



FASTER FUTURE

BRAND GUIDELINES

OUR BRAND





Who We Are

We are a one stop Horizon 3 innovation shop. The map makers and the guides. We embrace disruption to build better solutions and help leaders adopt technologies that are changing the way humanity lives, works and plays.

Our Vision

To unlock capabilities and empower our leaders to embrace fundamental change and keep their global edge.

Our Mission

To innovate to the future you want, today.

In a Nutshell

We provide turnkey innovation solutions.

See just
beyond the
horizon to your
next big
opportunity.





Our Persona

Futurists, Doers, Change
Makers, Corporate
Irritants, Grounded
Disruptive Innovation
Advisors.

Our Culture is one that fosters innovation and cutting edge insights to build a better future for all. There are no bad ideas, all ideas are worth discussion. Our culture includes a variety of perspectives to support a future where Humanity can thrive. We embrace the reality that there is no crystal ball so we must prepare for multiple potential futures.



Our Values

Unapologetically
innovative, future
focused, customer
obsessed, nimble, and
equitable.

We value speaking our truth to push innovation to its fullest. We seek to include diversity of opinions, experiences, and scenarios so we can better create for the unknown future. With the fast changing world we live in, we value quick thinking and quick action so that we can adapt rapidly as we work.



Voice & Tone

We are tech translators
that brings the future to
the present.

We humanize technology. We know what we know and what we don't. We are futurists and can see potential scenarios, but we don't have a crystal ball. Faster Future communicates honestly and acts as tech translators to bring the future of technology to clients and the community.

OUR FONTS





H1

Breakthrough innovations

This is Work Sans, used for titles and main headings.

H2

And pushing the envelope

This is Work Sans, used for titles and main headings.

H3

Is how we strive to

This is Work Sans, used for titles and main headings.

S1

Reach the Future Faster

This is Work Sans, used for subheadings, slogans and other key phrases.

P

And push our clients to stay competitive and agile in the marketplace

This is Work Sans, used for writing paragraphs or other large blocks of text.



**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 0123456789**

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 0123456789

This is Work Sans, used for titles, main
headings and body paragraphs.

***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 0123456789***

*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 0123456789*

OUR COLORS





Primary Colors

These colors are to be used for text, logos, or main aspects of visual elements. Do not interchange the use of black and white text based to preference, since these color combinations are created for better readability.

Yellow Gold
Hex: #ffc64d

Blue
Hex: #88d2f7

Charcoal
Hex: #0d1117

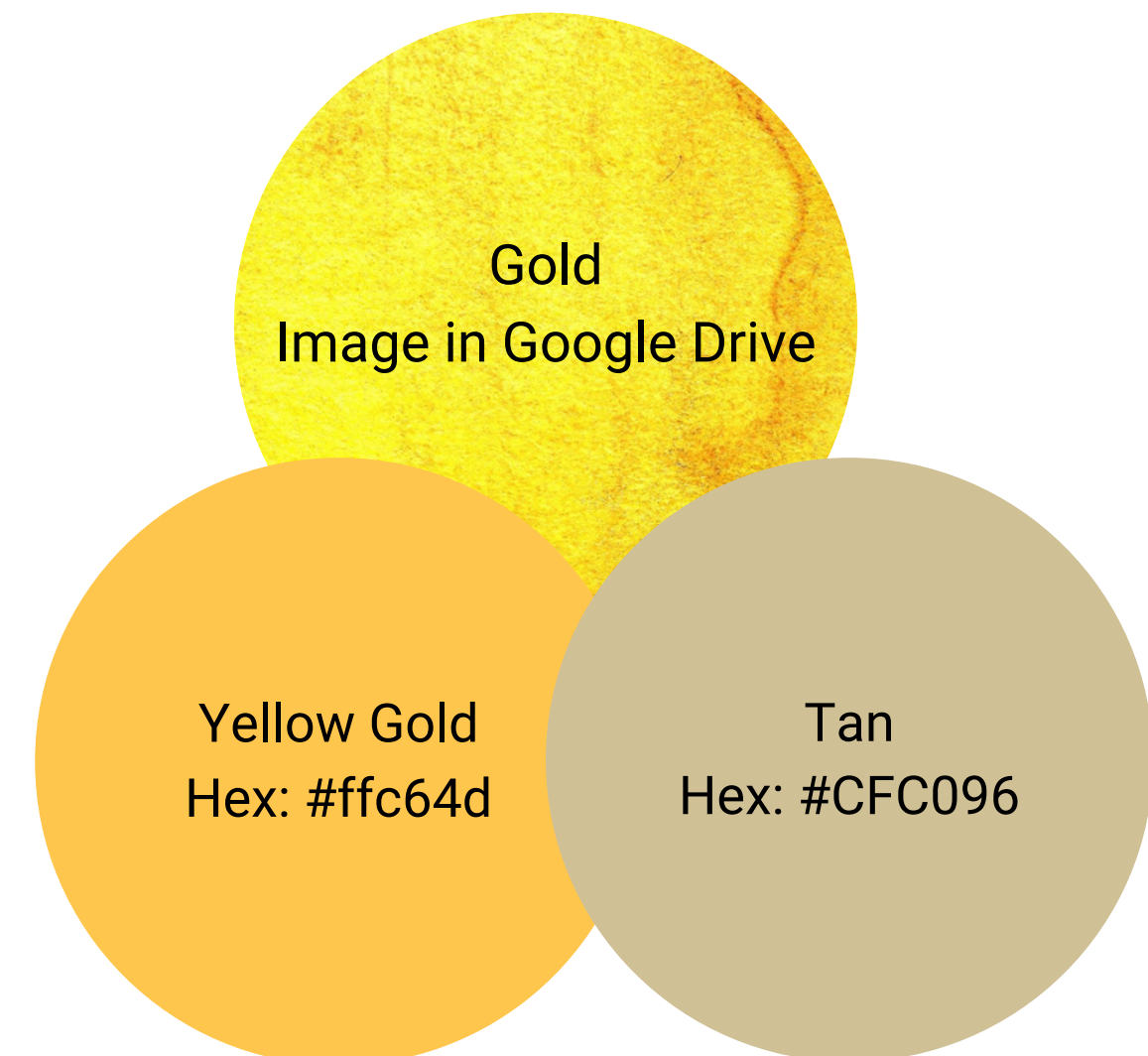
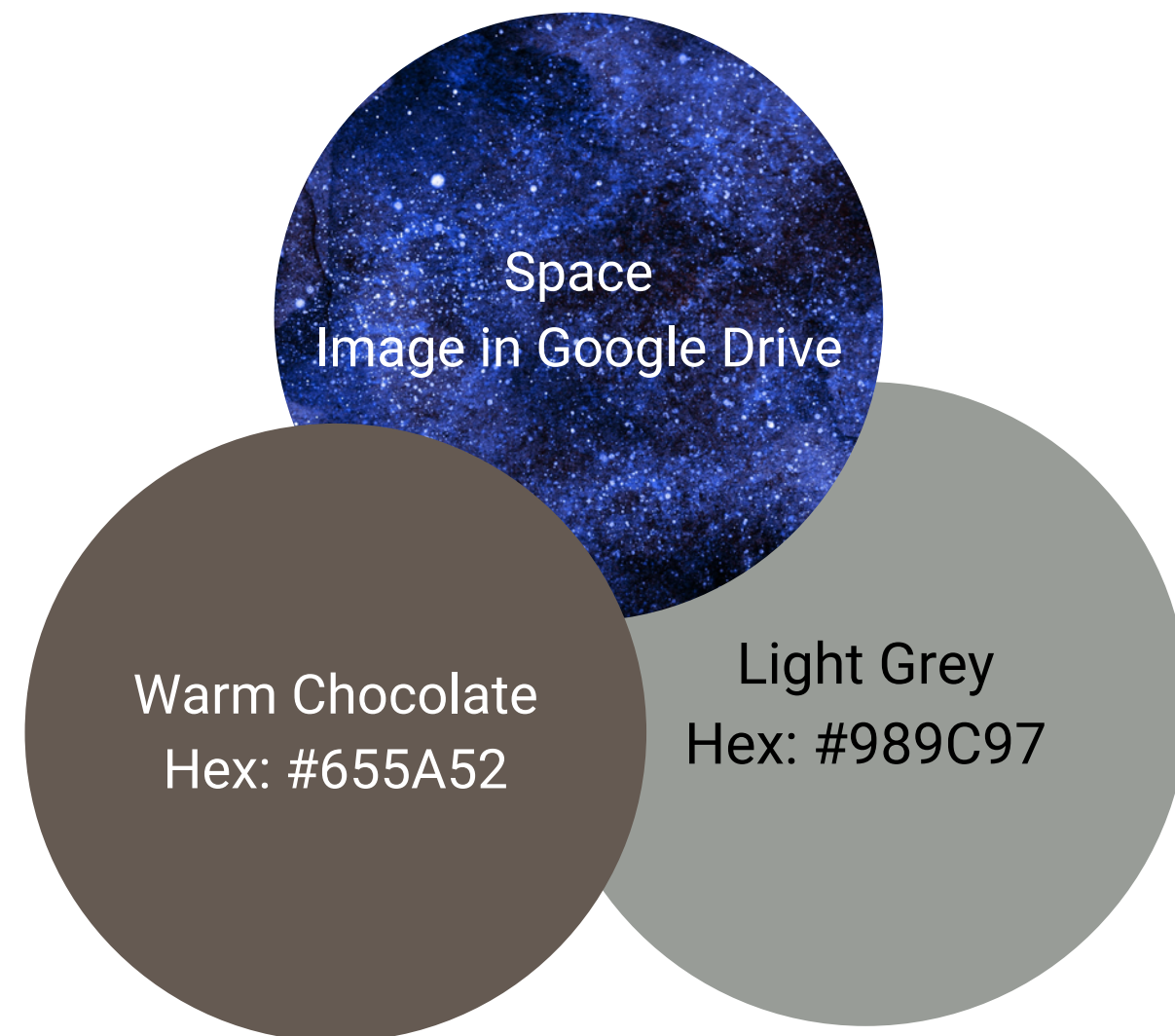
White
Hex: #ffffff

Slate Blue
Hex: #405677



Secondary Colors

These colors are to be used as accents, not as the main color focus. Space and Gold are background logo colors or can be used as a color accent.

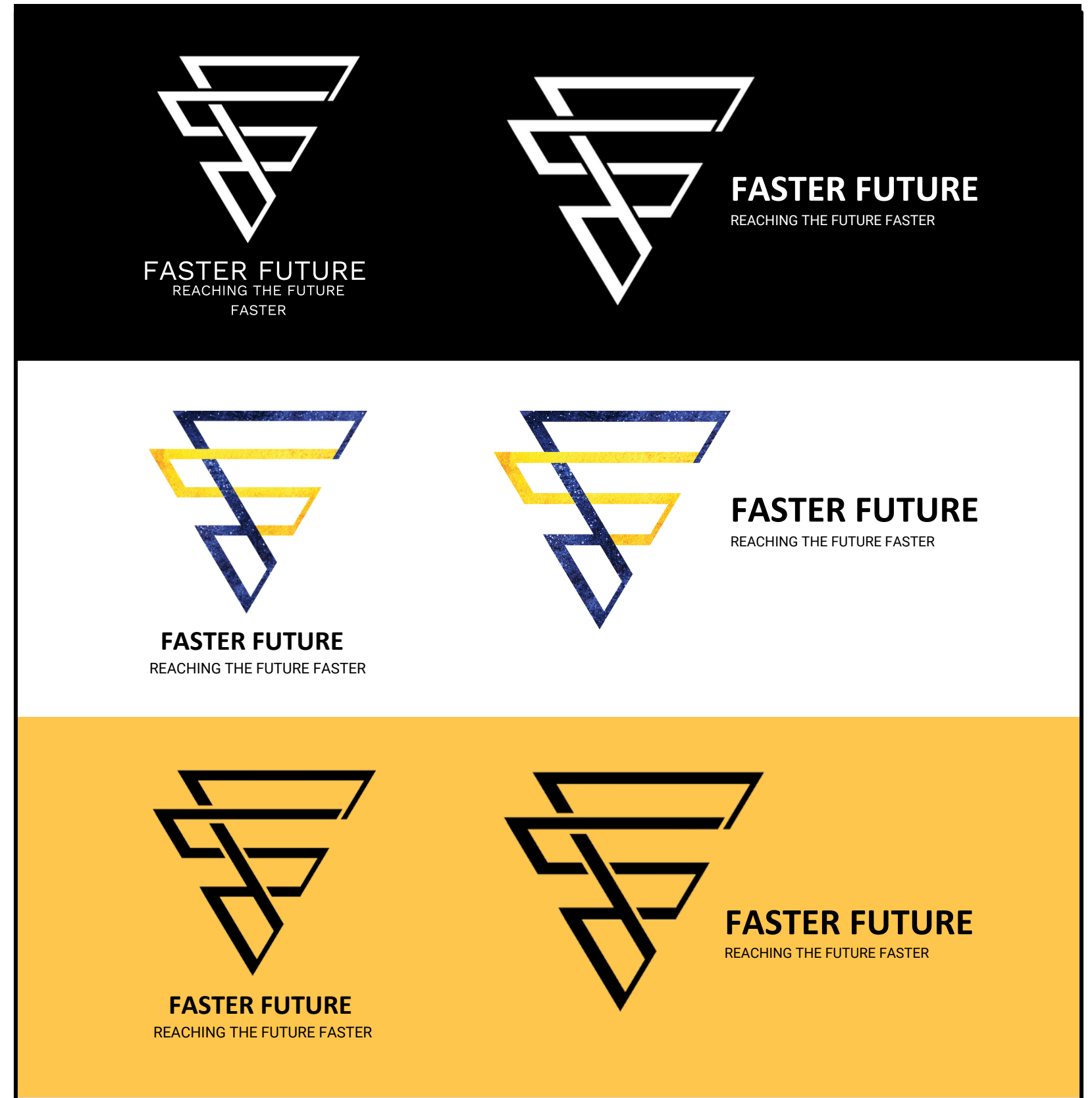


OUR LOGO



Background Usage

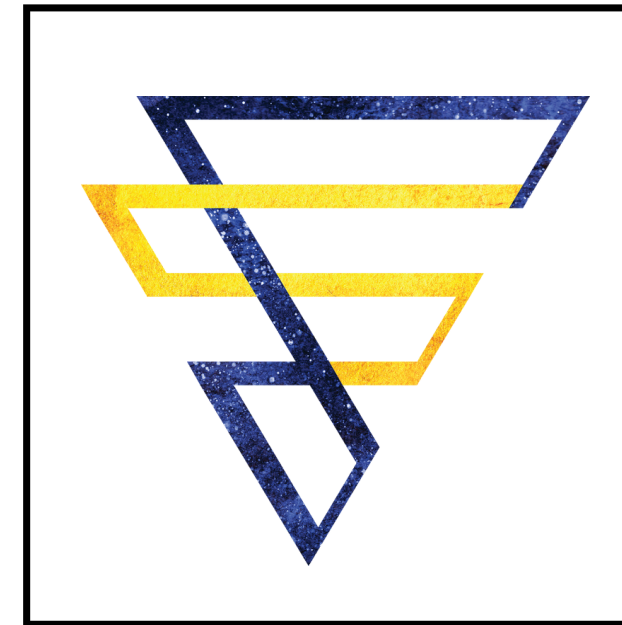
The full color logos should only be used on white backgrounds. Use the all black or all white logos on colored backgrounds, so the logo appears easy to read.



Logo Usage

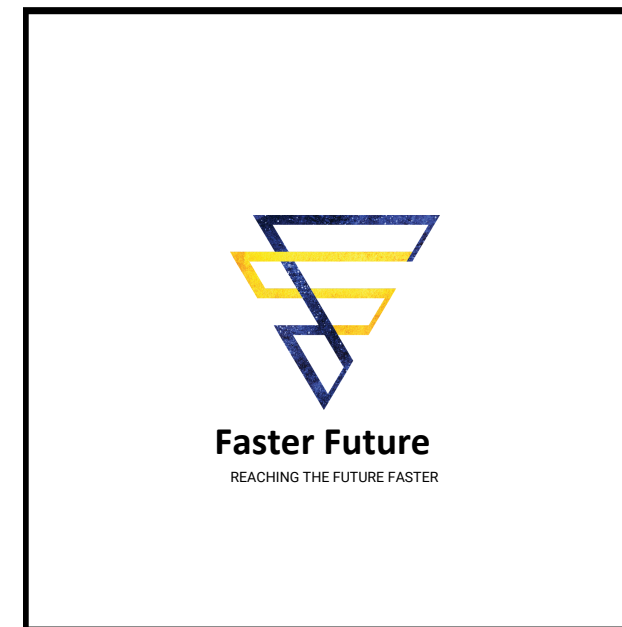
Text Free

The text free logo should be used on content that is already clearly branded. This logo is good for adding a watermark to images.



Stacked

The stacked logo is great for branding content where a smaller logo is needed or the content needs to be compact.



Landscape

The landscape logo is great for branding content where a larger logo is needed or content is more spread out.





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FASTER

Space & Gold: The space and gold logo are to be used on digital assets and select print material. For example, media, our website, email signature, pens, etc.



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Navy & Yellow: The navy and yellow logo are to be used, as necessary, on print materials such as pamphlets, banners, merchandise, etc. This keeps all print materials with the logo clean.