

Fieldtech

BRAND STYLE GUIDE

The following materials constitute Fieldtech's Brand Guidelines. Guidelines are not hard and fast rules, they are guidelines. Consistency is a cornerstone of successful branding, but there will be times when it is prudent to make exceptions.

Doing what is right for the customer and the brand is a prudent exception, personal preference is not.

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Brand & Verbal Identity

About the Brand

A SUMMARY OF TONE AND DIRECTION

The Fieldtech brand should telegraph that Fieldtech is a **reliable, modern tech partner** for today and tomorrow that will help its clients achieve their goals.

Our Positioning

The Unique Value Proposition includes identifying new opportunities, automating background tasks, analyzing data, ease of new-business processing, and more opportunities for advisors, which all contribute to tangible growth and future success for the client. The emphasis is on Fieldtech's competence, sleek automation, innovative technology and client alignment. These aspects make Fieldtech a **compelling and savvy partner** for today and into the future.

The brand seeks to communicate that not only does Fieldtech offer the buyer a more confident command of their business today, but is a permanent, forward-looking technology partner well-equipped to **take their business into 'tomorrow'**. Key words shaping the visual identity for the brand are grounded, reliable, professional, aspirational, tech-forward, complex, robust, forward-looking, and innovative.

Language & Grammar

When typing Fieldtech in a sentence it should always begin with a capital 'F' and all other letters lowercase

✓ Fieldtech ✗ fieldtech

Fieldtech generally uses sentence case structure versus title case

✓ This is an example of how to structure a headline

✗ This is an Example of How to Not Structure a Headline

(e.g. first letter of first word capped and all others lowercase)

Numbers under 10 should be written out and anything larger than 10 should be expressed as numeral

✓ Ipsum nine dolor ✗ Ipsum 9 dolor

Generally, Fieldtech prefers left alignment of text vs. right alignment

✓ Vivamus lobortis ipsum non vulputate vehicula neque est blandit ligula

✗ Vivamus lobortis ipsum non vulputate vehicula neque est blandit ligula

Visual Identity

Logo

LOGO

Primary Logo



To be used on light backgrounds, set in full 'Black Olive' color



To be used on dark backgrounds, set in 'Aquamarine' and 'Pure White' colors

LOGO

Icon & Avatar

The Fieldtech logomark can be used in small applications and settings.

Use the logomark icon when the Fieldtech logo appears in a square container.

There should always be an adequate amount of space between the logomark and the edge of the background container.



LOGO

Safety Space & Sizing

The Fieldtech logo should always be surrounded by a minimum area of space. A margin of clear space equivalent to 75% of the landmark is drawn around the logo to create the invisible boundary of the area of isolation.



The logo should never scale down below **32px in height**. The height of the logo is measured by the top and bottom edges of the landmark.



LOGO

Incorrect Logo Usage

The Fieldtech Primary Logo was designed to effectively evoke the Fieldtech brand's core values and attributes. All elements of the logo, including but not limited to typography, size, spacing, and color, are deliberately designed with this goal in mind, and work together to establish a visual harmony and balance.

Modifying any of these properties or the relationship between them not only compromises the consistency of the Fieldtech brand, but weakens the logo's representation of the Fieldtech brand's core values and attributes.



❌ DO NOT rotate the logo for any reason



❌ DO NOT add drop shadows, bevels, or any other effects



❌ DO NOT use gradients within the logo



❌ DO NOT change sizing or positioning of logo frame to logotype



❌ DO NOT apply transparency effects to the logo



❌ DO NOT reproduce the logo in unauthorized colors

Color

COLOR

Primary Logo Colors

CMYK values have been determined using the Pantone Color Bridge. Due to varying results with print processes and different print surfaces, optimum results when printing in 4-color can be best determined through working directly with your printer.

Fieldtech Black Olive

Hex: #0D201E

RGB: 13 / 32 / 30

Pantone 560 C

CYMK: 86 / 30 / 65 / 75

Fieldtech Aquamarine

Hex: #A3ECD9

RGB: 163 / 236 / 217

Pantone 331 C

CYMK: 27 / 0 / 15 / 0

COLOR

Full Color Palette

CMYK values have been determined using the Pantone Color Bridge. Due to varying results with print processes and different print surfaces, optimum results when printing in 4-color can be best determined through working directly with your printer.

Black Olive

Hex: #0D201E
RGB: 13 / 32 / 30
Pantone 560 C
CYMK: 86 / 30 / 65 / 75

Brunswick Green

Hex: #003729
RGB: 0 / 55 / 41
Pantone 7729 C
CYMK: 95 / 6 / 67 / 57

Aquamarine

Hex: #A3ECD9
RGB: 163 / 236 / 217
Pantone 331 C
CYMK: 27 / 0 / 15 / 0

Walnut

Hex: #76654D
RGB: 118 / 101 / 77
Pantone 7561 C
CYMK: 29 / 38 / 79 / 49

Jasmine

Hex: #FFD090
RGB: 255 / 208 / 144
Pantone 7507 C
CYMK: 0 / 12 / 39 / 0

Raisin

Hex: #2D2C2B
RGB: 45 / 44 / 43
Pantone 439 C
CYMK: 56 / 68 / 59 / 64

Pine Green

Hex: #1F544B
RGB: 31 / 84 / 75
Pantone 626 C
CYMK: 82 / 18 / 50 / 38

Ivory

Hex: #F2F3EF
RGB: 242 / 243 / 239
Pantone 427 C | 50%
CYMK: 14 / 8 / 4 / 0 | 50%

Off White

Hex: #F9F9F9
RGB: 250 / 251 / 247
Pantone: Avoid for print
CYMK: Avoid for print

Pure White

Hex: #FFFFFF
RGB: 255 / 255 / 255
CYMK: 0 / 0 / 0 / 0

COLOR

Color Usage

Black Olive

Used for headline and paragraph type, as well as backgrounds. If used as a full background color, consider using the background glow element to reduce flatness.

As darker colors can become visually heavy, be conscious to add more lighter background colors for contrast. Refer to examples in the Applications portion of this guide, or use the Website design as reference.

Raisin

Used as a full background color. Consider using the background angled line motif to add visual interest and reduce flatness.

Aquamarine

Used for action items & buttons, as well as within design elements (ex: checkmarks in lists, photo collage background glows, and iconography).

Walnut

Used as eyebrow text and highlighted text while on light backgrounds.

Jasmine

Used as eyebrow text and highlighted text while on dark backgrounds. Also used in photo collages and other design elements (ex: quotation block quote).

Pine Green

Used for image overlays.

Brunswick Green

Used sparingly for accents.

Ivory

Used as a full background color. Consider using the background dotted wave to add visual interest and reduce flatness.

Off White

Used as the main background color on the website, while Pure White is used on top to create layering.

Pure White

Used as a full background color as well as headline and paragraph type.

Typography

TYPOGRAPHY

Brand Type

The Fieldtech brand uses one typeface family to help establish an on-brand look and feel and ensure increased legibility and readability in both digital and print settings.

The type family can be sourced from the links below.

COFO SANS

fonts.adobe.com/fonts/cofo-sans-variable

contrastfoundry.com/typeface/cofo-sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY

Type Usage

Headline Text

Set in Black Olive or Pure White. Can use Jasmine (on dark backgrounds) or Walnut (on light backgrounds) to highlight keywords/phrases. Always use thinner weights (Light and Thin) to communicate elegance. Should always be set in sentence case vs title case or all caps.

Eyebrow Text

Use Jasmine (on dark backgrounds) or Walnut (on light backgrounds). Should always be set in all caps, use the Bold weight, and widely tracked out.

Body Text

Set in Black Olive or Pure White. Set in Light weight, but can use Bold to emphasize keywords or phrases.

Headline Text

Powering relationships that deliver financial security.

Eyebrow Text

CONNECT THE DOTS OF AGENCY OPERATIONS

Body Text

Fieldtech is a premier independent technology partner to life insurance agencies. A joint venture with NFP, an Aon company, we are committed to enabling exceptional client service and giving agencies a confident command of their business.

List Styles & Rules

When creating unordered lists, use one of the styles shown here. Use the top example with the checkmark badges to draw attention to a list when talking about higher value propositions, features, etc. When listing out less important items that don't need as much emphasis, use the bottom example (standard bullets).

EXAMPLE ONE

This is an example of a heavier styled unordered list

- ✓ Qorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc vulputate libero et velit interdum, ac aliquet odio mattis.
- ✓ Borem ipsum dolor sit amet, consectetur adipiscing elit. Nunc vulputate libero et velit interdum, ac aliquet odio mattis.
- ✓ Porem ipsum dolor sit amet, consectetur adipiscing elit. Nunc vulputate libero et velit interdum, ac aliquet odio mattis.

EXAMPLE TWO

This is an example of a lighter styled unordered list

- Porem ipsum dolor sit amet consectetur adipiscing elit
- Nunc vulputate libero et velit interdum ac aliquet odio mattis
- Qorem ipsum dolor sit amet consectetur adipiscing
- Sed dignissim metus nec fringilla accumsan, risus sem
- Praesent auctor purus luctus enim egestas

TYPOGRAPHY

Typography Web Styles

When designing for the web or other screen-based digital media, use the styles outlined here to establish a clear hierarchy of information within your layouts.

Take note of any styles that are reserved for specific usages, like Button and Body Text styles.

Font Family: CoFo Sans VF
Weight: Thin (200)
Font-Size: 64px
Line-Height: 70px
Letter-Spacing: -2px

H1

Font Family: CoFo Sans VF
Weight: Thin (200)
Font-Size: 52px
Line-Height: 56px
Letter-Spacing: -1.6px

H2

Font Family: CoFo Sans VF
Weight: Light (300)
Font-Size: 40px
Line-Height: 46px
Letter-Spacing: -1.2px

H3

Font Family: CoFo Sans VF
Weight: Light (300)
Font-Size: 34px
Line-Height: 42px
Letter-Spacing: -0.8px

H4

Font Family: CoFo Sans VF
Weight: Light (300)
Font-Size: 30px
Line-Height: 38px
Letter-Spacing: -0.6px

H5

Font Family: CoFo Sans VF
Weight: Light (300)
Font-Size: 24px
Line-Height: 36px
Letter-Spacing: 0px

H6

Font Family: CoFo Sans VF
Weight: Bold (700)
Font-Size: 14px
Line-Height: 16px
Letter-Spacing: 2.4px

EYEBROW

Note: Should always be set in all caps.

Font Family: CoFo Sans VF
Weight: Medium (500)
Font-Size: 18px
Line-Height: 24px
Letter-Spacing: 0.1px

Button

Font Family: CoFo Sans VF
Weight: Light (300)
Font-Size: 20px
Line-Height: 30px
Letter-Spacing: 0.1px

Body Text Large

Font Family: CoFo Sans VF
Weight: Light (300)
Font-Size: 18px
Line-Height: 28px
Letter-Spacing: 0.1px

Body Text Regular

TYPOGRAPHY

Backup Font

The Fieldtech brand should always aim to use CoFo Sans as it's primary type family, but in situations where that isn't possible (Powerpoint or Google Slides for example) the Inter type family should be used as it's replacement.

The weights are slightly different compared to CoFo Sans, so be sure to take note and use similar styles (headlines in a lighter weight, eyebrow styles in a thicker weight, etc.).

The full inter family is open source and can be downloaded from the link below.

INTER

fonts.google.com/specimen/Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Photography & Texture

PHOTOGRAPHY & TEXTURE

Background Textures & Elements

The Fieldtech brand uses various background textures as design elements. These add contrast and visual interest to the design, and also express the brand's "forward-looking technology partner" narrative.

See rules on how to use these backgrounds on the next page.



Background Textures & Elements

The background elements each have different use-cases. Please refer to the guidelines at right for specific rules.

GLOW

Use the subtle glow on Black Olive backgrounds only.

Should not be placed over imagery.

ANGLED LINE MOTIF

Use the angled line motif on light or dark backgrounds. Should not be placed directly behind small text for legibility concerns.

Should not be placed over imagery.

DOTTED WAVE

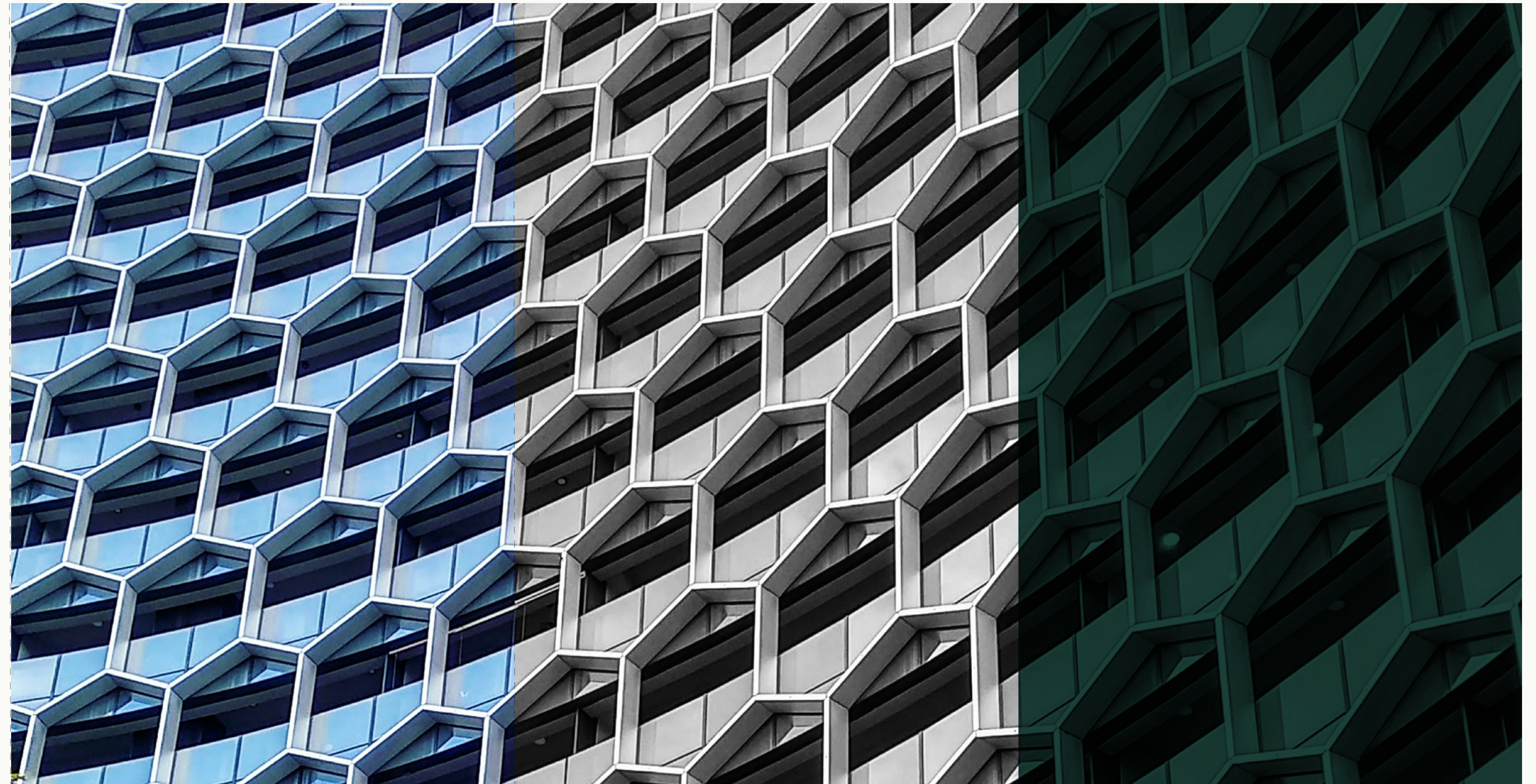
Use the dotted wave element on light or dark backgrounds. Should not be placed directly behind small text for legibility concerns.

Should not be placed over imagery, but can be used within photo collages. See 'Photo Collage Art Direction' page for examples.

Photography Style

As a photographic treatment we use duotone colorization. On the Fieldtech website, this image style is automatically applied to all relevant images using CSS. The user only needs to upload the original image to WordPress.

For other applications, please refer to the instructions on this page to achieve the same visual style.



Step 01

FIGMA

Click the image thumbnail in the Properties Panel, open the Image menu, and drag the **Saturation slider** all the way to the left so the image is completely grayscale.

Step 02

FIGMA

Next to 'Fill', click the plus icon to add a color fill on top of the image.

Change the color to **#1B413A**, open the color picker from the Fill section, then click the Blend mode icon in the top-right corner. Select **'Multiply'**.

Step 03

FIGMA

Click the image thumbnail in the Properties Panel again, open the Image menu, and adjust the **Exposure** and **Contrast** slider if necessary.

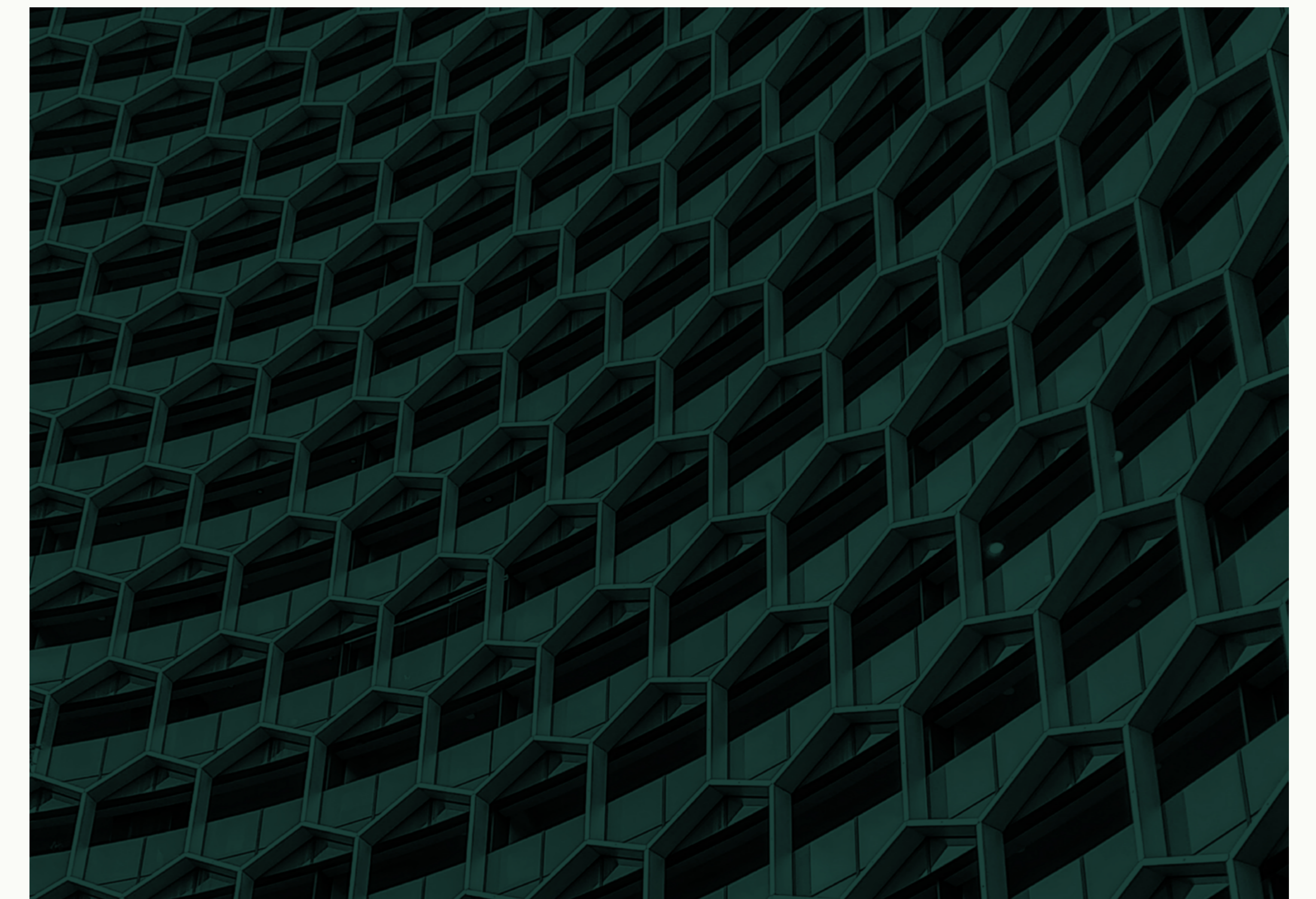
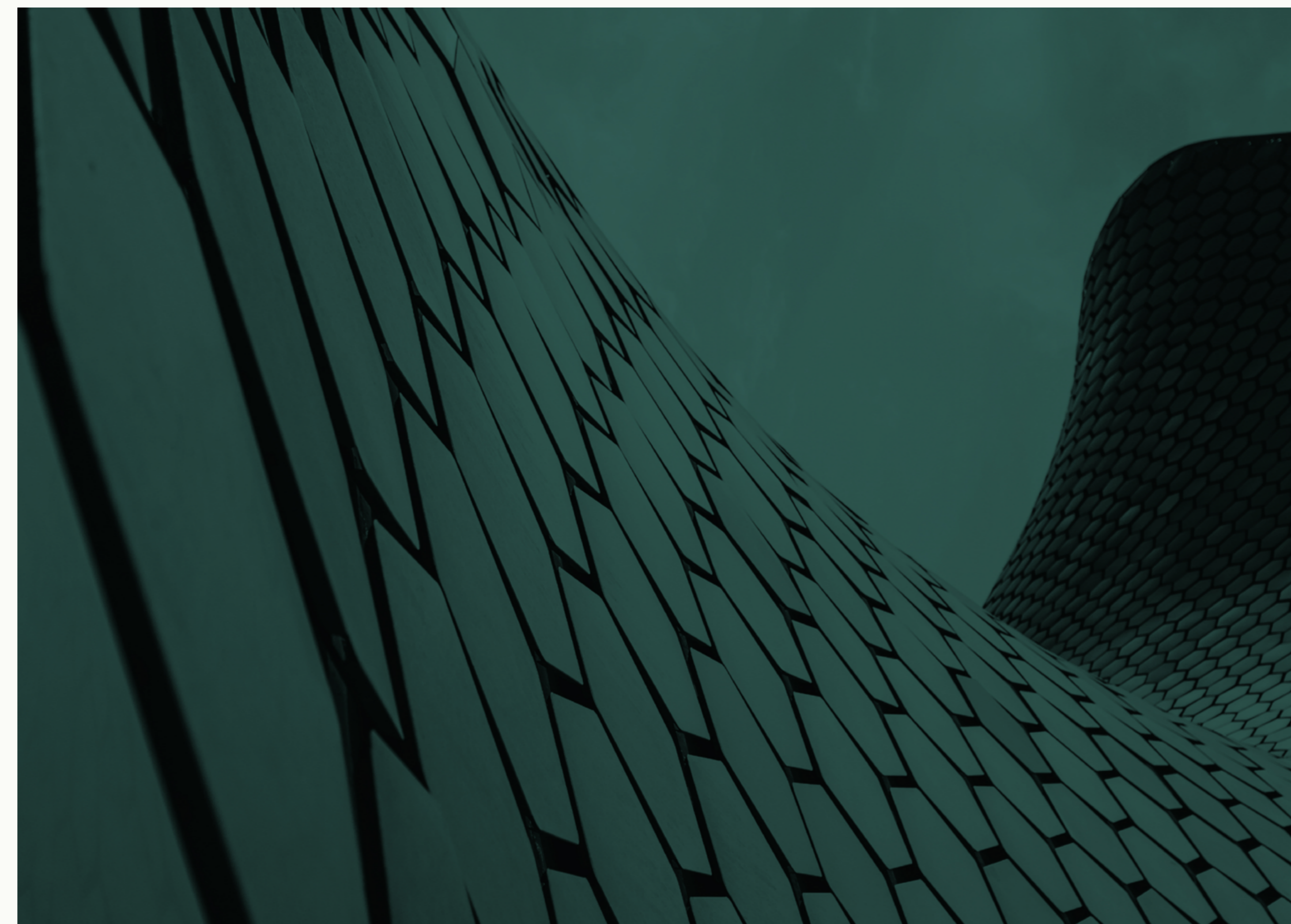
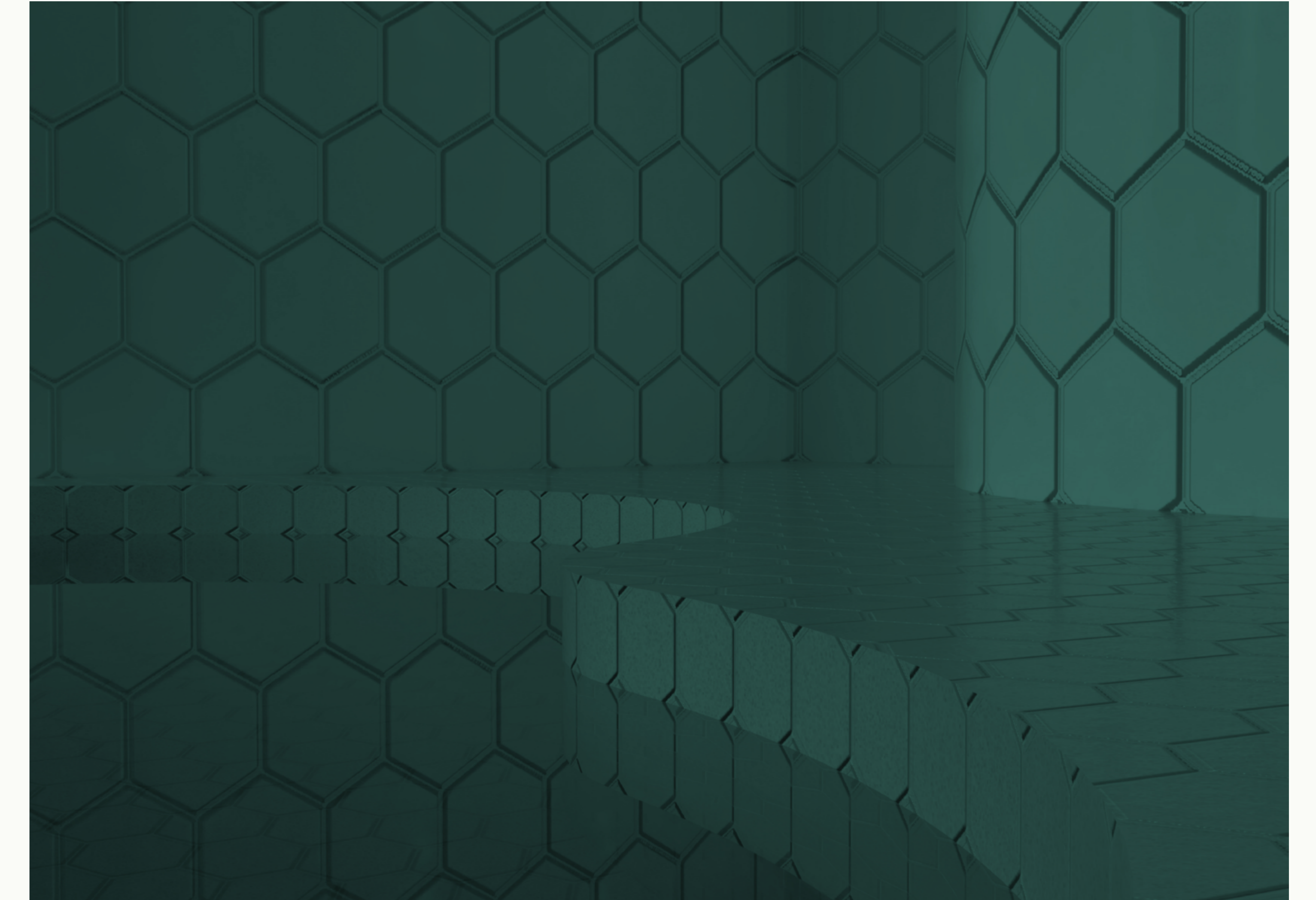
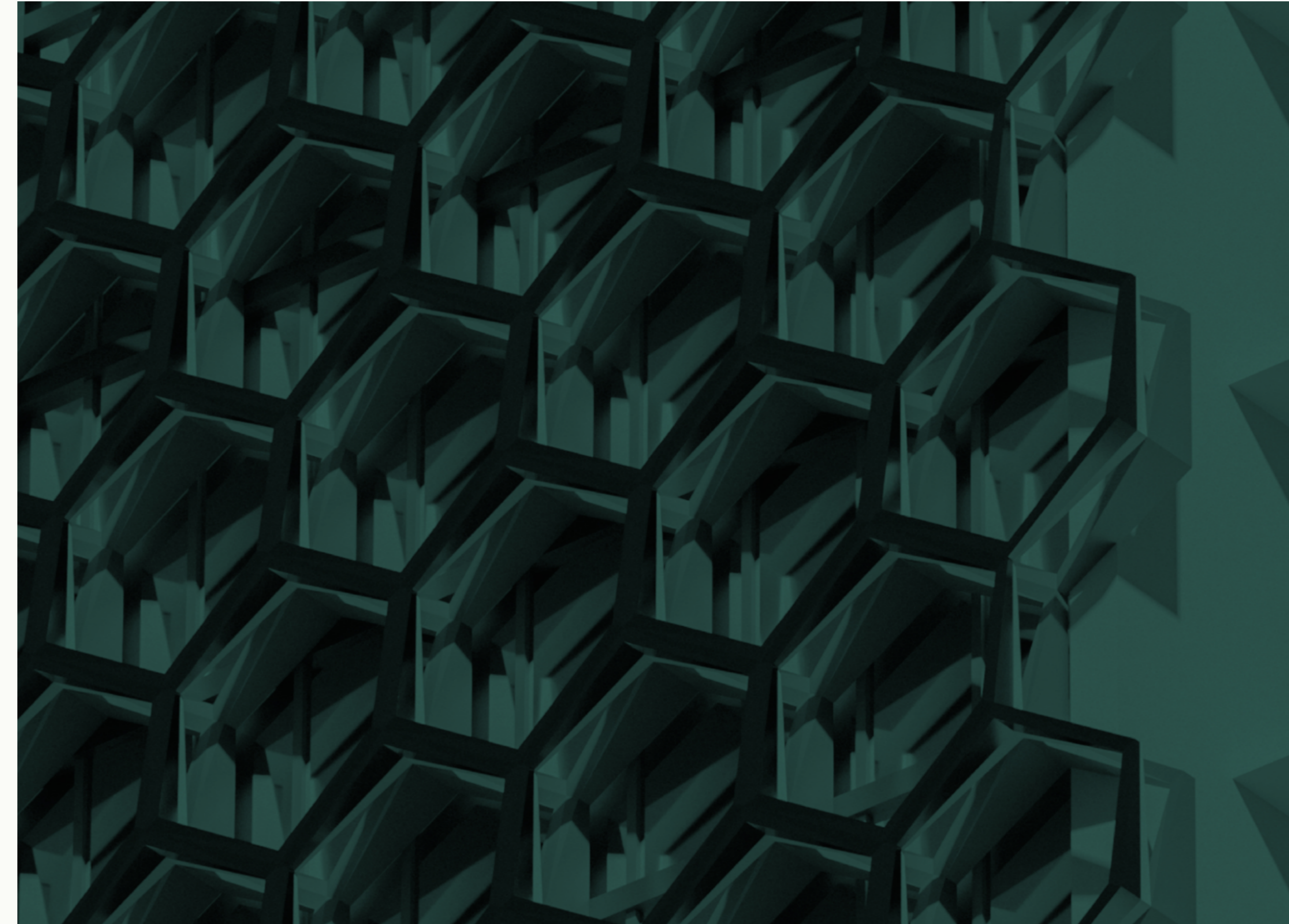
PHOTOGRAPHY & TEXTURE

Photography Usage

Photography is used throughout the Fieldtech brand to represent movement, forward-thinking, leadership, sophistication, technology, and reliability.

When searching for stock photography, the goal is to source abstract structures and buildings that represent the above keywords. As you can see at right, preference is also given to honeycomb-like patterns that are referential of the Fieldtech logo mark; this is nice to have, but not realistic for all images going forward. Some variety is to be expected.

Background images and those that are used to add atmosphere should use a standard rectangular frame with normal corners. Specific guidelines for photo collage illustrations are included on the next page.



PHOTOGRAPHY & TEXTURE

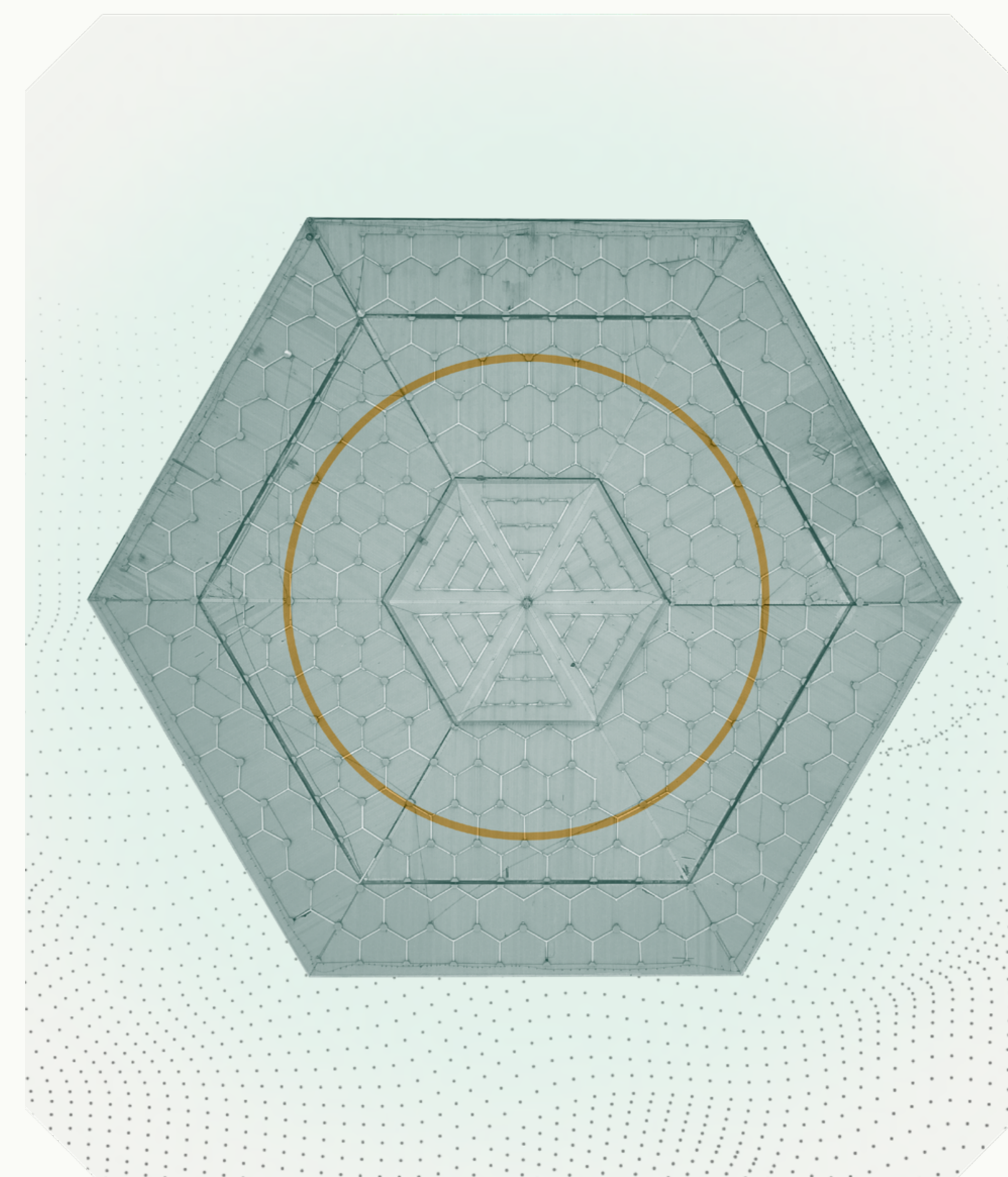
Photo Collage Art Direction

Rather than screenshots of the product UI, Fieldtech uses collage-style illustrations to convey concepts that emphasize the utility of the product.

Each collage utilizes Fieldtech's brand elements like color, graphic elements, and photo treatments in combination with collage-style cutouts to create a unique visual that brings Fieldtech's work to life.

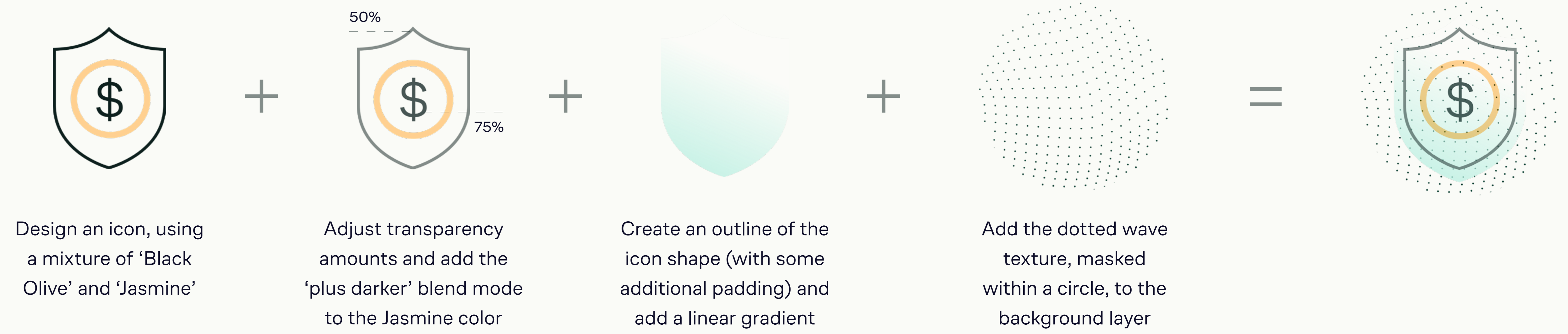
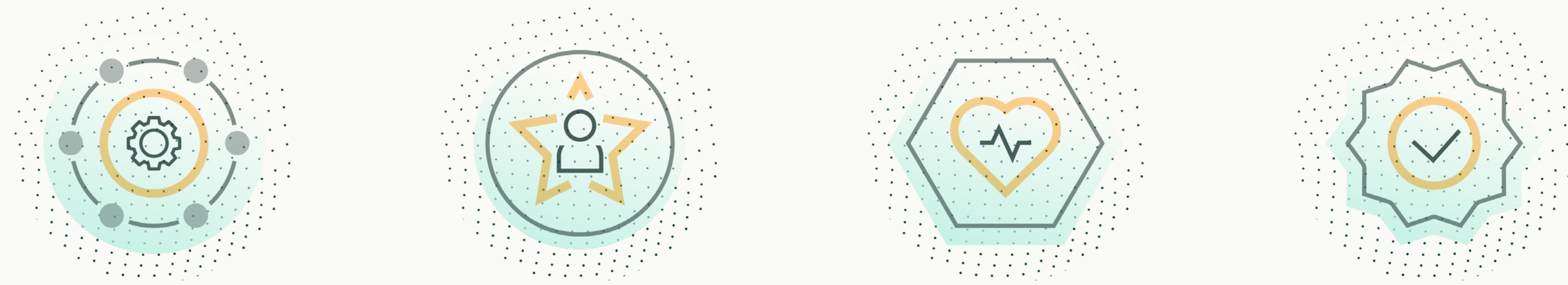
These collages should be kept simple, using only 1-3 silhouetted images that are treated with a similar duotone colorization as the images on the previous page. Other elements can include the dot mesh pattern, gradients in brand colors, the Fieldtech brand mark, and circles or other simple geometry that helps convey the relevant concepts.

Illustrations are always set into a frame with angled edges. This setting is automatically applied on the website using CSS. The user simply has to upload the image, and the corners will appear correctly in the front end of the site.



Iconography

Iconography is used as a supported design element in the Fieldtech brand. See examples at above right. To maintain a consistent icon style, follow the steps shown at below right.



Applications

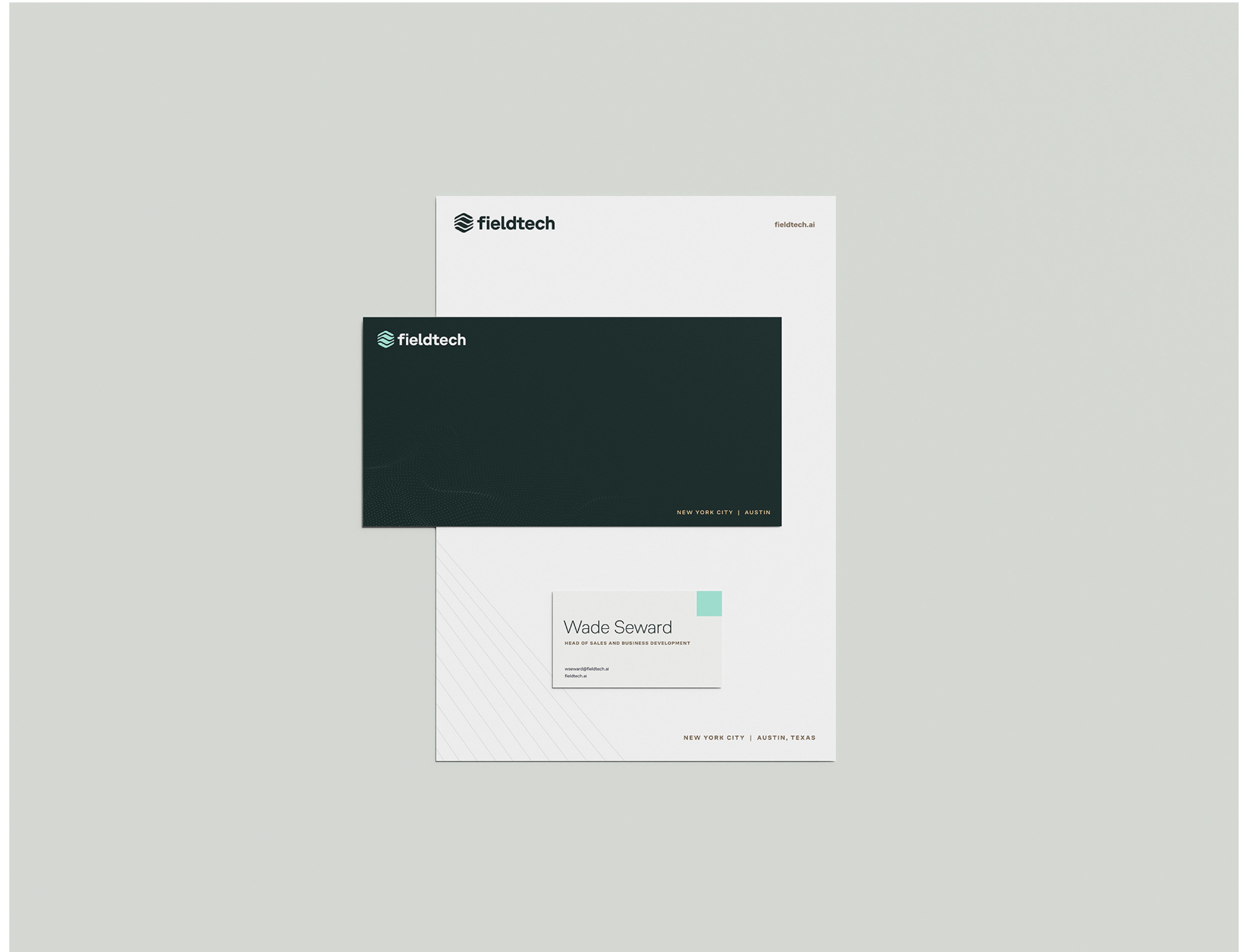
APPLICATIONS

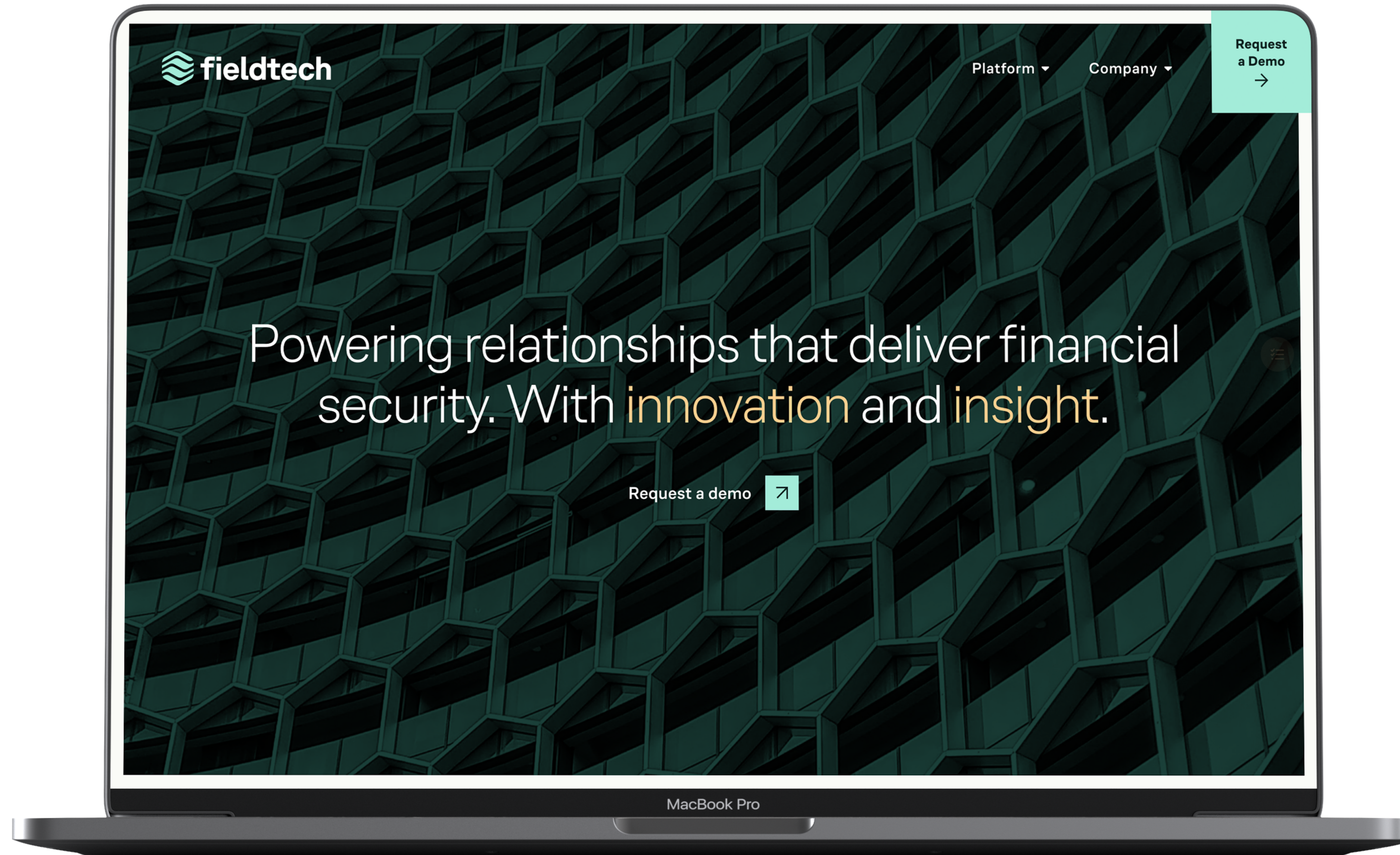
Example Collateral



APPLICATIONS

Example Collateral







Do not edit the contents of this document without the consent of relevant parties from Fieldtech. If you have any questions or require assistance on how to use this style guide, please write to wseward@fieldtech.ai.

Any requests for branded merchandise should be directed to Bill Reidway at wreidway@fieldtech.ai.

No one should create branded merchandise outside of approved process.