

# BRAND GUIDELINES



# Contents

INTRODUCTION  
MANIFESTO  
DESIGN BEHAVIOURS  
& PERSONA  
VISUAL IDENTITY

PRIMARY LOGO & CONSTRUCTION  
SECONDARY LOGO & CONSTRUCTION  
SUB-MARK LOGO & CONSTRUCTION

COLOUR PALETTE  
COLOUR NAMES  
COLOUR  
COMBINATIONS  
COLOUR WITH LOGO  
& IMAGERY

TYPEFACE FOR  
ON-SCREEN  
TYPE HIERARCHY  
FOR ON- SCREEN  
TYPOGRAPHY  
APPLICATION FOR  
ON-SCREEN  
  
TYPEFACE FOR  
PUBLICATION  
  
TYPE HIERARCHY  
FOR PUBLICATION  
  
TYPOGRAPHY  
APPLICATION FOR  
PUBLICATION



# EXPLORE LOCALLY. SHOP DIGITALLY.

IN EVERY TOWN, CITY, AND REGION, SMALL BUSINESSES  
AND CREATIVES ARE SHAPING CULTURE – SUPPORTING  
THEM KEEPS COMMUNITIES THRIVING.



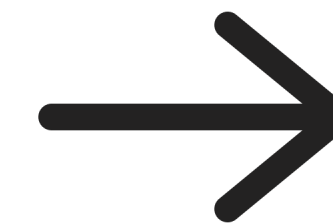
FORO focuses on **authenticity, trust and community**, valuing clean design, thoughtful curation and seamless experiences.

FORO is **trendy yet timeless**, combining sleek, upscale aesthetics with a deep connection to culture and creativity.

All merchandise is carefully selected from verified local businesses and creatives; reflecting quality, purpose and place.

FORO is **intuitive, clutter-free**, and designed to make shopping feel effortless, a platform where design meets meaning.

# IN EVERY TOWN, CITY, AND REGION, SMALL BUSINESSES ARE SHAPING CULTURE.

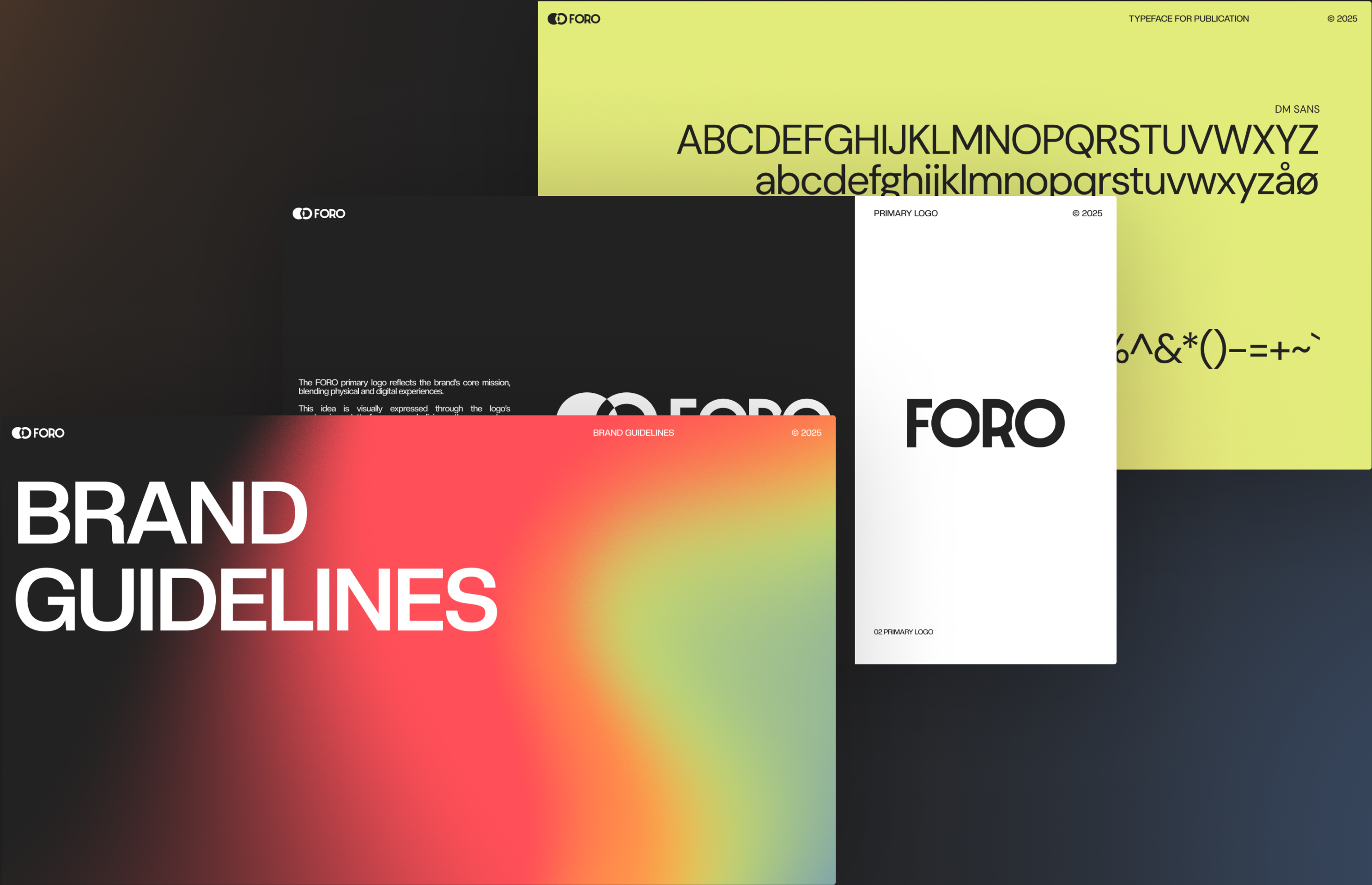




FORO's visual identity is designed to feel modern and inspiring. Contrasting tones, clear typography, and spacious layouts create an upscale yet approachable look that highlights the curated products and local stories at the heart of the brand.

A key feature of the app is its camera-based AR tool, which uses location detection to connect users with nearby products and storefronts.

This blend of design and technology encourages exploration to hidden gems nearby – turning travel moments into memorable, one-of-a-kind shopping experiences.





The FORO primary logo reflects the brand's core mission, blending physical and digital experiences.

This idea is visually expressed through the logo's overlapping letterforms, symbolising the seamless connection between these two worlds – especially within its mobile platform.

The primary logo should be used in all core brand touch points, where maximum recognition and visual consistency are key in communication.



01 PRIMARY LOGO



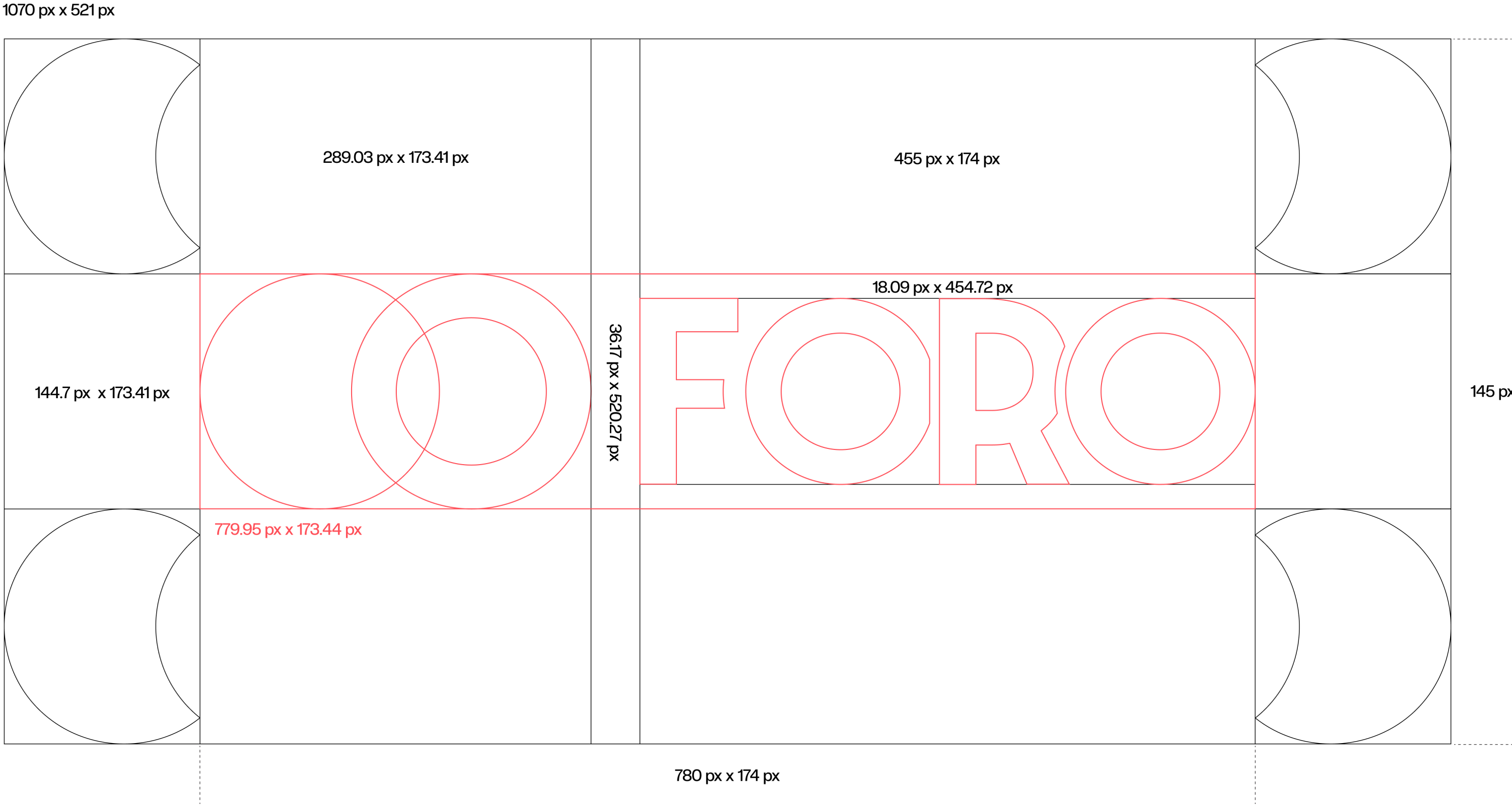
02 PRIMARY LOGO



The FORO primary logo is a bold and structured expression of the brand, combining strong geometric elements with fluid circular forms. It is designed within a clear grid system to ensure balance and consistency across all applications.

The full logo spans approximately 779.95 x 173.44 pixels, with the letter structure occupying 454.72 x 18.09 pixels of vertical space within the layout. Circular elements measuring 289.03 x 173.41 pixels overlap with text, adding a dynamic rhythm and visual identity unique to FORO.

The overall composition is adaptable yet impactful, ideal for large-scale use in digital and print, where strong brand presence is key.



MAXIMUM LOGO DISPLAY



FORO's secondary logo uses the same typeface with increased letter spacing to ensure clarity and legibility across all sizes.

This refined spacing supports better readability, which is especially important when adapting the brand across different platforms and languages.

Secondary logo type should be applied when primary logo is not compatible, including reduced sizing in social media posts and collaborations.

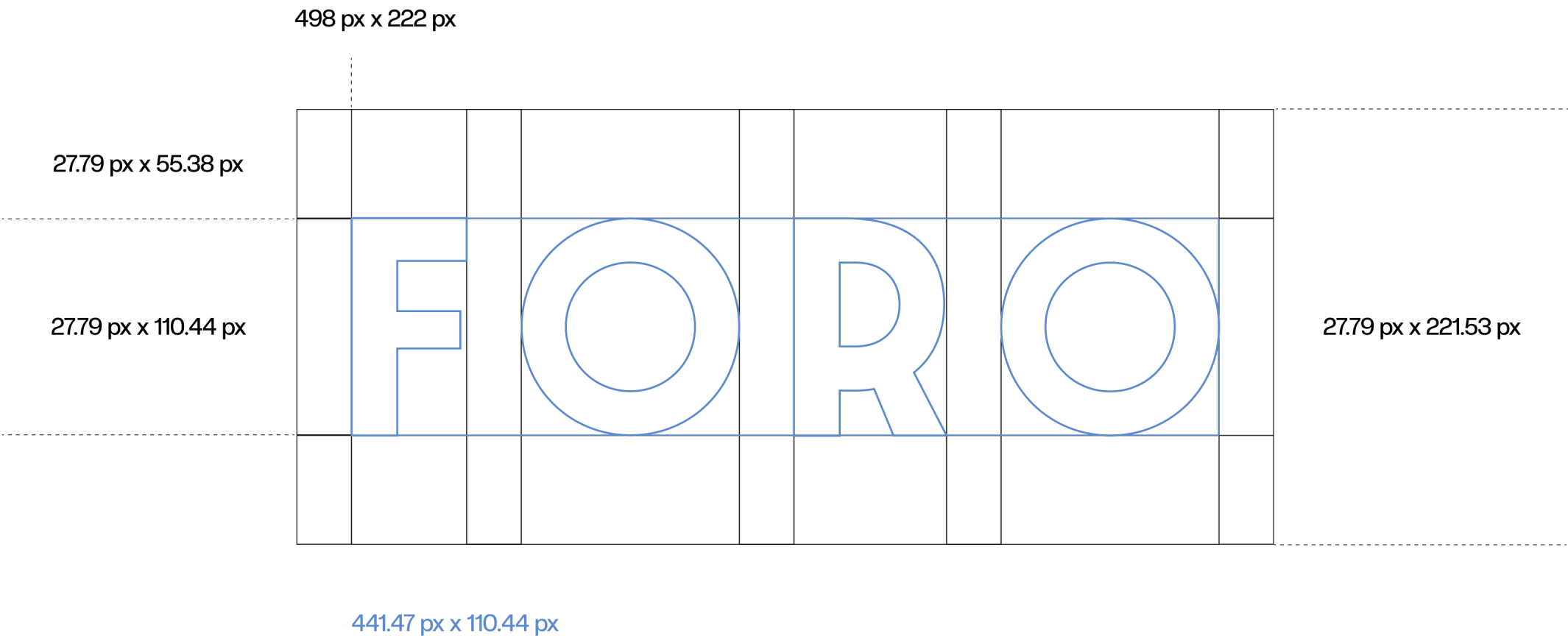
FORO



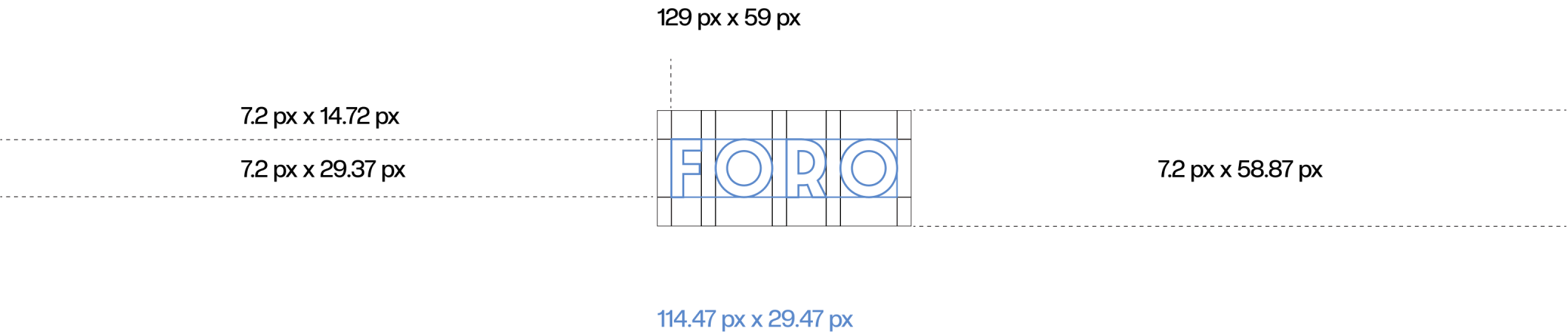
The FORO secondary logo is clean, geometric representation of the brand, structured within a modular grid to ensure balance and clarity.

With a minimum display size of 129 x 59 pixels, the logo remains legible and visually consistent across digital interfaces. The construction features uniform spacing and proportional alignment, with a core text width of 114.47 x 29.47 pixels, allowing it to scale effectively while maintaining its form.

The circular elements in the logo add rhythm and visual flow, making it ideal for use in app headers, navigation bars, compact layouts and overlays.



MAXIMUM LOGO DISPLAY



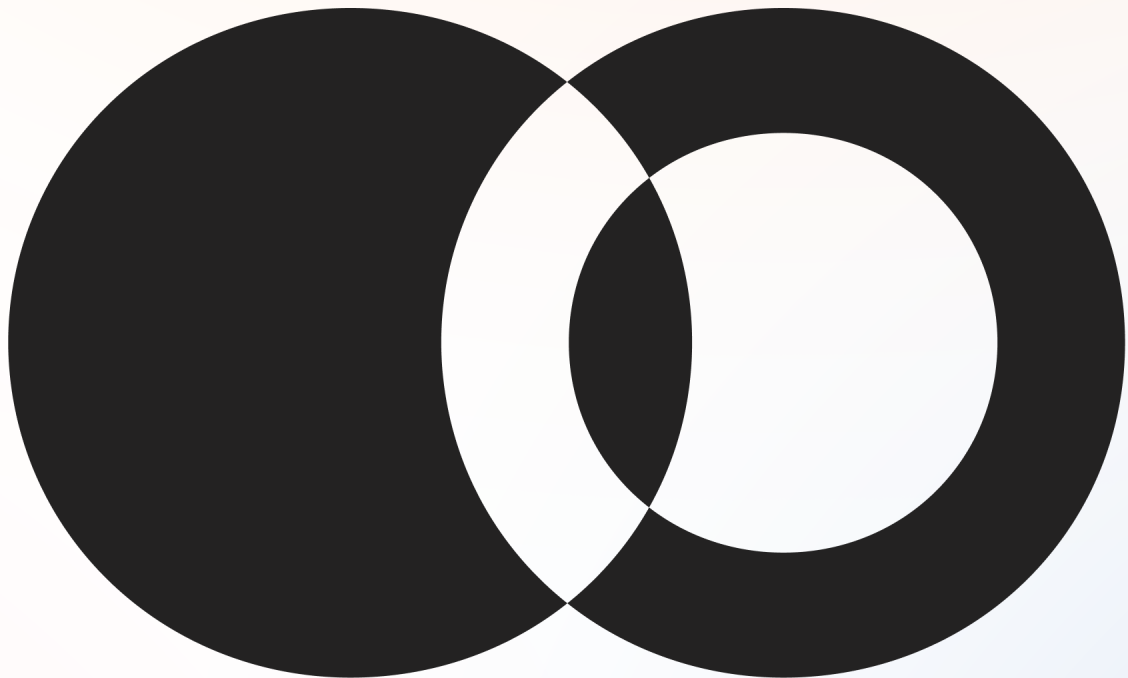
MINIMUM LOGO DISPLAY



Rooted in the connection between local architecture, community-driven commerce, and digital culture, the FORO sub-mark captures the fluid overlap between physical and digital shopping worlds, sparked through real-life interaction.

It features interconnected letterforms drawn from primary and secondary logos, creating a seamless visual link that reflects the brand's hybrid identity.

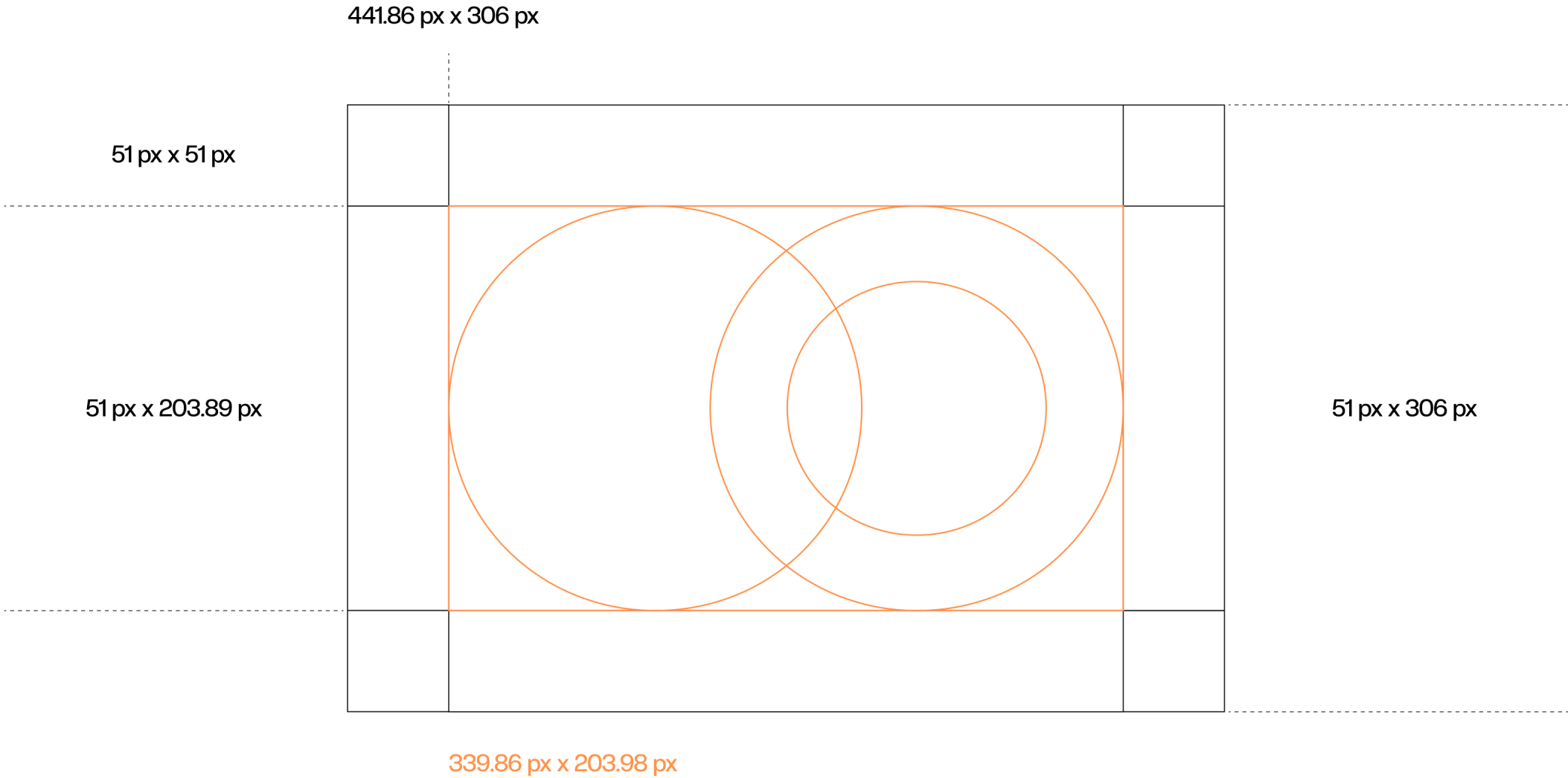
The sub-mark is designed for use in more minimal and compact applications where the primary and secondary logo may not be practical. This can include; icons, social media profiles, and brand accents.



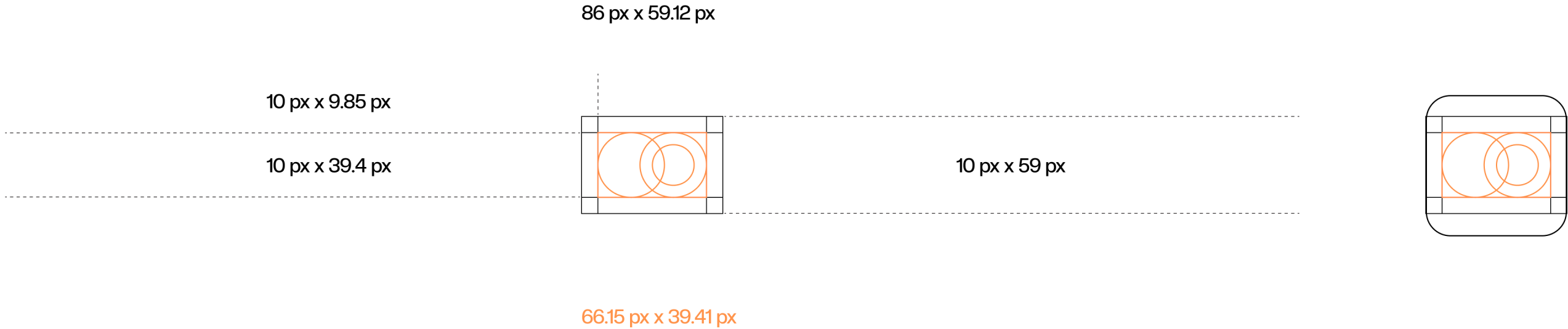


The FORO sub-mark logo construction has a minimum display size of 86 x 59 pixels, and ensures clarity across all digital application.

The overlapping circular forms symbolise connection and flow, reflecting FORO's core values, while the clean, geometric design makes it ideal for icons, watermarks, app interfaces and overlays.



MAXIMUM LOGO DISPLAY



MINIMUM LOGO DISPLAY



The FORO colour palette features five carefully curated shades that embody inclusivity and encouragement across all cultures, ensuring a smooth and engaging experience on FORO's web presence, from browsing to purchasing.

The palette not only celebrates unity and empowerment but also enhances accessibility and visual impact online.





FOUNDER BLACK

HEX #232222  
RGB 35, 34, 34  
CMYK 71%, 66%, 64%, 72%

BLUEPRINT

HEX #5B89CB  
RGB 91, 137, 203  
CMYK 66%, 40%, 0%, 0%

TIERRA ORANGE

HEX #FF934A  
RGB 255, 147, 74  
CMYK 0%, 52%, 76%, 0%

HUSTLE RED

HEX #FF4F58  
RGB 255, 79, 88  
CMYK 0%, 84%, 58%, 0%

GROVE GREEN

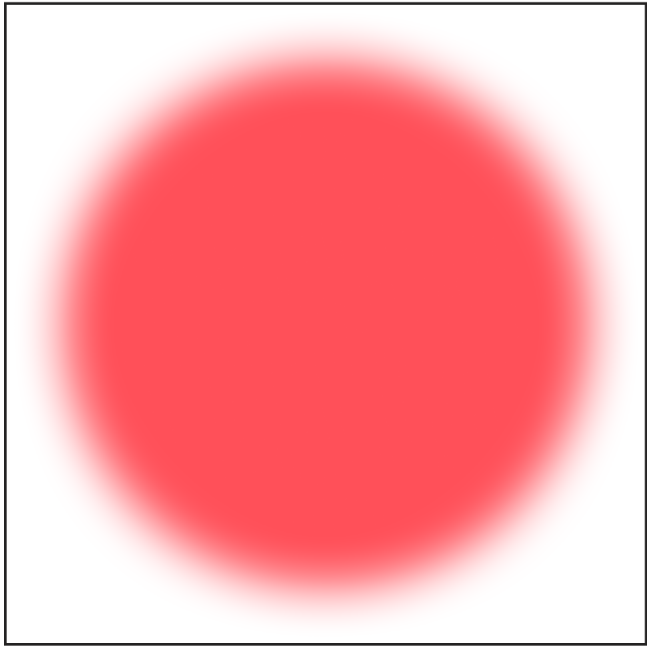
HEX #DFF257  
RGB 223, 242, 87  
CMYK 17%, 0%, 79%, 0%



FORO's colour palette is designed for clarity, contrast and simplicity. Use combinations that maintain legibility and visual balance, especially across light and dark modes.

Avoid using clashing colours, low-contrast pairings, or off-brand tones that disrupt the clean, cohesive look. Always prioritise readability and consistency across all applications.

Hustle Red & White



Grove Green & Founder Black



Hustle Red & Founder Black



White & Grove Green



Founder Black & Tierra Orange



White & Blueprint



Tierra Orange & White



Founder Black & Blueprint

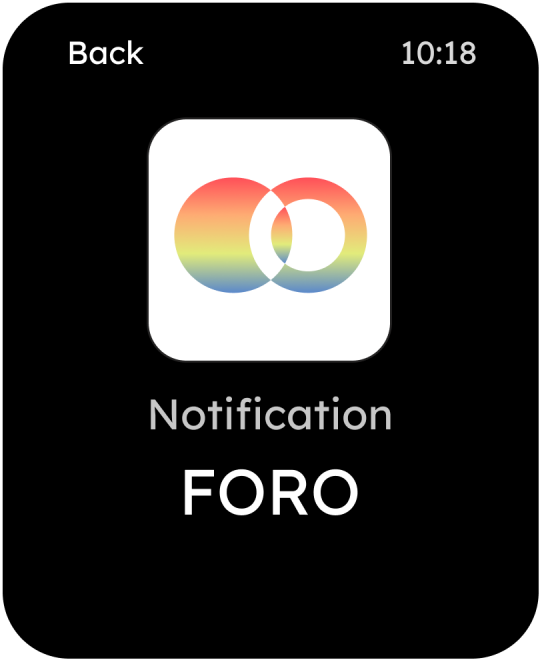
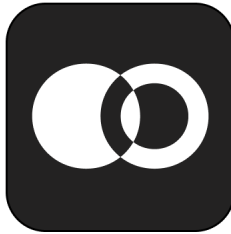
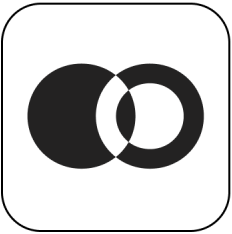
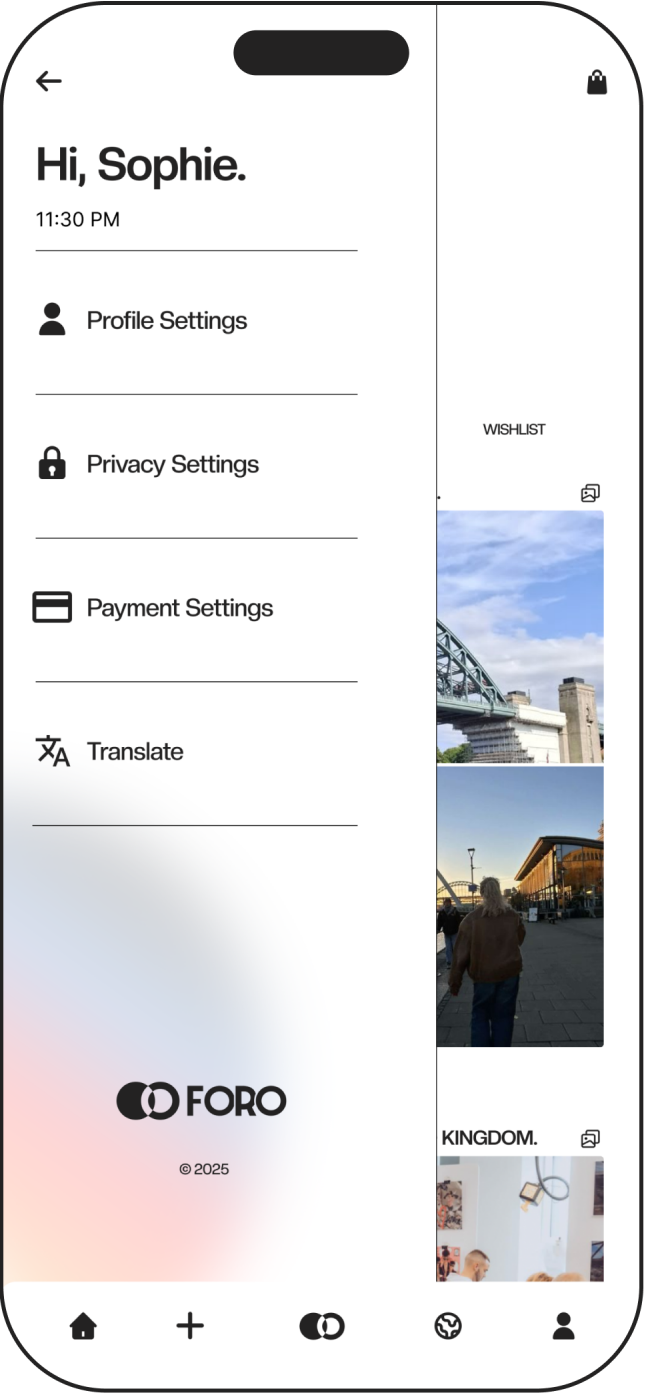
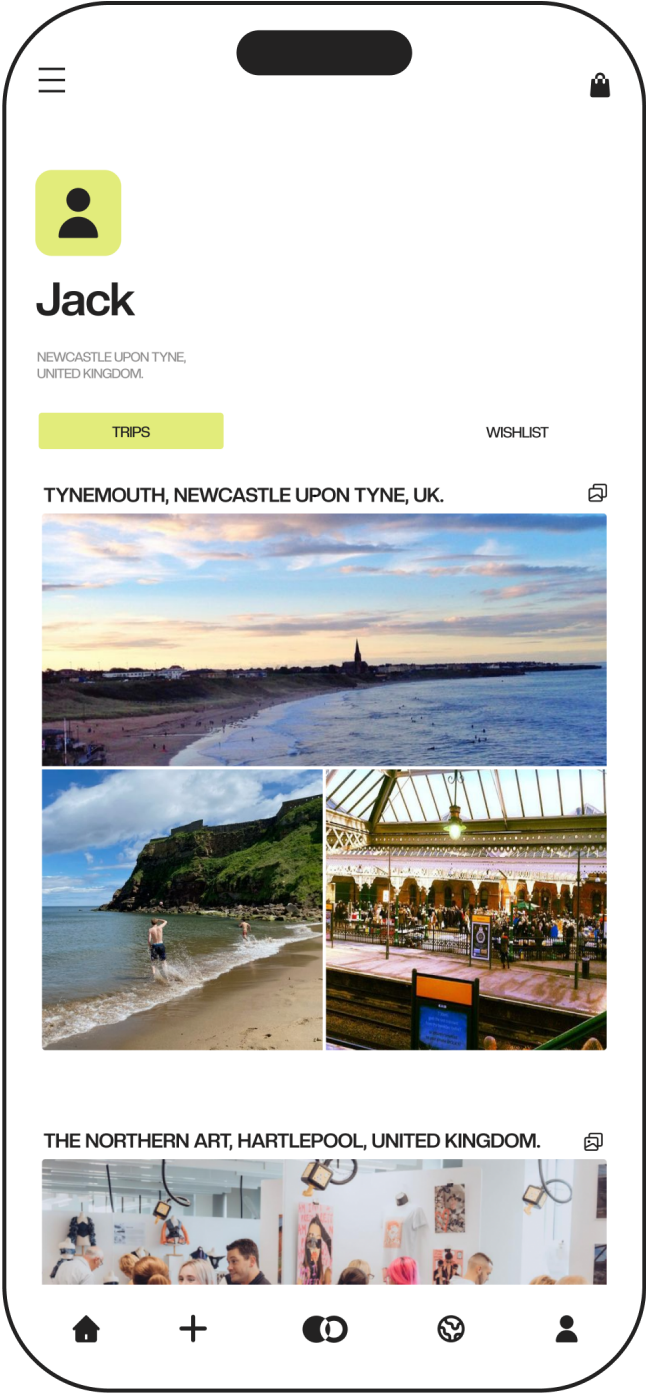
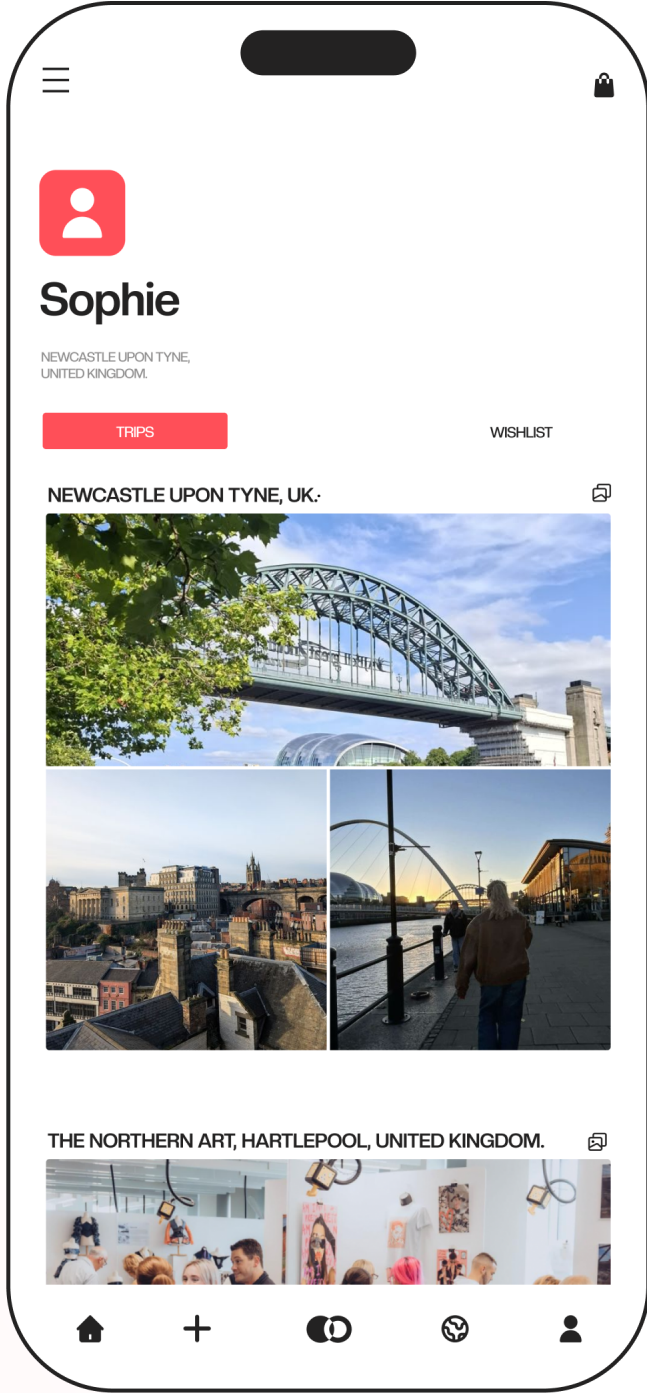


CORRECT COMBINATIONS

INCORRECT COMBINATIONS



Storefronts & users have the flexibility to customise elements of their shop/buyer profile, including light and dark modes and toolbar colours, using approved shades from the FORO colour palette. This personalised approach ensures a consistent yet adaptable visual identity, allowing each individual to reflect its unique character while maintaining brand cohesion.





CREATO DISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyzåø

The typeface used for FORO on-screen is the Creato Display font family. This modern sans-serif typeface is chosen for its strong legibility and neutrality, which is ideal for showcasing small businesses and creatives.

It's clean, streamlined design ensures clarity across all digital screens, offering a professional look while maintaining accessibility and versatility.

1234567890–, . ? ! " ; : @ £ € # \$ % ^ & \* ( ) \_ = + ~ `

FORO uses the Create Dsisplay type family to establish a clear and consistent hierarchy across all screens. Headings are bold and spacious, creating impact without clutter. Subheadings offer structure, while body remains clean and legible for easy reading.

The hierarchy is designed to support intuitive navigation, keeping the focus on content and curation.

# TITLE / title

<b>FONT SIZE</b> 120 px	<b>TYPE WEIGHT</b> CREATO DISPLAY EXTRABOLD	<b>LEADING</b> 1.2x FONT SIZE	<b>TRACKING</b> -0.2 px	<b>TEXT ALIGNMENT</b> LEFT / CENTER / RIGHT
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## HEADING / heading

<b>FONT SIZE</b> 60 px	<b>TYPE WEIGHT</b> CREATO DISPLAY BOLD	<b>LEADING</b> 1x FONT SIZE	<b>TRACKING</b> -0.2 px	<b>TEXT ALIGNMENT</b> LEFT / CENTER / RIGHT
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### SUB-HEADING / sub-heading

<b>FONT SIZE</b> 40 px	<b>TYPE WEIGHT</b> CREATO DISPLAY MEDIUM	<b>LEADING</b> 1x FONT SIZE	<b>TRACKING</b> -0.4 px	<b>TEXT ALIGNMENT</b> LEFT / CENTER / RIGHT
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BODY COPY / body copy

<b>FONT SIZE</b> 20 px	<b>TYPE WEIGHT</b> CREATO DISPLAY MEDIUM	<b>LEADING</b> 1x FONT SIZE	<b>TRACKING</b> -0.4 px	<b>TEXT ALIGNMENT</b> LEFT / RIGHT
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01

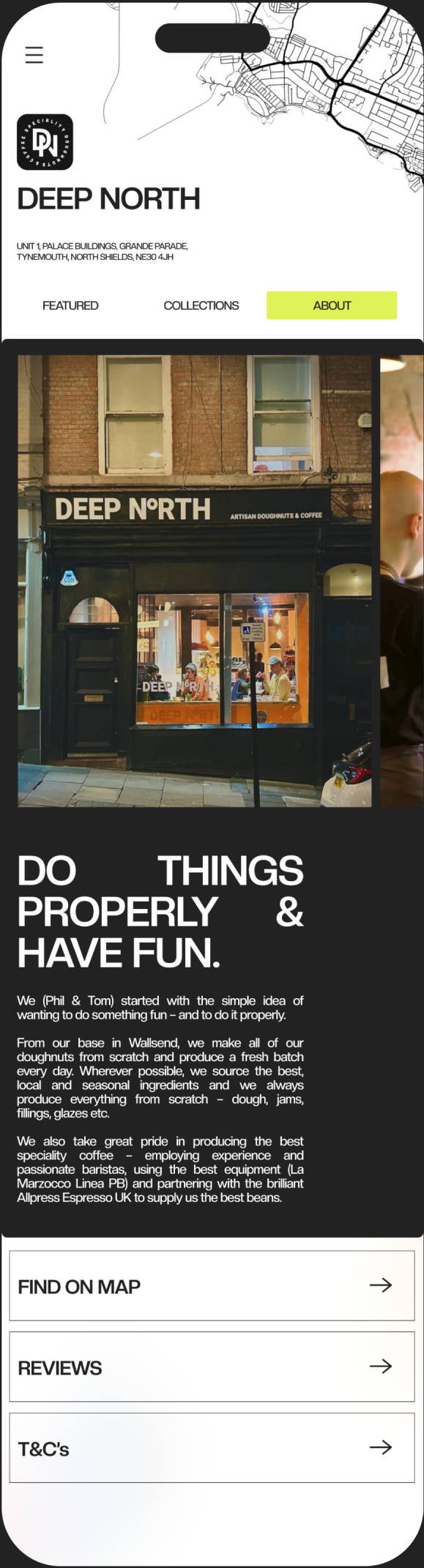
BODY COPY / body copy

<b>FONT SIZE</b> 20 px	<b>TYPE WEIGHT</b> CREATO DISPLAY REGULAR	<b>LEADING</b> 1x FONT SIZE	<b>TRACKING</b> 0 px	<b>TEXT ALIGNMENT</b> LEFT / RIGHT
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02



FORO's typography is designed for clarity and ease, with a focus on clean lines and modern structure. Applied across the app and web, it supports a seamless user experience while keeping the spotlight on curated content and local storefronts.



HEADING / heading

SUB-HEADING / sub-heading

BODY COPY / body copy



DM SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyzåø

FORO's publications are designed to be clear, engaging, and visually balanced. DM Sans plays a key role in making that happen. Its clean, geometric letter forms bring a modern, approachable feel to everything from newsletters and brochures to editorial layouts.

1234567890—, . ? ! " ' ; : @ £ € # \$ % ^ & \* ( ) - = + ~ `



FORO uses DM Sans for all print and publication materials. This versatile, modern typeface supports a clean and balanced hierarchy, with bold headings to guide the reader, subtle subheadings for structure, and spacious body text for readability.

The type system reflects FORO's minimal, editorial aesthetic, allowing imagery and product storytelling to shine without distraction.

TITLE / title

<b>FONT SIZE</b>	<b>TYPE WEIGHT</b>	<b>LEADING</b>	<b>TRACKING</b>	<b>TEXT ALIGNMENT</b>
28 pt	DM SANS BLACK	1.2x FONT SIZE	-0.2 px	LEFT / CENTER / RIGHT

HEADING / heading

<b>FONT SIZE</b>	<b>TYPE WEIGHT</b>	<b>LEADING</b>	<b>TRACKING</b>	<b>TEXT ALIGNMENT</b>
21 pt	DM SANS EXTRA BOLD	1x FONT SIZE	-0.4 px	LEFT / CENTER / RIGHT

SUB-HEADING / sub-heading

<b>FONT SIZE</b>	<b>TYPE WEIGHT</b>	<b>LEADING</b>	<b>TRACKING</b>	<b>TEXT ALIGNMENT</b>
14 pt	DM SANS BOLD	1x FONT SIZE	-0.4 px	LEFT / CENTER / RIGHT

BODY COPY / body copy

01

<b>FONT SIZE</b>	<b>TYPE WEIGHT</b>	<b>LEADING</b>	<b>TRACKING</b>	<b>TEXT ALIGNMENT</b>
7 pt	DM SANS MEDIUM	1x FONT SIZE	-0.4 px	LEFT / RIGHT

BODY COPY / body copy

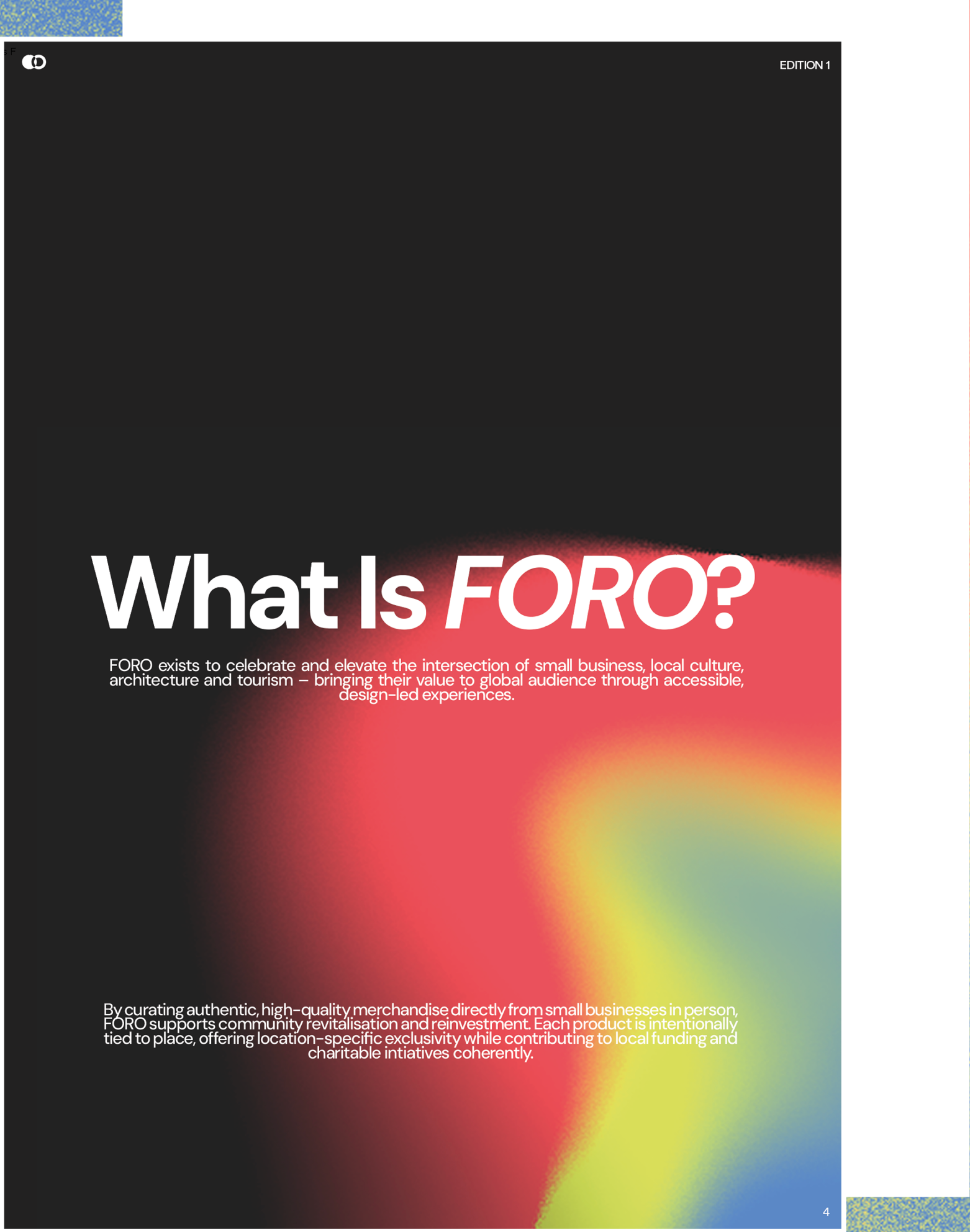
02

<b>FONT SIZE</b>	<b>TYPE WEIGHT</b>	<b>LEADING</b>	<b>TRACKING</b>	<b>TEXT ALIGNMENT</b>
7 pt	DM SANS REGULAR	1x FONT SIZE	0 px	LEFT / RIGHT



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HEADING / heading

SUB-HEADING / sub-heading



