

GO FURTHER

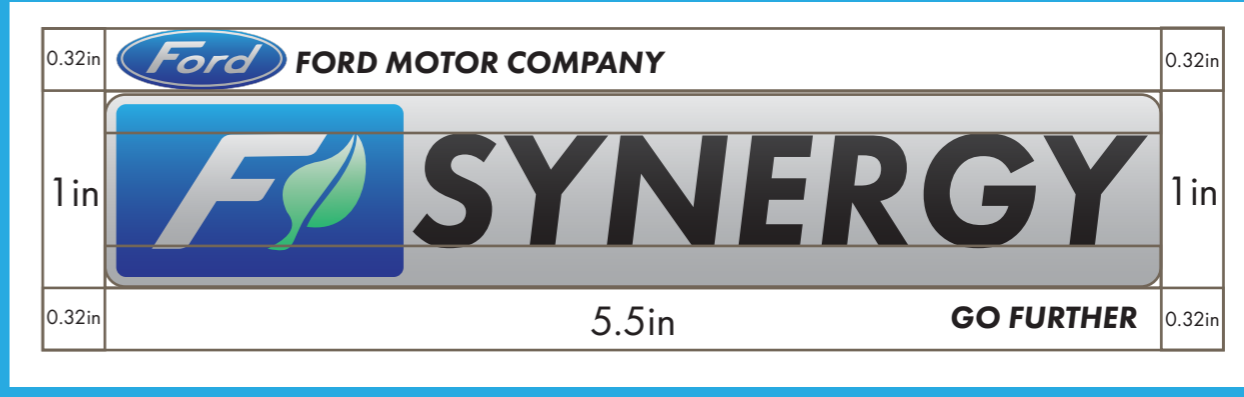
Ford's focus on the freedom of movement helped create the middle class. With the revolutionary creation of the manufacturing assembly line, we got the whole world moving with the first vehicles built for everyone. As current environmental realities are trending towards renewability and affordability,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

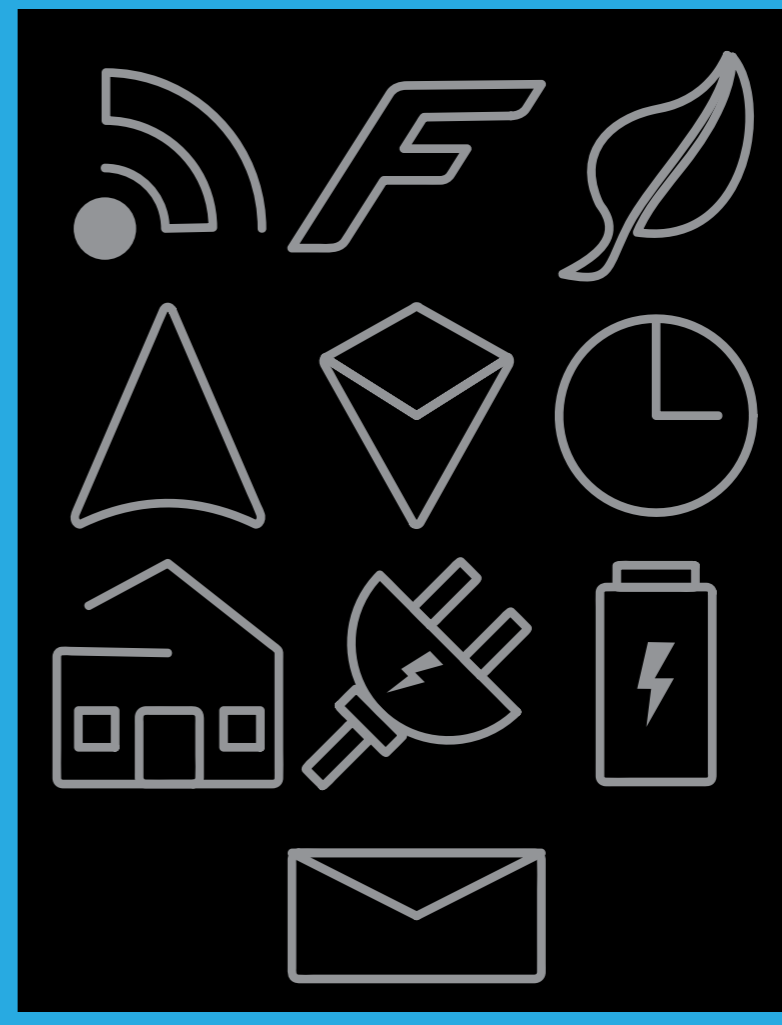
Designed by Paul Renner in 1927, it was created as a contribution to the New Frankfurt project. Geometric in its creation, it represents the Bauhaus style of minimalist design. Its consistent, clean form justifies its versatility and popularity. Exploration and use of its various weights are encouraged.

**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  
 1 2 3 4 5 6 7 8 9 0

**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  
 1 2 3 4 5 6 7 8 9 0

**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  
 1 2 3 4 5 6 7 8 9 0

<b>Ford Gradient Blue</b> RGB: 39, 170, 225 CMYK: 70, 15, 0, 0 HEX: #27A8E1 Gradient: 35%	<b>Ford Gradient Silver</b> RGB: 43, 57, 144 CMYK: 100, 95, 5, 0 HEX: #283990 Gradient: 65%	<b>Ford Gradient Silver-Green</b> RGB: 230, 231, 232 CMYK: 0, 0, 0, 10 HEX: #E6E7E8 Gradient: 35%	<b>Ford Gradient Steel</b> RGB: 43, 182, 115 CMYK: 75, 0, 75, 0 HEX: #2B8E78 Gradient: 65%
<b>Ford Slate Grey</b> RGB: 114, 103, 88 CMYK: 51, 51, 62, 23 HEX: #726758			

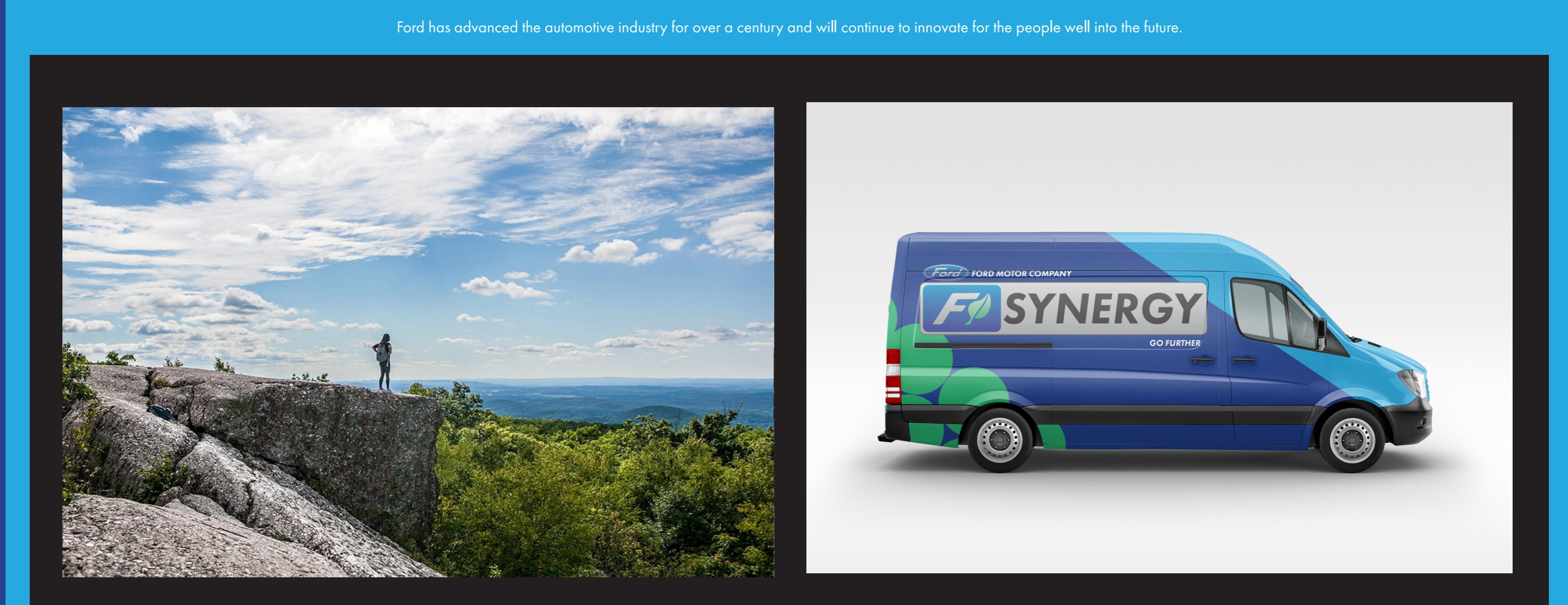
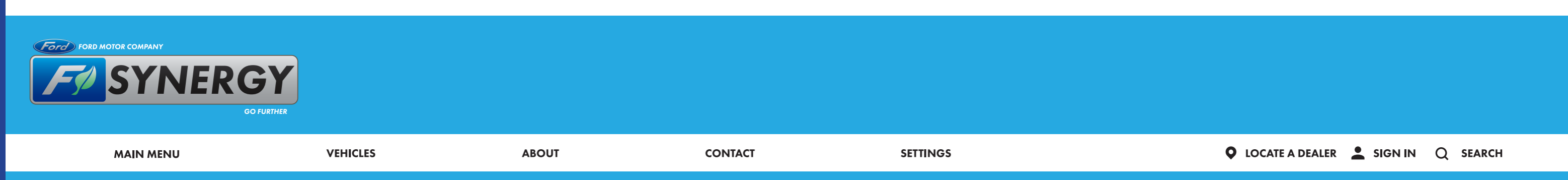
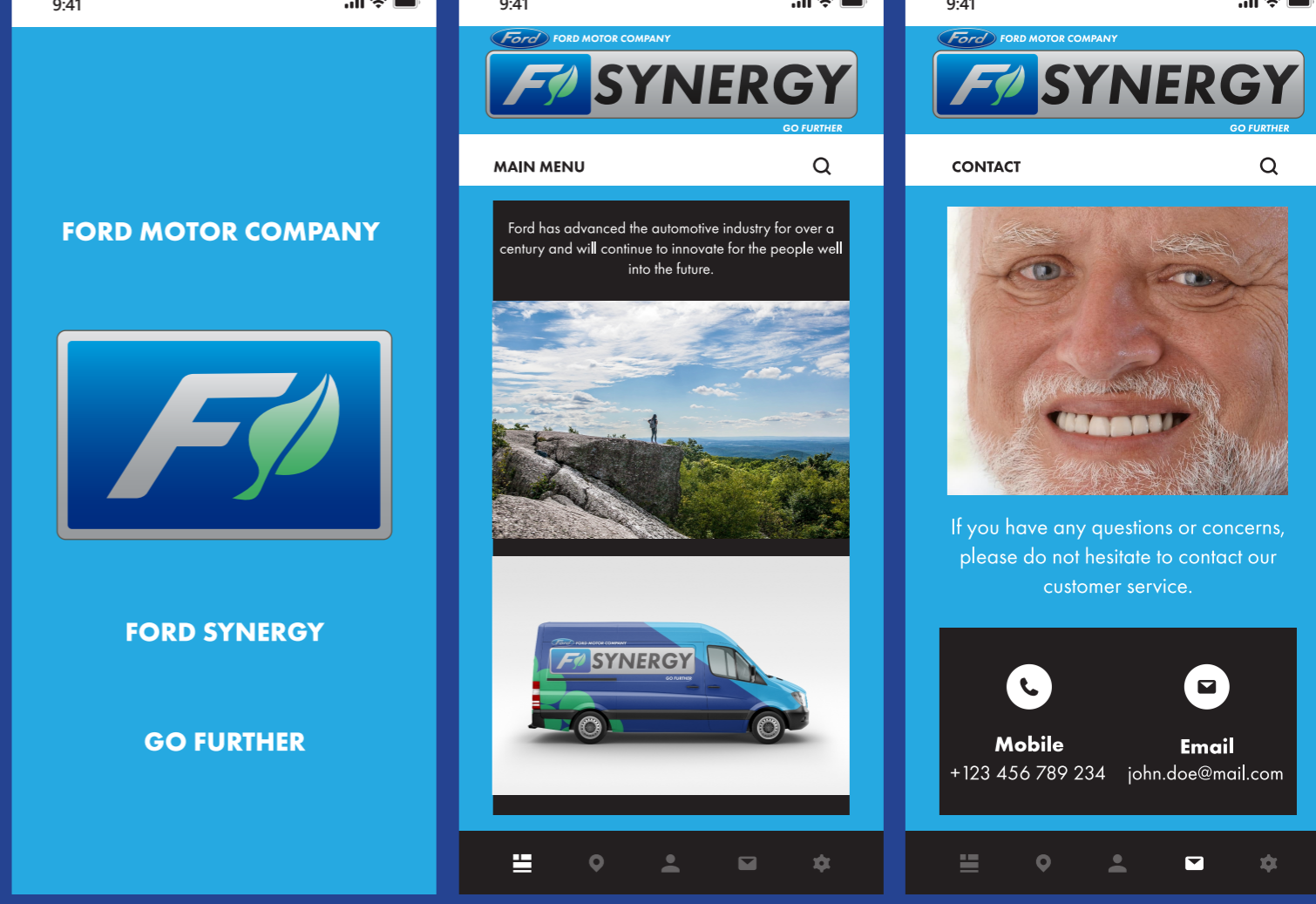


Here is a sample of some of our universal icon sets. As you can see, they are simplistic but clean in appearance. When creating new icons for the Ford Synergy line, care should be taken to adhere to a few basic rules.

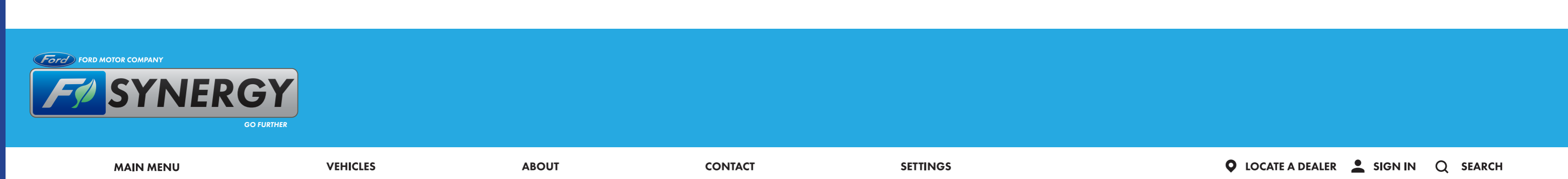
- Icons should be simple with a head on display
- Ford Silver should be utilized for icon color
- Outlines are the primary form of our icons
- A stroke of 5 points is the standard
- Inner detailed designs can be solid with no stroke
- Rounded edges are a core design element
- Illustrated designs are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

## BRAND ESSENCE

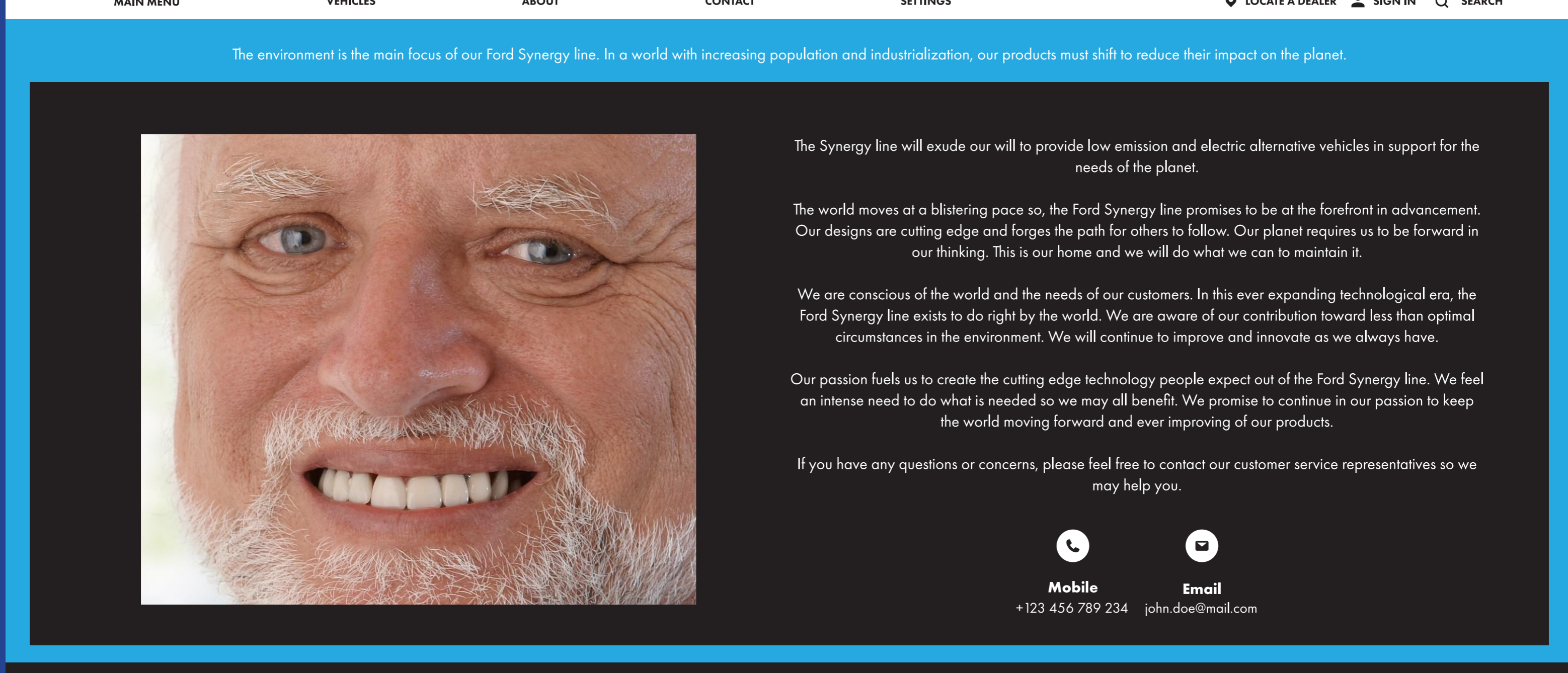
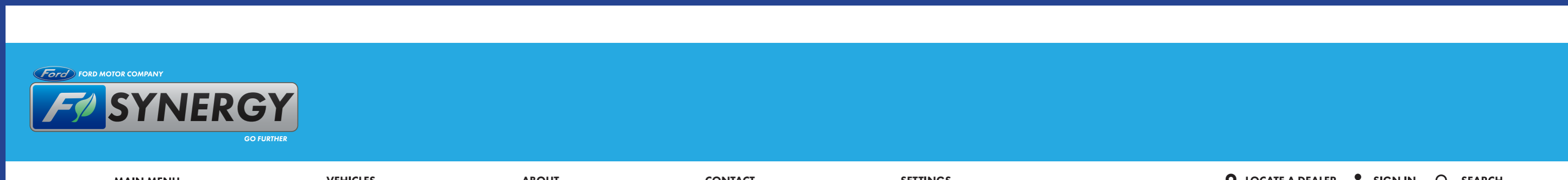
# "IMPROVE AND INNOVATE"



Designed by Anthony Goudia | April 2020



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