

HERES NEWAY.

chemihub
for brands

FOCUS FOX ◀

cpa network brand

identity guides

2023





FOCUS FOX

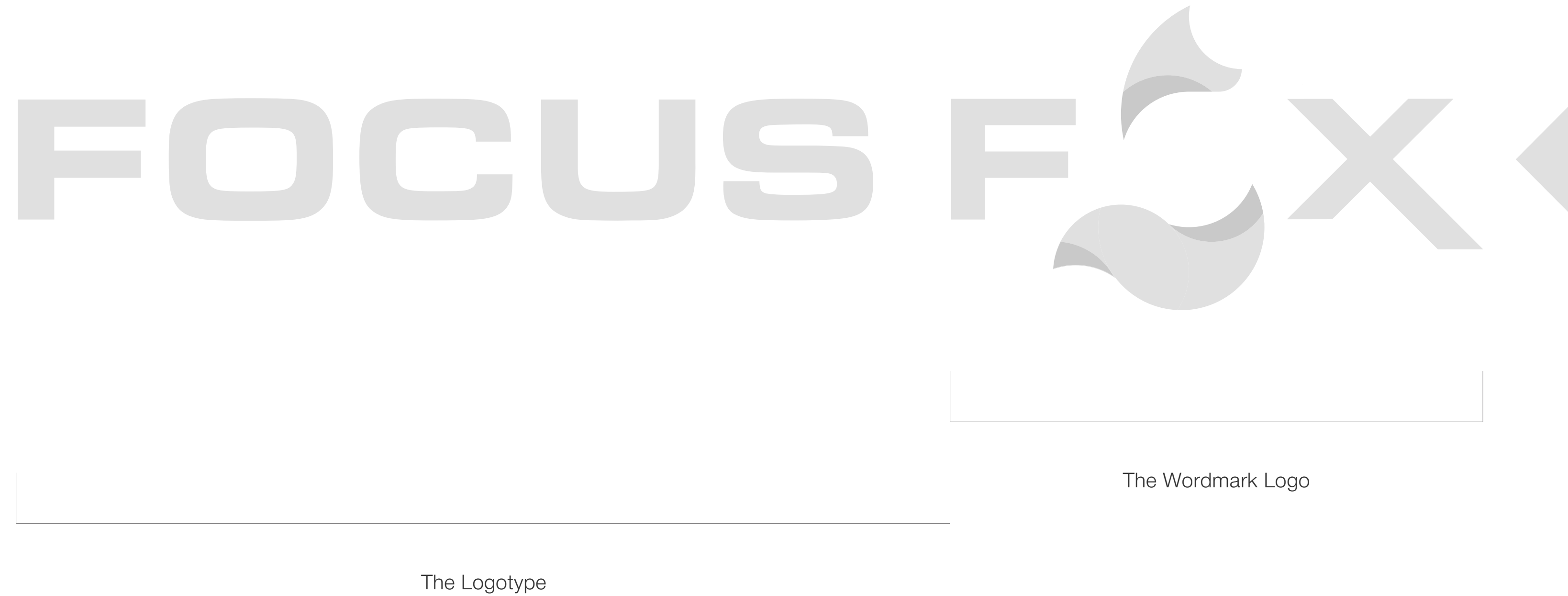
FOCUS FOX

We are not just talented people in arbitration sphere, we are creators with endless thirst of creating something interesting and creative.

**LOGO IS THE
FIRST THING OUR
CLIENTS AND
PARTNERS SEE**

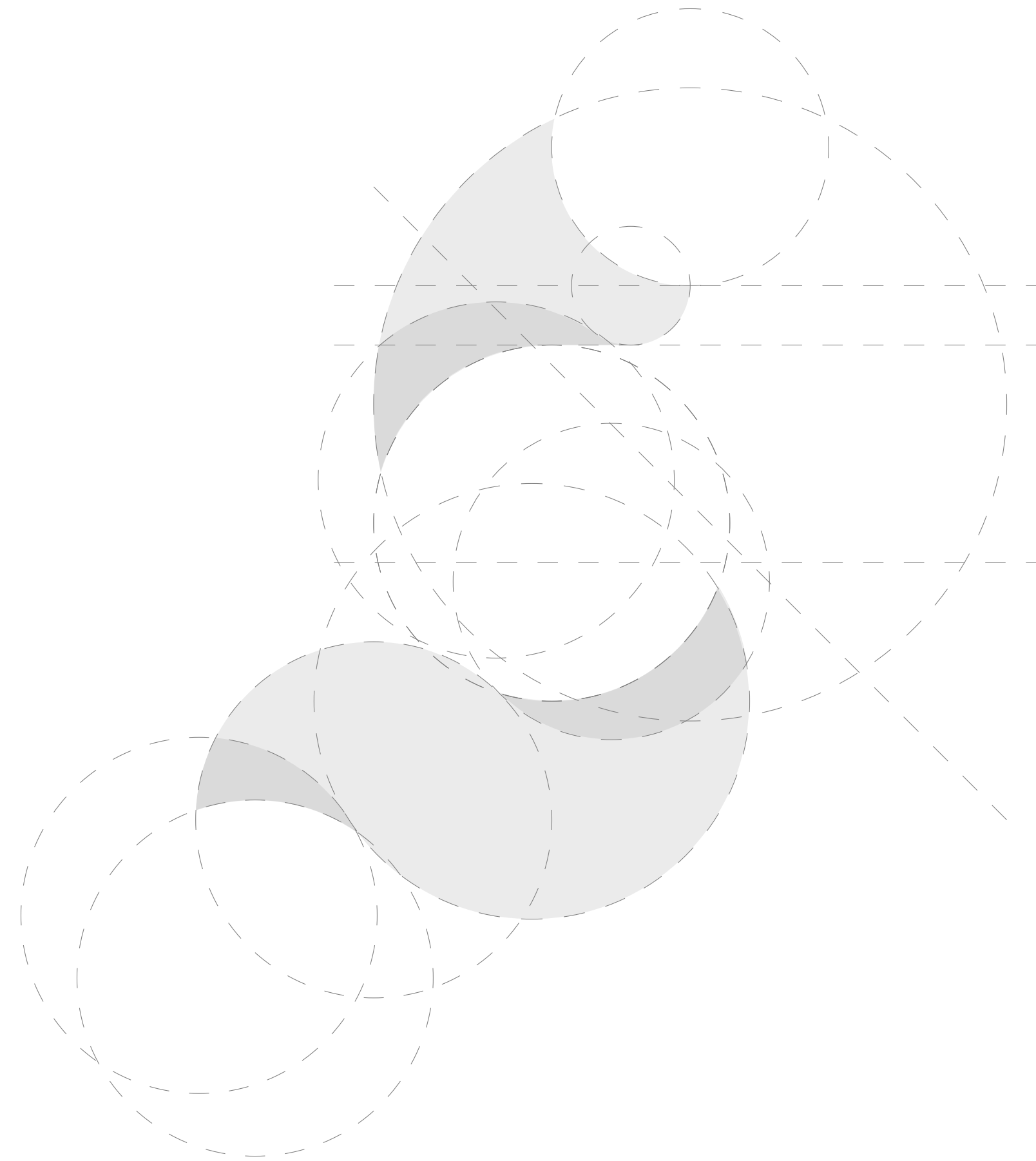
The Brand Logo

the brand logo is the complex combination of a logotype, a wordmark and a logomark



The Logomark

the logomark is a geometry-created combination of circles, according to the fibonacci ratio



The Wordmark

the wordmark logo is a composition of graphic elements,
based on **Eurostile Extd Bold** type

FOCUS

Eurostile Extd Bold Type



Graphic Figures, **F** and **X** Letters, based on
Eurostile Extd Bold Type

Graphic Figure,
Triangle Pointed Toward
The Logomark

**STANDING OUT FROM
THE CROWD WITH
VISUAL IDENTITY IN
BRAND COLORS**

Main Brand Color

The warm tone of Pumpkin color conveys a sense of positivity and energy, makes attention-grabbing. It's particularly effective in industries that value innovation and evokes a sense of comfort and friendliness.

Color Information

R	255	C	000
G	133	M	048
B	34	Y	087
		K	000

PUMPKIN

Color Name



Pumpkin

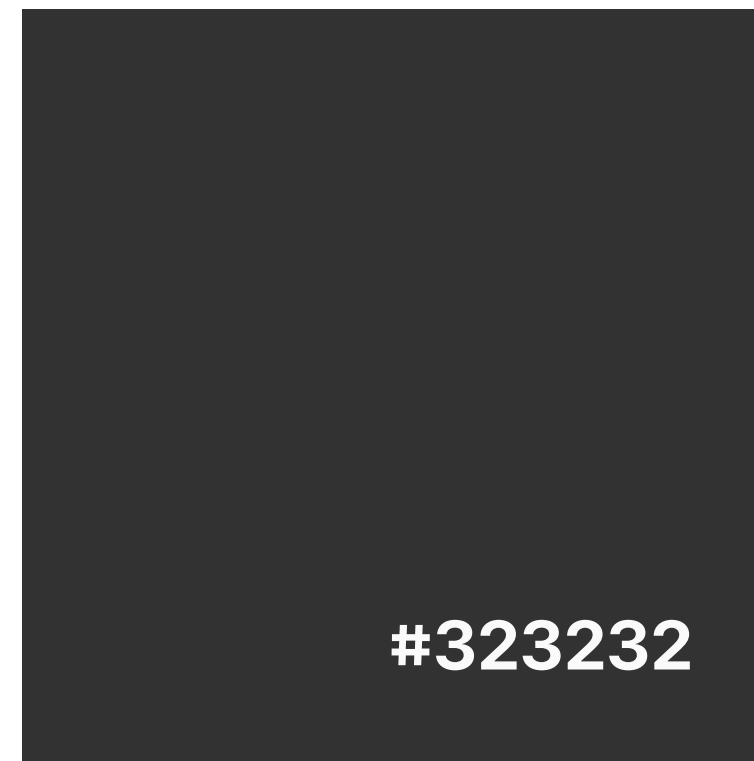
Color Name



R	255	C	000
G	133	M	048
B	34	Y	087
		K	000

Night Rider

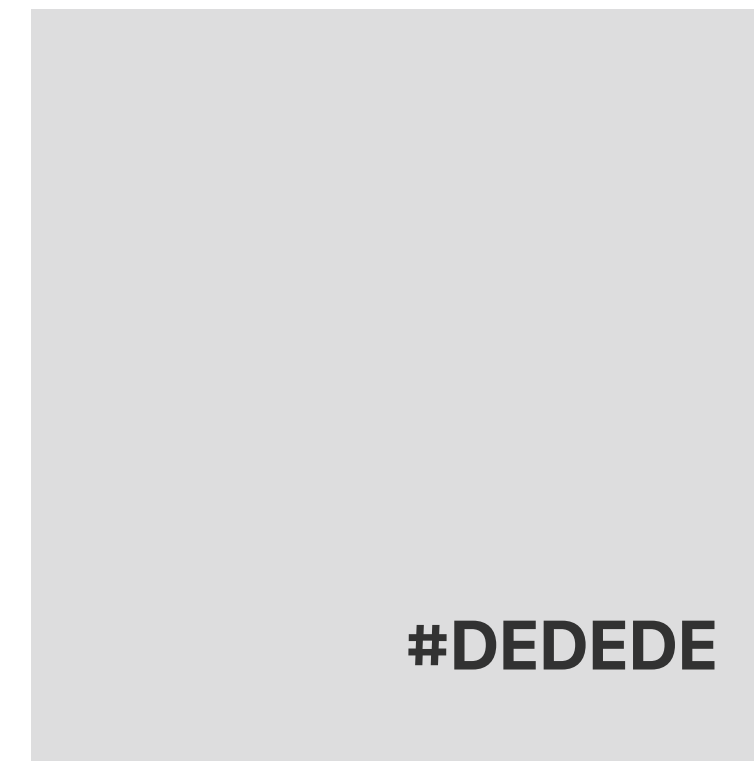
Color Name



R	50	C	000
G	50	M	000
B	50	Y	000
		K	080

Gainsboro

Color Name



R	222	C	000
G	222	M	000
B	222	Y	000
		K	013

Dark Gray

Color Name



R	174	C	000
G	174	M	000
B	174	Y	000
		K	032

The Brand Logo

the brand logo is the complex combination of the brand colors, Pumpkin, Night Rider, Gainsboro and Dark Grey.

FOCUS

Night Rider



Pumpkin

Gainsboro +
Dark Grey

**FONTS THAT
DEFINE CHARACTER
AND ESSENCE OF
THE BRAND**

Main Brand Font

The Font has a unique and recognizable look. Using this font can help your brand establish a distinctive visual identity.

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Eurostile Extd

Family Font

Black

Font Style

Secondary Brand Font

The font is designed with a focus on clarity and legibility. This makes it an excellent choice for digital interfaces resolutions.

abcdefghijklmnopqrstuvwxy

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN

ABCDEFGHIJKLMN

1234567890

1234567890

SF Pro Display

Family Font

any font style

Font Style

**VARIETY AND
VERSATILITY OF
LOGO USE TO ACHIEVE
BETTER RESULTS**

The Brand Logo

Main Logo, Light Background

FOCUS

Night Rider



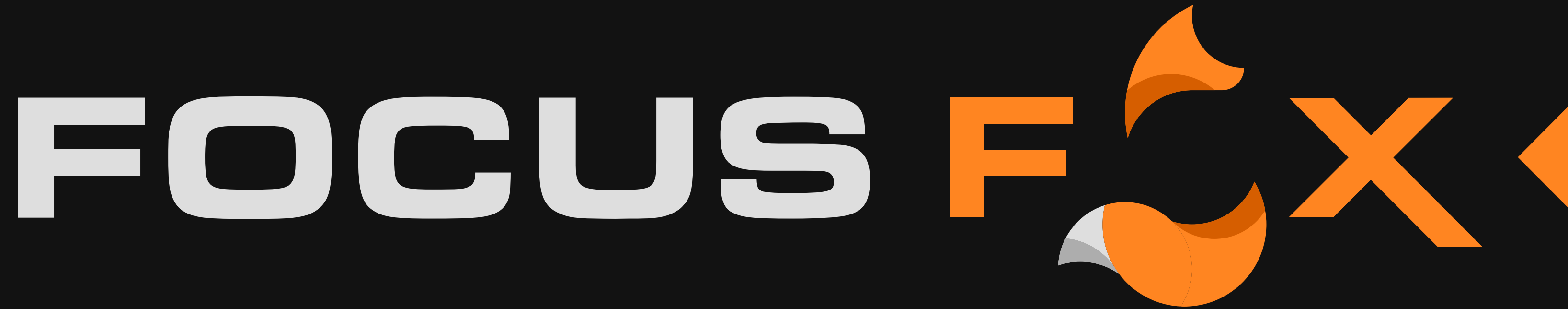
Gainsboro +
Dark Grey

Pumpkin

The Brand Logo

Dark Background

Pumpkin



Gainsboro

Gainsboro +
Dark Grey



The Brand Logo

Greyscale, Light Background

FOCUS

Night Rider

Pumpkin Greyscale

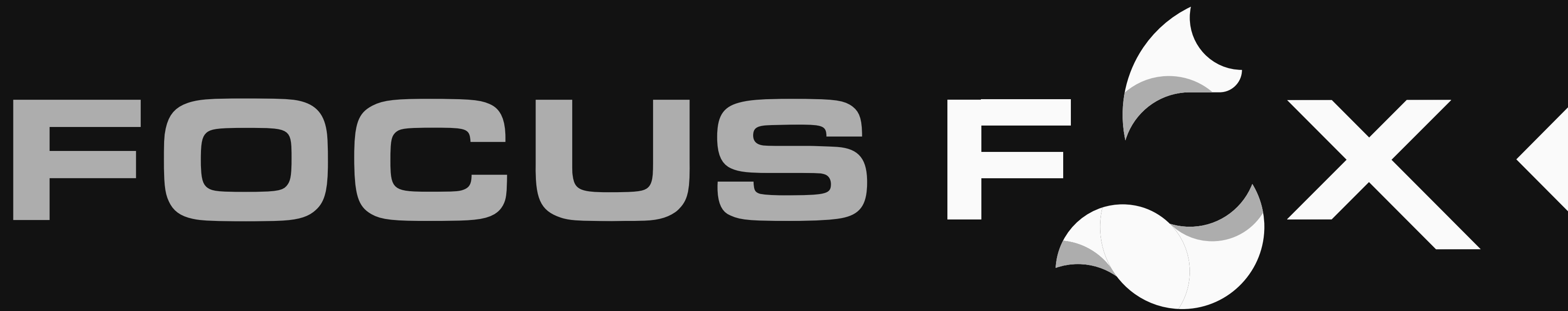
F  **X** 

Gainsboro +
Dark Grey

The Brand Logo

Greyscale, Dark Background

HEX #808080



Dark Grey

Dark Grey

The Brand Logo

Pumpkin Background

HEX #808080



Night Rider

Dark Grey

The Brand Logo

Light Background

Dark Grey



Dark Grey

Dark Grey

**THE MAIN
COMMUNICATION
TOUCHPOINTS
OF THE BRAND**

Corporate Stationary

Business Card Dark, 85x55 mm



Corporate Stationery

Business Card Light, 85x55 mm



Corporate Stationary

Biz ID Cards, White



Corporate Slippers

brand identity colors



HERESNEWAY.

chemi**hub**
for brands

TELEGRAM

WHATSAPP

designed
the brands chemist
eduard iholnikov

calls: +380 73 380 37 73

mail me: heresneway@gmail.com

social:

