

Fido Style Guide

For FIDO Members

FIDO Alliance Logos



FIDO Alliance Logos

Black and white



Reversed



White



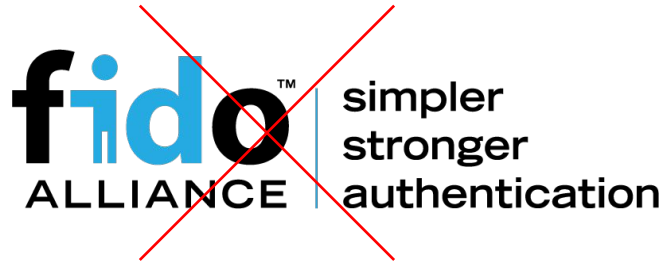
The FIDO Alliance Logo: Minimum Height



The FIDO Alliance Logo: Clear space



The FIDO Alliance Logo: Improper Use



Do not change the colors



Do not stretch the logo



Do not place the logo on busy backgrounds



Do not add transparencies or any other effects to the logo



Do not place the logo on any kind of an angle. It must always be aligned horizontally.



Do not use the logo on a background that doesn't provide adequate contrast

Colors

Primary colors



RGB 255/191/59
Hex # ffbf3b



RGB 0/75/78
Hex # 004b4e



RGB 52/57/64
Hex # 343940



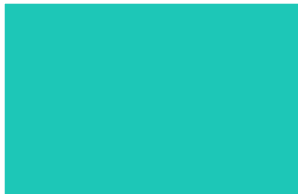
Secondary colors



RGB 35/51/70
Hex # 233346



RGB 17/148/167
Hex # 1194a7



RGB 58/190/178
Hex # 3abeb2



RGB 240/99/74
Hex # F0584A

