

Abridged Brand Book



FTD

There is a reason Mercury Man is black and gold.

Logo

The mark

Our new Mercury Man mark with it's san serif, slightly italic, typeface is modern and reflects our fresh and progressive personality.



Go-to usage

When presented with a full solid black background such as the website top navigation band, an all black apron, an all black van, an all black box or an all black awning, this is the preferred logo use.

To protect the integrity of the logo, use one helmet width to preserve clear space around the mark.

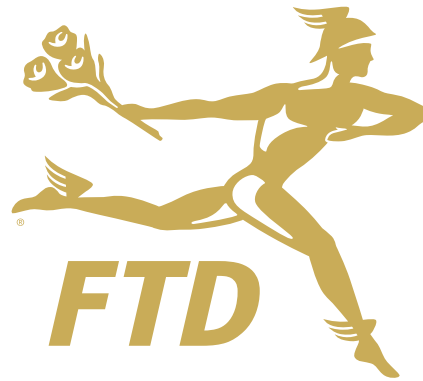


One-color gold on black

Secondary usages

When not presented with a full solid black background, use only one of these four approved variations.

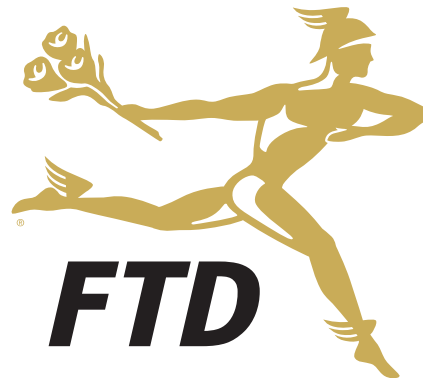
Avoid putting Mercury Man in a black box, instead, use a circle sparingly.



One-color gold



One-color black



Two-color



Two-color contained
(use sparingly)



Vertically-challenged usage

We get it, sometimes space is limited. When presented with minimal vertical space such as the website's top navigation header, or at the bottom of a page, use this approved horizontal lockup. In some cases, Mercury Man's right leg can dip out of frame, but only just below his calf.



Colors and fonts

Our colors

When it comes to our colors, we're a little high maintenance. You see, we use a premium metallic gold ink that looks awesome in print. However, the CMYK and RGB conversions of that metallic gold don't look as sharp. On the next page you'll find a flow chart to assure you are using the right color values in your files.

How do I know what color values to use?

