fisher german

Brand Book & Visual Guidelines

Brand Book 2024

Our brand guidelines define the core elements of our brand, ensuring consistency, clarity, and impact across all platforms.

From our visual identity to our tone of voice, these guidelines are designed to keep our brand cohesive and recognizable, helping us connect meaningfully with our audience and convey our values effectively.
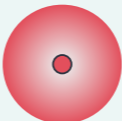
fisher
german

Brand manual & visual guidelines

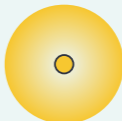# Overview

Brand manual & visual guidelines

Fixed and flexible

The Fisher German brand involves a scale of flexibility in order to maintain a cohesive brand appearance whilst still allowing for a degree of freedom.
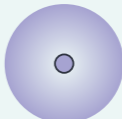
This gives anyone using the Fisher German brand a visual representation on how rigid each element of the brand is and allows them to tailor their communications with the appropriate degree of flexibility.

FIXED   FLEXIBLE
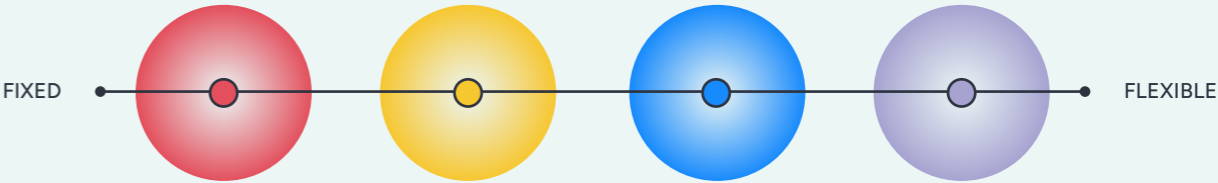
These are integral core brand elements and should never be altered in any way.

A degree of flexibility is offered but must still be within described guidelines.

Some flexibility within brand elements but still must follow guidelines.

Freedom to use brand element in any way required..

Brand Core

Building lasting value.
Together.

For over 200 years, Fisher German has retained a commitment to excellence, innovation, and client service. It has defined who we are as a business.

And so, as we look to the future, we are dedicated to evolving and growing while staying true to the values and traditions that have built our reputation.

By building on our past, we can shape a future where innovation and tradition go hand in hand, reflecting our commitment to continuous improvement and ensuring we remain at the forefront of the industry.

FIXED ●───○───○───○ FLEXIBLE

We are genuinely invested in our clients' success and strive to build relationships based on implicit trust.

Our value comes from being able to guide our clients through complex issues associated with land and property smoothly, whilst truly understanding and caring about their needs.

Thinking Beyond

National Country Agency Team

FIXED ●———○———○———○ FLEXIBLE

Fisher German 3 Peaks Challenge 2024

Pioneering

By staying agile, we can ensure we are always on the front foot, providing the best results.

Keep your ear close to the ground—use competitor and market data to keep Fisher German competitive. Be creative and differentiate us from the competition—seek innovative ways of doing business.

Trusted

By staying consistent in all that we do, we stay trusted by our clients.

Our unwavering commitment to consistency and excellence defines who we are and drives everything we do.

M&M Locko Park training daY 2024

FIXED ━━●━━○━━○━━○━━ FLEXIBLE

Driven

By staying driven, we guarantee value for our clients.

Our relentless drive propels us to deliver exceptional results. We not only achieve our goals but also elevate our clients to new heights of success.

Fisher German Surveyors Sevens 2023

FIXED ● ○——○——○——○ FLEXIBLE

Experts

We stay experts by being inquisitive, ensuring we always provide the best advice.

Even masters are lifelong students so we must retain a hunger for knowledge. Our willingness to learn and harness insight is what informs our astute decision making

Industrial & Logistics Conference 2023

Brand Logo

Brand logo

FG wordmark

——

fisher german

Main logo wordmark

The FG logo

The simple and clear lines enhance readability, making the name easily recognisable and legible at a glance, while the minimalist styling should contribute to a simple yet timeless composition that remains relevant over time.

Projecting a sense of modernity and professionalism, using a sans serif typeface aligns well with how FG would like to be viewed.

Download logo files

Brand logo

Logo construction

Logo construction

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around our logo.

This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the wordmark. They have a fixed relationship that should never be changed in any way.

▧ Logo clearance

Logo clearance

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. To work out the clearance, add at least half of the logo height of space to all sides. **(Clearance = Height / 2).**

fisher german
Light version

fisher german
Dark version

FIXED ●————○————○————○———— FLEXIBLE

Brand logo

Logo sizing

Use the primary size guideline to help scale the logo within a given format, and for legibility, always make sure it's larger than the minimum size.

Suggest, don't shout

Remember that the Fisher German logo should act as an identifier that complements the content of a given layout, not overpower the other elements within. If it is too large, it draws too much attention to itself at the expense of the overall communication

fisher german

Minimum size

To maintain legibility, the logo should not be reproduced at widths smaller than **30mm** (in print) or **100 pixels** (on screen).

Maximum size

There is **no maximum size limit**, but use discretion when sizing the logo. It should live comfortably and clearly as an identifying mark. It shouldn't crowd out other elements or voices in a composition.

Exemptions

When the Fisher German logo appears by itself without any other graphic elements (such as on signage, banners, or video idents), it can assume a more prominent presence and can be scaled up in size to reflect this.

fisher german

Brand logo

Logo positioning

To maintain consistency, the logo should always be positioned top right of a page or screen.
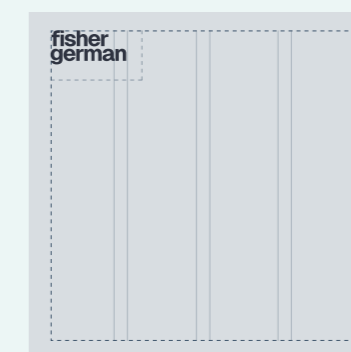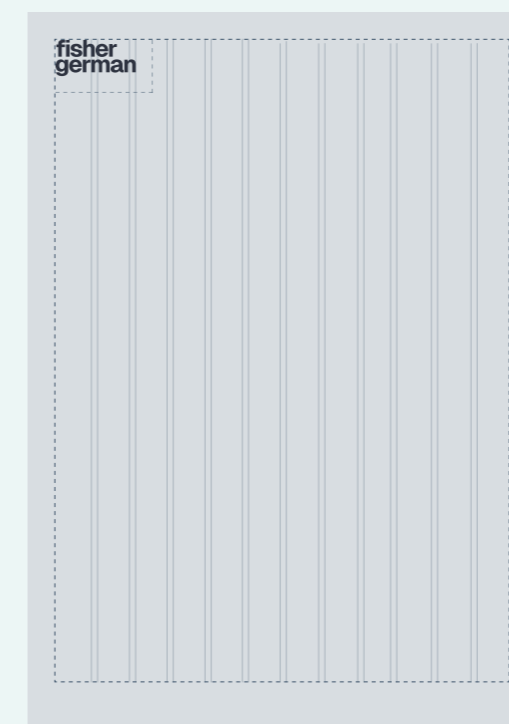
Keep the logo position consistent

Keep the logo positioned to the top left with the required amount of clearance on all sides.

Brand logo

What not to do

To maintain consistency in logo use, do not do any
of the following practices.

fisher german ⊗

Do not change the alignment of the logo

fisher german ⊗

Don't use colours other than brand colours

fisher german ⊗

Do not apply a gradient to any part of the logo

fisher german ⊗

Do not apply graphic effects effects to the logo

fisher german ⊗

Don't stretch, condense, skew, bend, or otherwise
distort the logo

fisher german ⊗

Do not use the logotype in outlined form

fisher german ⊗

Do not alter the overall shape of the logo

Brand logo

Uppercase or lowercase

Our name should only ever appear as 'Fisher German'
when written or used within text.

Referring to ourselves as FG is only ever suitable for
internal communications only.

How our name is written

At **Fisher German**, everything we do is underpinned by ✓
our vibrant culture— our visions, values and behaviours
that shape our business practices.

How our name is not written

At **fisher german**, everything we do is underpinned by ⊗
our vibrant culture— our visions, values and behaviours
that shape our business practices.

At **FG**, everything we do is underpinned by our vibrant ⊗
culture— our visions, values and behaviours that shape
our business practices.

*Usage of FG is limited to internal communications only

Brand Colours

Brand colours

Colour overview

PREFORMANCE   CORE   ENERGY

Brand colour system

Colour plays an important role in the Fisher German identity. The palette was chosen as a way to reflect both FIsher Germans past and future. The muted tones—a representation of their heritage—provide a sense of reliability, professionalism, and trust to the brand. While the bolder colours—representative of their growth and expansion into more modern markets—provides energy and excitement to the brand. This combination of tones gives the brand palette a wide and adaptable emotional range, with flexibility to support new markets and sectors.

Consistent use of these colours will contribute to the cohesive and harmonious look of the Fisher German brand identity across all relevant media.

As per WCAG accessibility guidelines, all our colour combinations conform to WCAG AA at a minimum. For more information on this, see

Download palette as .ase

Download palette as .ai

Brand colours

Core FG

This is our core palette. Anything that is core FG brand should be primarily made using these colours and tones. Depending on purpose, these can also be combined with our high performance or energy palettes, seen on

FG Blue | 2e3340
C:81 M:69 Y:49 K:54

PANTONE 7547 C

80%

60%

40%

Breeze | d9edeb
C:13 M:1 Y:7 K: 0

PANTONE 7541 C

FG Red | e34f5c
C:4 M:80 Y:53 K: 0

PANTONE 1785 C

CORE BRAND COLOURS

Brand colours

Performance palette

This is our high performance pallete. Use this is combination with our core palette when we need high levels of professionalism, for example: legal documents, invoices and pitch documents.
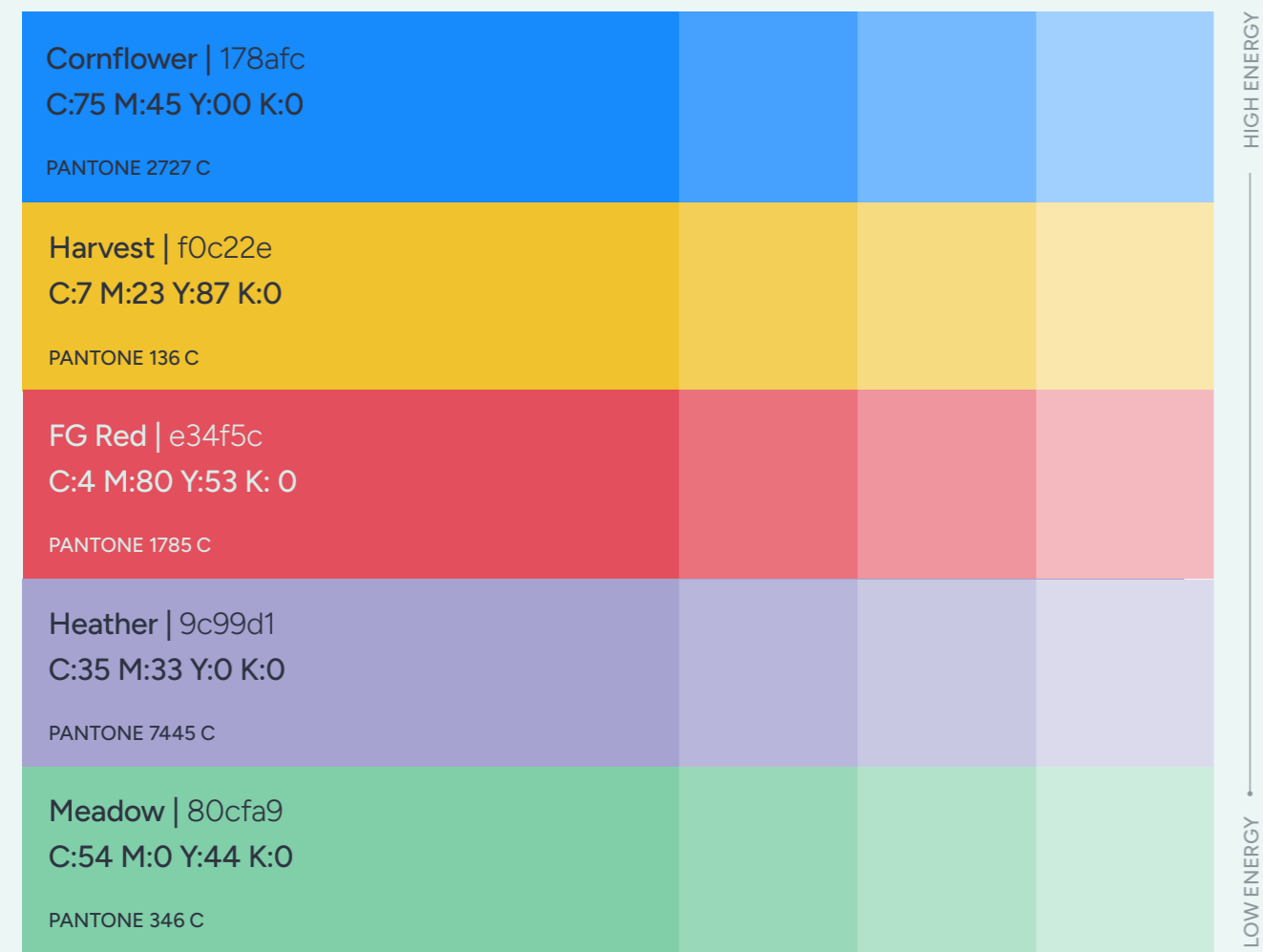
FG Blue | 2e3340
C:81 M:69 Y:49 K:54

PANTONE 7547 C

80%

60%

40%

Breeze | d9edeb
C:13 M:1 Y:7 K: 0

PANTONE 7541 C

Juniper | 3d546b
C:79 M:58 Y:38 K: 26

PANTONE 431 C

Indigo | 5e707a
C:64 M:48 Y:38 K: 23

PANTONE 7545 C

CORPORATE COLOURS

Brand colours

Energy palette

Our accent colours have an associated energy level and can be used to add varying levels of impact. For example the blue or yellow for high impact when we need something to appear youthful, or the lilac and green for when we need to be more subdued and calm.

HIGH ENERGY

Cornflower | 178afc
C:75 M:45 Y:00 K:0

PANTONE 2727 C

Harvest | f0c22e
C:7 M:23 Y:87 K:0

PANTONE 136 C

FG Red | e34f5c
C:4 M:80 Y:53 K: 0

PANTONE 1785 C

Heather | 9c99d1
C:35 M:33 Y:0 K:0

PANTONE 7445 C

Meadow | 80cfa9
C:54 M:0 Y:44 K:0

PANTONE 346 C

LOW ENERGY

ENERGY COLOURS

Brand colours

Colour combinations

This table lists recommended combinations of foreground and background colours, measured by contrast ratio. A **filled cell** indicates a recommended combination of foreground (text) and background colours. A **blank cell** indicates a combination of colours that is not recommended.

CORE BRAND

CASUAL ————●———— FORMAL

ENERGY

SUBTLE ○——○——●——○——○ VIBRANT

CORE BRAND

CASUAL ——————●— FORMAL

ENERGY

SUBTLE ○——●——○——○——○ VIBRANT

CORE BRAND

CASUAL ——●———— FORMAL

ENERGY

SUBTLE ○——○——○——●——○ VIBRANT

Brand colours

Colour contrast

This table lists combinations of foreground and background colours, measured by contrast ratio. A **filled cell** indicates a combination of colours that passes WCAG AA. A **blank cell** indicates a combination of colours that fail accessibility checks

TEXT

BACKGROUND	FG Blue	FG Red	Breeze	Harvest	Cornflower	Lilac	Juniper	Indigo
FG Blue		3.32:1 AA (Large)	10.37:1 AAA	7.91:1 AAA	3.65:1 AA (Large)	5.27:1 AAA		
FG Red	3.32:1 AA (Large)		3.11:1 AA (Large)					
Breeze	10.37:1 AAA						6.44:1 AAA	4.23:1 AAA
Harvest	7.91:1 AAA						4.91:1 AAA	3.23:1 AA (Large)
Cornflower	3.65:1 AAA							
Meadow	6.86:1 AA						4.26:1 AA (Large)	
Lilac	5.27:1 AAA						3.27:1 AA (Large	
Juniper			6.64:1 AAA	4.91:1 AAA		3.27:1 AA (Large)		
Indigo			4.23:1 AA (Large)	3.23:1 AA (Large)				

Checking accessibility ●

The **WebAIM Contrast Checker** (webaim.org/resources/contrastchecker) is a good resource for determining accessible colour contrast ratios. The application will produce results that either pass or fail the different colour accessibility ratios

Brand colours

Colour usage

Our accent colours have an associated energy level and can be used to add varying levels of impact. For example the blue or yellow for high impact when we need something to appear youthful, or the lilac and green for when we need to be more subdued and calm.
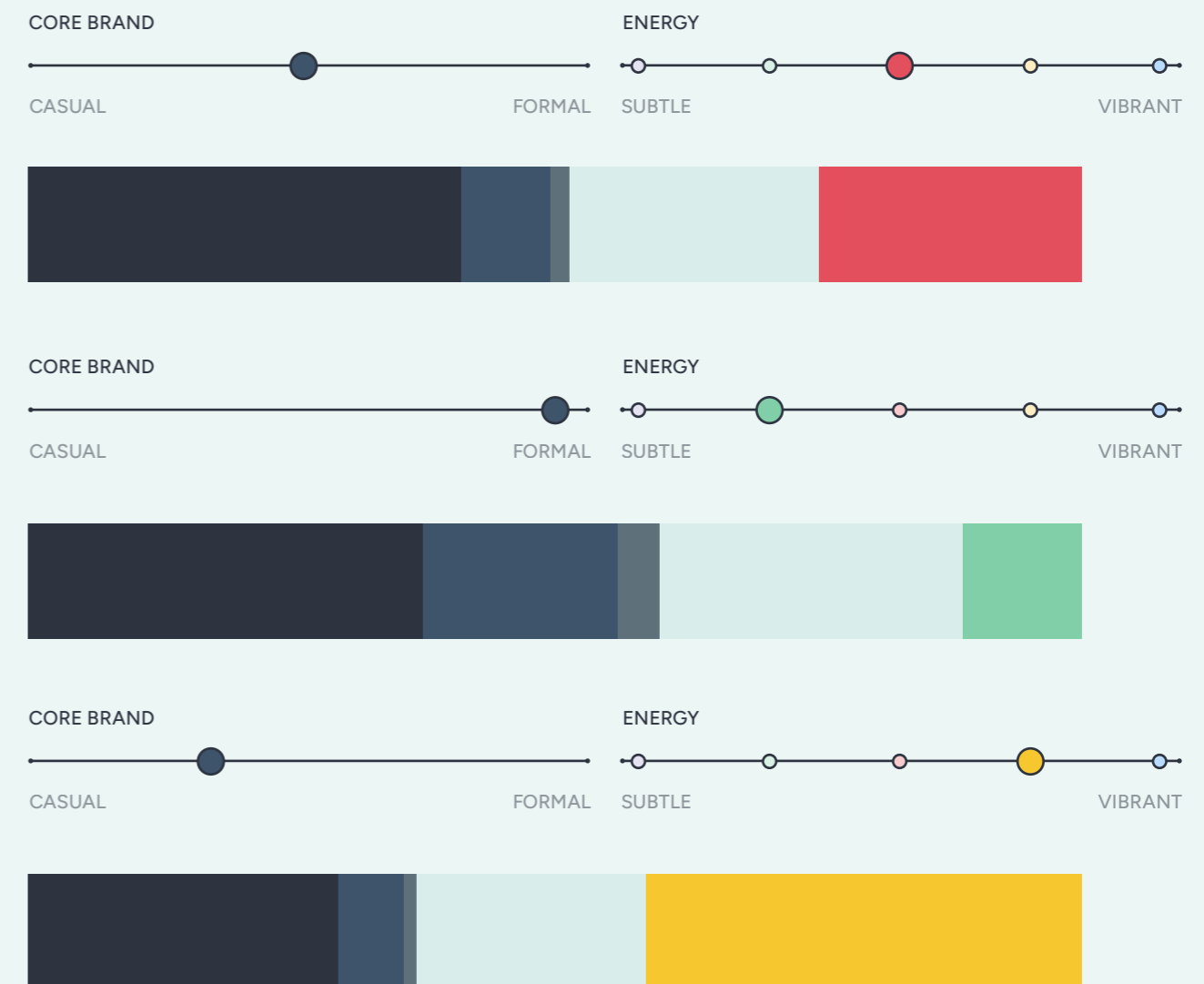
FG Blue
Permitted combinations

Blue + Breeze	Blue + Red	Blue + Harvest	Blue + Cornflower	Blue + Heather	Blue + Meadow
✓ Block	✓ Block	✓ Block	✓ Block	✓ Block	✓ Block
✓ Text	✗ Text	✓ Text	✓ Text	✗ Text	✓ Text

Breeze
Permitted combinations

Breeze + Blue	Breeze + Red	Breeze + Juniper	Blue + Indigo
✓ Block	✓ Block	✓ Block	✓ Block
✓ Text	✗ Text	✓ Text (AA)	✗ Text

Juniper
Permitted combinations

Juniper + Breeze	Juniper + Harvest	Juniper + Heather	Juniper + Meadow
✓ Block	✓ Block	✓ Block	✓ Block
✓ Text (AA)	✓ Text	✗ Text	✗ Text

Indigo
Permitted combinations

Indigo + Breeze	Indigo + Harvest
✓ Block	✓ Block
✗ Text	✗ Text

FIXED ●———○———●———●———● FLEXIBLE

Brand Type

Brand typography

Typography overview

Figtree lends to a modern, clean look through its simple, unembellished lines. Its readability on digital screens make it ideal for today's digital-first audience. While DM Serif adds a layer of formality and trust to the brand. Evoking reliability and stability, and a sense of heritage, especially for a brand rooted in professionalism and expertise like FG.

Figtree

DM Serif

Legacy typefaces !

Legacy typefaces such as Roboto should not be used going forward, as it has now been depreciated. They may still appear in old materials however, that will need to be updated.

Brand typography

Primary typeface

Figtree

A strong foundation

Source : Google Fonts

Font information

Figtree offers a modern, professional, and clean design that enhances the aesthetic appeal of content with its contemporary and minimalist appearance. It ensures high legibility for large sections of text in both digital and print media, making it versatile for various contexts. With a blend of modern aesthetics and timeless design elements, Figtree has a broad and lasting appeal, and its versatility allows it to be used across a variety of platforms

Download Figtree

Primary typeface

Font styles

Figtree Light 100	A B C D E F G H I J K L M
	N O P Q R S T U V W X Y Z
	a b c d e f g h i j k l m
	n o p q r s t u v w x y z

Figtree Medium 300	A B C D E F G H I J K L M
	N O P Q R S T U V W X Y Z
	a b c d e f g h i j k l m
	n o p q r s t u v w x y z

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

Glyphs	! " § $ % & / ( ) = ? ` ;
	: ¡ " ¶ ¢ [ ] | { } ≠ ¿ '
	« ∑ € ® † Ω ¨ / ø ϖ · ± '
	æ œ @ Δ ° ª © ▢ ∂ , å ¥ ≈ ç

Brand typography

Secondary typeface

DM Serif

Short phrases, big impact

Source : Google Fonts

Font information

DM Serif Display is a high-contrast transitional face with a blend of traditional and modern design elements. It offers a classic, sophisticated look with high legibility for both digital and print media. It is versatile, working well in various sizes and contexts. It is also freely accessible and free to use, modify, and distribute, providing a cost-effective solution that is well-supported across platforms, ensuring a cohesive brand identity.

Download DM Serif

Secondary typeface

Font styles

DM Serif Regular 100	A B C D E F G H I J K L M
	N O P Q R S T U V W X Y Z
	a b c d e f g h i j k l m
	n o p q r s t u v w x y z

DM Serif Italic 100	A B C D E F G H I J K L M
	N O P Q R S T U V W X Y Z
	a b c d e f g h i j k l m
	n o p q r s t u v w x y z

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

Glyphs	! " § $ % & / ( ) = ? ` ;
	: ¡ " ¶ ¢ [ ] | { } ≠ ¿
	« ∑ € ® † Ω ¨ / ø ϖ • ±
	æ œ @ ∆ º ª © ∂ , å ¥ ≈ ç

Brand typography

Presenting perfectly

Typeface choice

Figtree should be predominantly used as a primary typeface for most uses. DM Serif should be only used for impactful headlines, or draw attention to certain content such as pull quotes or figures.

Alignment and justification

The preferred alignment for text is left-aligned, ragged right. Avoid fully justified type. Use hyphenation when necessary, but avoid excessive hyphens. Centred type can be used in more formal situations.

Line spacing (Leading)

In most cases, apply 5–7 extra points of line spacing (leading). For example, 8-point text should have line spacing between 14 and 16 points. Add more line spacing at smaller sizes, and less at larger sizes. Text can be set solid (with no extra line spacing) in headlines.

Letter spacing (Tracking)

When using text in larger sizes (above 15 points), tighter letter spacing (negative tracking) should be used to prevent words from appearing too loose. As a general rule, the larger the type, the tighter the text should be.

Bullets and lists

- **Make your bullet points symmetrical, just like the ones here**. Notice how each point begins with a bold directive and ends with a one-sentence explanation.

- **Think of a bullet point as a mini headline**. It needs to be concise and attention-grabbing

- **Keep it simple.** Avoid complex outlines and don't use sub-bullets if you can help it.

- **Make sure the bullet indent is 4mm** (or equivalent). This keeps your text aligned making it easier to read

Keep it short

When laying out text be sure to keep the line length to a **maximum of roughly 15 word**s. Keeping lines around this length makes it easier to read and prevents reading fatigue.

You will read this first.

And you will read this line next.

You will go back to read this body copy if you want to know more. It takes the most effort to read because it has a lot of text in a small font in a light weight with tight line spacing. This paragraph is frequently skipped by readers unless they are immediately interested. This is why it;s crucial to use visual hierarchy to draw attention to your message.

You'll probably read this before the paragraph.

Guide the reader

Typographic hierarchy improves readability by guiding the readers through content with clear distinctions between headings, subheadings, and body text. It enhances navigation, emphasises key points, and creates a visually appealing, professional design.

Brand typography
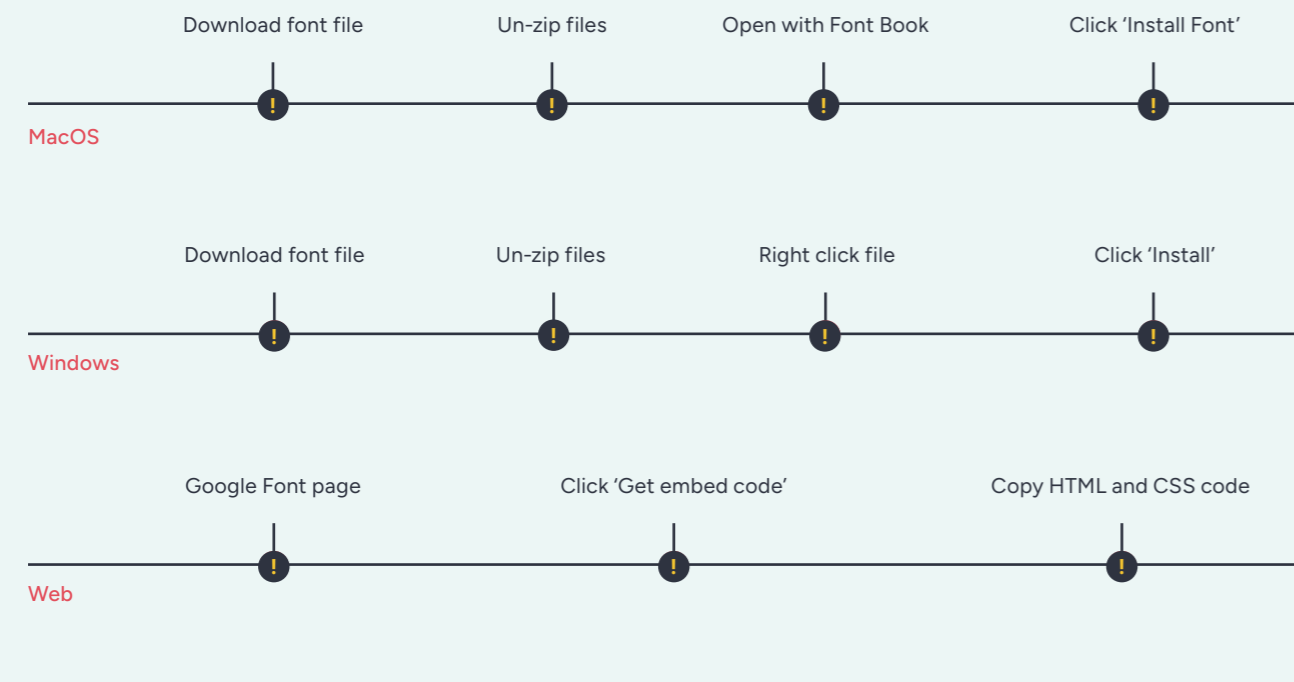
Getting started

Installing on MacOS

Download and unzip the font files. Select the fonts you would like to install and double-click them to open in Font Book. In the window that appears, click 'Install Font'.

Installing on Windows

Download and unzip the font files. Select the fonts you would like to install, then right-click and click 'Install'.

Using in web projects

Use the 'Embed Code' option on Google Fonts to copy into your web project.

Download font file	Un-zip files	Open with Font Book	Click 'Install Font'
!	**!**	**!**	**!**

MacOS

Download font file	Un-zip files	Right click file	Click 'Install'
!	**!**	**!**	**!**

Windows

Google Font page	Click 'Get embed code'	Copy HTML and CSS code
!	**!**	**!**

Web

Brand typography

Fallback fonts

As our brand fonts are freely available from Google Fonts, there should be very few instances where the are unable to be used In the rare instances where they are not available, replace them with the appropriate system font equivalents instead.

Last resort fallback fonts

Figtree → Arial
DM Serif → Georgia

Arial and Georgia are both system font families that are free readily installed on devices as standard. They can be obtained from Google Fonts at fonts.google.com and used in any desktop application as well as in Google Workspace (Docs, Sheets, Slides, etc.)

Brand font	Fallback font
Figtree	Arial
DM Serif	Georgia

FIXED ——●——◉——●——●—— FLEXIBLE

Brand Devices

Brand devices

Iconography

Icons play a crucial role in visually communicating our message, enhancing usability, and creating a cohesive design language. From style and scale to colour and spacing, all icons should be cohesive and contribute to a consistent and intuitive experience.

Basic iconography

Sector iconography

Download icons

You can download our new icon set with the link below. Use only approved brand icons and never use stock icons. If new icons need to be created please contact FG Marketing manager Laura Taylor.

Download icon library

Brand devices

Brand photography

People are at the heart of Fisher German, they are the foundation of what makes us, us. Therefore our imagery, when possible should always aim to include our people.

Ensure all images are:

- High resolution, well defined, and clear
- Appear warm and inviting so the viewer actively wants to get involved
- Contain people and Fisher German branding where possible
- High quality and attention grabbing to attract interest
- Avoid using stock imagery unless previously approved.

All of our images can be downloaded from our online portal from the link below.

Our image portal

FIXED   FLEXIBLE

Talks Podcast

CAAV Day 2022

CAAV Day 2022

Fisher German
Surveyors Sevens 2023

London Office
Terrace View

Graduate Induction
Day 2024

HS2 Diversions
Excavation Site

Partner Away
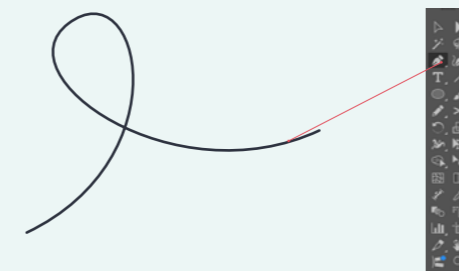Day 2024
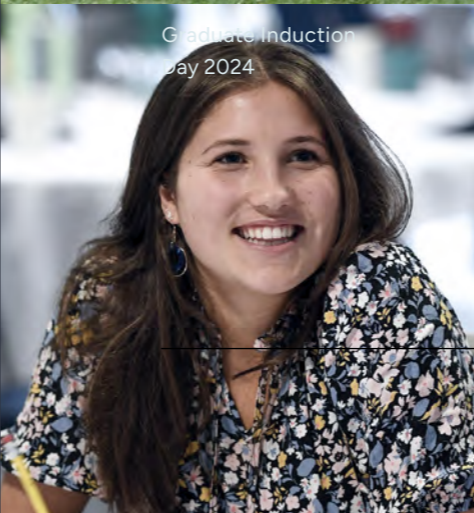
Brand devices

Momentum

Is designed to represent the idea of progression, drive and a willingness to move forward and evolve. The flowing, overlapping nature of the shapes also represents our ability to adapt, flex and navigate any obstacle in their path to deliver the best possible quality of service.
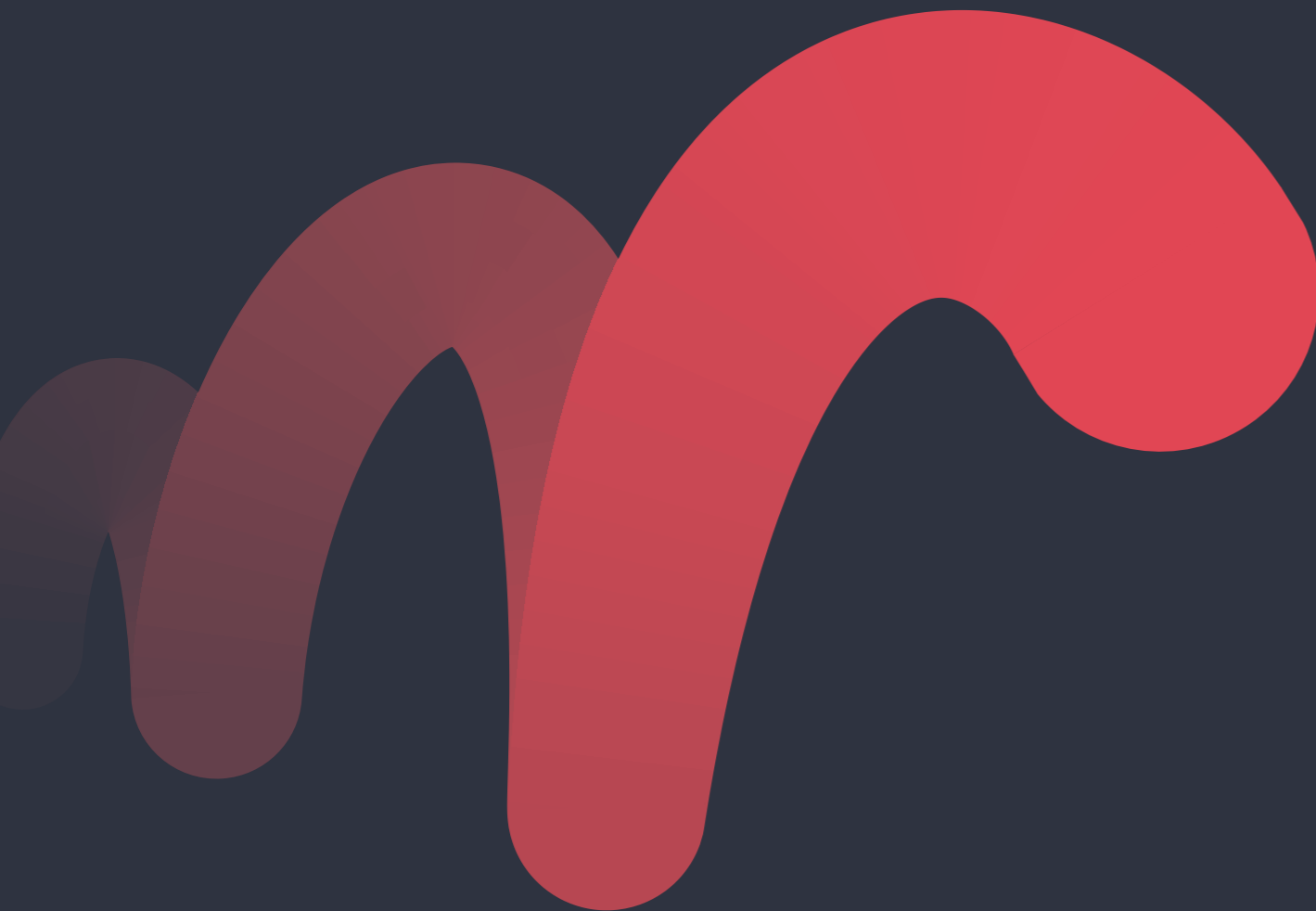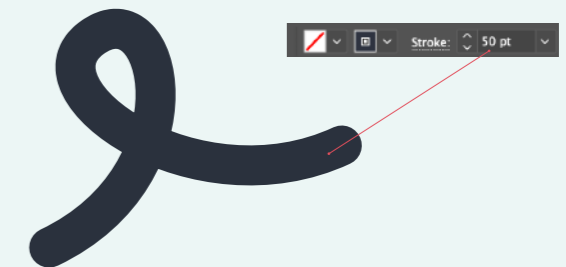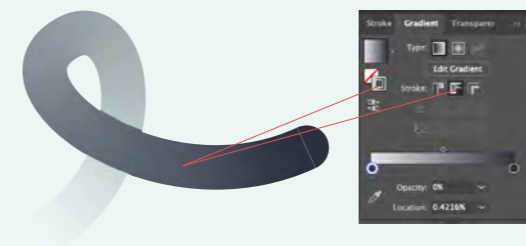
Brand devices

Creating momentum

DRAW THE SWOOSH SHAPE

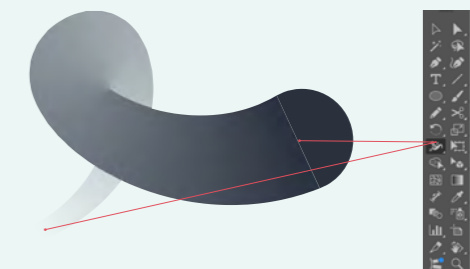Begin by drawing the initial shape using the pen tool.

THICKEN LINE

Increase the overall stroke weight. Don't make it too thich however.

APPLY GRADIENT

Apply a gradient along the stroke, and fade it into the background colour.

CHANGE WIDTH

Use the width tool in widen and narrow the ends, creating the illusion of depth.

Fisher German
Brand Guidelines

Brand Devices
Momentum

FIXED ●————●——●——●——⊙————● FLEXIBLE

FIXED ●————●———○———●———○ FLEXIBLE

Fisher German   Brand Devices

Brand Devices

Example usage

Brand Devices

'One FG'

'One FG' is our internal only brand designed to raise engagement, improve understanding within the FG divisions and services, and increase up-selling & co-operation.

When using the 'One FG' logo, it does not need to be constrained to the colours of the main Fisher German wordmark, and can use any combination of 2 colours from the palette. As long as both elements of the logo can be distinguished.

Download logo files

One FG usage

As 'One FG' is our internal only brand, the logo should only ever appear on internal collateral.

Brand Usage

SERVICE BROCHURE

CORPORATE REVIEW

FIXED ● ● ● ● FLEXIBLE

Brand logos   Download logo bundle

Brand colours   Download as .ai   Download as .ase

Brand fonts   Download Figtree   Download DM Serif

Brand icons   Download as .png   Download as vector

Photography   Online photo portal

Momentum   Download as .ai

'One FG' logo   Download logo bundle

fisher german

Brand Guidelines V1.0

Contact

Head Office
Fisher German
The Estates Office
Norman Court
Ashby-de-la-Zouch

Brand & Marketing Contact
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