Fandom

BRAND GUIDELINES

VERSION 2.0

DECEMBER 2023

TRADEMARK GRAPHIC

P. 13

INTRODUCTION

This guide contains benchmarks and usage standards for the Fandom logo, identity, voice, and brand pillars. It is a reference manual for creative teams that wield the brand and communicate with our business and consumer audiences.

Downloadable assets can be found on our companion website.

ANGLED ELEMENTS

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HALFTONE DOTS

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SECTION 01

01

BRAND PILLARS

FANDOM
BRAND
GUIDELINES

Pillars < Framework < Playbook

The pillars are component pieces of a larger framework, which includes boilerplate language, rally cry, value propositions, and more.

This framework lives within the Brand Playbook, a fully comprehensive guide for activating, experiencing, and interacting with the brand.

The Brand Pillars are an entry point and support system for strategic decision-making; defining brand imperatives and guiding creative execution across all channels and interactions.

WHERE WE WANT TO BE

OUR VISION

To be the entertainment and gaming fan's first choice for community and experience

Our Vision defines where we want to be as a company. It describes a desired, future state for Fandom, 3 to 5 years out from today.

HOW WE GET THERE

OUR MISSION

Understand, inform, entertain, and celebrate fans by building the best entertainment and gaming communities, services, and experiences.

Our Mission outlines operational, present-day objectives and the big rocks we focus on, today, in order to accomplish our vision.

THE ESSENCE OF OUR BRAND

OUR TAGLINE

For the Love of Fans

"For the love of _____" is a flexible, modular adaptation of our Tagline which showcases the breadth, depth and diversity of our content offering.

*For the love of **The Simpsons***
*For the love of **roleplaying games***
*For the love of **binge watching***

*For the love of **Golum***
*For the love of **Mjölnir***
*For the love of **cheat codes***

VOICE & TONE

OUR ATTRIBUTES

Authenticity
Celebration
Connection
Curiosity
Exploration
Immersion
Passion
Wonder

Our brand attributes express the mood and personality we want to convey to our audience as they experience and interact with the brand.

SECTION 02

02

LOGO

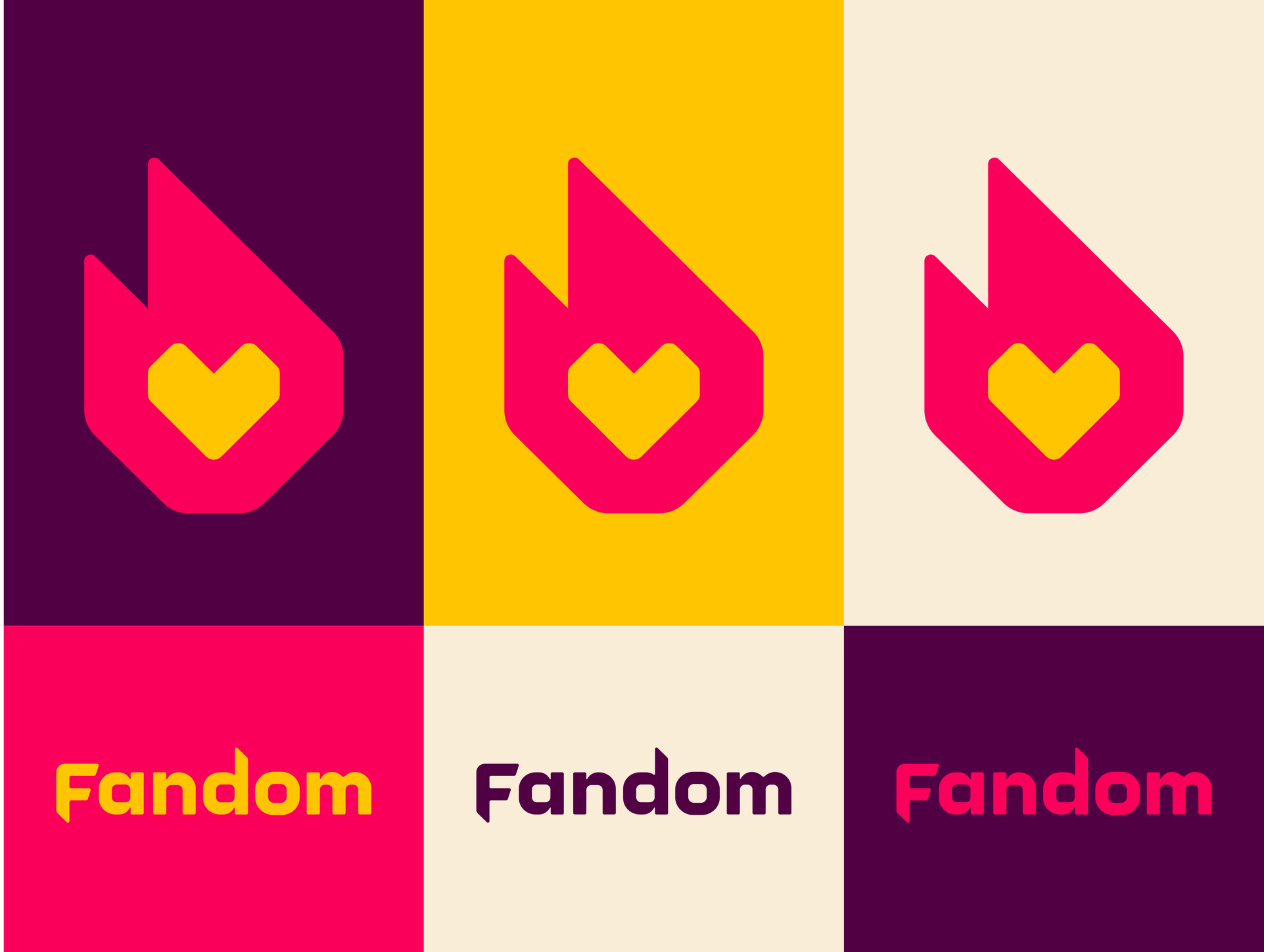
FANDOM
BRAND
GUIDELINES

LOGO

CORE ELEMENTS: FIRE AND PASSION

Fandom's trademark graphic is called *Fire and Passion*, representing the shared love and energy which drives the fan experience.

The brand name is set in custom lettering, designed to complement and pair with the trademark graphic. Most commonly they are locked up together (see next page), though in select situations either may be used on its own.



LOGO

PRIMARY LOCKUP

In most situations, the trademark graphic and logotype are combined into a single piece of art, the *Primary Lockup*. This pairing is considered the main instance of the brand logo.

LOGO

CLEAR SPACE

The logo must be placed with enough padding to ensure it stands out clearly, whether online, in print, or in motion. Minimum clear space is equal to the height of the letter “a” in the Fandom logo.

LOGO

STACKED LOCKUPS

There are two variations for the stacked version of the logo, with size emphasis placed on either the trademark graphic (1) or the logotype (2).

STACKED LOCKUP 1
ON DARK BACKGROUND

STACKED LOCKUP 2
ON LIGHT BACKGROUND

STACKED LOCKUP 1
ON LIGHT BACKGROUND

STACKED LOCKUP 2
ON DARK BACKGROUND

LOGO

SINGLE-COLOR OPTIONS

One-color and black and white versions of the logo are available as needed. In these instances, the logotype or stacked lockups are more effective than the Primary Lockup.

On dark backgrounds, Fandom Cream is the preferred color, though white is acceptable. On light backgrounds, Fandom Purple is the preferred color, though black is acceptable

LOGOTYPE
ON DARK BACKGROUND

LOGOTYPE
ON LIGHT BACKGROUND

STACKED LOCKUP 1
ON LIGHT BACKGROUND

STACKED LOCKUP 2
ON DARK BACKGROUND

LOGO

LOGO & TAGLINE

Several versions of the logo are paired with the brand tagline. Clear space should increase for these treatments, to ensure clarity. Lead colors are used for the tagline, to drive brand awareness.

LOGO LOCKUP + TAGLINE
ON LIGHT BACKGROUND

LOGOTYPE + TAGLINE
ON DARK BACKGROUND

LOGO LOCKUP + TAGLINE
ON DARK BACKGROUND

LOGOTYPE + TAGLINE
ON LIGHT BACKGROUND

LOGO

STACKED LOCKUPS & TAGLINE

Stacked versions are also combined with the tagline.

In rare instances, the trademark graphic is paired with the tagline while the brand name is left out.

STACKED LOCKUP + TAGLINE
ON LIGHT BACKGROUND

TRADEMARK + TAGLINE
ON DARK BACKGROUND

STACKED LOCKUP + TAGLINE
ON DARK BACKGROUND

TRADEMARK + TAGLINE
ON LIGHT BACKGROUND

LOGO

PARTNERSHIPS & CO-BRANDING

When partnering, co-sponsoring, or co-presenting, there is an assortment of recommended layouts and copy choices.

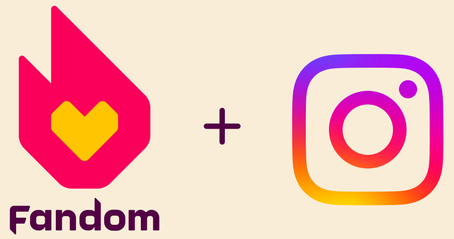
When the partner logo is square, circular, or vertically-oriented, *Stacked Lockup 1* is ideal, though in certain instances the trademark graphic alone can be used.

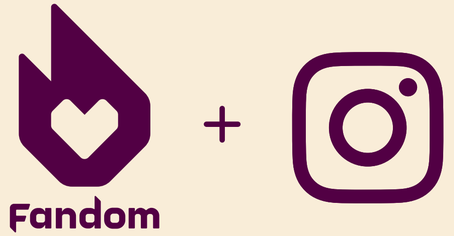
Fandom + Paramount+

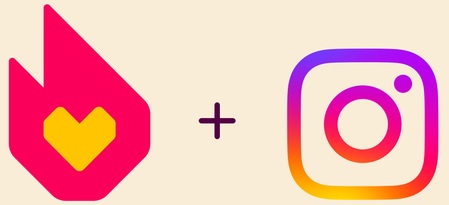
Fandom AND Paramount+

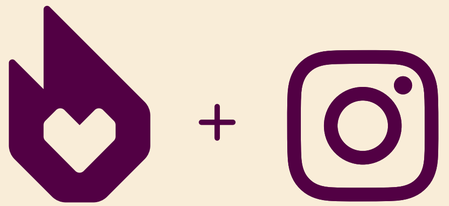
Fandom WITH Paramount+

Fandom + Paramount+









LOGO

IMPROPER USAGE

Though the Fandom brand has space for creative interpretation in many ways, logo integrity and consistency are important. Treatments and stylizations not included in this guide are prohibited.

1. Don’t distort or skew the logo.
2. Don’t recolor the logo.
3. Don’t add 3D effects or drop shadows.
4. Don’t rearrange elements or use combinations not provided in these guidelines.
5. Don’t outline the logo.
6. Don’t place the logo on busy backgrounds.

1

2

3

4

5

6

SECTION 03

03

COLOR

FANDOM
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COLOR

LEAD COLORS

Our colors convey Fandom's personality and attributes, essential tools in communicating the brand story.

The core palette consists of Fandom Red, Fandom Yellow, and Fandom Purple. Together they form the basis for a consistent brand experience across all channels and touchpoints.

FANDOM RED

HEX **FA005A**
RGB **250, 0, 90**
CMYK **0, 99, 47, 0**
PANTONE **2040 C**

FANDOM YELLOW

HEX **FFC500**
RGB **255, 197, 0**
CMYK **0, 22, 99, 0**
PANTONE **7406 C**

FANDOM PURPLE

HEX **520044**
RGB **82, 0, 68**
CMYK **63, 100, 40, 43**
PANTONE **261 C**

COLOR

SECONDARY COLORS

Used in combination with the lead colors, the extended palette captures a wide range of moods and tones, versatile enough to reflect the vast genres and topics within the fan universe.

CREAM

HEX **F9EDD8**
RGB **249, 237, 216**
CMYK **0, 5, 16, 0**
PANTONE **9202 C**

LIGHT BLUE

HEX **86D7DC**
RGB **134, 215, 220**
CMYK **44, 0 ,16, 0**
PANTONE **2198 C**

CORNFLOWER

HEX **6A68CE**
RGB **106, 104, 206**
CMYK **67, 65, 0, 0**
PANTONE **2725 C**

CRIMSON

HEX **9B004E**
RGB **155, 0, 78**
CMYK **29, 100, 50, 14**
PANTONE **227 C**

DARK GRAY

HEX **3A434B**
RGB **58, 67, 75**
CMYK **74, 61, 54, 40**
PANTONE **432 C**

LIGHT GRAY

HEX **838D86**
RGB **131, 141, 134**
CMYK **54, 34, 44, 4**
PANTONE **430 C**

PURPLE BLACK

HEX **280033**
RGB **40, 0, 51**
CMYK **32, 95, 41, 57**
PANTONE **275 C**

BROWN

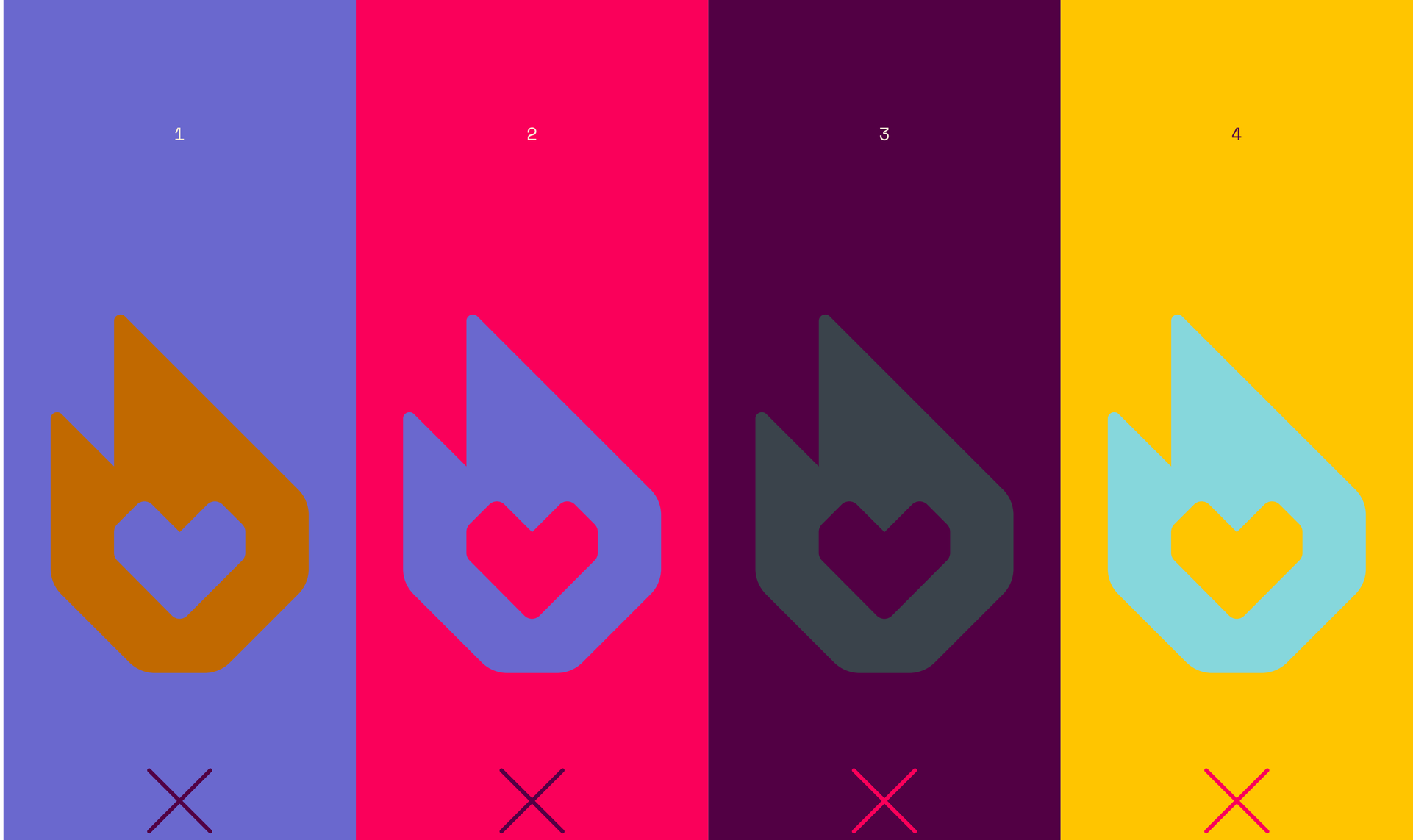
HEX **C16900**
RGB **193, 105, 0**
CMYK **19, 65, 100, 6**
PANTONE **159 C**

COLOR

IMPROPER USAGE

To ensure readability and clarity, certain color pairings should be avoided. Here are some examples:

1. Avoid low-contrast pairings
2. Avoid pairings that vibrate
3. Avoid dark color pairings which are similar in value
4. Avoid light color pairings which are similar in value



SECTION 04

04

TYPOGRAPHY

FANDOM
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GUIDELINES

TYPOGRAPHY

PRIMARY FONT FAMILY

Rubik

The fonts in the Rubik family are highly functional and legible but with distinct personality, and its rounded letterforms are a perfect stylistic fit with the brand logo. With a wide range of styles and weights, Rubik can be utilized for both headers and body copy.

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!@#$%^&*()?

Light
Regular
Medium
SemiBold
Bold
ExtraBold
Black

Light Italic
Italic
Medium Italic
SemiBold Italic
Bold Italic
ExtraBold Italic
Black Italic

TYPOGRAPHY

SECONDARY FONT FAMILY

Space Mono
As a supporting or accent font, the advantages of Space Mono are in its distinctive personality over its utility. It feels at once high tech and retro, and therefore perfect for the world of entertainment and gaming.

It is a monospace font, so not suitable for body copy, but is ideal as an accent font, specifically for its numerals, or – in select situations – for headlines.

TYPOGRAPHY

ALTERNATE SECONDARY FONT FAMILY

Space Grotesk
Space Grotesk typesets better than Space Mono, so is more suitable for body copy, long lines of text, and fine print.

It has a more buttoned-up, midcentury style, but retains the digital, “tech-readout” charm.

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!@#$%^&*()?

Light
Regular
Medium
SemiBold
Bold

TYPOGRAPHY

FONT SETS & STYLING

Typographically there are many ways to express the brand voice. Creative and intelligent combinations will maintain hierarchy and emphasize content clearly.

In this example, weight, color, and scale create hierarchy within a single font family.

EXAMPLE ONE

Using Only the Primary Font Family

Against a mid-value background, Fandom Purple Black is recommended, to optimize contrast while maintaining brand consistency. Standard black would also be acceptable.

Headers should have good scale compared with subheads and body paragraphs; the bigger the better, generally.

EXAMPLE ONE

Using Only the Primary Font Family

Against a light background, Fandom Purple is recommended, to optimize contrast while maintaining brand consistency. No darker color should be necessary here.

Headers should have good scale compared with subheads and body paragraphs; the bigger the better, generally.

TYPOGRAPHY

FONT SETS & STYLING

Even when all styles are in the same color, a bold mix of font families, weights, and sizes can yield a strong typographic palette.

Example Two

MIXING IN A SECONDARY FONT

Against a light background, Fandom Purple is recommended, to optimize contrast while maintaining brand consistency. No darker color should be necessary here.

Headers should have good scale compared with subheads and body paragraphs; the bigger the better, generally.

Example Two

MIXING IN A SECONDARY FONT

Against a dark background, Fandom Red or Fandom Yellow can work well, to optimize brand consistency. Fandom Cream or Fandom Light Blue would also be acceptable.

Headers should have good scale compared with subheads and body paragraphs; the bigger the better, generally.

TYPOGRAPHY

FONT SETS & STYLING

Space Mono, our secondary typeface, complements Rubik through its extra touch of personality.

Its numeral set is particularly unique and memorable.

01 Shown on the left, Space Mono is an excellent choice for numbered lists, and numerals in general.

It works well as an accent font too.

02 Shown on the left, Space Mono is an excellent choice for numbered lists, and numerals in general.

It works well as an accent font too.

03 Shown on the left, Space Mono is an excellent choice for numbered lists, and numerals in general.

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It works well as an accent font too.

SECTION 05

05

DESIGN GUIDANCE & EXAMPLES

VISUAL STYLES

FANDOM
BRAND
GUIDELINES

DESIGN & ILLUSTRATION PRINCIPLES

01 Communicate. Illuminate complex concepts and guide the user's experience.

02 Push boundaries. Explore new methods and visual styles, but always be on brand.

03 Set the tone. Craft a story that expresses the correct energy and emotion.

04 Create with purpose. Build context without complexity; intrigue without confusion.

DESIGN GUIDANCE & EXAMPLES

ANGLED ELEMENTS

Reflecting prominent forms in the Fandom logo – and to convey a sense of movement and energy – brand graphics are often set at a 45 degree angle.

DESIGN GUIDANCE & EXAMPLES

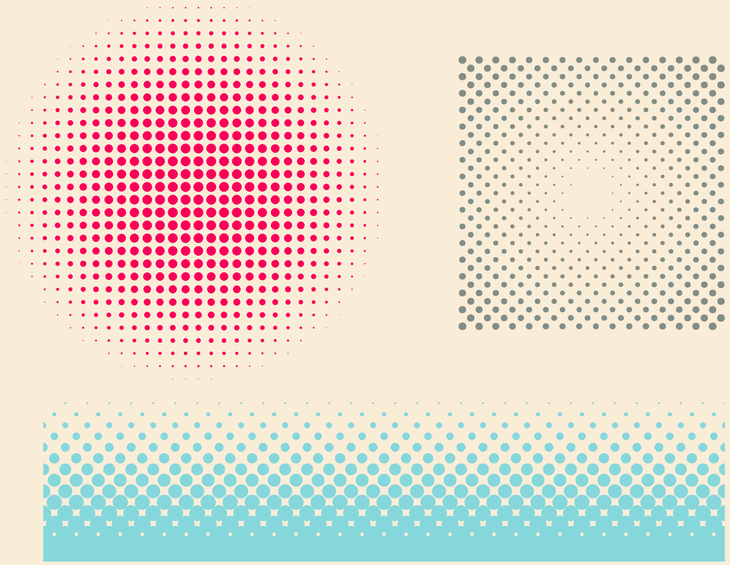
SUPPORTING GRAPHICS

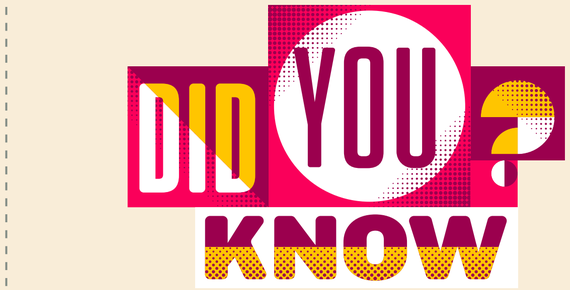
Derived from the world of comic books and old school magazines, halftone dot patterns make a subtle yet impactful reference to the origins of many beloved characters and franchises.

Our decorative icons, dubbed “Fanfetti,” are added to graphic layouts as needed, providing a sense of explosive energy and fun.

For working digital assets, contact the Brand Design team.

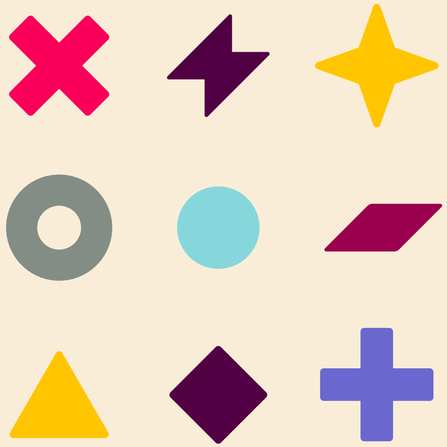
HALFTONE DOT PATTERNS





EXAMPLE

FANFETTI



EXAMPLE

ANGLED ELEMENTS, HALFTONE DOTS,
AND FANFETTI, IN COMBINATION

DESIGN GUIDANCE & EXAMPLES

ENVIRONMENTAL GRAPHICS

Environmental graphics are usually larger scale and intricate types of illustration, allowing for higher usage of metaphor and detail. They can give the overall “big picture” for a concept or story, allowing for a full and immersive contextual scene. These are usually found as full wall graphics used in Fandom offices.

DESIGN GUIDANCE & EXAMPLES

PICTOGRAPHS

Pictographs are usually contained depictions of a concept. They can bring life and context to a story or idea in one image, and can be literal or metaphorical. These may be found as spots in product pages, wayfinding images in zero state environments, or icons for various themes.

AVATARS

Fandom avatars are customizable icons that can be used as profile pictures in our brand style.

DESIGN GUIDANCE & EXAMPLES

EMOJI ICONS

Emoji icons are the smallest and most literal representation of an idea, mainly used as simple expressions of different IP or objects. Usually only seen as one singular object, they provide simple depictions of what they represent.

DESIGN GUIDANCE & EXAMPLES

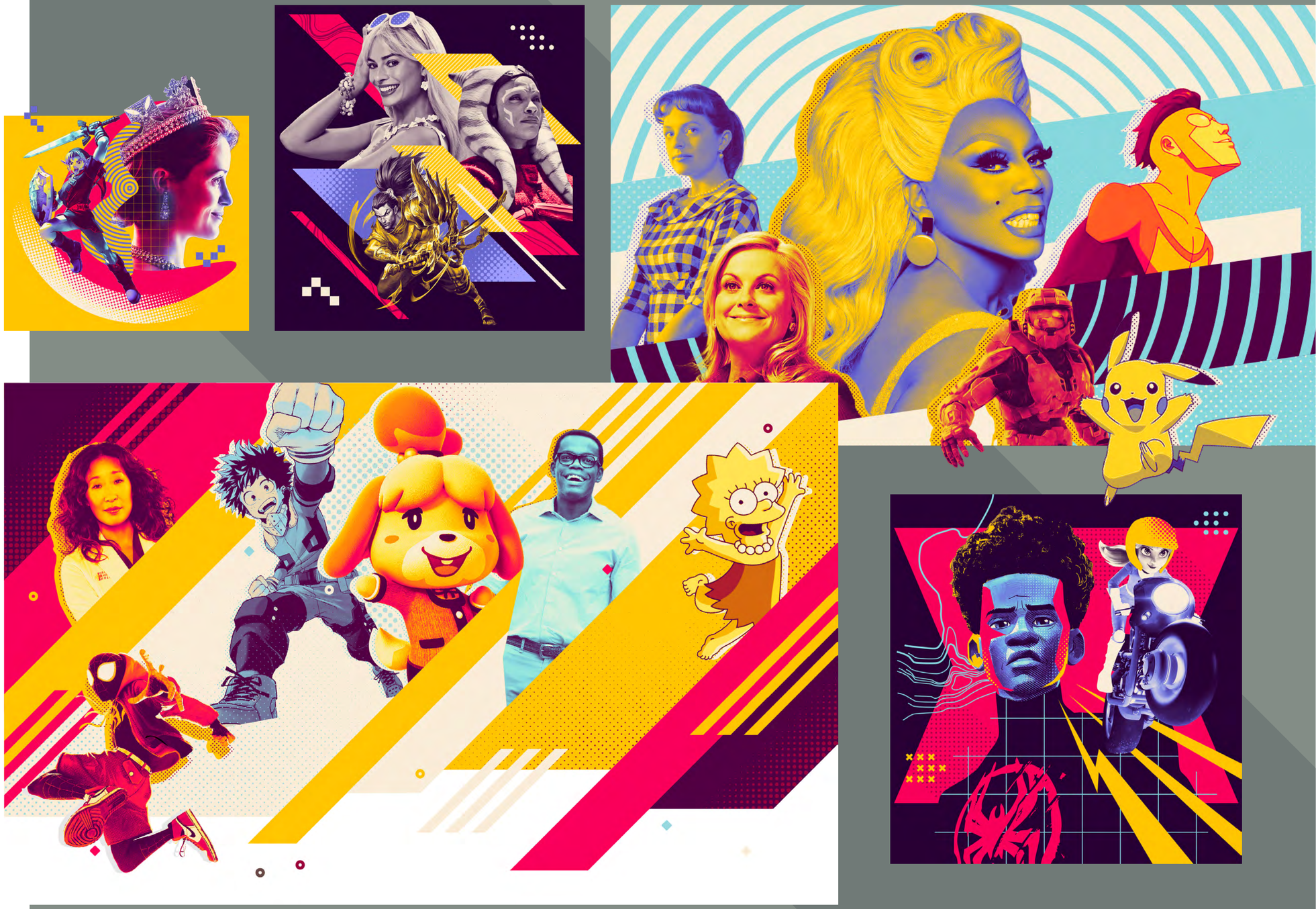
PHOTO & IMAGE TREATMENTS

Stylized photography and character art should reinforce the iconic nature of the image and present the subject as an ambassador for the brand.

Most commonly, a gradient of brand colors is applied over the image.

CHARACTER COLLAGES

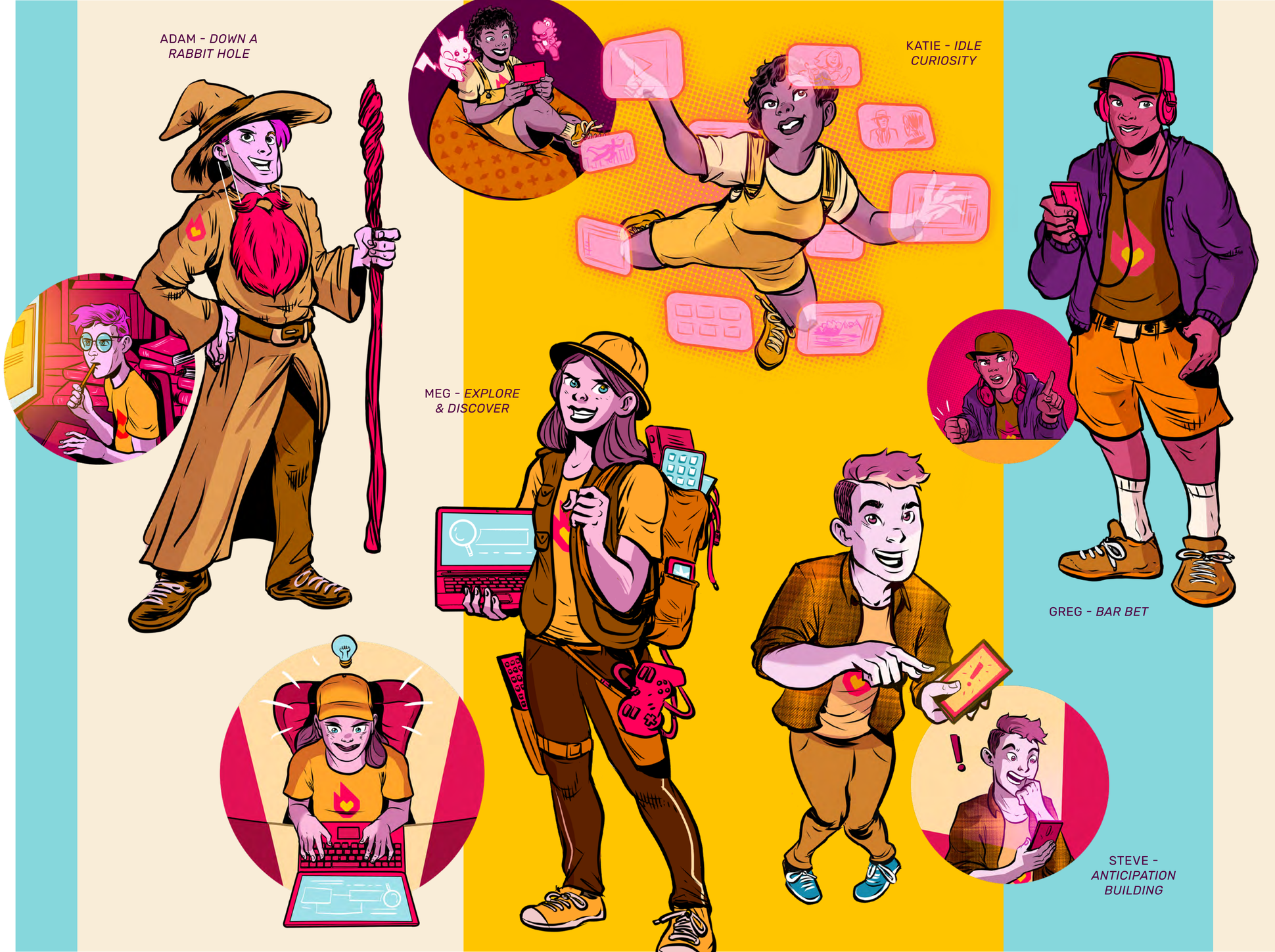
Treated images come to life when combined with diagonal elements, halftone dots, fanfetti, and other supporting graphics. In these compositions, the brand attributes truly ring out.



DESIGN GUIDANCE & EXAMPLES

FAN PERSONA CHARACTER ART

Fandom's core audience segments are personified in a set of characters with unique attributes. These and many other configurations can be found in the brand asset library. Contact the Brand Design team for access.



SECTION 06

06

DESIGN GUIDANCE & EXAMPLES

MOTION & SOUND

FANDOM
BRAND
GUIDELINES

MOTION PRINCIPLES

01 Build on the energy of the static brand. Be kinetic. It's better to create too much excitement than not enough.

02 Make things move in unexpected ways. Create an atmosphere of discovery and wonder, surprise and delight.

03 Embrace silliness and fun. Fandom is a relentlessly positive and hopeful place.

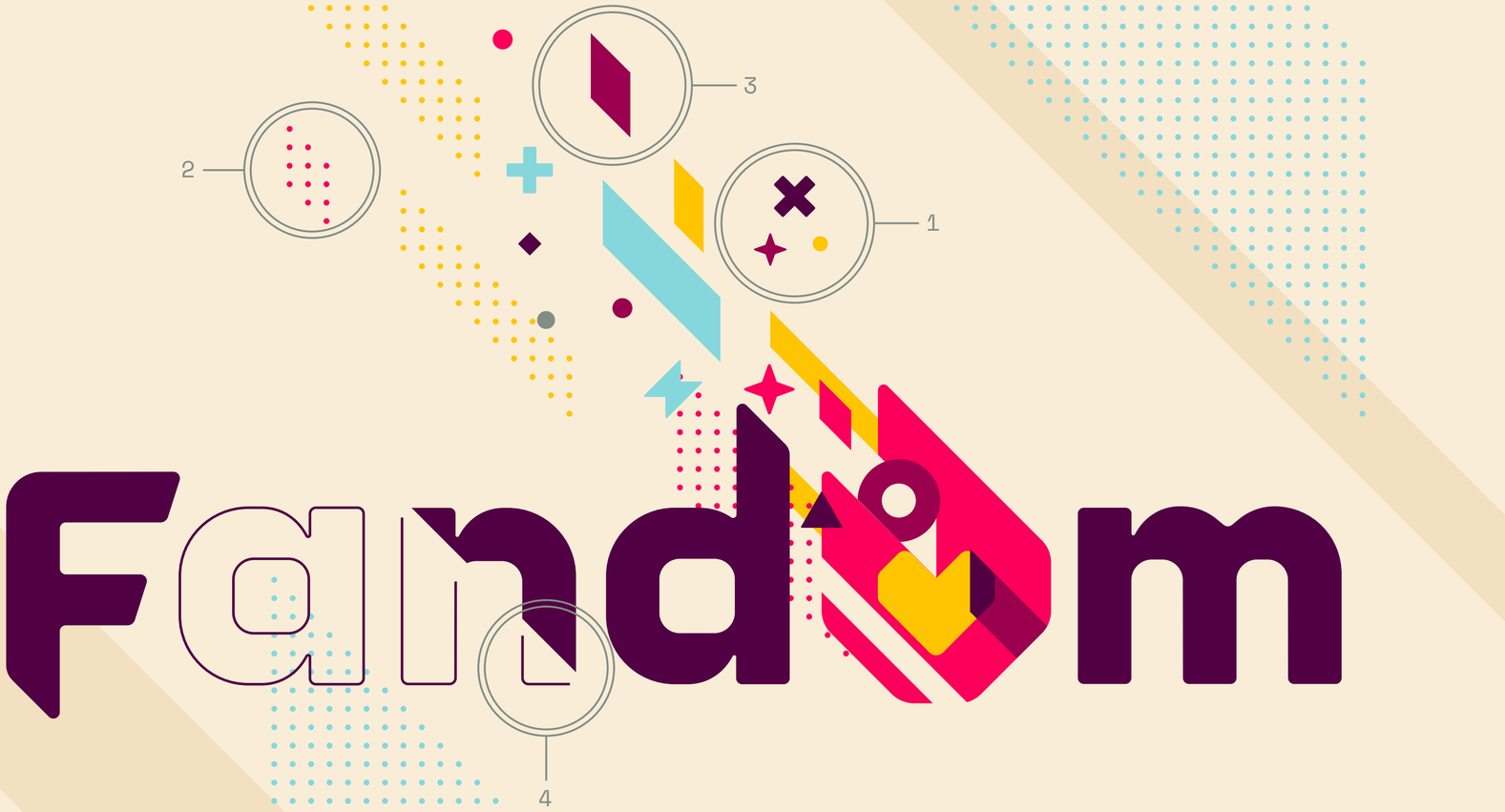
Sample files from the brand motion package, with audio, are located here.

DESIGN GUIDANCE & EXAMPLES

MOTION ELEMENTS

Certain design assets are principle to Fandom's motion graphic style, helping to reinforce our voice:

1. Fanfetti
2. Dot patterns
3. Shards of color (set at a 45° angle)
4. Playful glitches

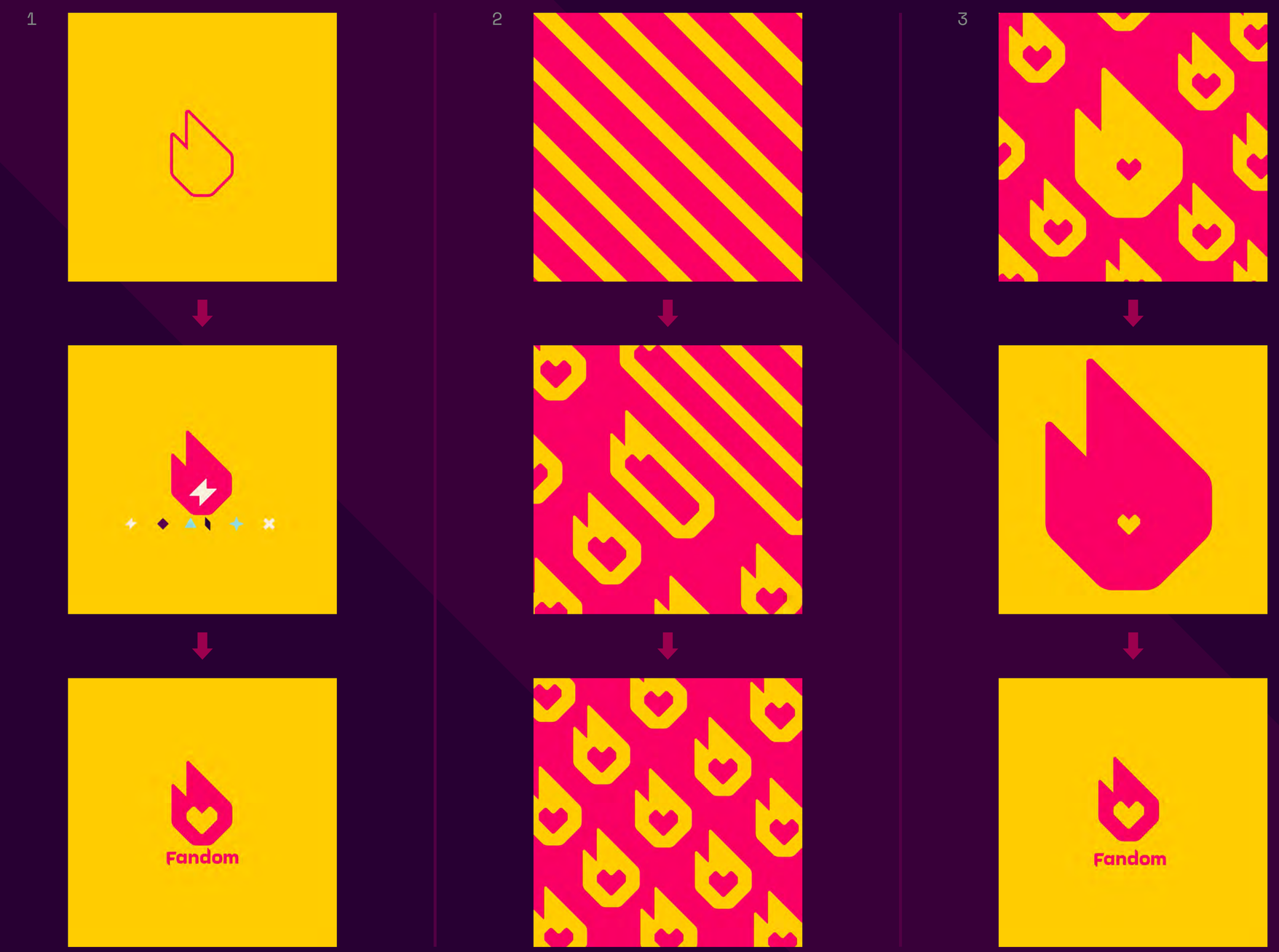


DESIGN GUIDANCE & EXAMPLES

LOGO IN MOTION

There are many ways to animate the Fandom logo, just be sure to give it personality! Here are some examples:

1. Draw on the shape of the logo.
2. Use a pattern to reveal the logo.
3. Scale and move the logo into frame.



DESIGN GUIDANCE & EXAMPLES

MOTION: IMPROPER USAGE

Some modifications of the logo should be avoided when adding motion. Feel free to change around the colors and shapes to build some energy, but refrain from the following:

1. Do not distort or warp the logo.
2. Do not stretch the logo.

1

2

THE SOUND OF THE BRAND

In audio environments, an array of sounds and tones combine, many with direct connection to the world of gaming and entertainment, others with more unexpected origins. 8-bit video games, tube televisions, dot matrix printers, and other analog sounds can be detected. Elements of wind and water are present. The combined effect conjures the brand attributes of Celebration, Exploration, Passion, and Wonder.

Sample files from the brand motion package, with audio, are located here.

SECTION 07

07

DESIGN GUIDANCE & EXAMPLES

SOCIAL

FANDOM
BRAND
GUIDELINES

SOCIAL DESIGN PRINCIPLES

01 Focus on community. Social content speaks to our existing audiences while welcoming new ones.

02 Be an accurate, inclusive resource for fans. Build trust through honest content.

03 Tell a captivating story while holding to core design principles.

04 Celebrate diversity in all its forms.

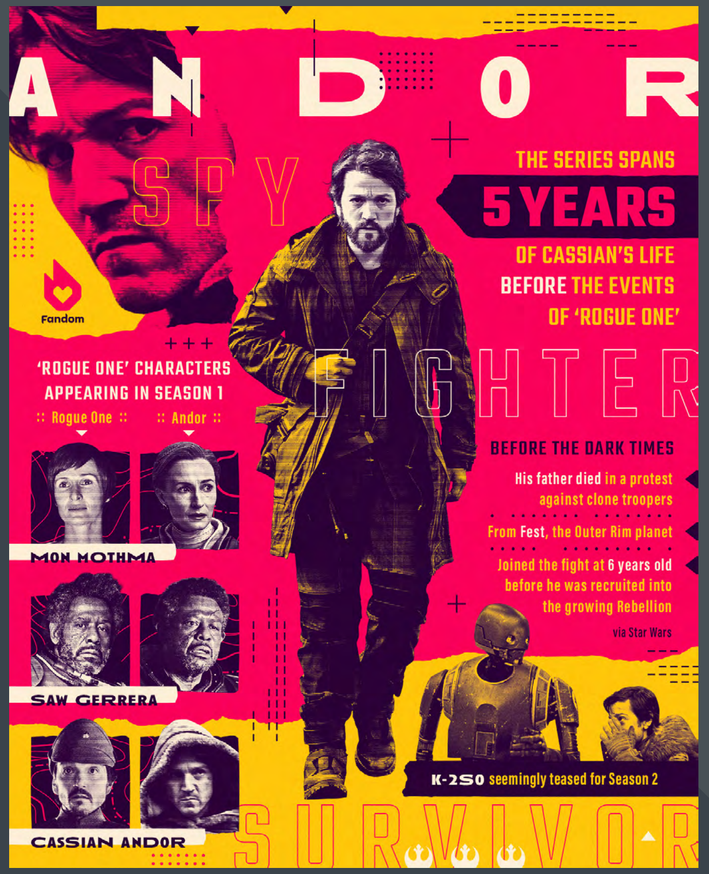
DESIGN GUIDANCE & EXAMPLES

CUSTOM SOCIAL, CONTENT-RICH

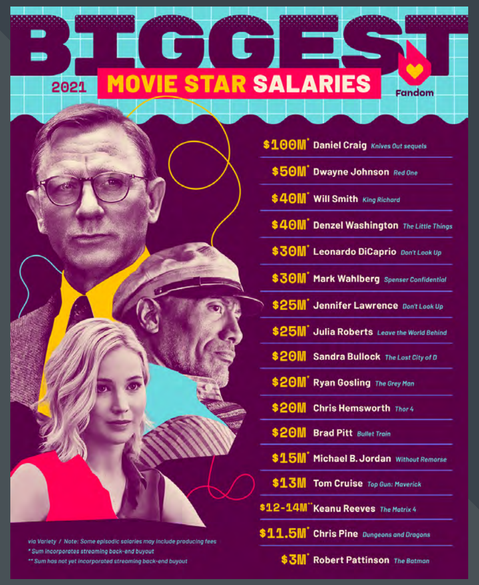
Because Fandom social channels promote a wide range of entertainment and gaming IP, there are minimal restrictions on aesthetic styles or typefaces.

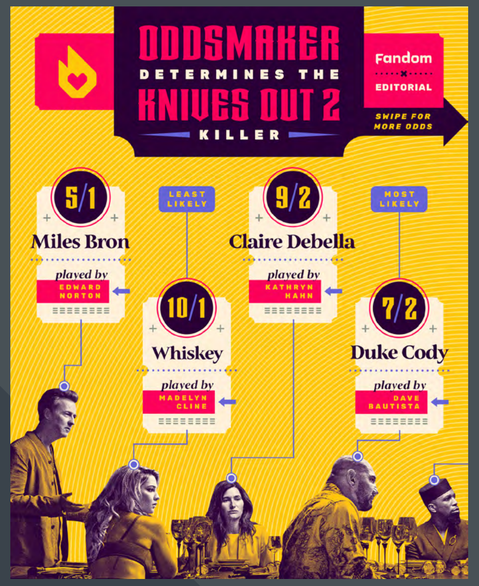
To keep Fandom from getting lost in the story, core brand colors and graphics are integrated as much as possible.

Inclusion of the Fandom logo is considered mandatory.

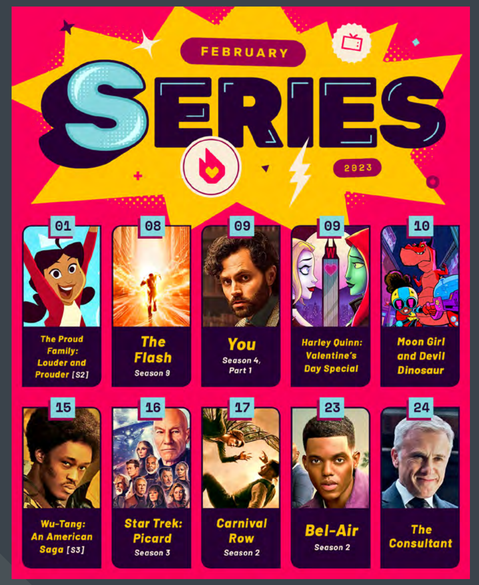


CHARACTER BREAKDOWNS





DATA-FOCUSED



RELEASE CALENDARS

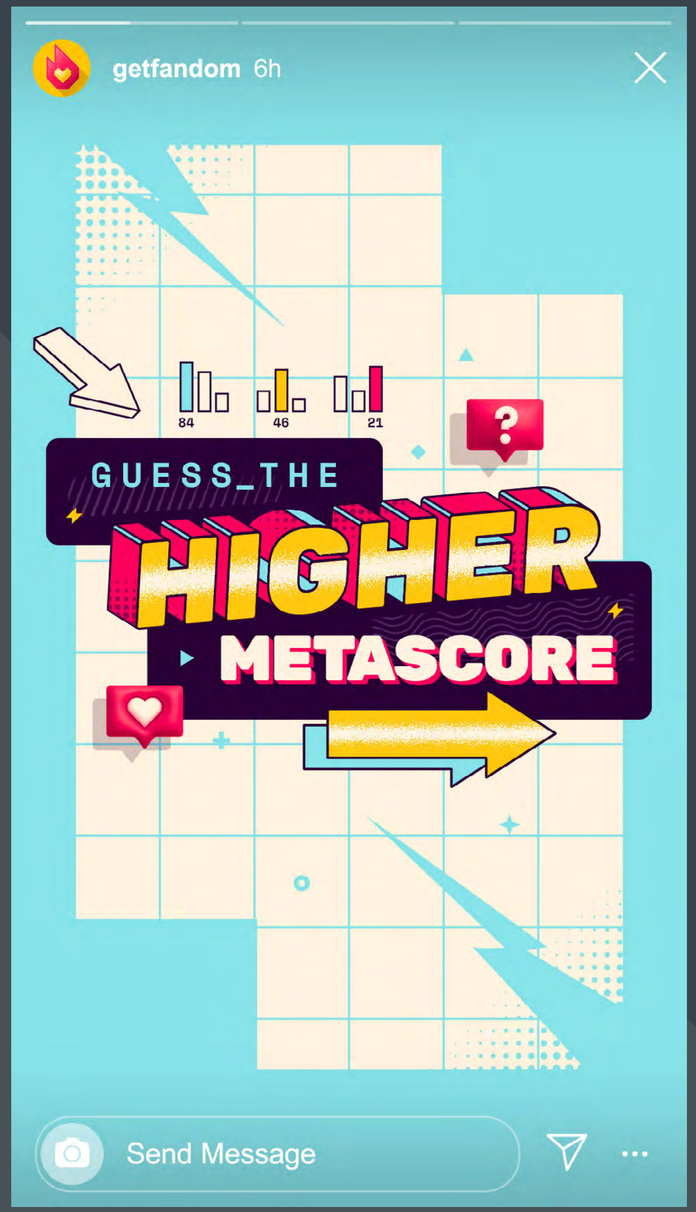
DESIGN GUIDANCE & EXAMPLES

CUSTOM SOCIAL, BRAND-DRIVEN

When leveraging characters or franchises to spotlight Fandom-focused content, visual styles are brought tighter to the core brand look and feel.

ART FOR FAN ENGAGEMENT

FANDOM WIKI PAGE DATA



STORY QUIZZES

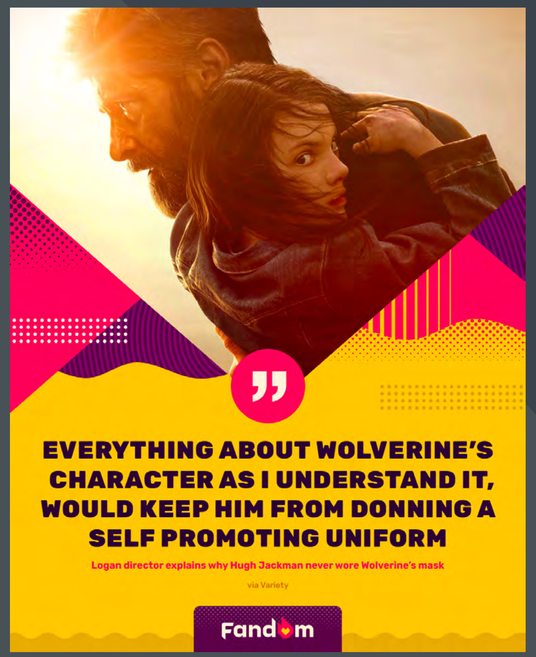
DESIGN GUIDANCE & EXAMPLES

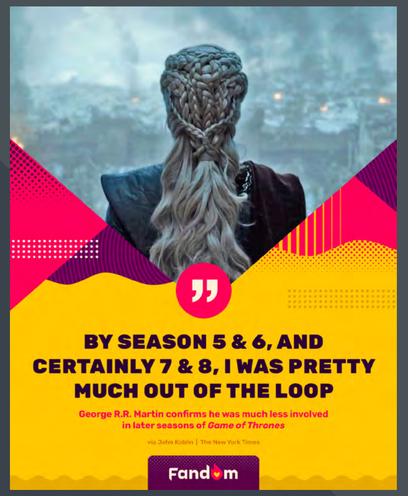
SOCIAL TEMPLATES

In serving the fast pace of social content production, an extensive package of pre-designed templates is considered essential.

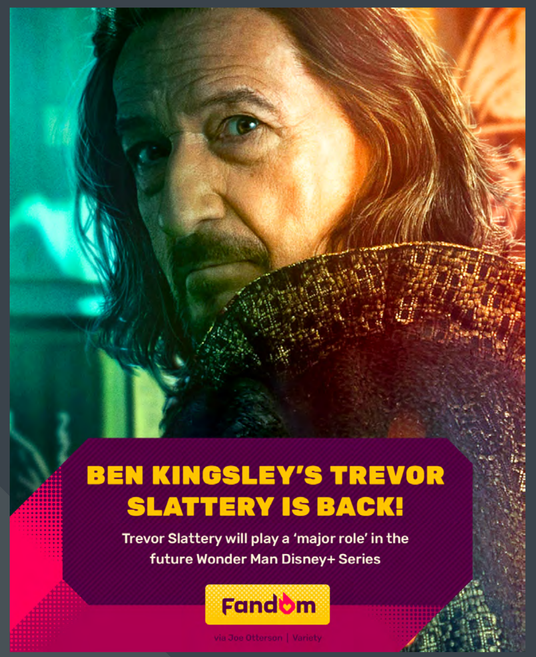
These templates allow for a flexible approach to written copy and untreated photography, without sacrificing brand consistency.

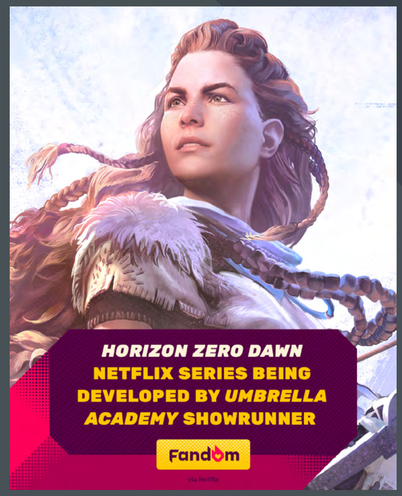
GRIDS





QUOTES





NEWS

SECTION 08

08

DESIGN GUIDANCE & EXAMPLES

EVENTS

FANDOM
BRAND
GUIDELINES

EVENT BRANDING & DESIGN PRINCIPLES

01 Express the brand attributes in memorable, impactful ways. Focus on Connection, Curiosity, and Immersion.

02 Create enthusiasm and interest in Fandom and how we service fans.

03 Be interactive and accessible.

04 Design for the location, event setting, guest list, and wider audience.

DESIGN GUIDANCE & EXAMPLES

EVENT LOCKUPS

Event lockups reflect the focus of the event, using appropriate color, imagery, and typography. The Fandom logo sometimes needs to be locked up with the event name, while other times the event name will stand alone. In these situations, Fandom's voice is reflected through brand graphics, color, and visual style.

CO-BRANDED SPONSORSHIPS

PROPRIETARY EVENTS

DESIGN GUIDANCE & EXAMPLES

EVENT DESIGN SYSTEMS

When creating a look for a branded event, consider the scale of the event and how far the design will reach. Create assets efficiently to not have to reinvent the wheel for each deliverable or areas that the branding will touch. Establishing backgrounds, patterns, repeatable imagery, and font pairings can create a strong foundation to a cohesive and immersive event experience.

DESIGN GUIDANCE & EXAMPLES

PROMOTIONAL MATERIALS

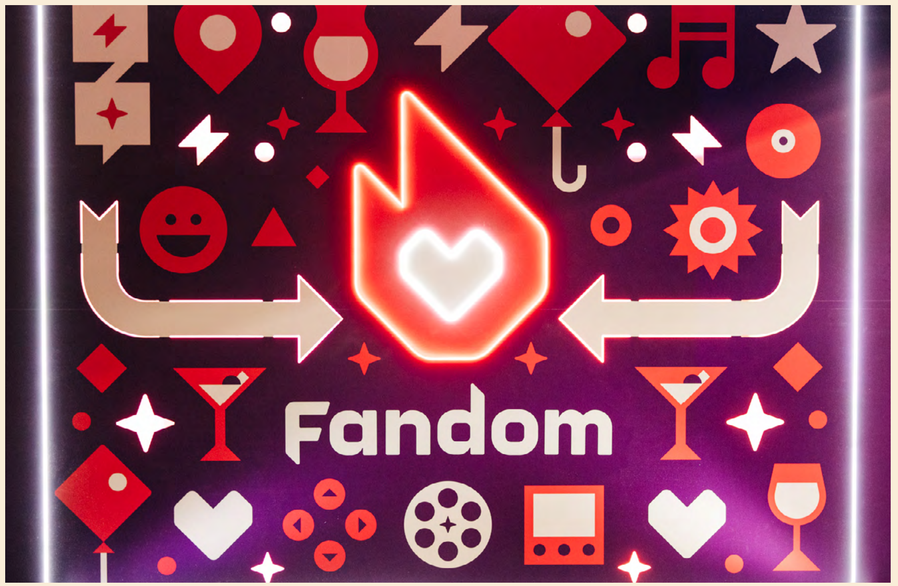
Every event is different, but there are types of physical deliverables that are usually asked for. Some, but not all, may include:

1. Signage for clear and noticeable wayfinding
2. Step & Repeat
3. Attendee credentials badge
4. Quick order swag, such as stickers or buttons
5. Specialty swag that connects with the event's goals and values, or materials that attendees will use at the event

DESIGN GUIDANCE & EXAMPLES

EVENT ENVIRONMENTS

While the logo and colors are often applied in a straightforward manner, physical environments also offer a range of opportunities to surprise, delight, and engage.



FAN CENTRAL
ARCADE

Fandom
PARTY
PRESENTED BY Paramount+
2020

WELCOME TO FAN CENTRAL

FOR
THE
LOVE
OF
FANS

SECTION 09

09

DESIGN GUIDANCE & EXAMPLES

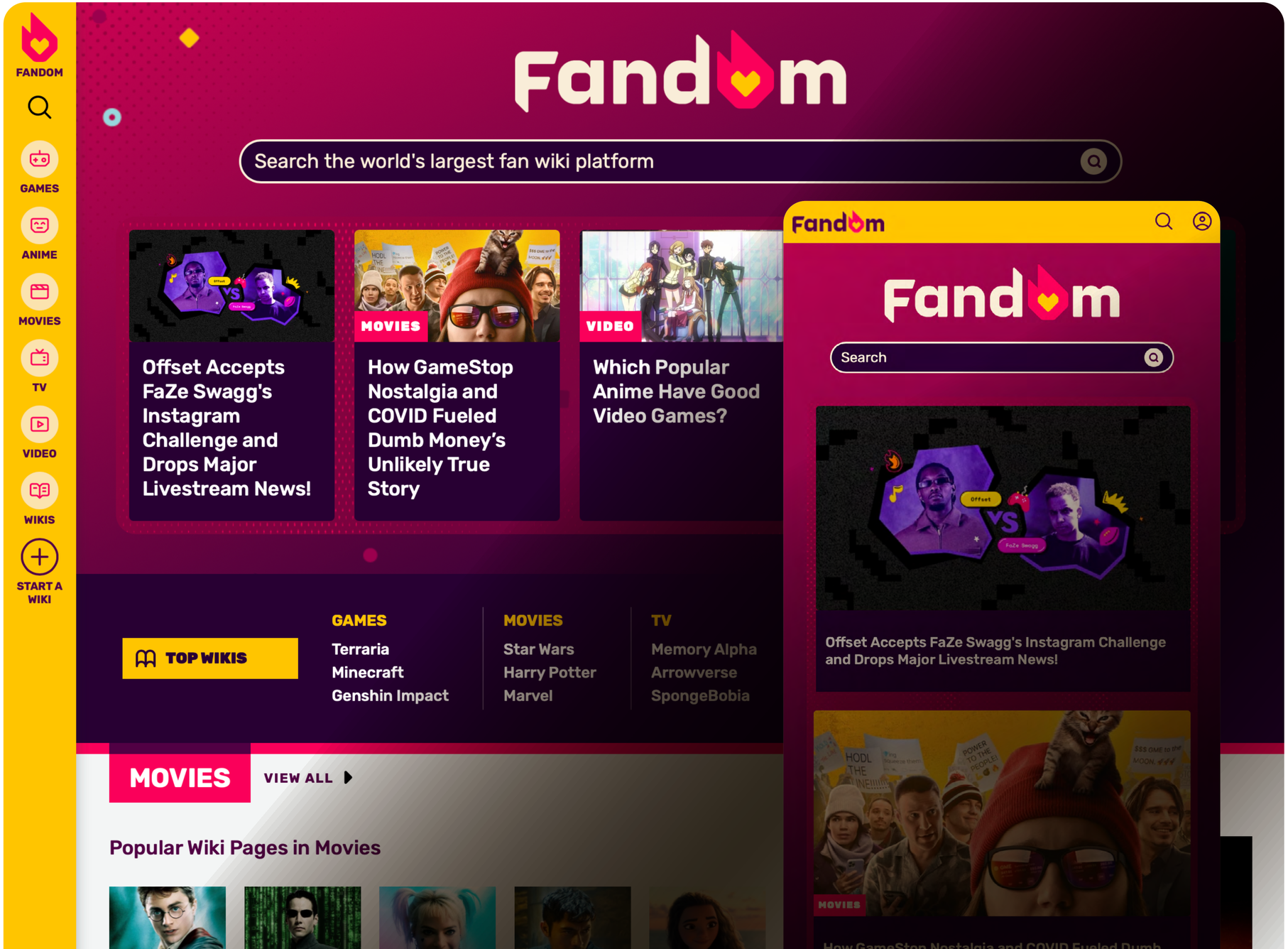
APPLIED USE CASES

FANDOM
BRAND
GUIDELINES

DESIGN GUIDANCE & EXAMPLES

SITE NAVIGATION & HEADERS

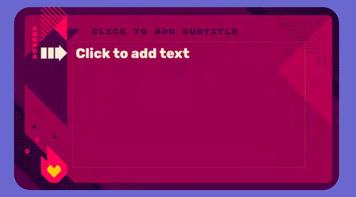
The Fandom logo lockups are crafted to communicate and function at all sizes, across all digital environments.

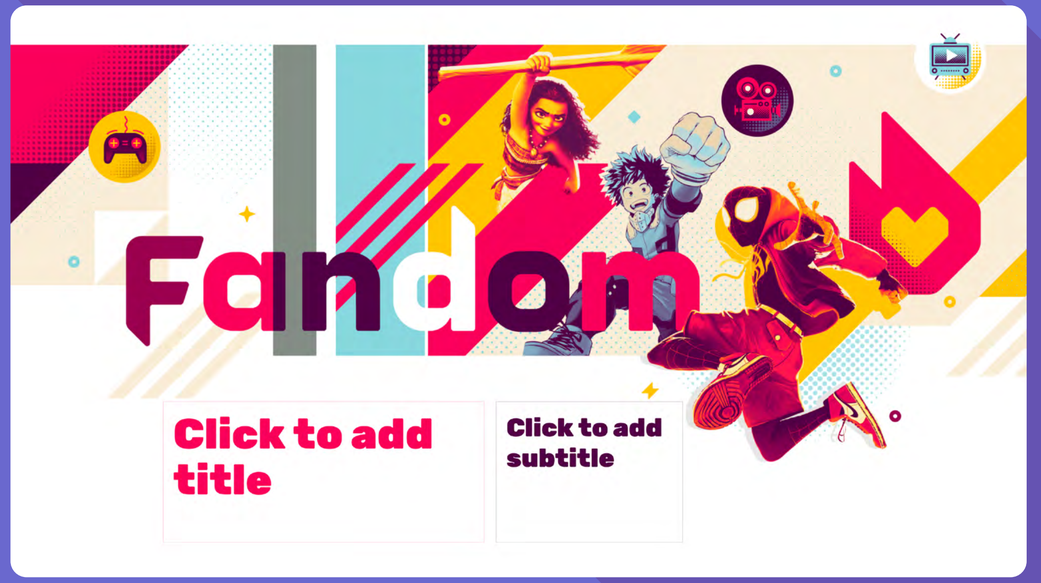


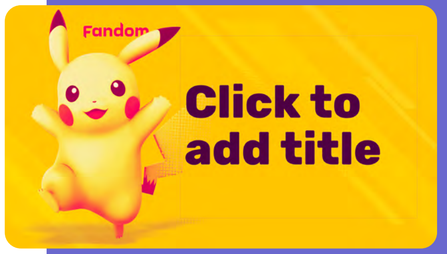
DESIGN GUIDANCE & EXAMPLES

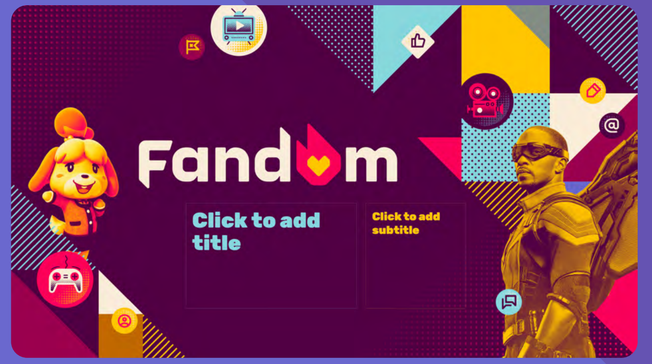
PRESENTATION TEMPLATES

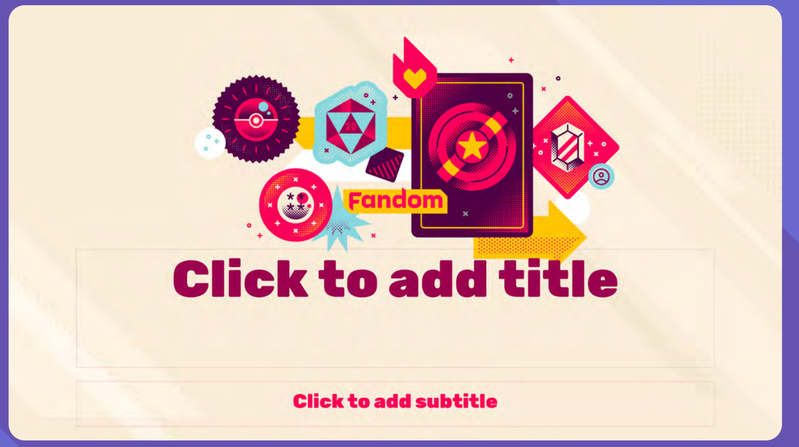
The Fandom brand has a vibrant presence in all company presentations, with a multitude of slides and slide types available.







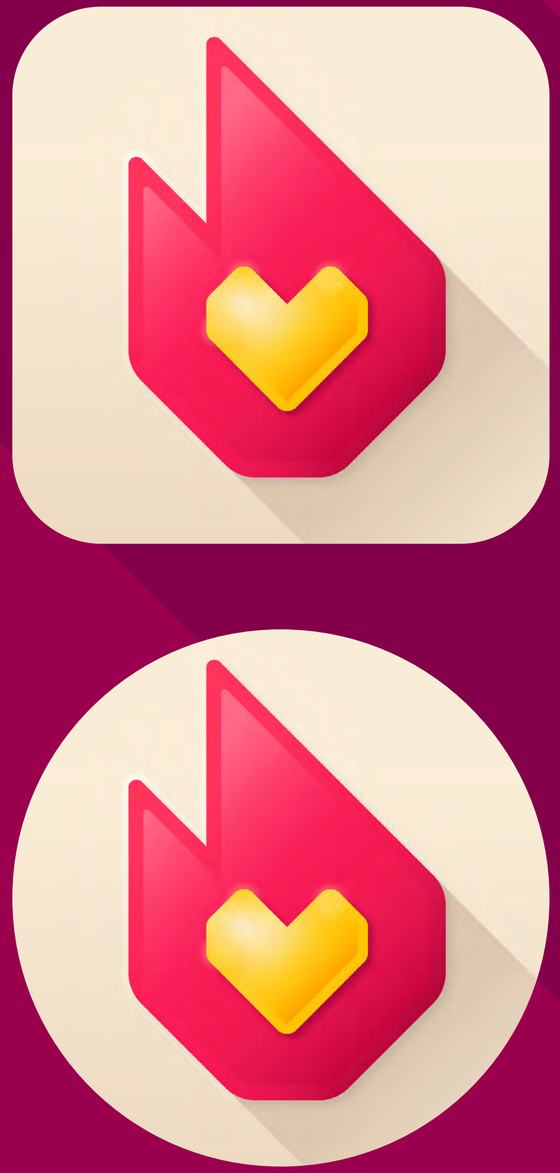




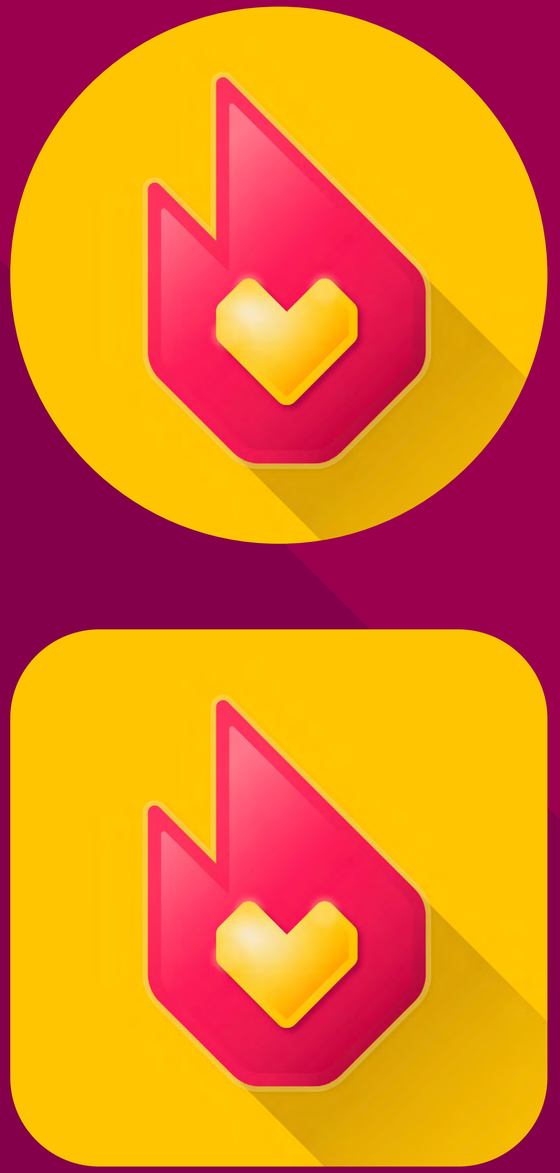
DESIGN GUIDANCE & EXAMPLES

APP & SOCIAL ICONS

In select situations and environments, a more detailed, dimensional version of the trademark graphic helps the brand stand out.



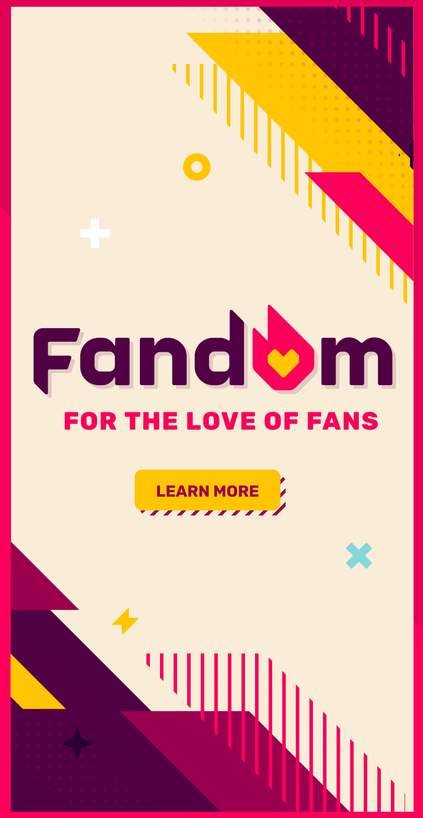
APP ICONS



SOCIAL PROFILE ICONS

HOUSE ADS

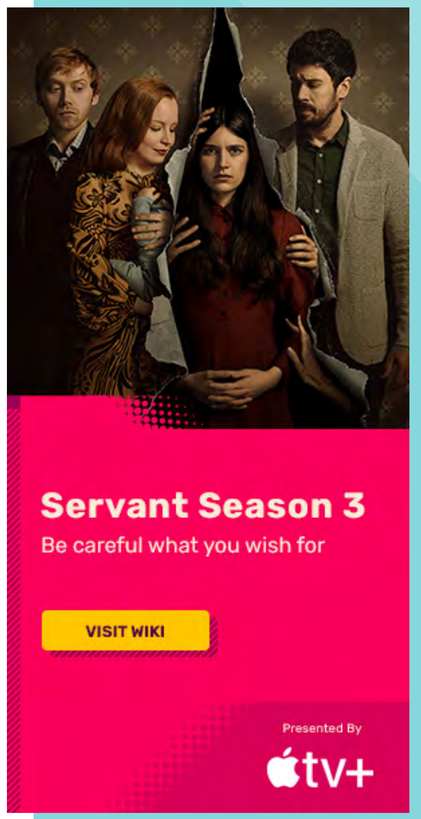
The brand tagline and supporting graphics take center stage in onsite advertising.



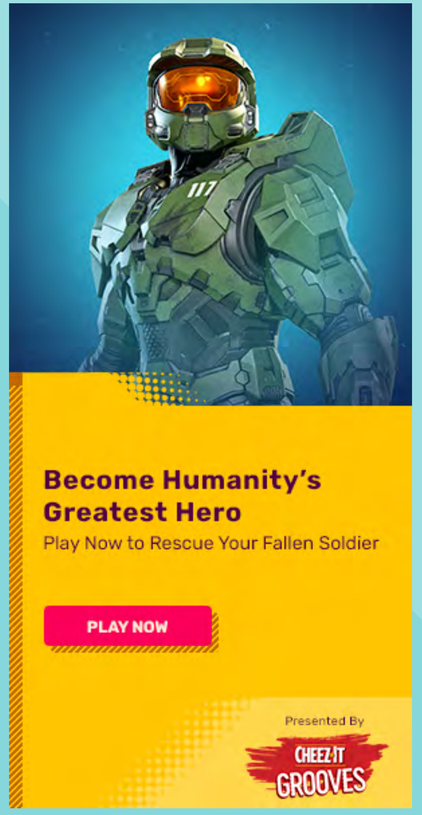
DESIGN GUIDANCE & EXAMPLES

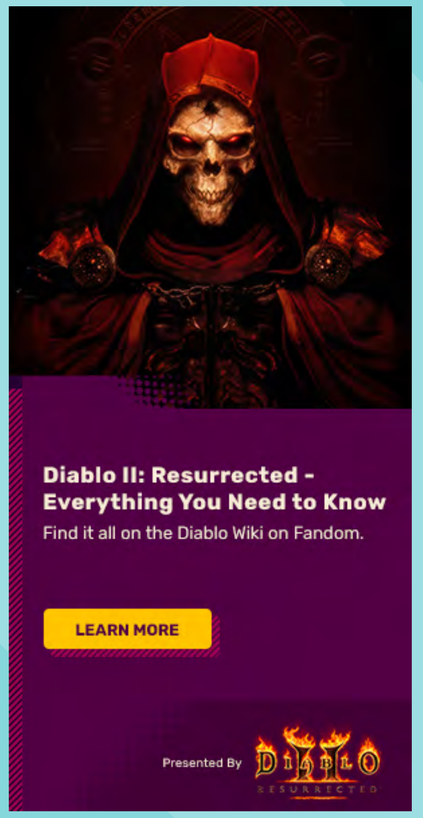
ONSITE PROMOTION

There are a range of colorways which can be used when promoting partner IP onsite.



PRIMARY COLOR





SECONDARY COLORS

AS-NEEDED COLOR

DESIGN GUIDANCE & EXAMPLES

BRAND MOTION PACKAGE

The 45° angle is a heavy influence on the way the brand lives in motion.

The full motion graphics package contains a large assortment of template types. A few examples are included here:

1. Intro card
2. Title card
3. Lower third
4. Banner
5. Transition
6. End card
7. End card with call to action

Sample files from the brand motion package, with audio, are located here.

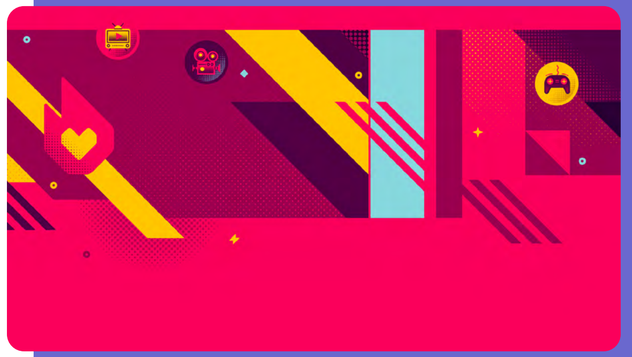
COMMUNITY & HERITAGE CELEBRATIONS

When celebrating its diverse communities and heritage, many of the brand guidelines are set aside. The trademark graphic acts as an empty vessel for colors and graphics which reflect the subject matter. With the focus and emphasis on the celebrated topic, the Fandom name is usually left out.

DESIGN GUIDANCE & EXAMPLES

VIRTUAL MEETING BACKGROUNDS

These and more virtual meeting backgrounds are available to all Fandom employees.



DESIGN GUIDANCE & EXAMPLES

BRANDED MERCHANDISE

Fandom's diverse set of colors, visuals, and icons allow for a myriad of branding options; from straightforward logo applications to complex patterns and unique visual systems.

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