

# FFS brand Workbook2022 test



## steal our 2022 brand Workbook

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Our guidelines for creating a kickass visual identity.

Download it, repurpose it, or just get a little bit inspired by it.

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a rulebook for building a cohesive brand identity

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# what's inside our brand Workbook:

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Our 2022 Brand Workbook is more than just a style guide – it's the creative blueprint for how we approach our brand. We've baked in a set of rules on colors, typography, photos, logo and icon usage, and even graphic treatments.

We hope you find it helpful, inspiring, and maybe even a little unconventional (we're always game for that).

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## our creative roadmap for...

visual identity

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voice & messaging

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logo guidelines

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typography usage

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brand colors

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graphic treatments

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[our brand Workbook](#)