feefo

Feefo Logo Guidelines

Your guide to using our logo with clarity and consistency.

Overview

feefo

1 About the Feefo Logo

Our logo is one of our most valuable brand assets. It represents who we are, so it must always be used with care and consistency.

- You're welcome to use the Feefo logo in print, online, and within advertising.
- Please follow these guidelines to ensure it always looks its best.

You can download official logo files here: ⬇ Feefo Logo Library

2 Exclusion Zones

The Feefo logo should always have the correct spacing around it. The space exclusion area is shown in the left diagram. No other object or element should enter this zone around the logo. To work out the proportional space of this zone, use the 'e' in the Feefo Logo as a measurement.

3 Logo Variations

The Feefo logo can only be used in the approved variations shown on the right.

White & Feefo Yellow

Feefo Off Black & Feefo Yellow

Feefo Off Black

White

Black

4 **Colour References**

Always use the official Feefo brand colours when reproducing the logo. Never alter these values.
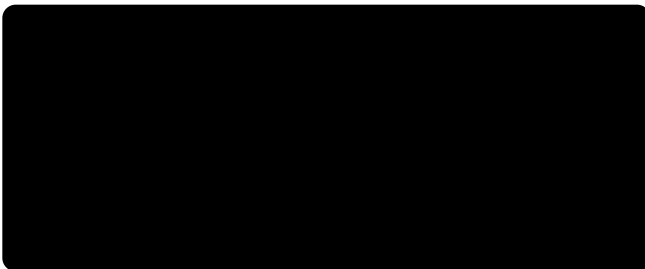
Feefo Yellow

#FFD100
CMYK: 0, 17, 92, 0

Off-Black

#292F36
CMYK: 79, 65, 53, 63

Black

#000000
CMYK: 60, 40, 40, 100

White

#FFFFFF
CMYK: 0, 0, 0, 0

Moving or adjusting the quotation marks

Applying outlines, strokes, shadows, or glows

Skewing, stretching, or distorting the logo

Changing the logo or icon colours

Applying gradients or textures

Rotating the logo

5 **Logo Misuse**

The Feefo logo should never be altered. Examples of incorrect usage shown on the left.

Need Help?

If you're ever unsure about how to apply the Feefo logo, contact us at marketing@feefo.com