



FSA Consulting

Brand Guidelines



FSA CONSULTING IS POWERED BY FRANK AND STEIN ASSOCIATES.

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Introduction

Back in 2004, Frank and Stein Associates started as an Internet solution for undergraduate students living in off-campus housing facilities in Oakland. Over the years, we've expanded our offerings and opened up our audience to include both residential customers and business owners.

FSA Consulting was born out of a need for reliable business Internet and Managed Wi-Fi solutions. Over the years, we've expanded our offerings into Managed IT Services and Business Phone.





FSA Consulting

Messaging, Visual Identity, and Collateral Guidelines



Messaging

Vision & Mission

VISION

We envision a world where technological barriers don't stand in the way of businesses growing, innovating, and moving forward.

MISSION

We leverage the expertise and knowledge of our team to connect our clients to the things that matter.

Messaging

Brand Ethos & Brand Personality

BRAND ETHOS

→ Ready to Respond

Accessible, Reliable, Local

→ Untethered Excellence

High Performance, Commitment-free, Customized

→ Relatable Expertise

Neighborly, Experienced, Solutions-based

BRAND PERSONALITY

FSA Consulting brings a no-nonsense, can-do attitude to the table. Any technology problems that your business is experiencing can be addressed by our responsive team of tech support specialists.

Messaging

The boilerplate is for use in news releases, about sections on social media, and in other online directories where an about section is required.

Boilerplate

ABOUT FSA CONSULTING

FSA Consulting is a full-service IT solutions provider, powered by Frank and Stein Associates. We offer Managed IT Services, Business Phone Solutions, Business Internet Service, and Managed Wi-Fi backed by local support.

WEBSITE ADDRESS

fsaconsulting.us

Messaging

Core Messaging

FSA Consulting provides full-service IT solutions dedicated to removing any technological barrier that may be holding your business back. We offer a suite of managed services ranging from broadband to security, and anything that gets in between and your vision.

Messaging

Copy Standards

CAPITALIZATION

- **Wi-Fi** is always a single hyphenated word, with the 'W' and 'F' capitalized
- **HotSpot** is always a single word with the 'H' and 'S' capitalized
- **HelpDesk** is always a single word with the 'H' and 'D' capitalized
- The abbreviation for Voice over Internet Protocol is **VoIP** with a lowercase 'o' - therefore the 'o' in 'over' should consistently be lowercase.
- **Internet** is always capitalized

VOCABULARY

- FSA Consulting customers are referred to as **clients**
- The FSA Consulting broadband footprint is referred to as **our network**

Visual Identity

The main logo for FSA Consulting is the stacked, full color version. It should be used when possible in both print and digital formats.

A grayscale version of the main logo is also available. This version should only be used for black and white printing purposes, for example, in black and white print ads.

When posted on a website, the logo must be linked to fsaconsulting.us.

Main Logo



Visual Identity

Either of the following logos can be used when a single color version is needed in brand applications.

This may include, but is not limited to, screen printing, embroidery, embossing, and engraving.

The white version of the logo may also be used on color, for example, overlaying the FSA Consulting blue gradient.

Single Color Main Logo



Visual Identity

There may be some instances in which the stacked version of the main logo doesn't work well with the design. If that's the case, the horizontal alternate version may be used.

An example of this logo placement can be viewed on the company's website mobile header at fsaconsulting.us.

Alternate Logo



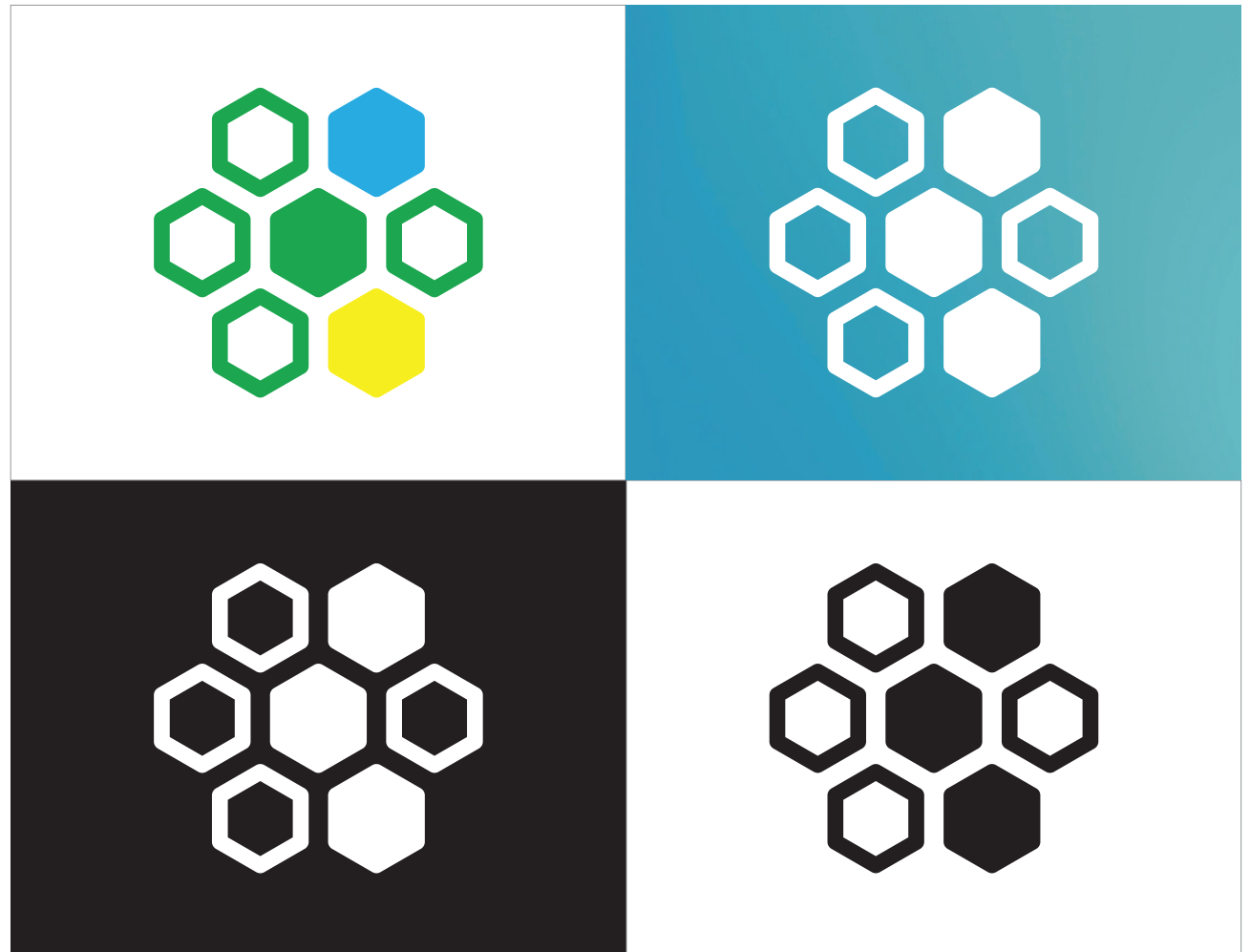
Visual Identity

The hexagon icon in FSA Consulting's logo can be used in collateral as a secondary mark.

Only use the secondary mark when FSA Consulting is spelled out in full within visible proximity, for example, inside FSA Consulting's office space or in social media channels.

When choosing the proper color format, apply the same rules as you would for the main logo.

Secondary Mark Icon



Visual Identity

The minimum width for the stacked main logo in all color variations is 1.25”.

The minimum width for the horizontal alternate logo in all color variations is 1.6”.

The minimum width for the secondary mark icon in all color variations is 0.4”.

When the logos become smaller than these sizes, the text and design elements become difficult to read. Stick to these guidelines to ensure the FSA Consulting logo is readable at all times.

Minimum Sizes

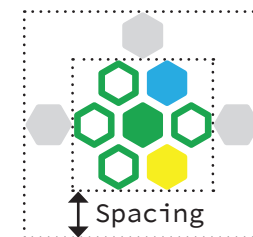


Visual Identity

Remember to keep ample spacing around the logos and secondary mark icon. The size of one hexagon from point to point can be used as a guide.

It is important to keep this space around the logos and secondary mark icon at all times, especially when using other logos or graphics near them.

Clear Space



Visual Identity

Do not do the following things with the FSA Consulting logo.

- A.** Do not stretch the logo.
- B.** Do not place the full color logo on a dark background
- C.** Do not tilt or place a border around the logo.
- D.** Do not place other items too close to the logo.
- E.** Do not make the logo smaller than the recommended minimum size.
- F.** Do not rearrange elements of the logo.

What Not To Do



A



B



C



D



E



F

Collateral

Source Sans Pro and Source Code Pro in any of the following variations should be used for all print materials, presentations, PDFs, and other public facing marketing or educational materials intended for possible print or web use.

This rule pertains to both the headlines and main body copy texts.

Typography

AaBbCcDdEe0123

Source Sans Pro Light

AaBbCcDdEe0123

Source Sans Pro Light Italic

AaBbCcDdEe0123

Source Sans Pro Regular

AaBbCcDdEe0123

Source Sans Pro Italic

AaBbCcDdEe0123

Source Sans Pro SemiBold

AaBbCcDdEe0123

Source Sans Pro SemiBold Italic

AaBbCcDdEe0123

Source Sans Pro Bold

AaBbCcDdEe0123

Source Sans Pro Bold Italic

AaBbCcDdEe0123

Source Sans Pro Black

AaBbCcDdEe0123

Source Sans Pro Black Italic

AaBbCcDdEe0123

Source Code Pro Light

AaBbCcDdEe0123

Source Code Pro Regular

AaBbCcDdEe0123

Source Code Pro SemiBold

AaBbCcDdEe0123

Source Code Pro Bold

Collateral

FSA Consulting's primary color palette is comprised of one primary color and four secondary colors.

Use these colors when creating any print or digital collateral for FSA Consulting's brand.

Color Palette

01

BLUE

Print—
PMS 2389 C
C70 M14 Y0 K0

Web—
R57 G171 B226
#39abe2

02

YELLOW

Print—
PMS 102 C
C4 M0 Y94 K0

Web—
R255 G235 B0
#feea00

03

GREEN

Print—
PMS 347 C
C83 M7 Y95 K0

Web—
R0 G156 B66
#009c41

04

CHARCOAL

Print—
PMS 432 C
C0 M0 Y0 K90

Web—
R60 G60 B59
#3c3c3b

05

SOFT GRAY

Print—
PMS 427 C
C0 M0 Y0 K20

Web—
R218 G218 B218
#dadad9

Collateral

When building an online presence for FSA Consulting, these items should be used to communicate the company's visual brand.

Online Presence



Website favicon



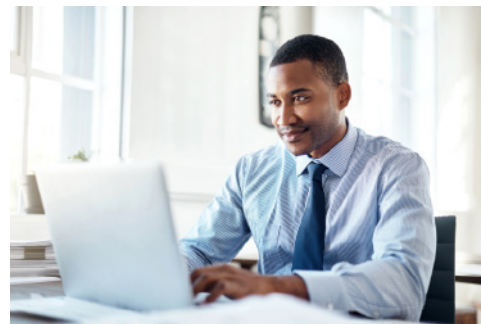
Social media profile pictures

Collateral

Imagery selected for FSA Consulting collateral should always reflect the services offered by the company.

Choose photos that communicate a bright, positive, and uplifting attitude. Technology within the imagery should always appear modern and never out dated.

Photography

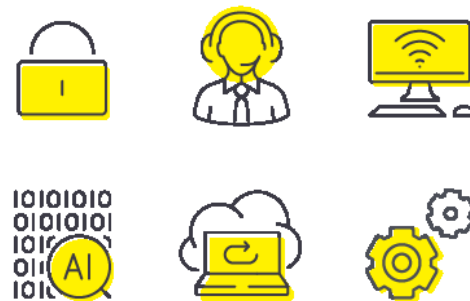


Collateral

A series of illustrations and iconography have been produced to reflect FSA Consulting services. When necessary, create additional illustrations or icons that match the existing style.

A hexagon pattern is also available for collateral to reinforce the visual brand and the theme of connectivity.

Illustrations & Iconography



Questions?

If you have any questions regarding how to use this brand, please contact Shift Collaborative at support@shiftcollaborative.com.