FMG

Brand Guidelines

LOGO USAGE & COLORS

Introduction

FMG logos are provided to FMG Vendors, Service Providers and Members for use promoting their affiliation with FMG. In addition, logos are available to members of the press.

On the following pages are examples of the current FMG logos, correct ways to use them and official FMG-branded colors.

Official FMG Logos

Gold	Black	White
		
		
		

Note: All versions of the Furniture Marketing Group logos above are trademarks of Furniture Marketing Group (FMG), 333 South Wrenn St., High Point, NC 27260.

Logo Don’ts

No changing logo colors
Only use official FMG colors



No 3-D renditions



No decorative fill



No changing shape, skewing or transforming of logos



No shadows



No gradient fill



No screened (lighter) renditions



No outlines

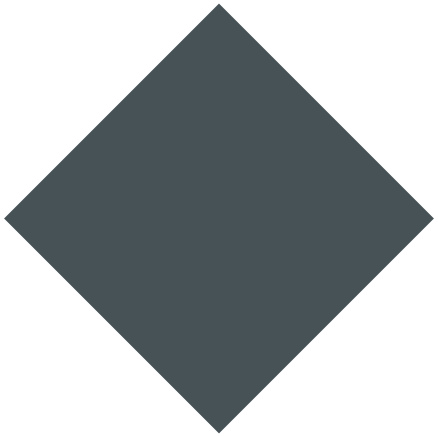




No changing orientation

Official FMG Colors

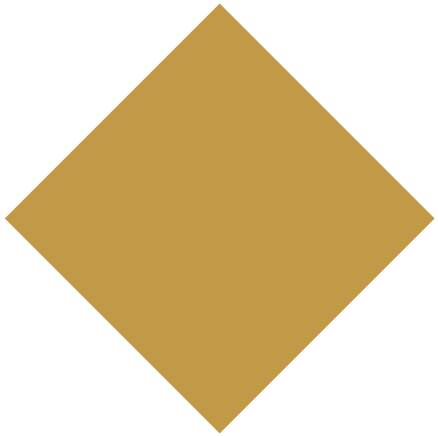
Hex color: E7E4D6
RGB: 231/228/214
CMYK: 9/7/15/0



Hex color: 495258
RGB: 73/82/88
CMYK: 71/57/52/31

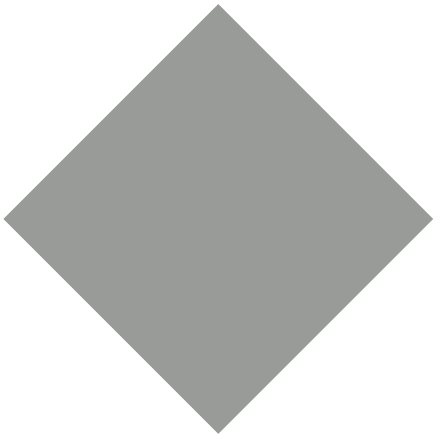


Hex color: 323D44
RGB: 50/61/68
CMYK: 77/63/55/46



Hex color: C29947
RGB: 193/153/71
CMYK: 24/38/86/2

Hex color: F5F5F5
RGB: 245/245/245
CMYK: 3/2/2/0



Hex color: 898B97
RGB: 152/155/151
CMYK: 43/33/37/1

FMG Colors with Logos

These examples show the visibility of the various logo colors on different backgrounds



Hex color: E7E4D6
RGB: 231/228/214
CMYK: 9/7/15/0



Hex color: 495258
RGB: 73/82/88
CMYK: 71/57/52/31



Hex color: 323D44
RGB: 50/61/68
CMYK: 77/63/55/46



Hex color: C29947
RGB: 193/153/71
CMYK: 24/38/86/2



Hex color: F5F5F5
RGB: 245/245/245
CMYK: 3/2/2/0



Hex color: 898B97
RGB: 152/155/151
CMYK: 43/33/37/1

Remember

Don’t change the logos in any way. If you have questions on correct usage, please give Betsy a call at 336-888-2596.

When using the FMG logo, visibility is the goal.