

# Forum Brand Identity Guide

## Full Color Logo

Vertical Logo



Package includes .png file for web use and .eps for print use. [Download](#)

Horizontal Logo



Package includes .png file for web use and .eps for print use. [Download](#)

## Logo for Dark Backgrounds



Package includes .png file for web use and .eps for print use. [Download](#)

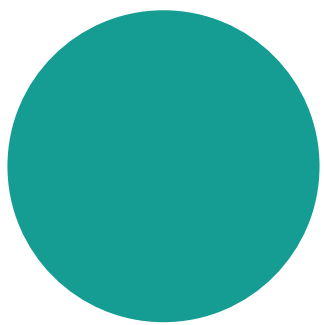


Package includes .png file for web use and .eps for print use. [Download](#)

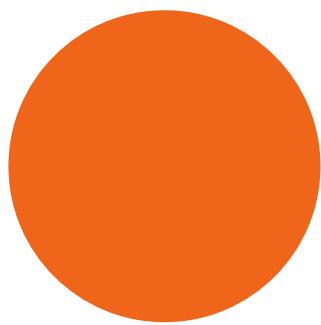
## Mission Statement

“Connecting Florida Entrepreneurs and Capital Sources to Foster a Thriving Innovation Economy.”

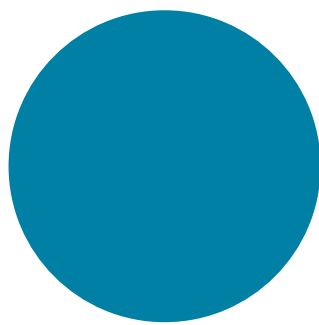
## Color Palette



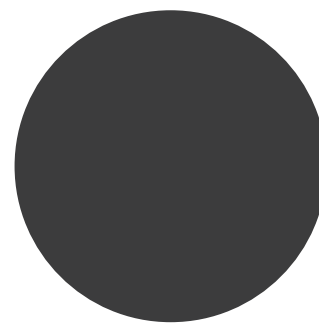
#159D93



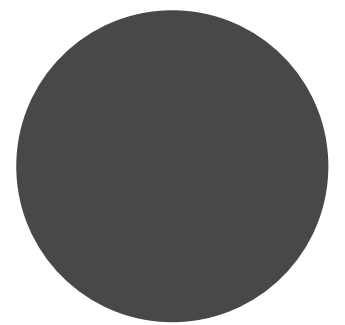
#EF651A



#0080A4



#3C3C3D



#47484A

## Typography

Main Font:

**Sansation**

abcdefghijklmnopqrstuvwxy  
z  
0123456789

Secondary Font:

**Open Sans**

abcdefghijklmnopqrstuvwxy  
z  
0123456789