

Fastmail Logo Guidelines



VERSION 1

Fastmail Primary Logo

Fastmail primary logo full colour - written with a lower case 'm'



Fastmail Icon full colour



Exclusion zone




Primary colours


 **FM Blue**
Pantone 2144 C
RGB 0 103 185
HEX 0067B9
CMYK 95 53 0 0

 **FM Yellow**
Pantone 7408 C
RGB 255 193 7
HEX FFC107
CMYK 0 30 100 0


 **FM Light Blue**
Pantone 292 C
RGB 105 179 231
HEX 69B3E7
CMYK 59 11 0 0


 **FM Grey**
Pantone 432 C
RGB 51 62 72
HEX 333E48
CMYK 65 43 26 78

Secondary colours

 **Goblin Green**
RGB 76 173 80
HEX 4CAD50

 **Deep Space Blue**
RGB 36 57 89
HEX 243959

 **Opera Red**
RGB 229 57 53
HEX E53935

 **Sky Blue**
RGB 3 169 244
HEX 03A9F4

Typography

Cresta

Abcdefghijklm
nopqrst
ABCDEFGHIJKLM
NOPQRST
0123456789

Source Sans Pro

Abcdefghijklm
nopqrst
ABCDEFGHIJKLM
NOPQRST
0123456789

Fastmail Logo Variations

When the primary full colour version of the logo cannot be used the following can also be used.

Fastmail logo on dark background



Fastmail logo white

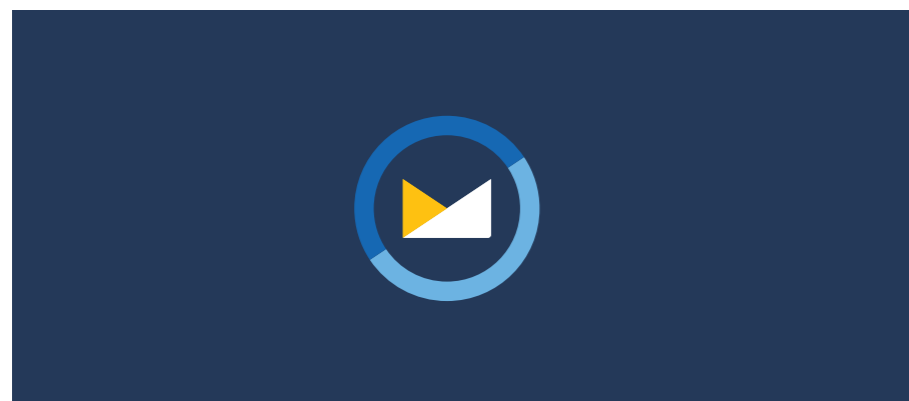


This part of the logo must always appear at 60% opacity to highlight the difference between the other shapes.

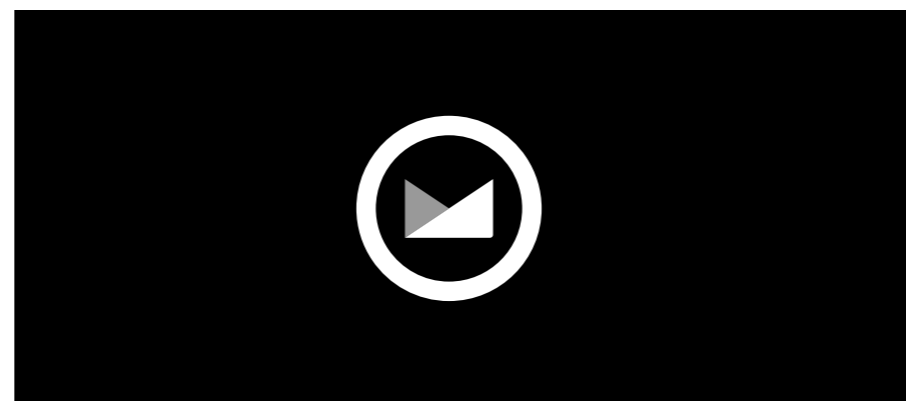
Fastmail logo black



Fastmail Icon on dark background



Fastmail Icon white



Fastmail Icon black



Logo relationships

The Topicbox and Fastmail icons when placed together have similarities but different heights.

