Fleet Operator Recognition Scheme – External Design Guidelines

Issue 12

Contents

Issue 12, August 2021

Foreword

The guidelines set out the basic
principles for using the FORS logo
and brand. Before using these
guidelines you should check that
you are familiar with which FORS
logo variant you should be using and
where it can be applied. If in doubt
contact us using the details at
the back of this publication.

1   Basic Elements

This section gives guidance on the basic elements that make up the FORS identity. The information covered includes the use of the logo and its variants.

The FORS logo or appropriate FORS logo variant can be used online as long as the guidelines are followed.

This page shows the FORS primary logo. The full colour logo is the preferred version, however, where necessary a black and white version is available. A keylined version of the logo (shown) is also available for use on dark or similar coloured backgrounds.

Exclusion Zone

A minimum area around the FORS logo must be kept clear of other text or graphic elements. This is to ensure it is reproduced clearly and legibly. A minimum distance of X, where X is equal to quarter the width of the logo, should be left clear all around the logo.

Unacceptable Usage

The FORS logo must not be distorted, re-drawn, re-coloured, or modified in any way. It must not be placed on a background that impairs legibility.


Exclusion zone

FORS keyline version

On some occasions a black and
white version of the logo may be
required.

Exclusion Zone

A minimum area around the FORS
logo must be kept clear of other text
or graphic elements. This is to ensure
it is reproduced clearly and legibly. A
minimum distance of X, where X is
equal to quarter the width of the logo,
should be left clear all around the
logo.

There is a white out version
for use on darker coloured
backgrounds. Make sure you use
the most appropriate version for the
background colour.

Exclusion zone

FORS white out version
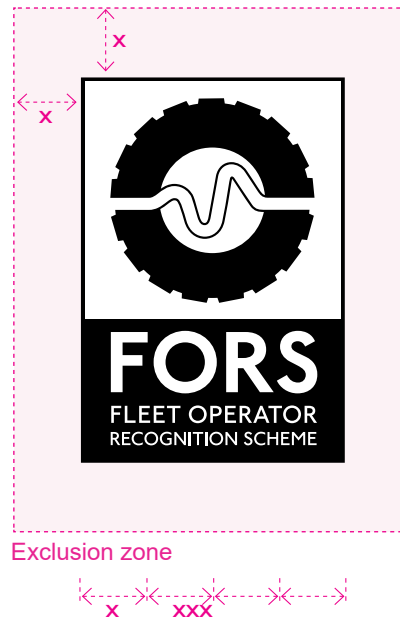
There are eight FORS logo variants that can be used by third parties.

When using these logos, organisations should follow their own brand guidelines and use the FORS logo variants as secondary branding only.

FORS member companies shall only use the logo for the highest level of accreditation obtained.

The Audit Provider, Affinity Partner, Associate, Champion and Supporter logos shall have their FORS ID number centred underneath at all times.

The text used to display the Audit Provider, Affinity Partner, Associate, Champion and Supporter FORS ID number is Arial Regular. It is to be displayed at no smaller than 9pt.

Logos for use by FORS members - levels of accreditation

ID: 00123

ID: 00123

ID: 00123

Logos for use by Audit Providers, Affinity Partners, Associates, Champions and Supporters

Company Name
ID: AUDIT001

Company Name
ID: AP0001

ID: A00123

Company Name
ID: A00123

Company Name
ID: A00123

Examples of unacceptable usage

The FORS logo must not be re-drawn, distorted or modified in any way. It must not be placed on a background that impairs legibility.

Patterned backgrounds which interfere with the logo must not be used.

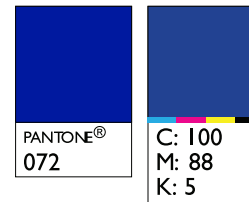The mark must remain as a whole and cannot be broken up into separate components.
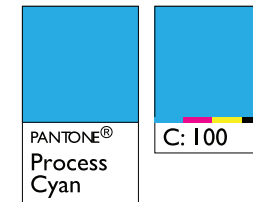
1.5 Colours

This page identifies the FORS colours.

These colours refer to colour reproduction using the Pantone© Matching System on coated or uncoated paper.
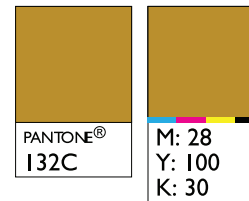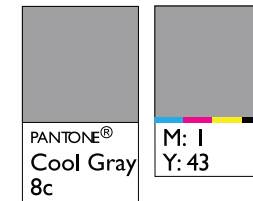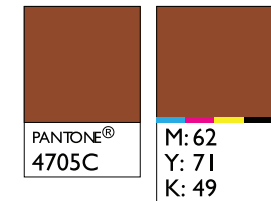
FORS blue

PANTONE®
072

C: 100
M: 88
K: 5

FORS cyan

PANTONE®
Process
Cyan

C: 100

Gold

PANTONE®
132C

M: 28
Y: 100
K: 30

Silver

PANTONE®
Cool Gray
8c

M: 1
Y: 43

Bronze

PANTONE®
4705C

M: 62
Y: 71
K: 49

Gold special use

PANTONE®
871C

Silver special use

PANTONE®
877C

Bronze special use

PANTONE®
876C

The typeface of FORS is Arial which should be set in mixed upper and lower case.

Headings

These are set in Exo 2 Regular, in mixed upper and lower case. Bold can be used.

Body Text

Body text should be set in Arial Regular, in mixed upper and lower case.

Sub Headings

Sub headings should be set in Arial Bold, in mixed upper and lower case.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/.,''():;

Arial Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/.,''():;**

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/.,''():;

Exo 2.0

For Further Information

These design standards outline basic principles and therefore cannot cover every application or eventuality.

In case of difficulty or doubt as to the correctness in the application of these standards, please contact us on enquiries@fors-online.org.uk

For further information about FORS please visit us on www.fors-online.org.uk