

BRAND GUIDELINES HAVE BEEN CREATED TO MAINTAIN THE  
CONSISTENCY OF VISUAL COMMUNICATION OF THE BRAND.

THESE GUIDELINES WILL ENSURE THAT CREATIVES FOLLOW A  
CONSISTENT KEY AND THE BRAND IMAGE WILL BE  
RECOGNIZABLE AND IDENTIFIABLE ON MANY LEVELS.

# Brand Guidelines

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2022

DESIGNED BY :

TWO FOUR SEVEN STUDIO  
: AN BRANDING & DIGITAL SOLUTIONS STUDIO.

# Future Mind

WE ARE FUTURE MIND  
DIGITAL ADVISORY & DELIVERY  
WE ENGINEER DIGITAL BUSINESS

OUR MISSION:  
TO SHAPE THE FUTURE BY BUILDING IMPACTFUL DIGITAL PRODUCTS

OUR VISION:  
AS LEADING EXPERTS IN DIGITAL TRANSFORMATION, OUR GOAL IS  
TO FIND HUMAN-CENTERED SOLUTIONS TO COMPLEX CHALLENGES  
FOR DRIVING POSITIVE CHANGE WITHIN ORGANIZATIONS.

# 1.00 Who we are

# Digital Advisory & Delivery

# We engineer digital business.

## Digital:

- + SELECTION OF THE BEST SOLUTIONS ON THE MARKET (FUTURE MIND SOLUTIONS)
- + SYNERGY OF ADVISORY AND DELIVERY (DEVELOPMENT) AT EACH STAGE OF THE PROCESS
- + COMPETENCE IN DATA ANALYSIS AND MAKING PRODUCT DECISIONS BASED ON IT

## Engineer:

- + TECHNOLOGICAL BACKGROUND, ROOTS, AND CORE OF THE COMPANY
- + MULTIDISCIPLINARY TEAM OF ENGINEERS AND PRODUCT CONSULTANTS

## Bussines:

- + ORIENTATING TO CUSTOMERS' ECONOMIC INDICATORS
- + GOING BROADLY BEYOND DIGITAL PRODUCTS: UNDERSTANDING THE DEPENDENCIES OF THE ENTIRE CUSTOMER ECOSYSTEM SO AS TO MAXIMIZE THE AVAILABLE POTENTIAL
- + "OWN IT" AS ONE OF THE MOST STRONGLY PROMOTED VALUES IN FUTURE MIND RESULTING IN CUSTOMERS FEELING THAT WE TREAT THEIR PROJECTS AS OUR OWN AND BECOME PART OF THEIR ORGANIZATION OVER THE COURSE OF A LONG-TERM PARTNERSHIP



Future Mind was founded in 2008 as a custom mobile **app development company.**

Since then, we've come a long way.





WE HAVE PARTNERED WITH TOP COMPANIES FOR DOZENS OF PROJECTS, NOT ONLY BUILDING PREMIUM DIGITAL PRODUCTS, BUT ALSO HELPING OUR CLIENTS USE THEM TO ACHIEVE THEIR GOALS. THESE EXPERIENCES HAVE ALLOWED US TO GAIN AN EXCEPTIONAL UNDERSTANDING OF BOTH BUSINESS AND TECHNOLOGICAL ASPECTS OF MOBILE.

WE NOW PROVIDE HOLISTIC DIGITAL ADVISORY & DELIVERY SERVICES, HELPING OUR CLIENTS BEAT THEIR COMPETITION THROUGH MOBILE. OUR SERVICES ENCOMPASS DIGITAL STRATEGY, PRODUCT DESIGN, SOFTWARE DEVELOPMENT, MAINTENANCE, FEATURE UPDATES, AND GROWTH.

# 2 . 00 Logotype



## 2 . 01 – MAIN LOGOTYPE

LOGO BASED ON SIMPLE, ORIGINAL TYPOGRAPHY.  
IN ITS BASIC VERSION IT CONTAINS A SIGNET  
INSCRIBED IN A TYPOGRAPHIC SEQUENCE.

**RUTUFEMIND**



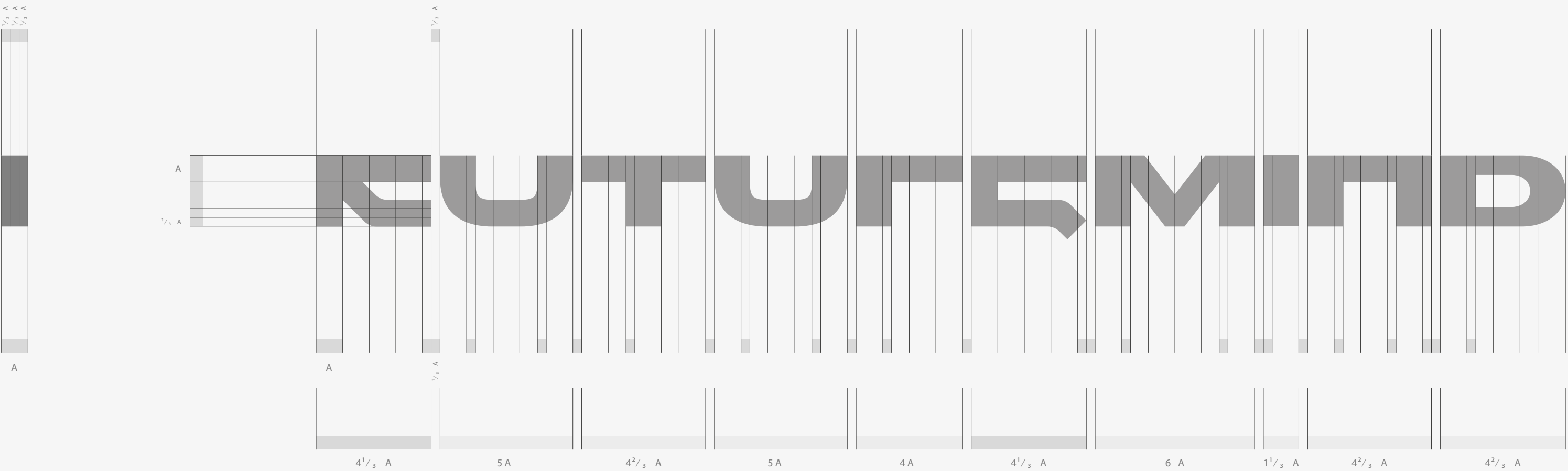
# 2 . 02 – MAIN LOGOTYPE

THE LOGOTYPE CAN BE SUCCESSFULLY USED BOTH IN  
MONOCHROME AND NEGATIVE.

FUTUREMIND

# 2 . 03 - MAIN LOGOTYPE / LOGOTYPE CONSTRUCTION

THE DESIGN OF THE CHARACTER IS BASED ON THE SIZE OF THE LETTER “A”, CORRESPONDING TO THE LINE THICKNESS OF THE LETTER "F". THE CONSTRUCTION HAS BEEN PLOTTED ACCORDING TO THE RULES OF TYPOGRAPHIC COMPOSITION AND SHOULD NOT BE MODIFIED.



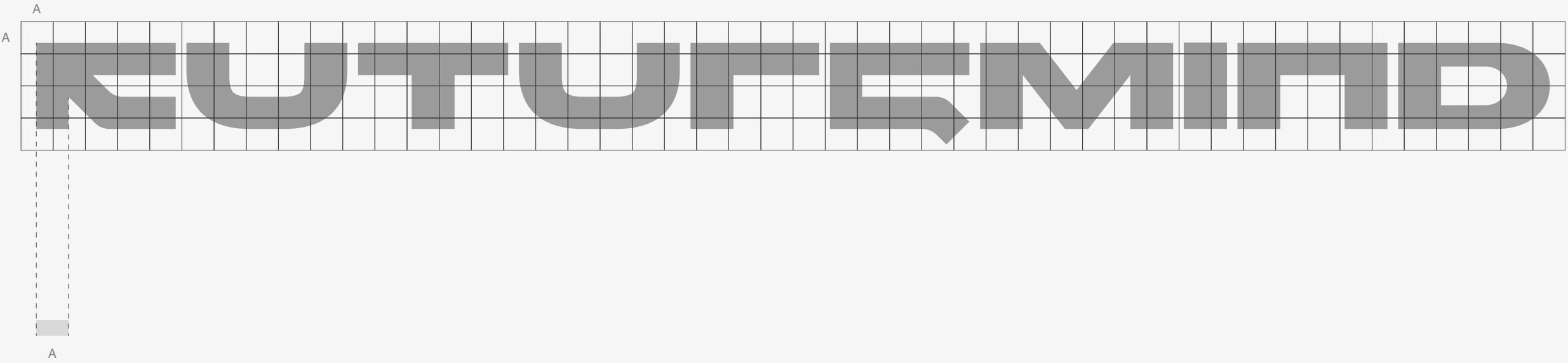
## 2 . 04 - MAIN LOGOTYPE / PROTECTIVE FIELD

IN ORDER TO PRESERVE THE APPROPRIATE EXPRESSION,  
A PROTECTIVE FIELD HAS BEEN DEFINED FOR THE  
LOGOTYPE IN AN AREA WHERE NO OTHER GRAPHIC  
ELEMENTS SHOULD BE PLACED. THE SCOPE OF THIS  
FIELD IS THE WIDTH OF THE LETTER "F".



## 2 . 05 - MAIN LOGOTYPE / MODULAR GRID

THE LOGOTYPE ALSO FITS INTO A MODULAR GRID, ONE  
MODULE OF WHICH IS A SQUARE WITH SIDES OF LENGTH  
EQUAL TO THE SIZE OF THE LETTER A, WHOSE  
THICKNESS IS THAT OF THE LINE IN THE LETTER "F"  
IN THE LOGOTYPE.



## 2 . 06 – MAIN LOGOTYPE / MINIMUM SIZE

TO MAINTAIN THE LEGIBILITY OF THE LOGO, MINIMUM SIZES MUST BE OBSERVED. IN PRINT, THE WIDTH OF THE LOGOTYPE SHOULD NOT BE LESS THAN 35 MM. IN DIGITAL, THE ENVIRONMENT SHOULD NOT BE SMALLER THAN 35 MM / 140 PX.

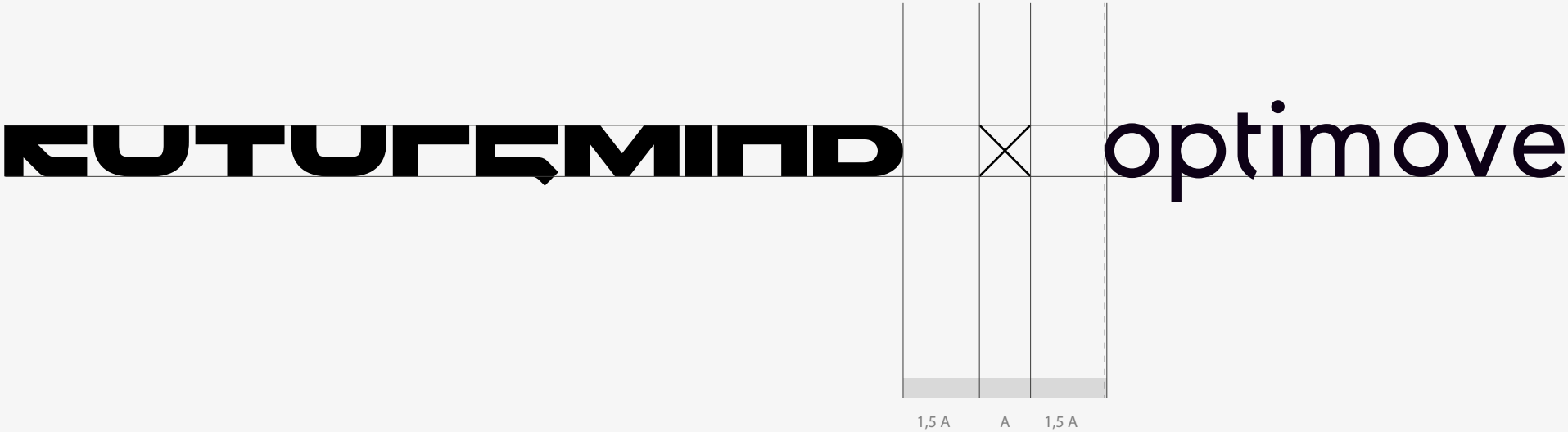


35 MM / 140 PX

# 2 . 07 - MAIN LOGOTYPE / CO-BRANDING

THE LOGOTYPE CAN BE COMBINED WITH OTHER CHARACTERS IN A CO-BRANDED SITUATION.

DEVELOPED CONSTRUCTION PRINCIPLE. LOGOS SHOULD HAVE A COMMON BASE LINE AND BE VISUALLY SIMILAR IN SIZE. THE "x" CHARACTER SHOULD BE PLACED BETWEEN THEM.



# Modifications of logotype

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# 2 . 08 - LOGOTYPE / REFORMATTING

THERE IS A REFORMATTING OF THE LOGO THAT CAN BE  
USED INTERCHANGEABLY.

**FUTURE  
MIND**



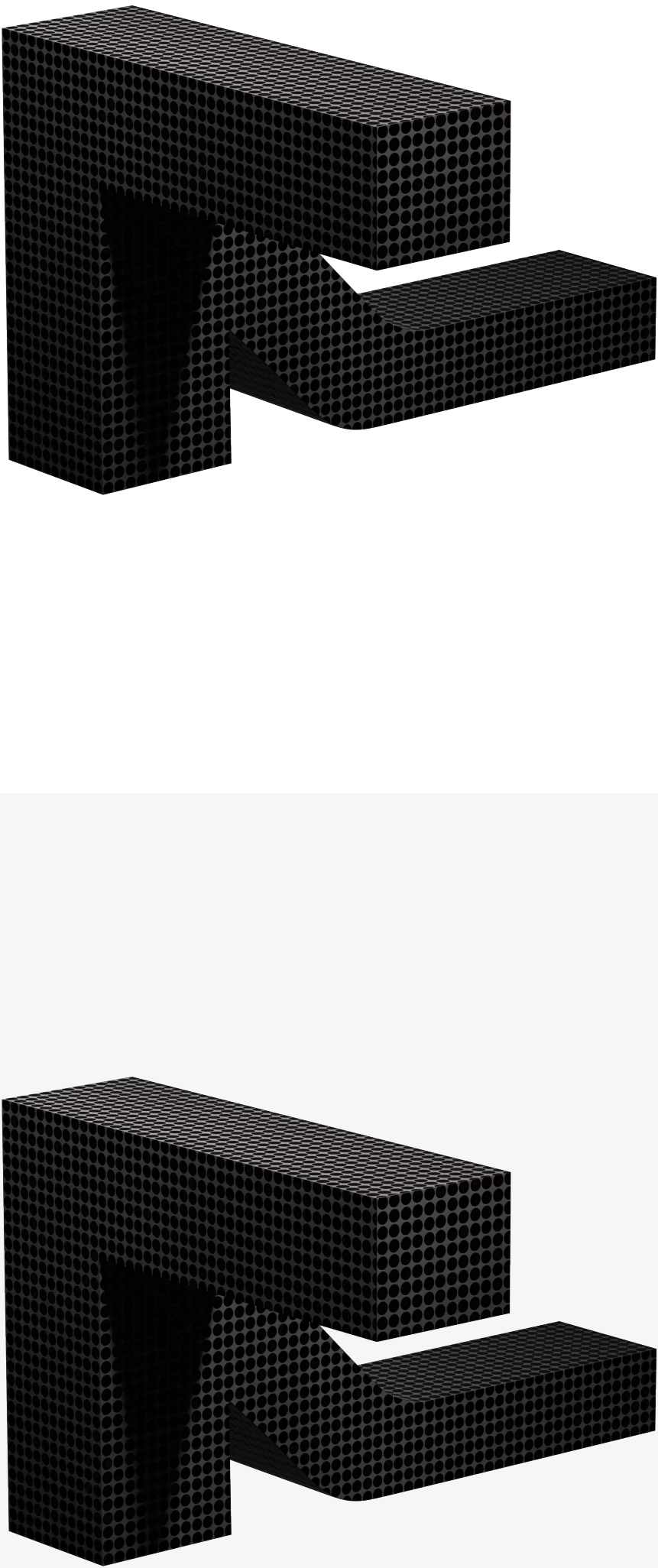
# 2 . 09 - SIGNET

THANKS TO ITS CHARACTERISTIC CONSTRUCTION, THE LETTER "F" OF THE LOGOTYPE CAN FUNCTION INDEPENDENTLY AS A BRAND SIGNET.



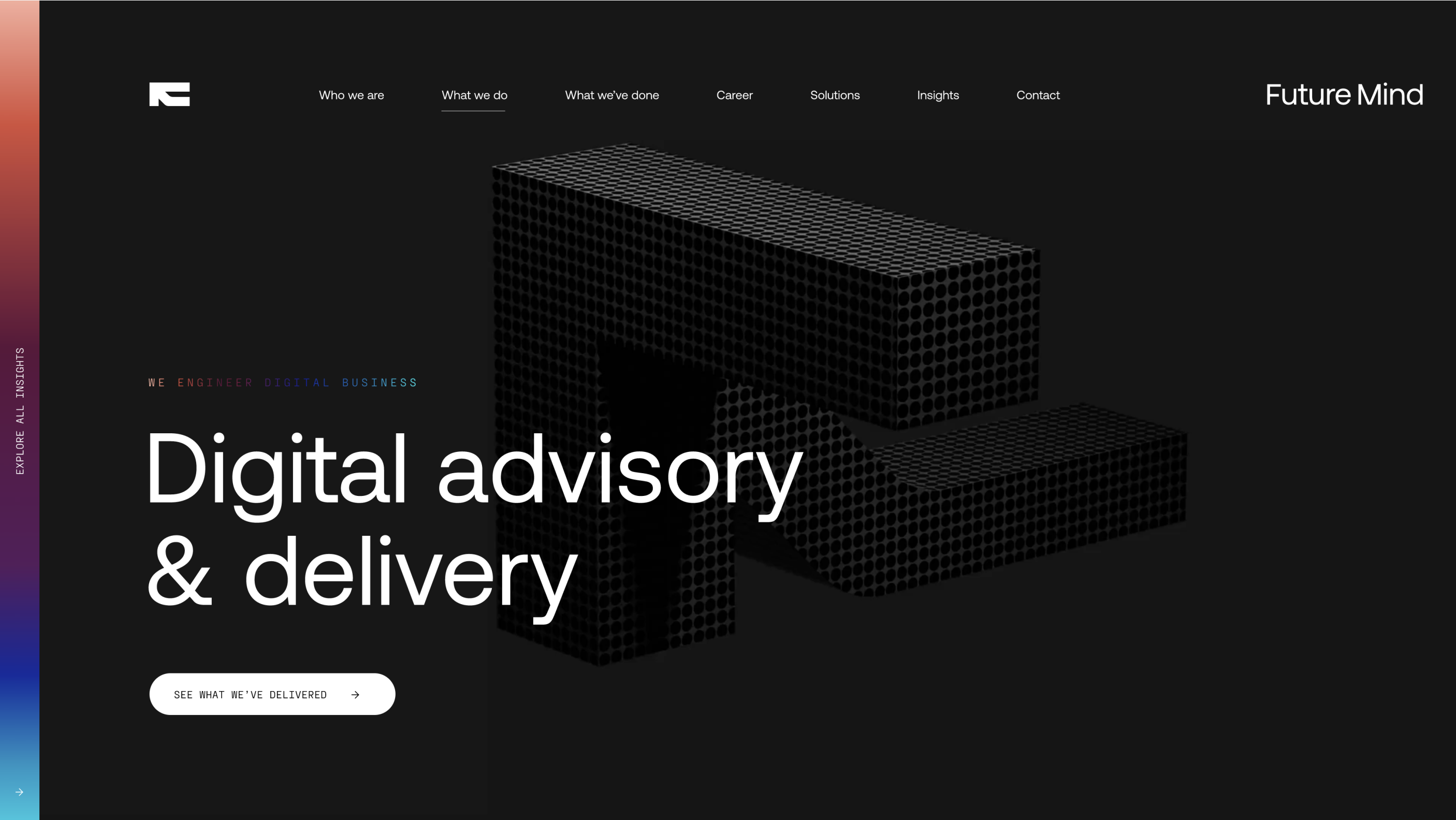
# 2 . 10 - SIGNET 3D

A THREE-DIMENSIONAL BRAND SIGNET IS ALSO AN ELEMENT OF IDENTIFICATION. THE 3D SIGNET SHOULD BE USED MAINLY ON A BLACK OR WHITE BACKGROUND. IT IS ALSO ACCEPTABLE TO PLACE IT ON A SINGLE-COLOR BACKGROUND FROM THE BRAND'S COLOR PALETTE, THE SHADE OF WHICH WILL ENSURE CONTRAST AND ALLOW THE EDGES OF THE SIGNET TO BE VISIBLE.



## 2 . 11 – SIGNET 3D USAGE

ITS USE SHOULD BE LIMITED TO THE CREATION OF EMPLOYER BRANDING. IN EXCEPTIONAL SITUATIONS, IT MAY BE USED IN A SPECIAL APPLICATION (E.G. ON A WEBSITE).



## 2.12 – LOGOTYPE / ALTERNATIVE VERSION

AN ADDITIONAL VERSION OF THE LOGO IS A LEGIBLE  
NOTATION THAT CAN BE USED ALTERNATIVELY WHEN  
REQUIRED.

# Future Mind

## 2 . 13 - ALTERNATIVE VERSION / CONSTRUCTION

THE ALTERNATIVE VERSION OF THE LOGOTYPE IS BASED ON THE MAIN FONT OF THE BRAND. THE DISTANCE BETWEEN THE MEMBERS OF THE NAME IS DOUBLE THE SIZE OF THE LETTER “A”, WHICH IS THE THICKNESS OF THE LINE IN THE LETTER "F".



# 3 . 00 Elements of visual identification

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# 3 . 01 - TYPOGRAPHY

THE MAIN BRAND FONT IS AEONIK, WHICH SHOULD BE USED FOR HEADLINES AND MAIN CONTENT. THE SUPPLEMENTARY FONT IS FRAKTION MONO IN THE REGULAR VARIETY. IT SHOULD BE USED FOR CONTINUOUS TEXT AND SMALL PRINT.

## Aeonik Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789  
abcdefghijklmnopqrstuvwxyz

## FRAKTION MONO - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Aa

# 3 . 02 - SYSTEM FONT

A LOGO BASED ON SIMPLE, ORIGINAL TYPOGRAPHY THAT CONTAINS, IN ITS BASIC VERSION, A SIGNET TYPOGRAPHED IN A TYPOGRAPHIC SEQUENCE, ALWAYS ENDING WITH A TRADEMARK REGISTRATION SYMBOL.

Arial System Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789  
abcdefghijklmnopqrstuvwxyz





# 3 . 03 – COLOR PALETTE

A DEDICATED COLOR PALETTE HAS BEEN SELECTED FOR THE BRAND. THE BASIC COLORS ARE SCALE

ADDITIONALLY IN IDENTIFICATION WE USE BLUE COLORS.

Pantone 4065 C  
RGB : 255, 180, 162  
CMYK : 0, 40, 33, 0

Papier : Burano BUR\* pink (80)

Pantone 1788 C  
RGB : 233, 66, 48  
CMYK : 0, 85, 83, 0

Papier : IQ Color IQC\* coral red - 0044 (87)

Pantone 2425 C  
RGB : 95, 11, 60  
CMYK : 50, 100, 33, 50

Papier : Keaykolour Orchid

Pantone 227 C  
RGB : 128, 10, 60  
CMYK : 31, 100, 44, 40

Papier : Keaykolour Carmine

Pantone 2132 C  
RGB : 17, 34, 160  
CMYK : 100, 88, 5, 0

Papier : Burano BUR\* prussian blue (22)

Pantone 2915 C  
RGB : 0, 150, 199  
CMYK : 78, 24, 10, 0

Papier : IQ Color IQC\* aqua blue - AB48 (24)

Pantone 2197 C  
RGB : 0, 229, 240  
CMYK : 61, 0, 16, 0

Papier : Burano BUR\* sky blue (21)

Pantone BLACK C  
RGB : 0, 0, 0  
CMYK : 0, 0, 0, 100

Papier : PERGRAPHICA\* Colours  
PGIB\* infinite black

Pantone –  
RGB : 255, 255, 255  
CMYK : 0, 0, 0, 0

Papier : PERGRAPHICA\* Classic Smooth  
PGC\* 1,3 bulk

BLACK

90%

75%

60%

20%

10%

WHITE

FFB4A2

E94230

5F0B3C

800A3C

1122A0

0096C7

00E5F0

# Gradient



# 3 . 04 – GRADIENT

THE COMBINATION OF COMPLEMENTARY COLORS HELPS TO  
CREATE A DISTINCTIVE GRADIENT, WHICH IS THE  
THEME OF THE BRAND'S VISUALS.



# 3 . 05 - GRADIENT / 01

ADDITIONALLY, THE GRADIENT COMES IN THREE MONOCHROMATIC VARIANTS.

IN SHADES OF ORANGE



# 3 . 06 - GRADIENT / 02

IN SHADES OF PURPLE.



# 3 . 07 - GRADIENT / 03

AND IN SHADES OF BLUE.

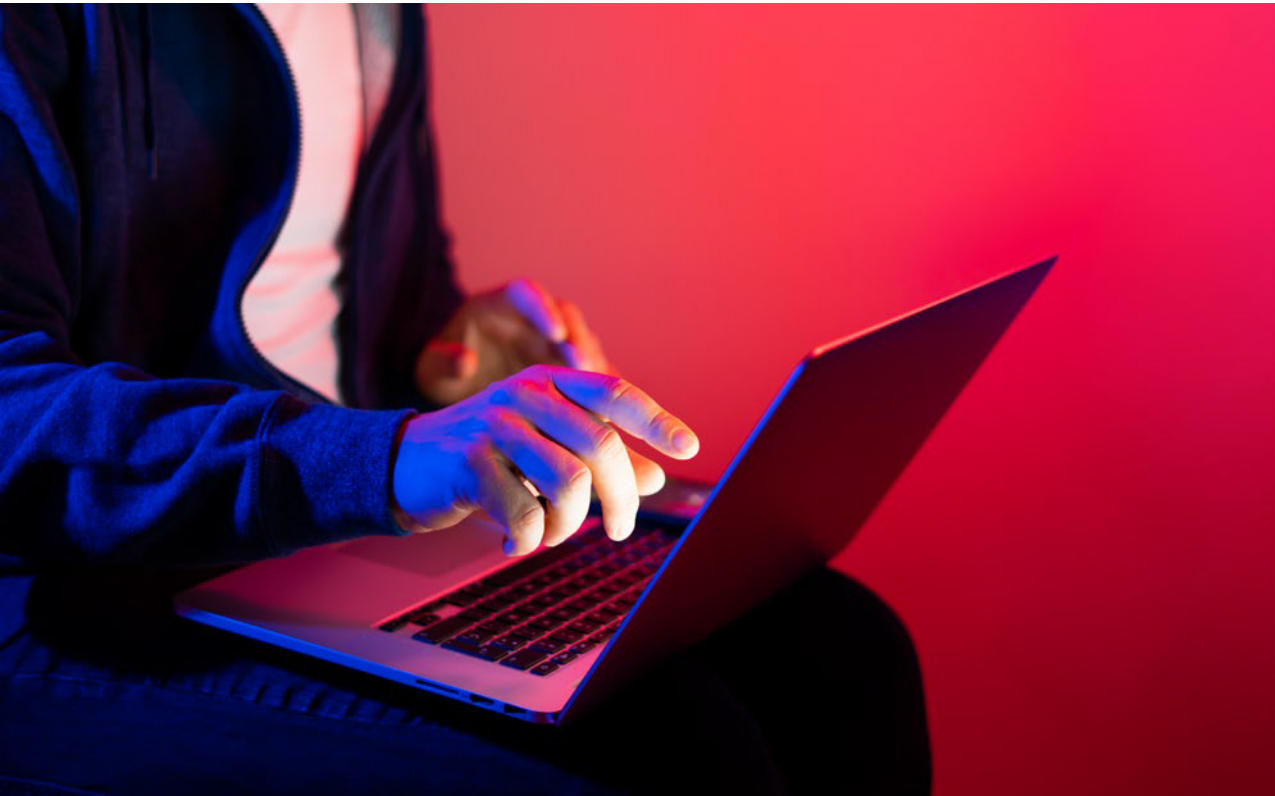
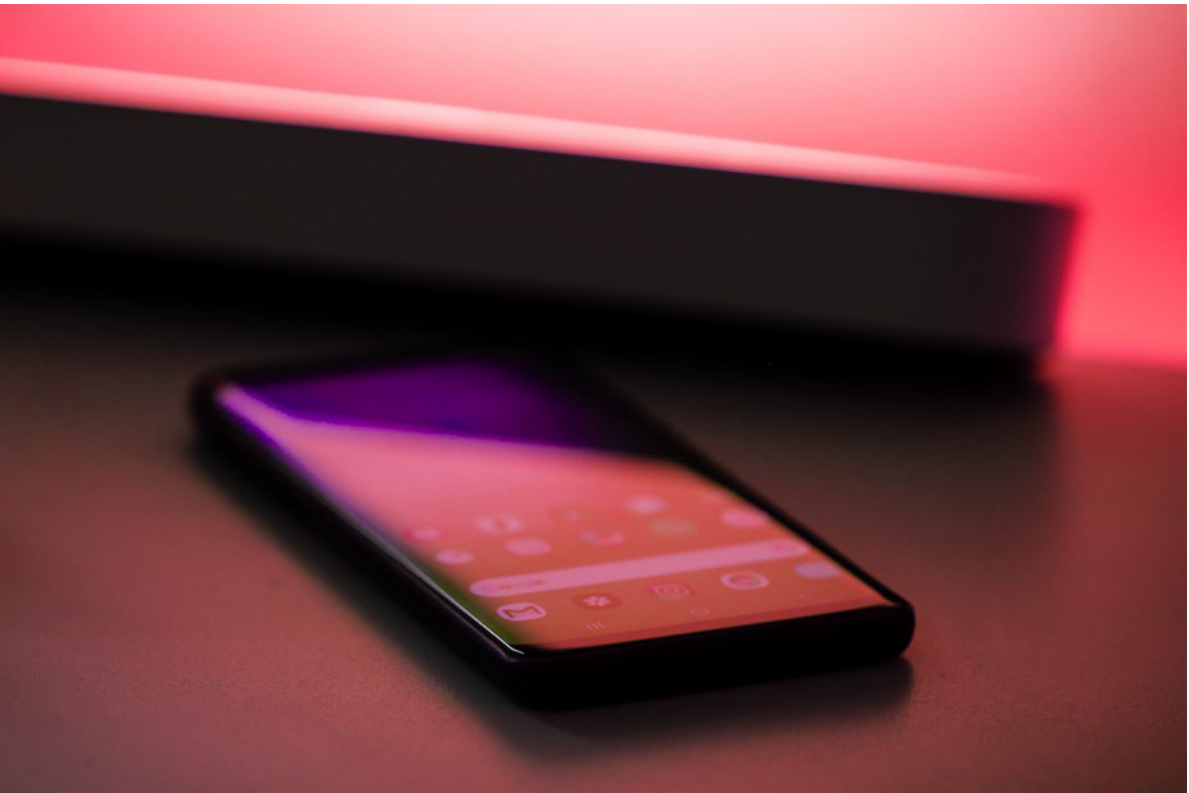
# Selection of photography

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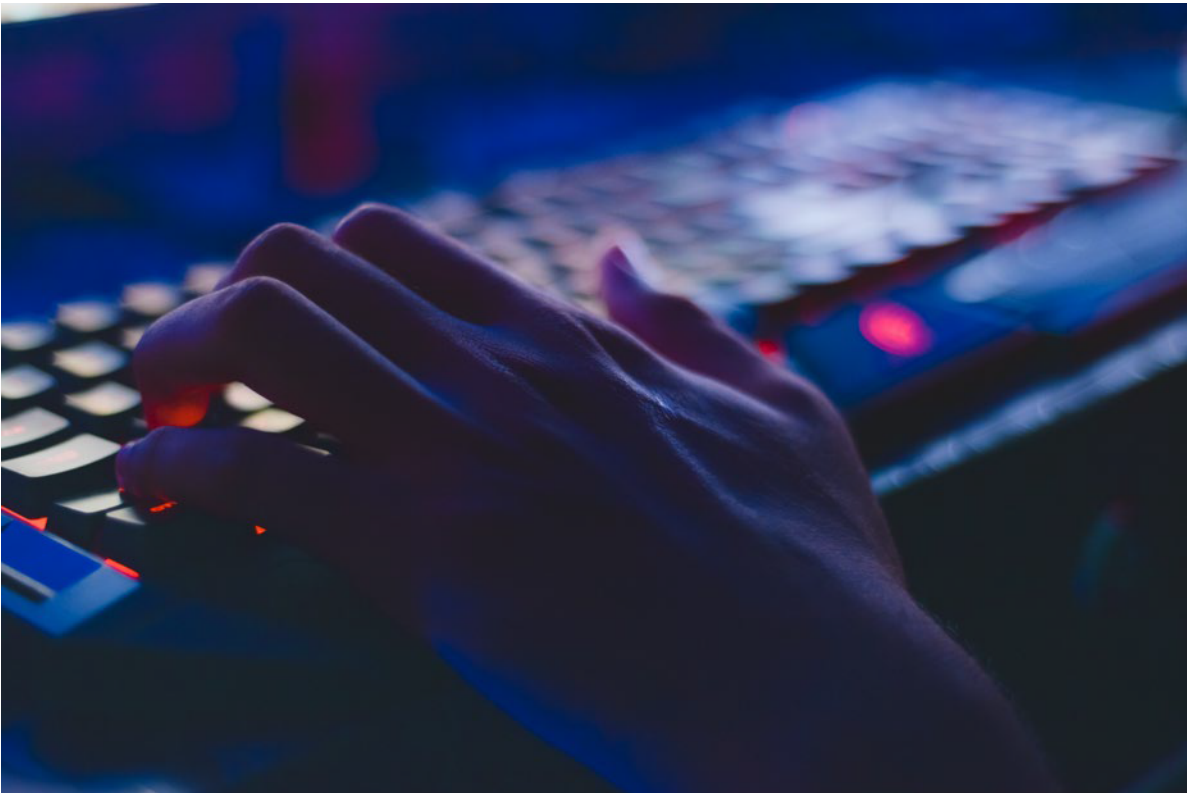
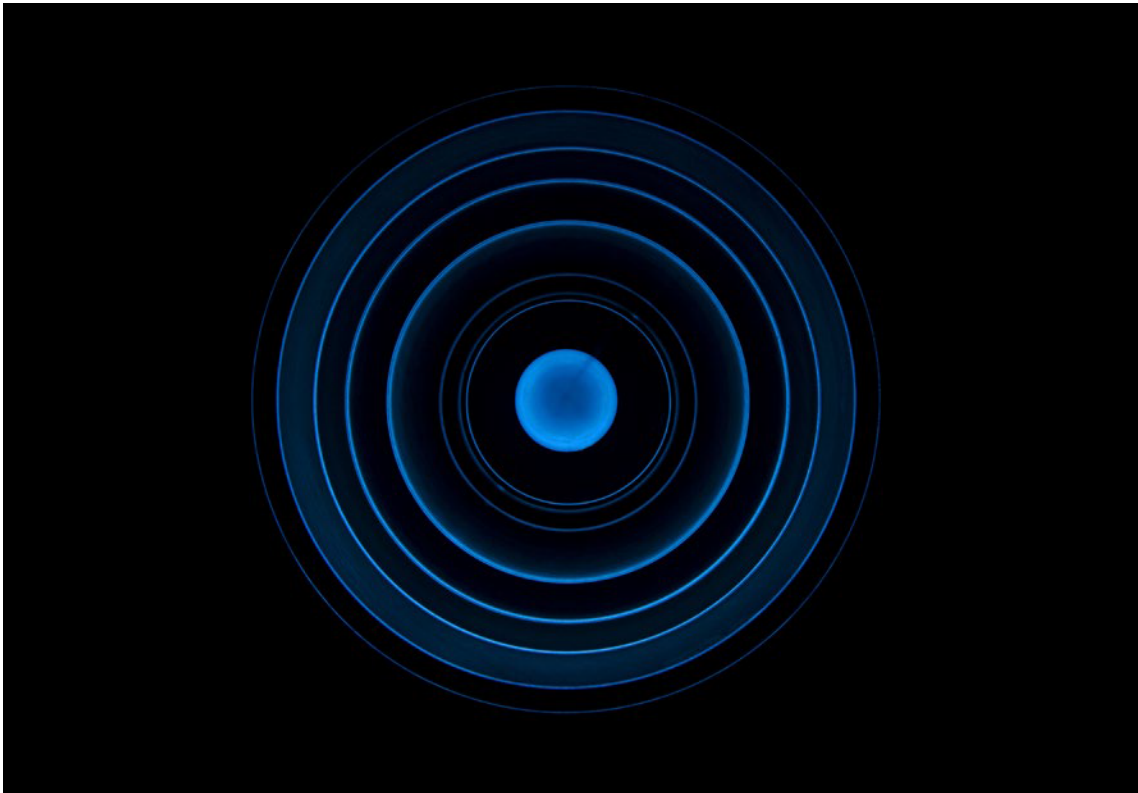
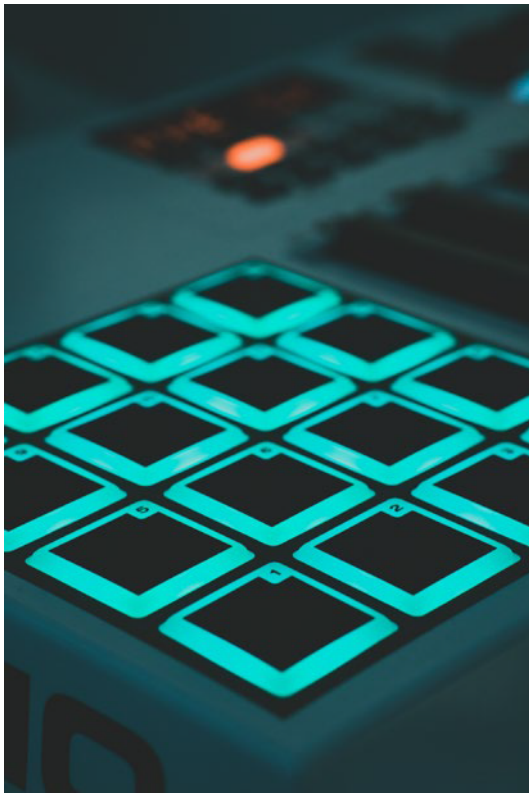
# 3 . 08 - SELECTING PHOTOS / WARM TONE

IMAGE PHOTOGRAPHY FOR CREATION SHOULD OSCILLATE  
IN THE BRAND'S MAIN COLOR SCHEME. WE RELY ON  
STRONG COLORS, PLAYING WITH LIGHT AND  
TECHNOLOGICAL ACCENTS.





3 . 09 - SELECTING PHOTOS /  
COOL TONE



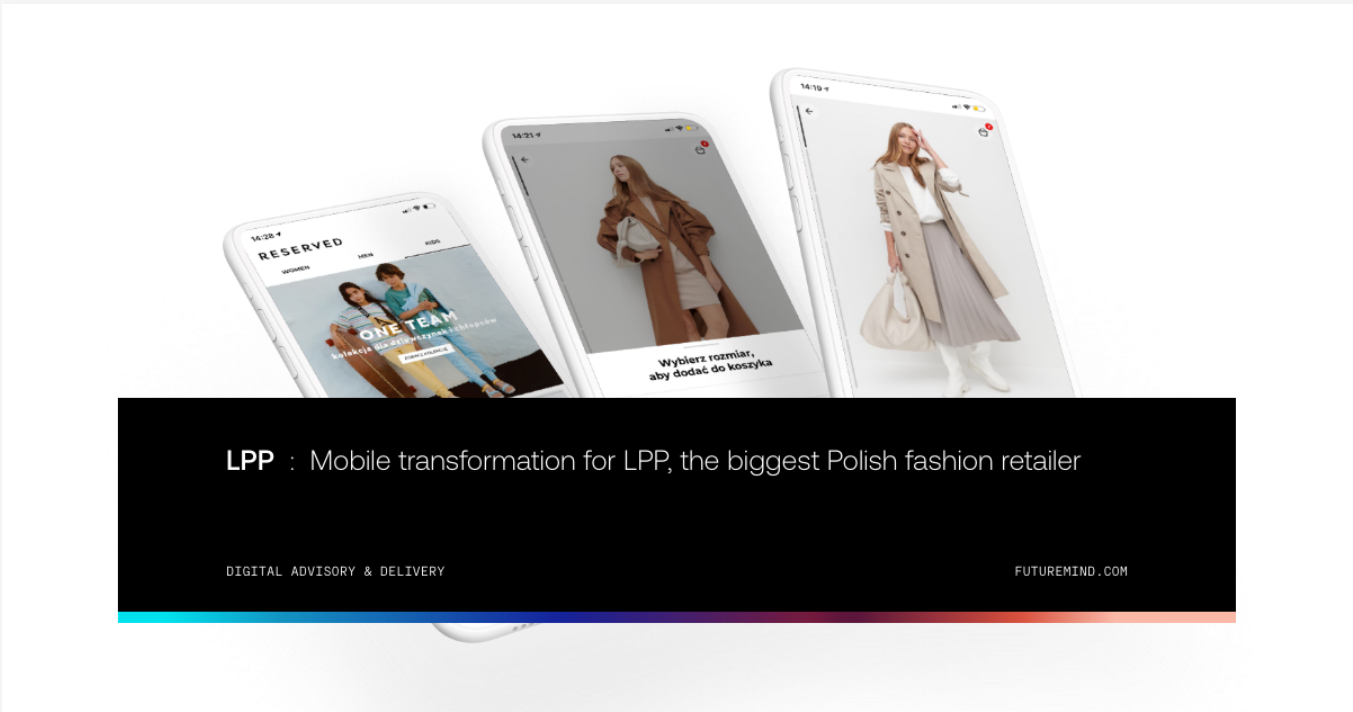
# Creating cover photos

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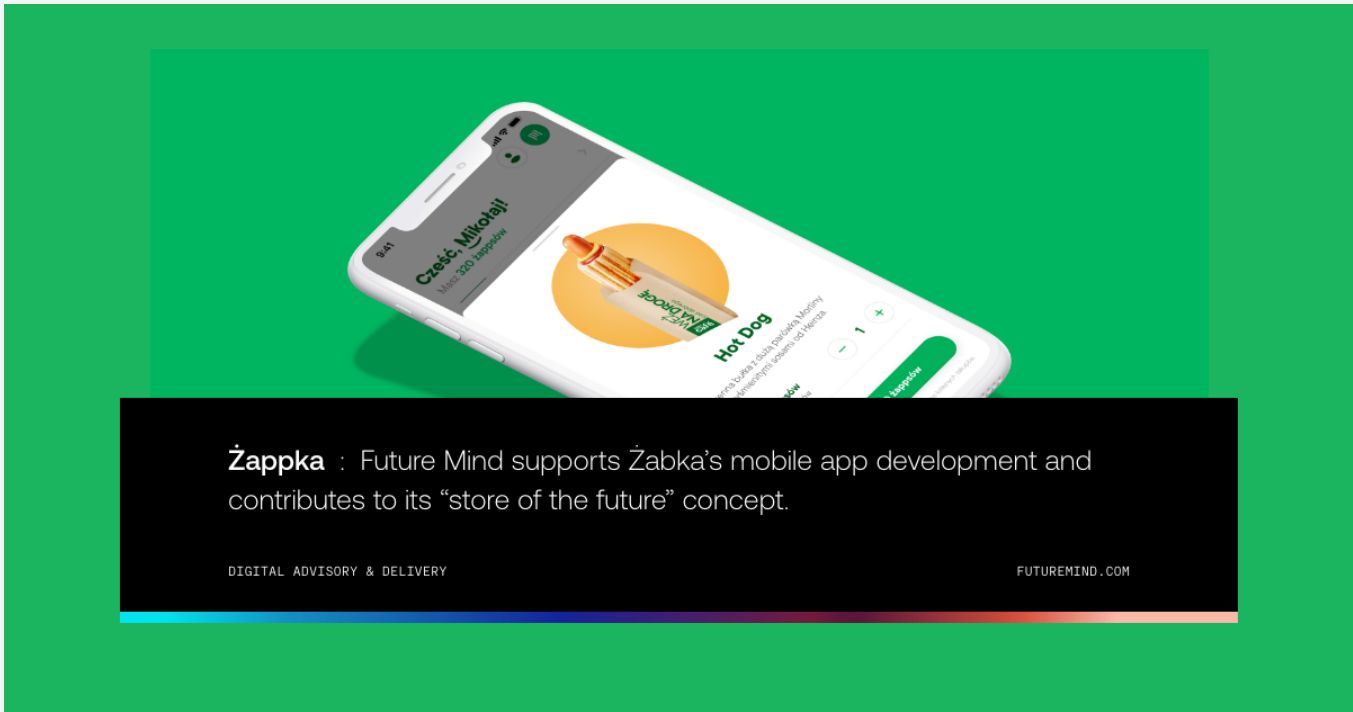


# 3 . 10 – COVER PHOTOS DESIGN | CASE STUDY

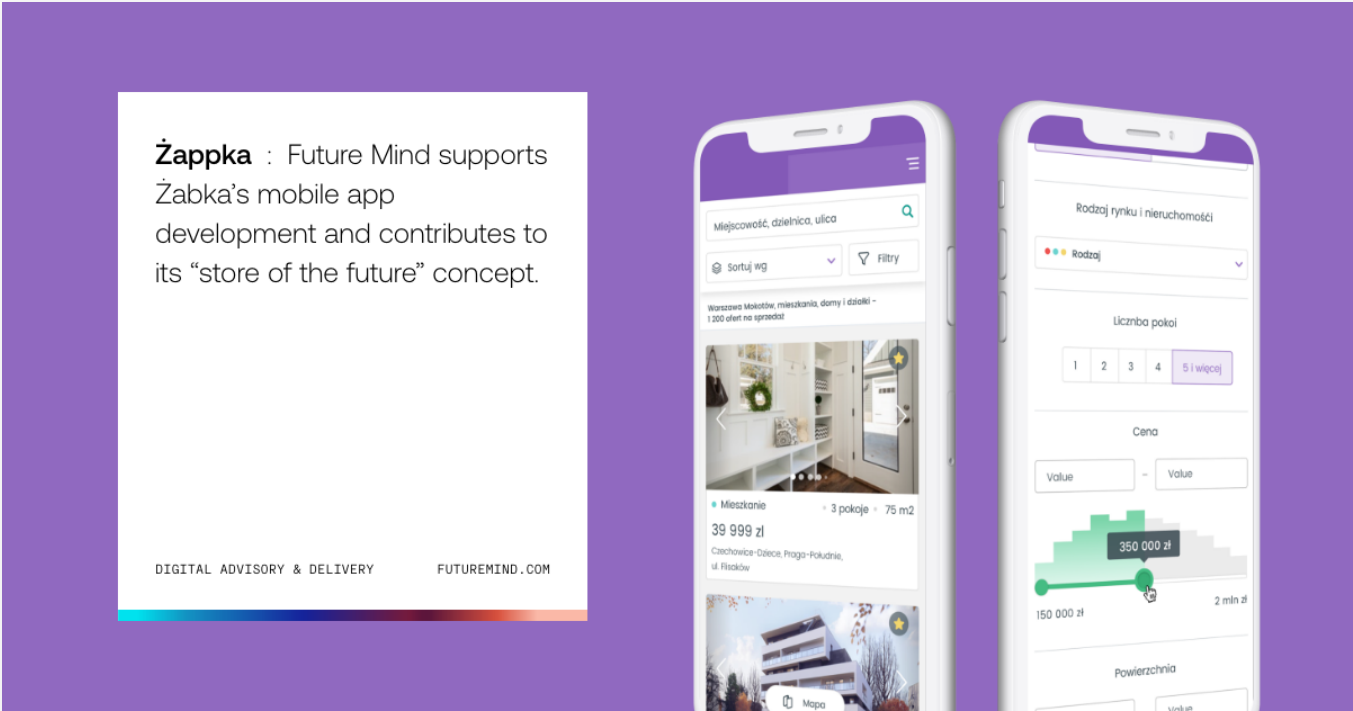
FOR THE PURPOSE OF CREATING COVER PHOTOS FOR PUBLISHED CASE STUDIES WE USE A MONOCHROMATIC APLA ON WHICH WE PLACE THE CONTENT. IN THIS WAY, THE COVER CAN BE COMBINED WITH PHOTOGRAPHS IN ANY COLOR SCHEME.



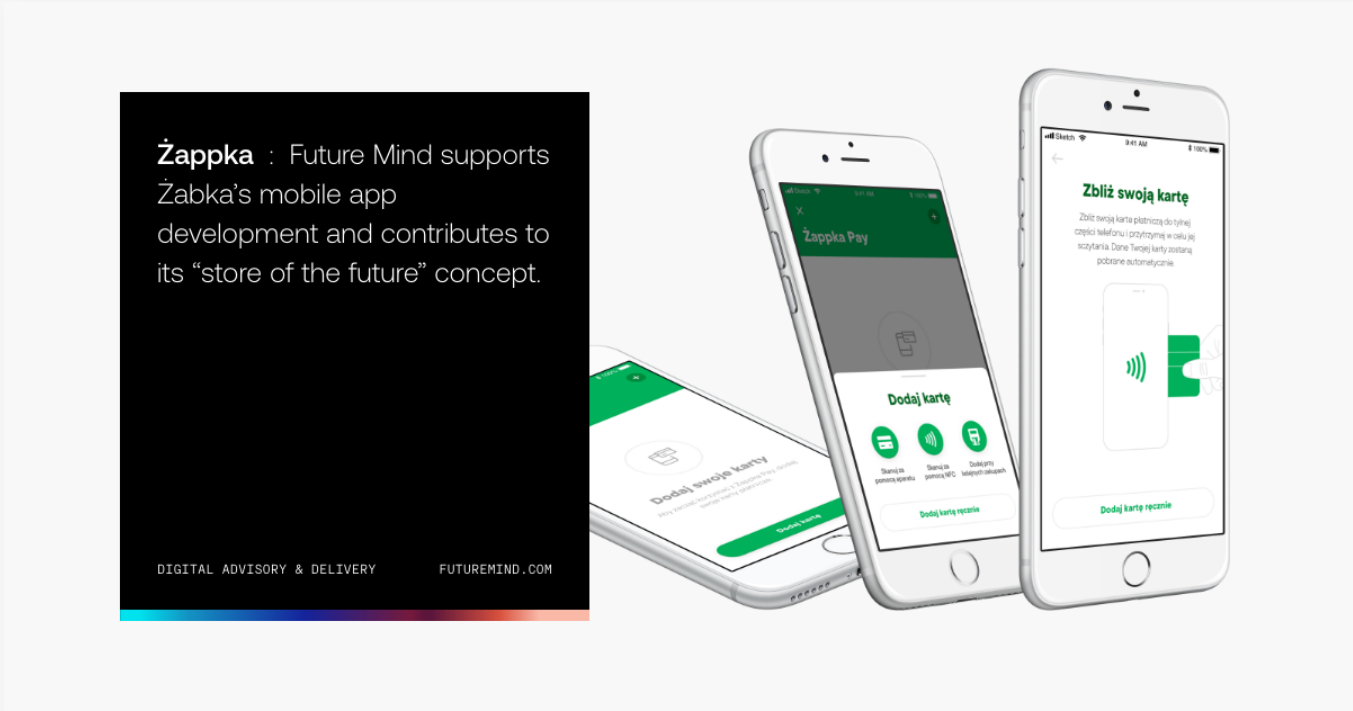
1200 X 630 PX



1200 X 630 PX



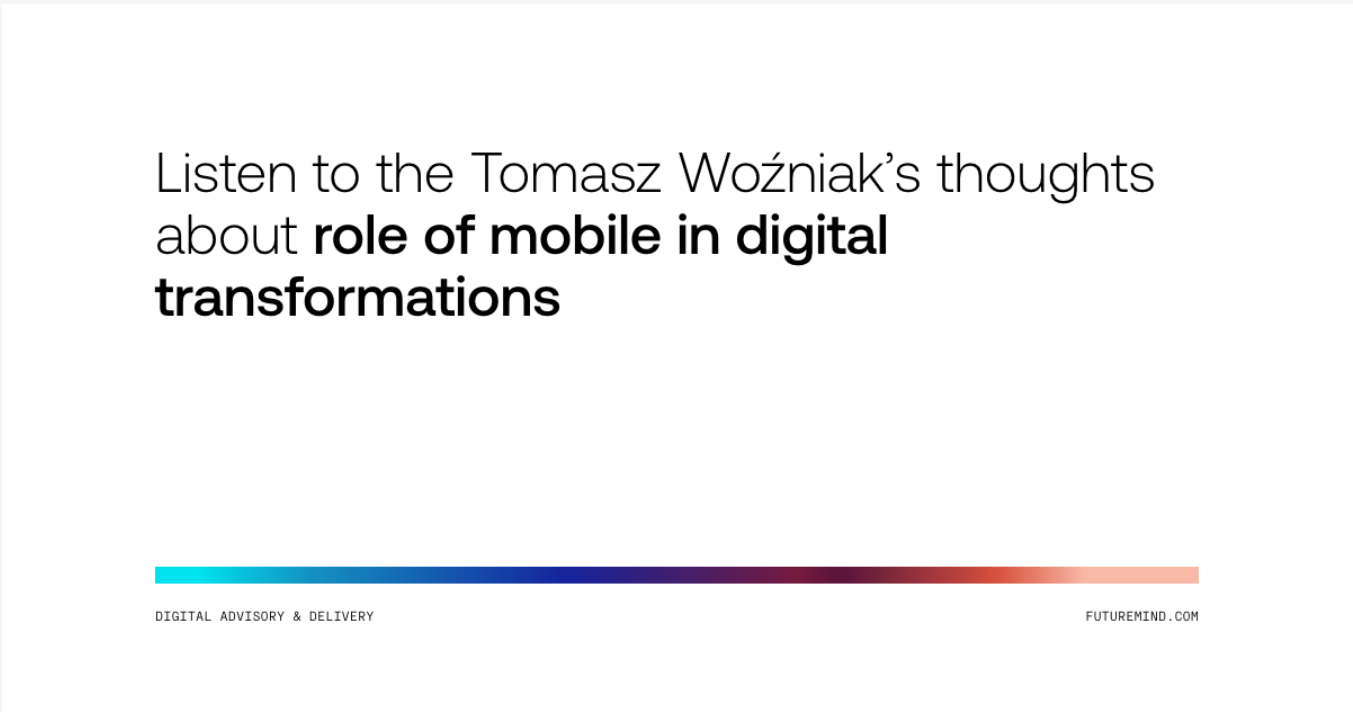
1200 X 630 PX



1200 X 630 PX

# 3 . 11 – COVER PHOTOS DESIGN | INSIGHTS

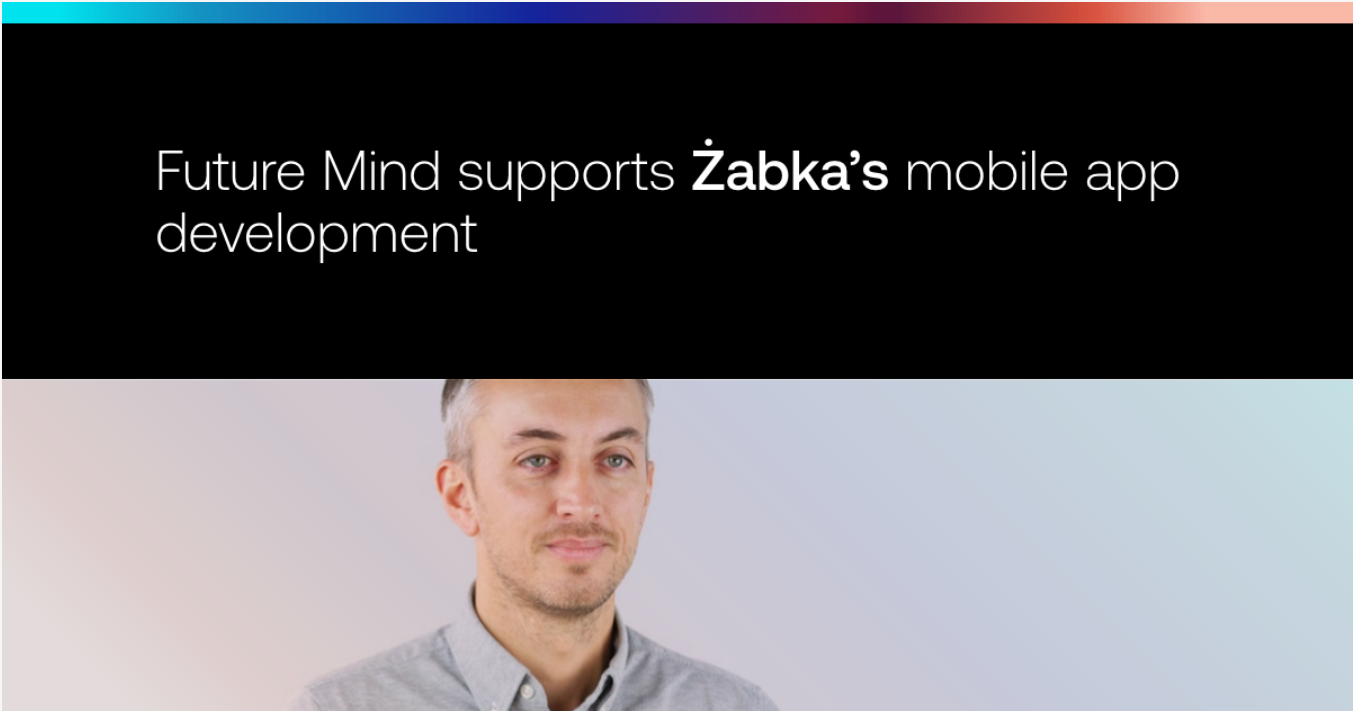
FOR THE PURPOSES OF CREATING INSIGHTS COVER PHOTOS, WE USE THE GRADIENT OF THE BRAND IN ONE OF TWO POSSIBLE WAYS, THE CHOICE OF WHICH IS DICTATED BY THE NEED TO PLACE THE PHOTO. FOR VARIANTS OPERATING ONLY WITH TEXT, WE USE THE LAYOUT DESIGNED FOR TEXT-BASED CREATIONS. THE PHOTOGRAPHS THEMSELVES SHOULD BE SELECTED WITH PARTICULAR ATTENTION TO THEIR NEUTRAL AND NATURAL COLORS, TO WHICH WE THEN APPLY A GRADIENT OR GRADIENT STRIP ALONE.



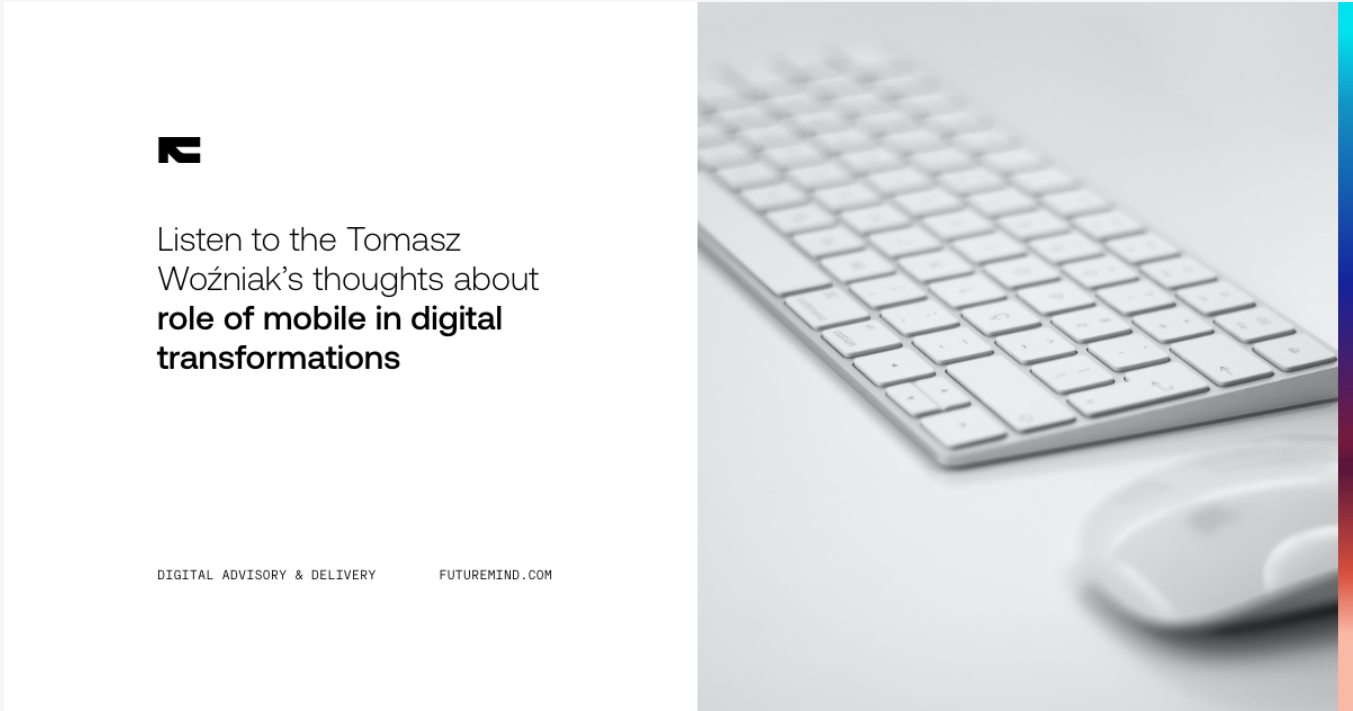
1200 X 630 PX



1200 X 630 PX



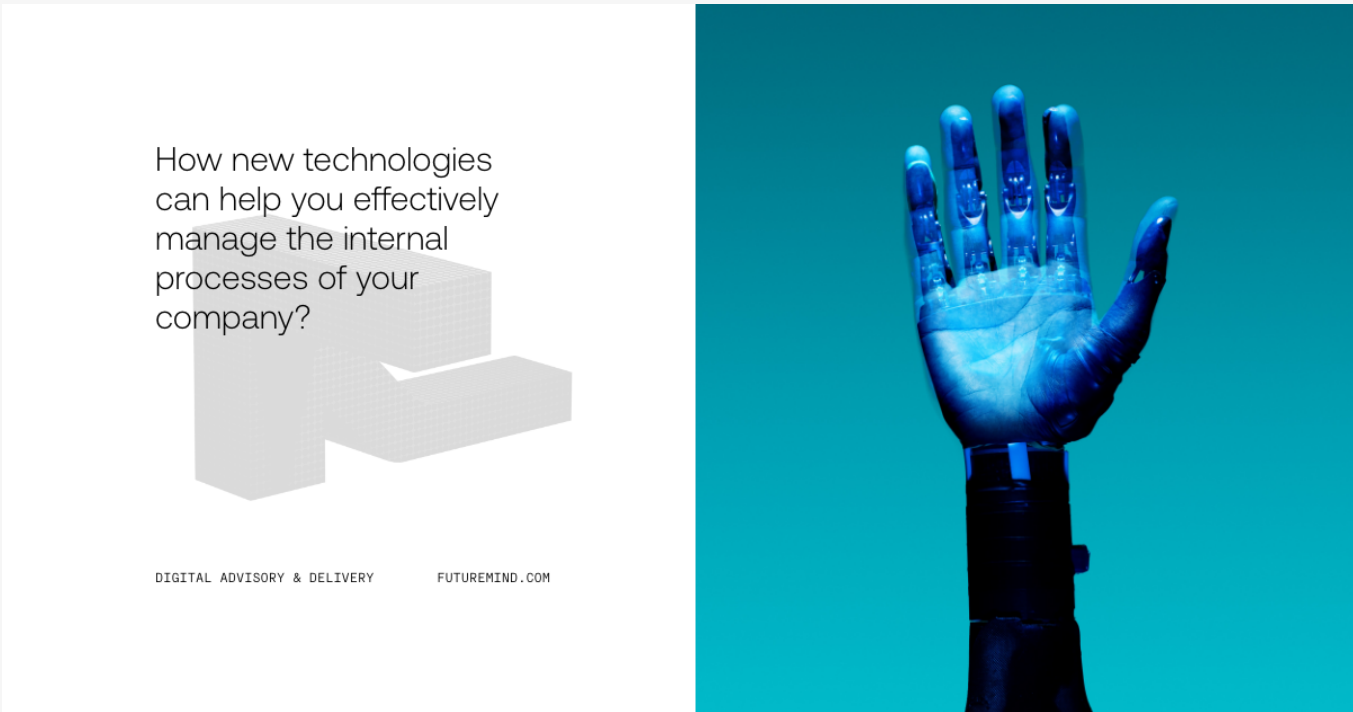
1200 X 630 PX



1200 X 630 PX

# 3 . 12 – COVER PHOTOS DESIGN | EMPLOYER BRANDING

FOR COVER PHOTOS USED FOR EMPLOYER BRANDING, THE COLOR TONE IS COOL. THIS IS ACHIEVED BY IMPOSING A GRADIENT STRIPE ON PORTRAITS, OR SELECTING PHOTOS IN A COOL, PERI-BLUE COLOR SCHEME. A POSSIBLE ELEMENT TO USE IS A 3D SIGNET PREPARED FOR THE BRAND.



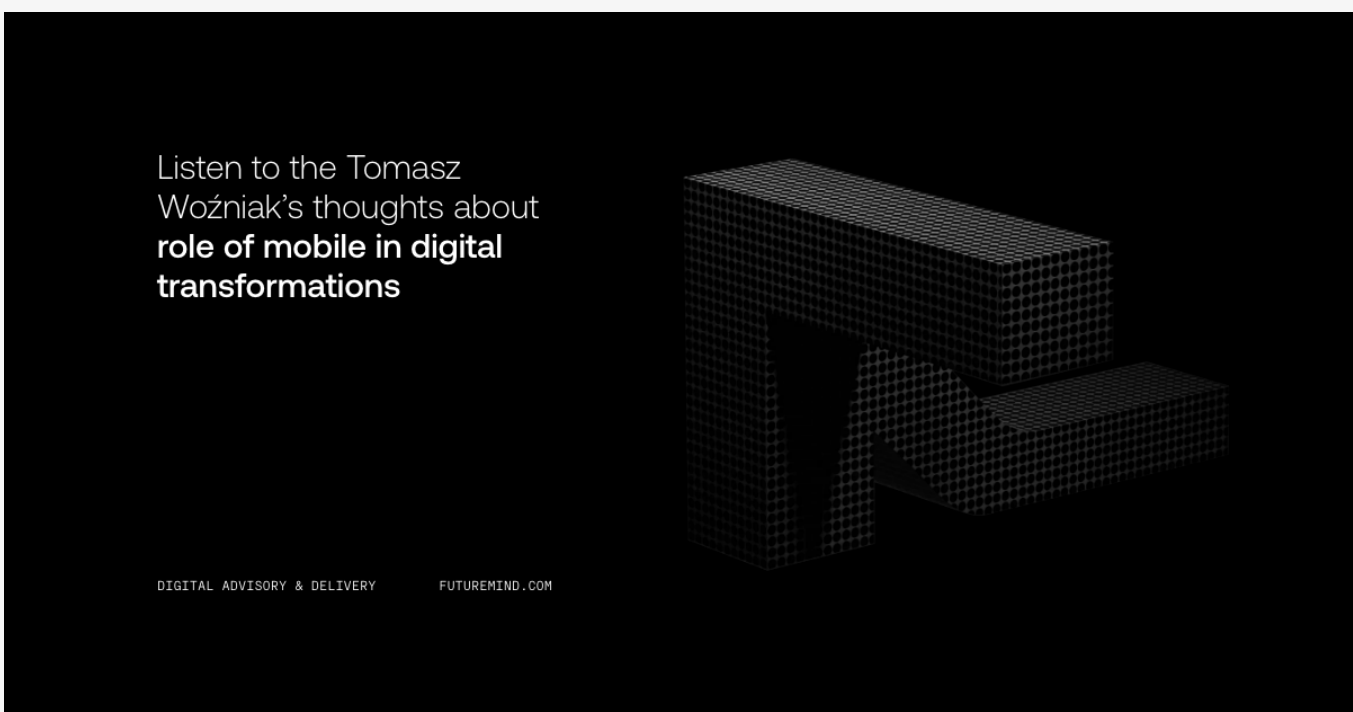
1200 X 630 PX



1200 X 630 PX



1200 X 630 PX



1200 X 630 PX



