



BRAND USAGE Guidelines

This document is provided to help you use our brand assets correctly and consistently. We appreciate your efforts in representing the Fort Glass brand accurately.

Logo Files + Variants

All logo files are provided in **SVG** and **PNG** formats.

- **SVG** (preferred) is a vector format that is infinitely scalable in any medium, and is fully responsive for web use.
- **PNG** files are rasterized, provided in print (24" wide @ 300dpi) and web (2000px wide @ 144ppi) resolutions.



Primary Logo

The primary Fort Glass logo should be used in most situations. It is designed to be versatile and works well in various contexts. Ensure that it is always clearly visible and not distorted in any way.

<https://brand.fortglass.com/Logo-Primary.svg>

<https://brand.fortglass.com/Logo-Primary.png>

<https://brand.fortglass.com/Logo-Primary-Web.png>



Bright Logo

This variant is to be used in cases where the intended background colour is dark, but not dark enough to provide sufficient contrast for clear and immediate legibility of the Primary Logo.

<https://brand.fortglass.com/Logo-Bright.svg>

<https://brand.fortglass.com/Logo-Bright.png>

<https://brand.fortglass.com/Logo-Bright-Web.png>

Single Colour Logos

These logo variants should be used in cases where a single colour application is either required (e.g., embroidery, stamps, single-colour ink), or is more appropriate/legible/fitting within the design of the intended product.

NOTE: *These variants differ in more than just colour. Use the White file where you want to use a white logo - Do Not change the colour of the Simplified Logo (or any other) to white.*



Simplified Logo

This logo is for single-colour use cases, provided in Fort Matte Blue. If required, you may use the following alternate colours for (only) this logo (as defined on next page):

FORT Brand Blue • Rich Blue • Dark Blue • Black

<https://brand.fortglass.com/Logo-Simple.svg>

<https://brand.fortglass.com/Logo-Simple.png>

<https://brand.fortglass.com/Logo-Simple-Web.png>



White Logo

Use the White logo variant on dark backgrounds where a single-colour application is the optimal choice. This design is subtly but importantly different from the Simplified version, so please make sure this is the file you use to show our logo in white.

<https://brand.fortglass.com/Logo-White.svg>

<https://brand.fortglass.com/Logo-White.png>

<https://brand.fortglass.com/Logo-White-Web.png>

Fort Colour Palette

Where possible and reasonable, please use colours that compliment or fit within the Fort Brand Colour Palette.

Primary Blues



FORT BRAND BLUE

#204D8E

C96 M68 Y5 K1

R32 G77 B142



FORT MATTE BLUE

#1B4F8E

C97 M77 Y16 K3

R27 G79 B142



FORT RICH BLUE

#012F61

C100 M70 Y0 K40

R1 G47 B97



FORT DARK BLUE

#162641

C92 M70 Y26 K54

R22 G38 B65

Accent Blues



FORT LIGHT BLUE

#2D70A6

C83 M43 Y7 K0

R45 G112 B166



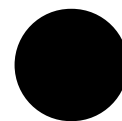
FORT BRIGHT BLUE

#1D93CD

C74 M20 Y0 K0

R29 G147 B205

Rich Black Version



RICH BLACK

#000000

C60 M40 Y40 K100

R0 G0 B0

General Usage Guidelines

Please observe the following rules for use of the Fort Glass logo and representation of our brand.

Spacing and Sizing

CLEAR SPACE

Always maintain a minimum clear space around the logo to ensure it remains uncluttered and prominent. This space should be at least equal to the height of the "O" in Fort Glass, on all sides.

MINIMUM SIZE

To ensure legibility, the logo should not be reproduced smaller than 1 inch (2.54 cm) in width for print materials or 72 pixels in width for digital use. If so small a size is required such that the Primary Logo does not appear clear and immediately legible, use a single-colour variant.

Incorrect Usage

To maintain brand integrity, never:

- Alter logo proportions or aspect ratio
- Change any logo colours (except in the explicitly allowed case laid out herein)
- Add effects like shadows or gradients
- Rotate or flip the logo
- Place the logo on a busy or patterned background, or one without sufficient contrast
- Crowd the logo or place it in such a way that is not respectfully represented

Thank you!

Thank you for following the Fort Glass Brand Usage Guidelines. Your adherence helps us maintain a strong and consistent brand presence.

If you have any questions or need additional resources, please contact us.

FORT GLASS INC

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