**GO FURTHER** 

Ford's focus on the freedom of movement helped create the middle class. With the revolutionary creation of the manufacturing assembly line, we got the whole world moving with the first vehicles built for everyone. As current environmental realities are trending towards renewability and affordability, Ford promises to be there for current and new customers to keep them moving.

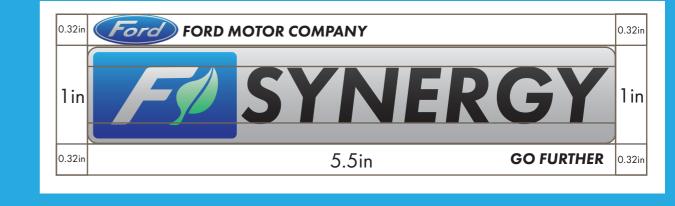
The goal of the project is to reinvigorate and retool the brand for environmental benefit. The next generation of vehicles will be designed so that they align with our environmentally conscious efforts. We already have a stable consumer base but by redesigning the brand in line with a more modern world, existing and new customers who may go to another manufacturer will consider purchasing a ford in our expansive vehicle segments. Ford has had a lasting stability and growth in its consumer base over the last hundred years, but we must push the bounds of our current brand design and vehicle lines for the benefit of the next generation.

We are the first manufactured, mass produced American 'people's car' with a responsibility to do right by those very people who have given us so much. Our intention is to move into the future by investing in much more hybrid and electric alternatives for an increasingly environmentally conscious consumer base. Our message is what it always has been, forward moving and ever improving our brand of vehicles.

**Proper Usage** 

These are the standard Ford Synergy Logo Dimensions.

The logo must generally be used against light backgrounds for the best visibility. If the logo is used on darker backgrounds, a light backing may be used to maintain its outer features. The logo's visibility is paramount in conveying Ford's march towards the future.



Improper Usage

The for Synergy Logo must never be altered in color, orientation, skew, font, or styling. The listed logo measurements also include safe zones that must never be crossed for any reason. The ford Synergy logo may be altered in size in line with reasonable circumstances and adhering to Logo responsive guidelines.

Typography is important in conveying our message and unifying our design theme of going further. For this purpose, we have chosen Futura as our font.

Designed by Paul Renner in 1927, it was created as a contribution to the New Frankfurt project. Geometric in its creation, it represents the Bauhaus style of minimalist design. Its consistent, clean form justifies its versatility and popularity. Exploration and use of its various weights are encouraged.

**Futura Book** 

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

**Futura Demi** Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

**Futura Bold** Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

RGB: 39, 170, 225 RGB: 43, 57, 144 CMYK: 100, 95, 5, 0 CMYK: 70, 15, 0, 0 HEX: #27AAE1 HEX: #2B3990 Gradient: 35% Gradient: 65% Ford Gradient Silver-Green RGB: 230, 231, 232 RGB: 43, 182, 115 CMYK: 0, 0, 0, 10 CMYK: 75, 0, 75, 0 HEX: #E6E7E8 HEX: #2BB673 Gradient: 65% Gradient: 35%

RGB: 230, 231, 232 RGB: 147, 149, 152 CMYK: 0, 0, 0, 10 CMYK: 0, 0, 0, 50 HEX: #E6E7E8 HEX: #939598 Gradient: 35% Gradient: 65% Ford Gradient Steel RGB: 65, 64, 66 RGB: 35, 31, 32 CMYK: 0, 0, 0, 90 CMYK: 0, 0, 0, 100 HEX: #414042 HEX: #231F20 Gradient: 35% Gradient: 65%

RGB: 114, 103, 88 CMYK: 51, 51, 62, 23 HEX: #726758



you can see, they are simplistic but clean in appearance. When creating new icons for the Ford Synergy line, care should be taken to adhere to a few basic rules. Icons should be simple with a head on display

- Ford Silver should be utilized for icon color
- Outlines are the primary form of our icons
- A stroke of 5 points is the standard
- Inner detailed designs can be solid with no stroke
- Rounded edges are a core design element Illustrated designs are mandatory

**BRAND ESSENCE** 

## "IMPROVE AND INNOVATE"

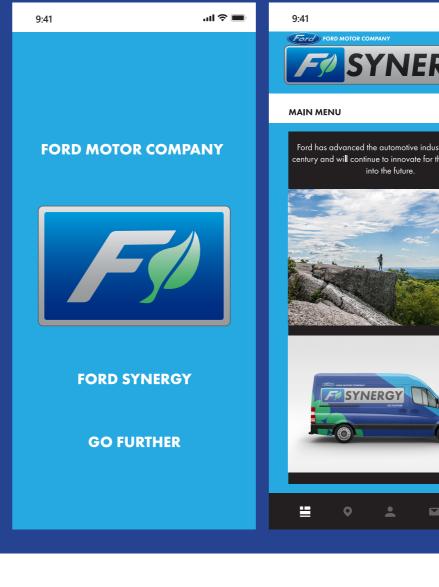


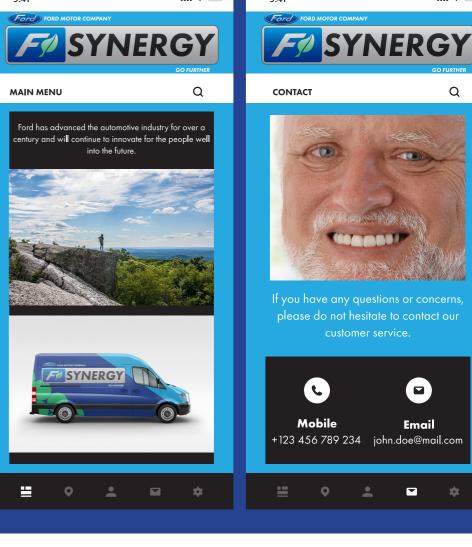














**SYNERGY** 

**VEHICLES** 

**ABOUT** 

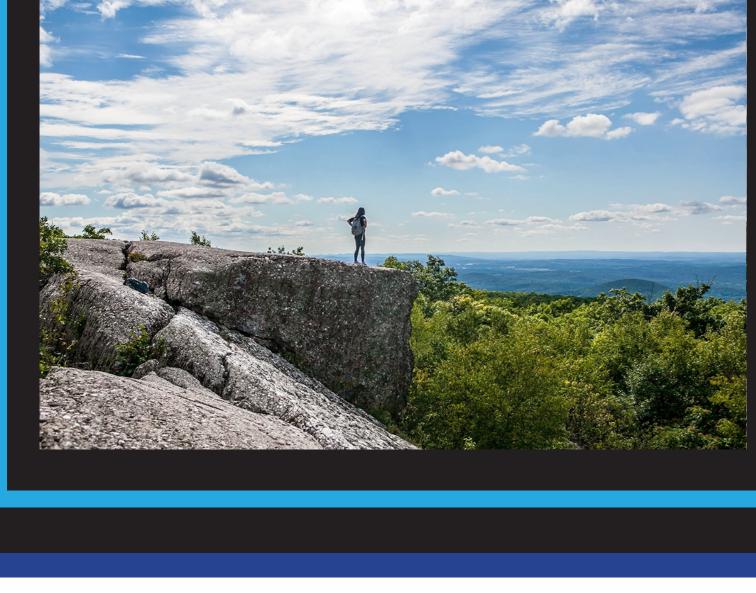
CONTACT

Ford has advanced the automotive industry for over a century and will continue to innovate for the people well into the future.

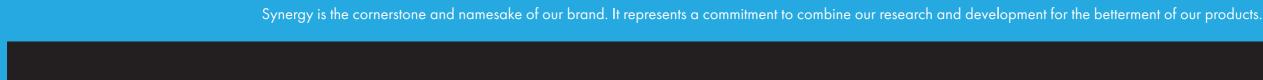
**SETTINGS** 

O LOCATE A DEALER SIGN IN Q SEARCH

Email







MAIN MENU

Ford's focus on the freedom of movement helped create the middle class. With the revolutionary creation of the manufacturing assembly line, we got the whole world moving with the first vehicles built for everyone. As

**VEHICLES** 

**ABOUT** 

current environmental realities are trending towards renewability and affordability, Ford promises to be there

CONTACT

SETTINGS

O LOCATE A DEALER SIGN IN Q SEARCH

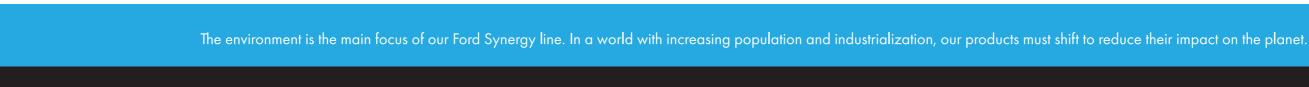
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for current and new customers to keep them moving.

The goal of the project is to reinvigorate and retool the brand for environmental benefit. The next generation of

Designed by Anthony Goudia | April 2020



**MAIN MENU** 

**VEHICLES** 

**ABOUT** 

CONTACT

**SETTINGS** 

The Synergy line will exude our will to provide low emission and electric alternative vehicles in support for the The world moves at a blistering pace so, the Ford Synergy line promises to be at the forefront in advancement.

O LOCATE A DEALER SIGN IN Q SEARCH

We are conscious of the world and the needs of our customers. In this ever expanding technological era, the Ford Synergy line exists to do right by the world. We are aware of our contribution toward less than optimal

an intense need to do what is needed so we may all benefit. We promise to continue in our passion to keep the world moving forward and ever improving of our products.

needs of the planet.

Our designs are cutting edge and forges the path for others to follow. Our planet requires us to be forward in our thinking. This is our home and we will do what we can to maintain it.

circumstances in the environment. We will continue to improve and innovate as we always have. Our passion fuels us to create the cutting edge technology people expect out of the Ford Synergy line. We feel

If you have any questions or concerns, please feel free to contact our customer service representatives so we may help you.



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