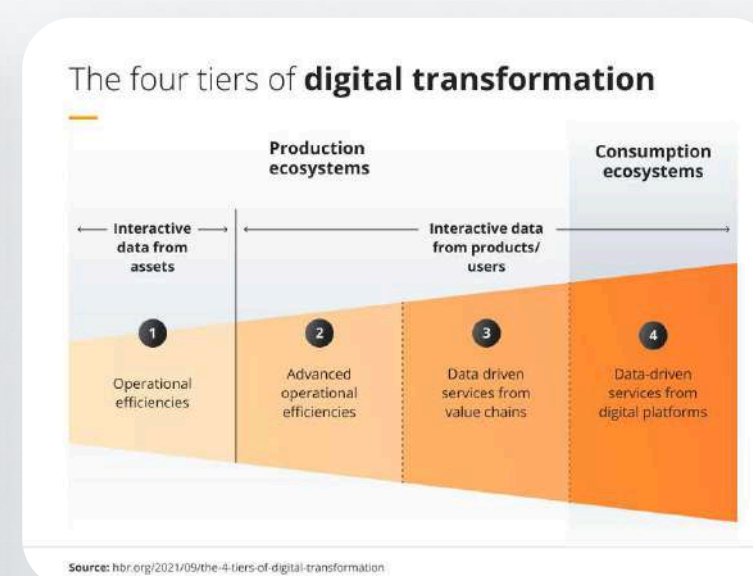
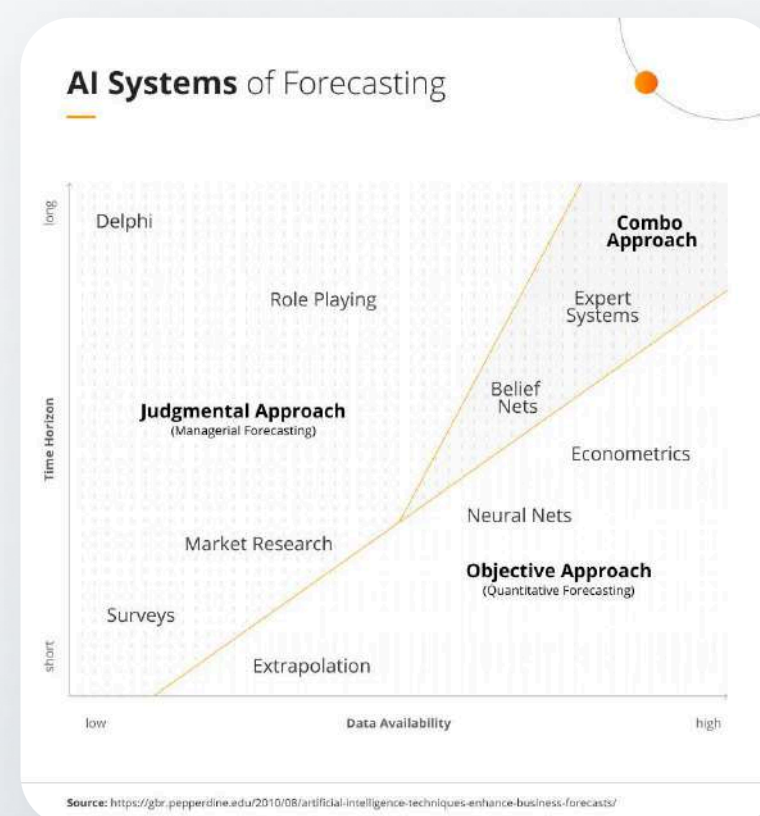
Future Processing's website



● Social media graphics



Blog infographics



ROI Report





Power Point presentations

