



Fleet Feet Logos

Primary Logo



Logo with locations



We Fit You campaign lockup

2-color lockup



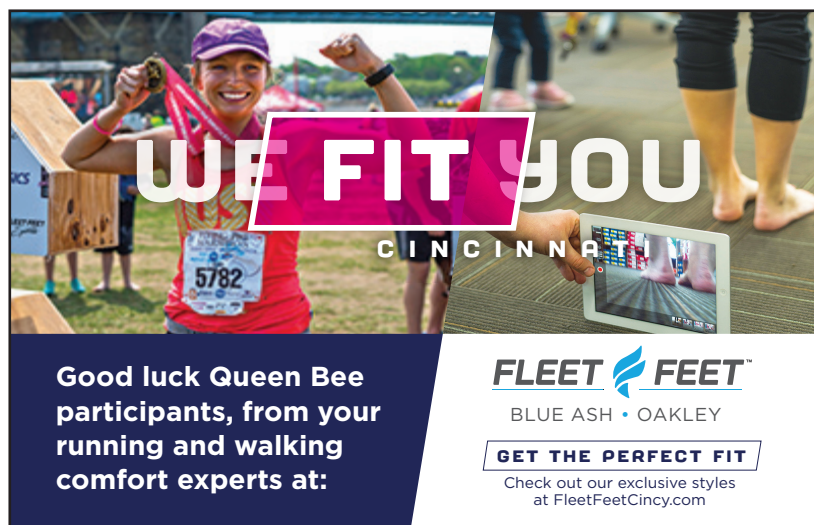
1-color lockup



Campaign examples with imagery



Billboard



Print Ad

Photos should be authentic.

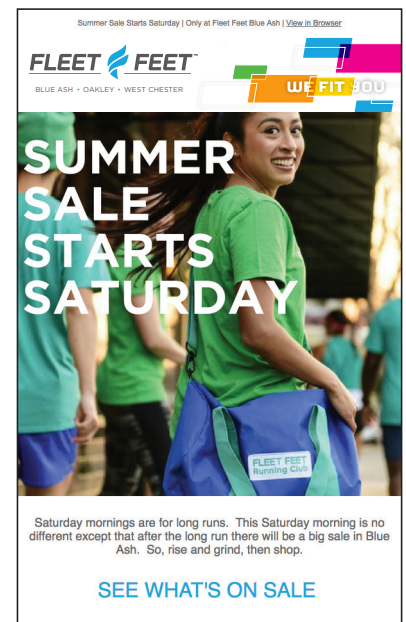
Photo should show through the color inside FIT graphic.



Social Media Image



E-Newsletter Headers



Color Palette

Primary Logo Colors



C=73
M=16
Y=0
K=0



Black



BLUE ASH • OAKLEY • WEST CHESTER

“We Fit You” Campaign Colors



CMYK Magenta



PMS 355



PMS 2995



PMS 144



Secondary color

70% black,
or 80% screen of white
when used over a photo.
(adjust screen of white as needed)

Font

Primary Font

Gotham

Gotham Thin

Gotham XLight

Gotham Light

Gotham Book

Gotham Book Italic

Gotham Medium

Gotham Bold

Gotham Bold Italic

Gotham Black

Gotham Ultra

Complimentary Font

Micronica

Micronica Regular