Brand Guidelines

Last updated: 3 October, 2024

Logos and usage

Always use approved logos across all branded material.

Logos should be displayed with comfortable outside margin on all sides.

Do not make any modifications to FLI logos without permission.

Logos are available in PNG and SVG formats. Access all FLI logos here.

Main logo

Dark Logo

White Logo

Icon

Badge logo
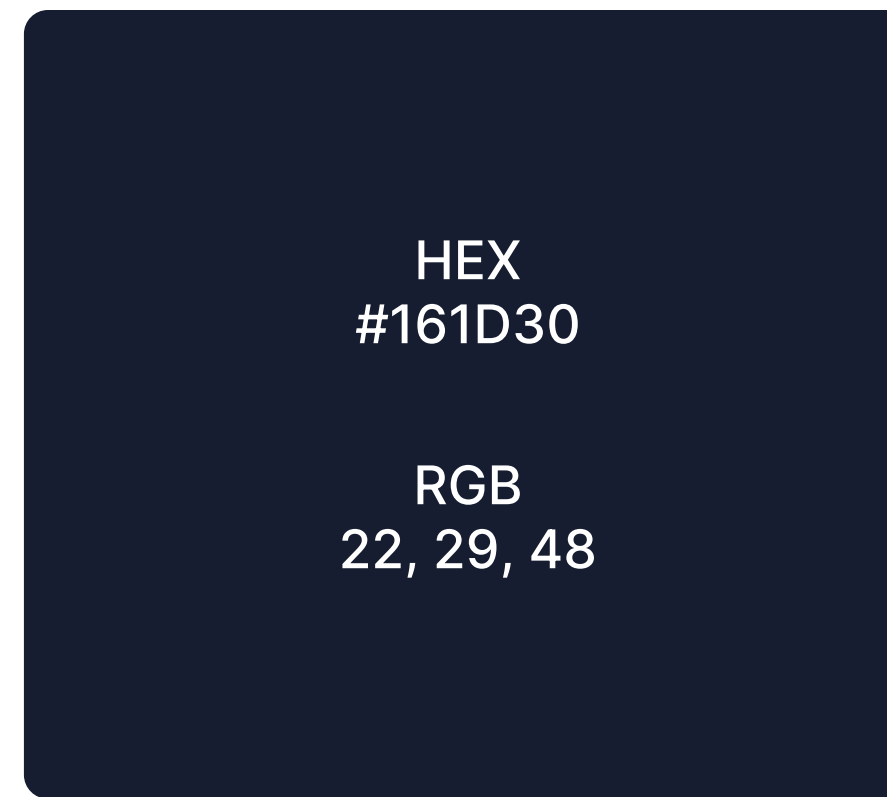

Dark Badge

White Badge

Light Gray Badge

Brand colors

Always keep usability and accessibility in mind. Text should always have a high contrast with the background.
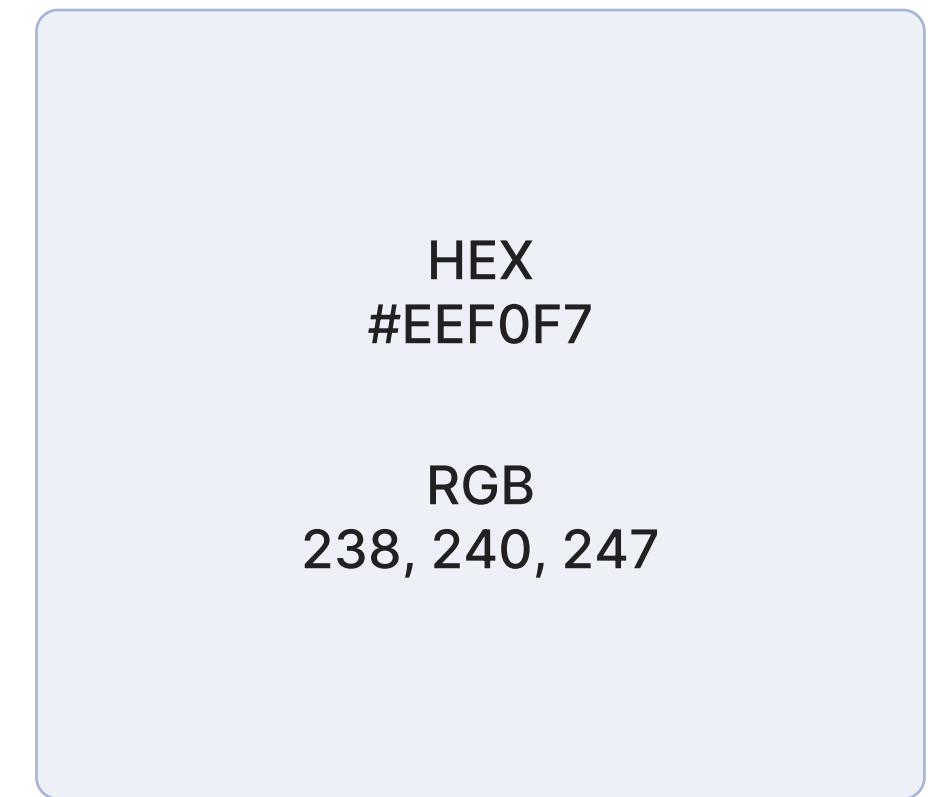
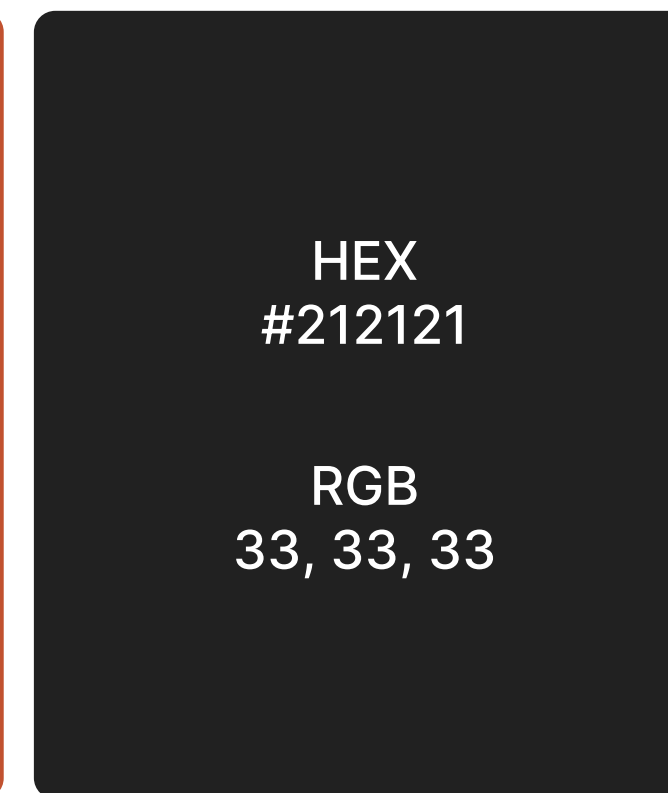You can use these colours within your project using our Adobe Creative Cloud Library.

HEX #161D30 RGB 22, 29, 48	HEX #5069AF RGB 80,105,175	HEX #EEF0F7 RGB 238, 240, 247
Dark Blue Backgrounds	**Rich Blue** Links	**Light Blue** Backgrounds, buttons

HEX #C1512F RGB 193, 81, 46	HEX #212121 RGB 33, 33, 33	HEX #f2f2f2 RGB 242, 242, 242	HEX #FFFFF RGB 255, 255, 255
Orange Accents	**Dark Gray** Body text	**Light Gray** Backgrounds, borders	**Primary White** Light text
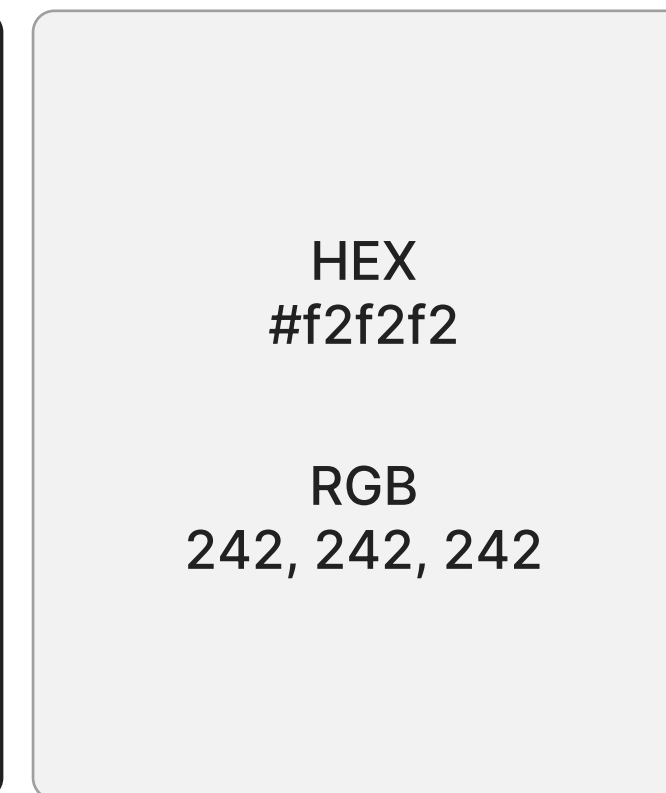
Brand fonts

We use modern, neutral, and accessible sans-serif typefaces that are widely supported.

Our main brand font is **Inter** (available from Google Fonts).

If this is not available, a similar alternative is **Roboto** (available from Google Fonts).

The most similar web-safe fonts are **Arial** and **Helvetica**, which should be pre-installed on almost all systems.

SECTION HEADLINE

This is how we create headlines

Lorem ipsum odor amet, consectetuer adipiscing elit. Cursus proin sapien curae fames fames facilisi placerat metus maecenas. Porta cras congue dictum praesent dui nisi quisque augue. Magnis luctus nascetur natoque finibus ridiculus, dapibus ad. Fusce euismod donec massa nec nunc.

> "This is a quote box. It has a 'Light Blue' background and is indented with a thick left-border."

Lobortis mollis dui at mi tortor ac faucibus ultrices platea. Ac vestibulum dictumst in sagittis platea aptent.

This is how we create callout boxes

Here's an example of a callout box. By using 'Dark Blue' text on 'Light Blue' backgrounds, we ensure that our copy looks good and meets accessibility standards.

This is a link →

Image guidelines

We use images to add meaning and context to our content. We avoid using images purely for decoration.

We prefer to use photographs of real people, events, and places whenever possible.

We avoid using AI-generated images to represent our content.

If you are having trouble accessing these files,
please contact us for permission.

Custom assets can be made available on request.

Future of Life Institute
3 October, 2024