



Updated March 28, 2025

The F Symbol & Fibrous Wordmark

# Brand Guidelines

Logos

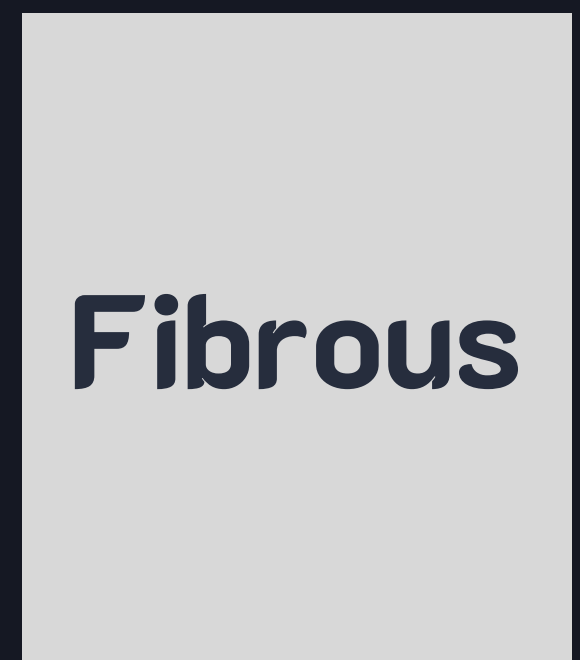
# F Symbol



Fibrous

Logos

Fibrous  
Wordmark



Fibrous

Logos

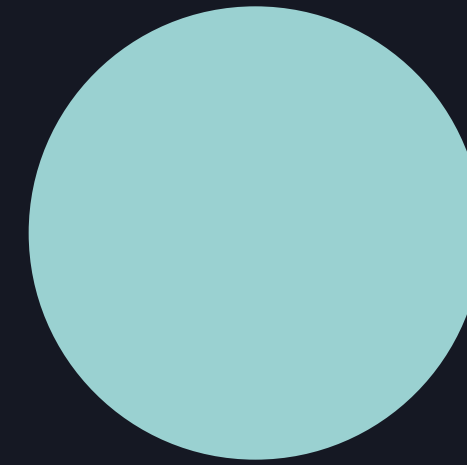
# Colors



HEX: #11b2ba

RGB: 17, 178, 186

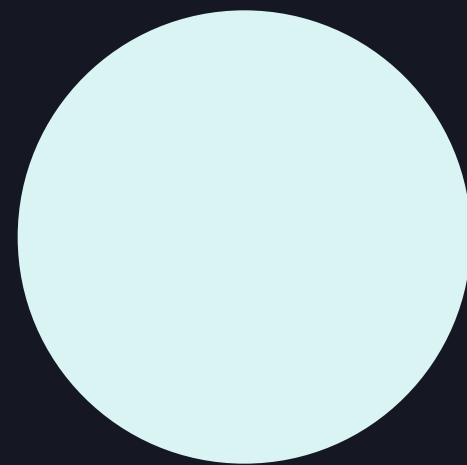
CMYK: 91%, 4%, 0%, 27%



HEX: #9ad2d2

RGB: 154, 210, 210

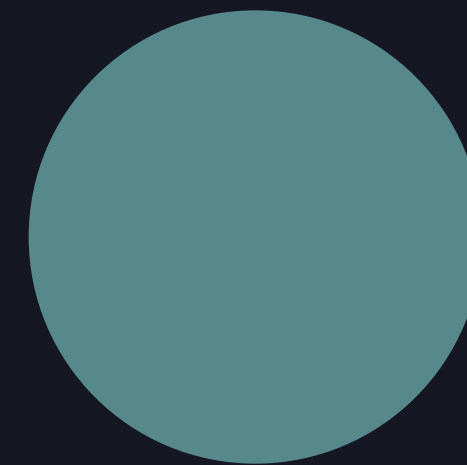
CMYK: 27%, 0%, 0%, 18%



HEX: #daf4f4

RGB: 218, 244, 244

CMYK: 11%, 0%, 0%, 4%



HEX: #58898c

RGB: 88, 137, 140

CMYK: 37%, 2%, 0%, 45%



HEX: #272d3e

RGB: 39, 45, 62

CMYK: 37%, 27%, 0%, 76%

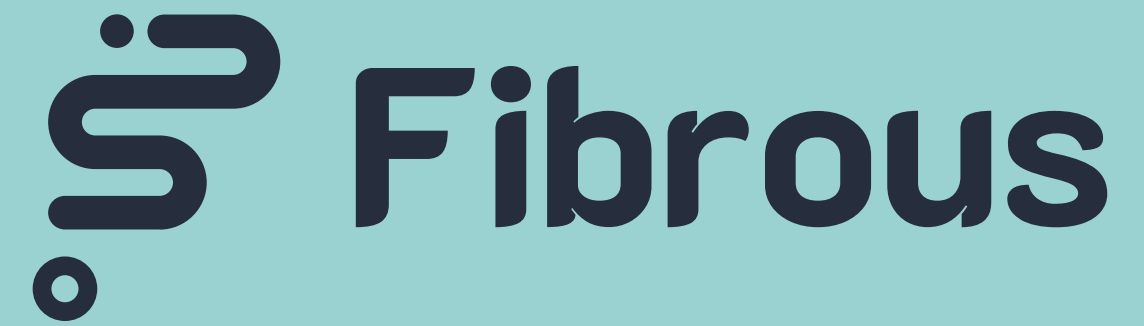


HEX: #005568

RGB: 0, 85, 104

CMYK: 100%, 18%, 0%, 59%

Our logos commonly appear on solid colors, Textures, and content. Proper contrast ensures logo readability.



Logos

# In Context

Logos

# Readability



✓ 0% Black



✓ 10% Black



✓ 20% Black



✓ 30% Black



✗ 40% Black



✗ 50% Black



✗ 60% Black



✗ 70% Black



✓ 80% Black



✓ 90% Black



✓ 100% Black

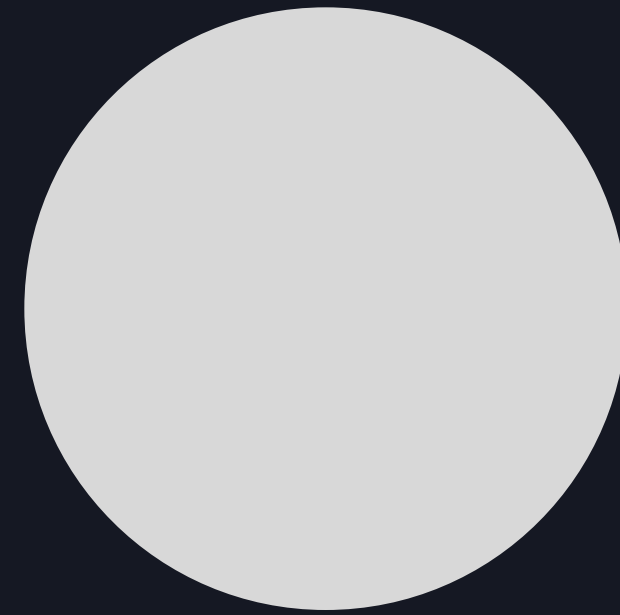
Logos

# Co-branding Principles

| F Symbol + Partner Symbol



x



x

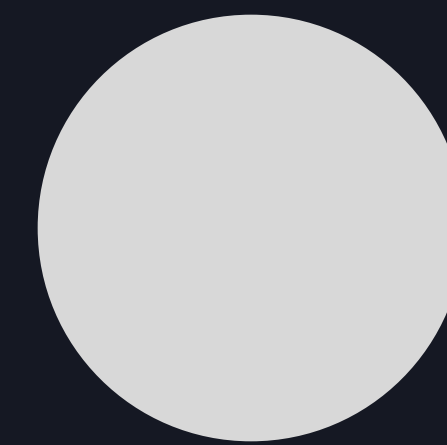


| Logo + Partner Logo



**Fibrous**

x



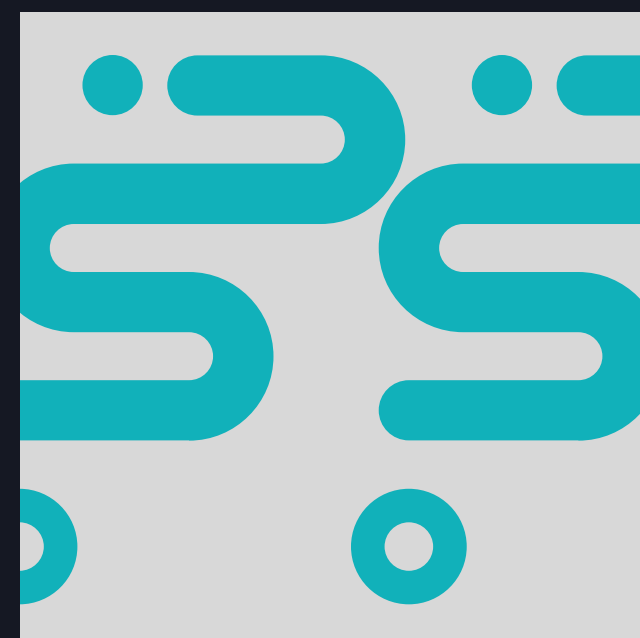
**Wordmark**

Logos

# Things To Avoid



✗ Don't rotate



✗ Don't create a pattern



✗ Don't place in a container



✗ Don't flip the symbol



✗ Don't use the symbol to replace any letterform



✗ Don't add gradient



✗ Don't stretch



✗ Don't add effects



✗ Don't place over busy backgrounds



✗ Don't change the color



Logos

# Usage Examples

