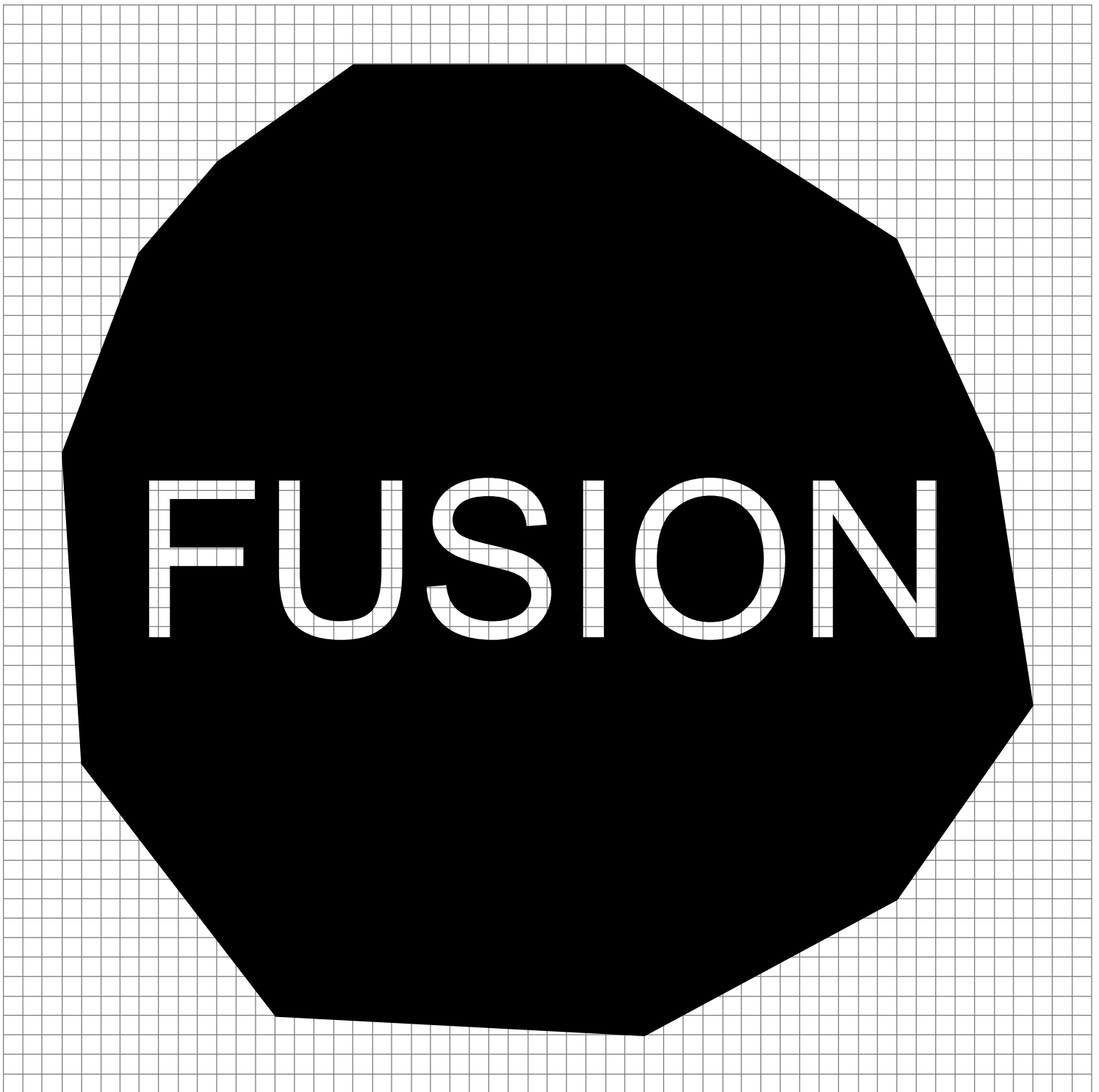
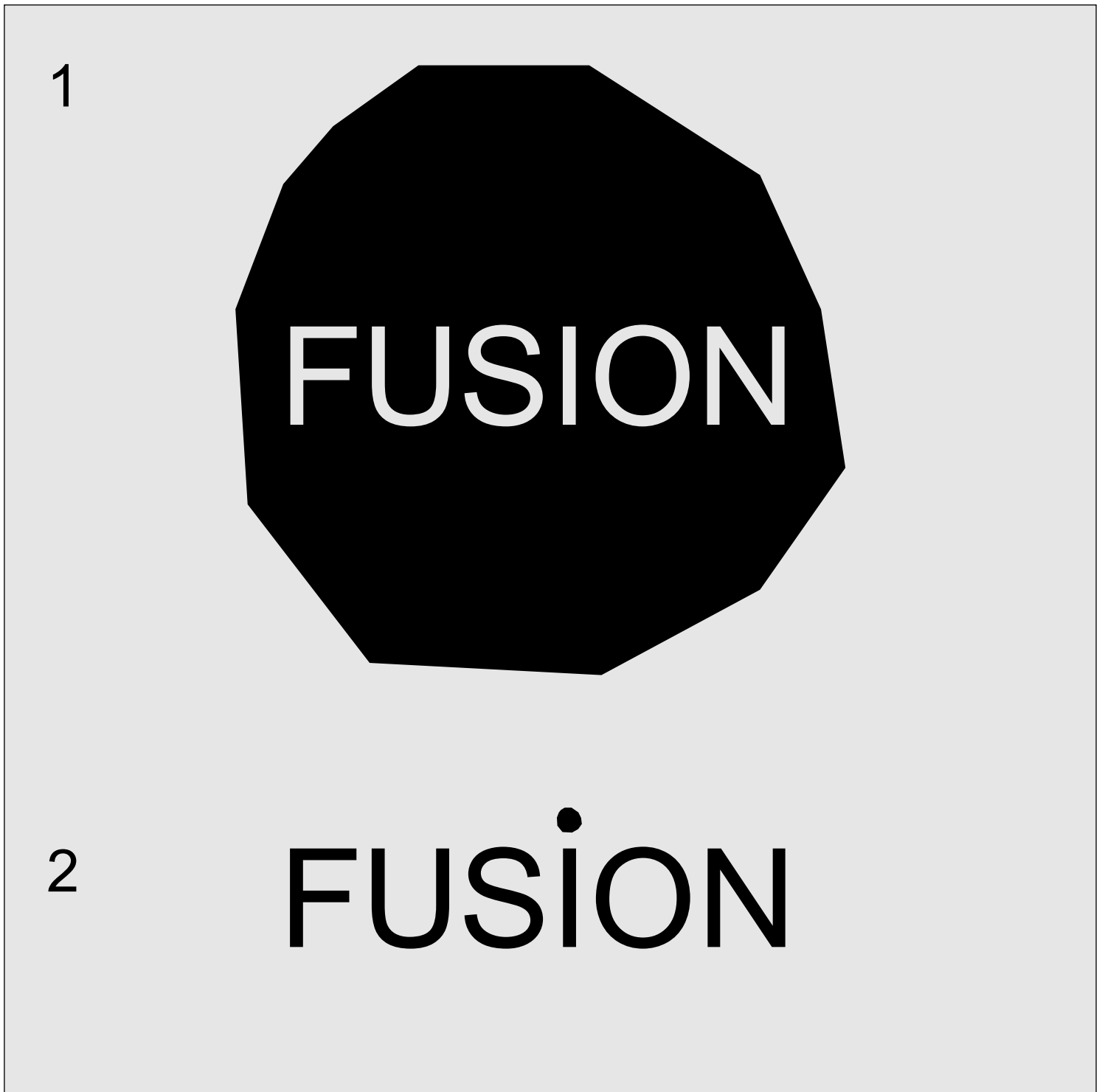


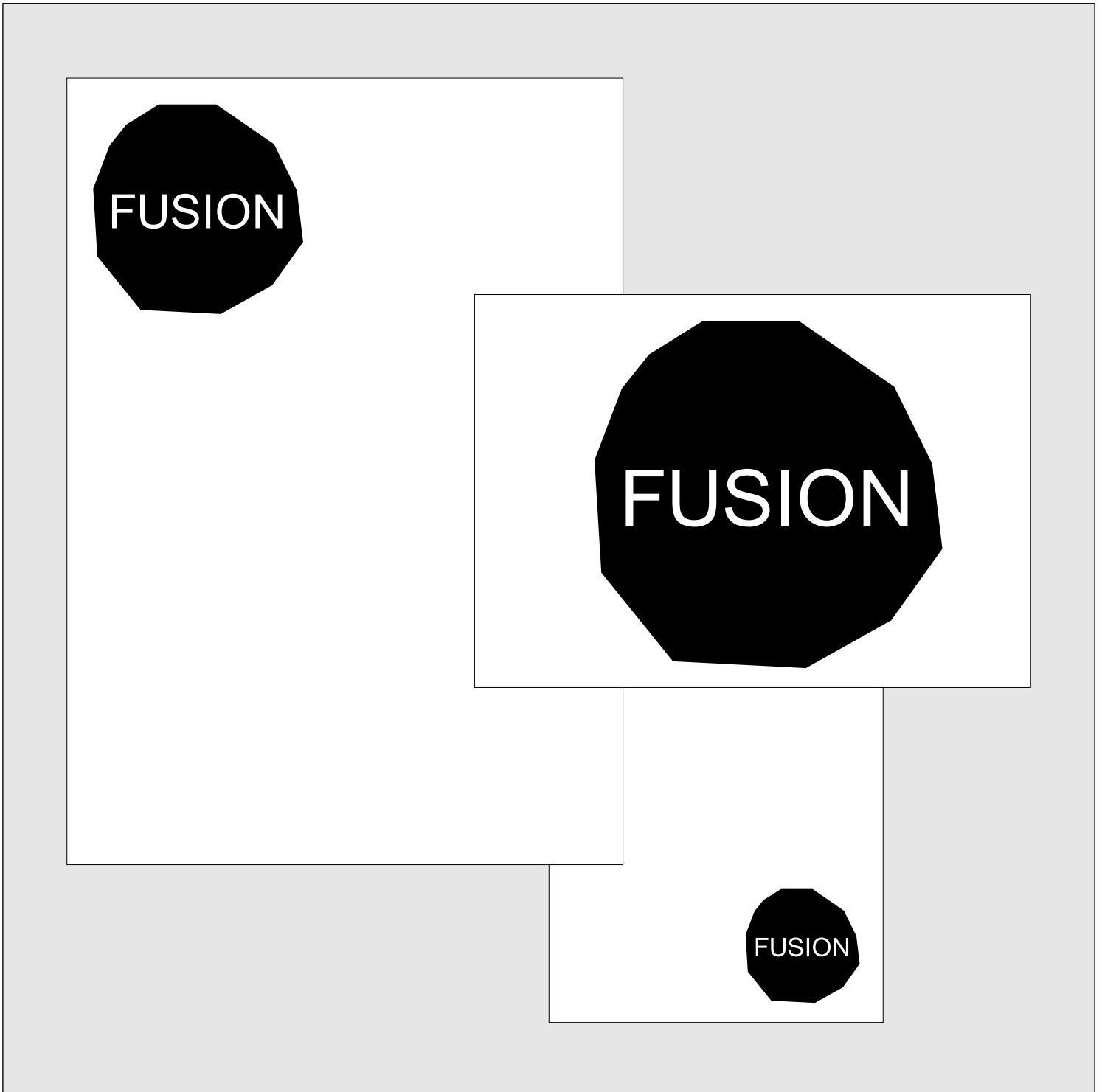
# FUSION IDENTITY GUIDELINES



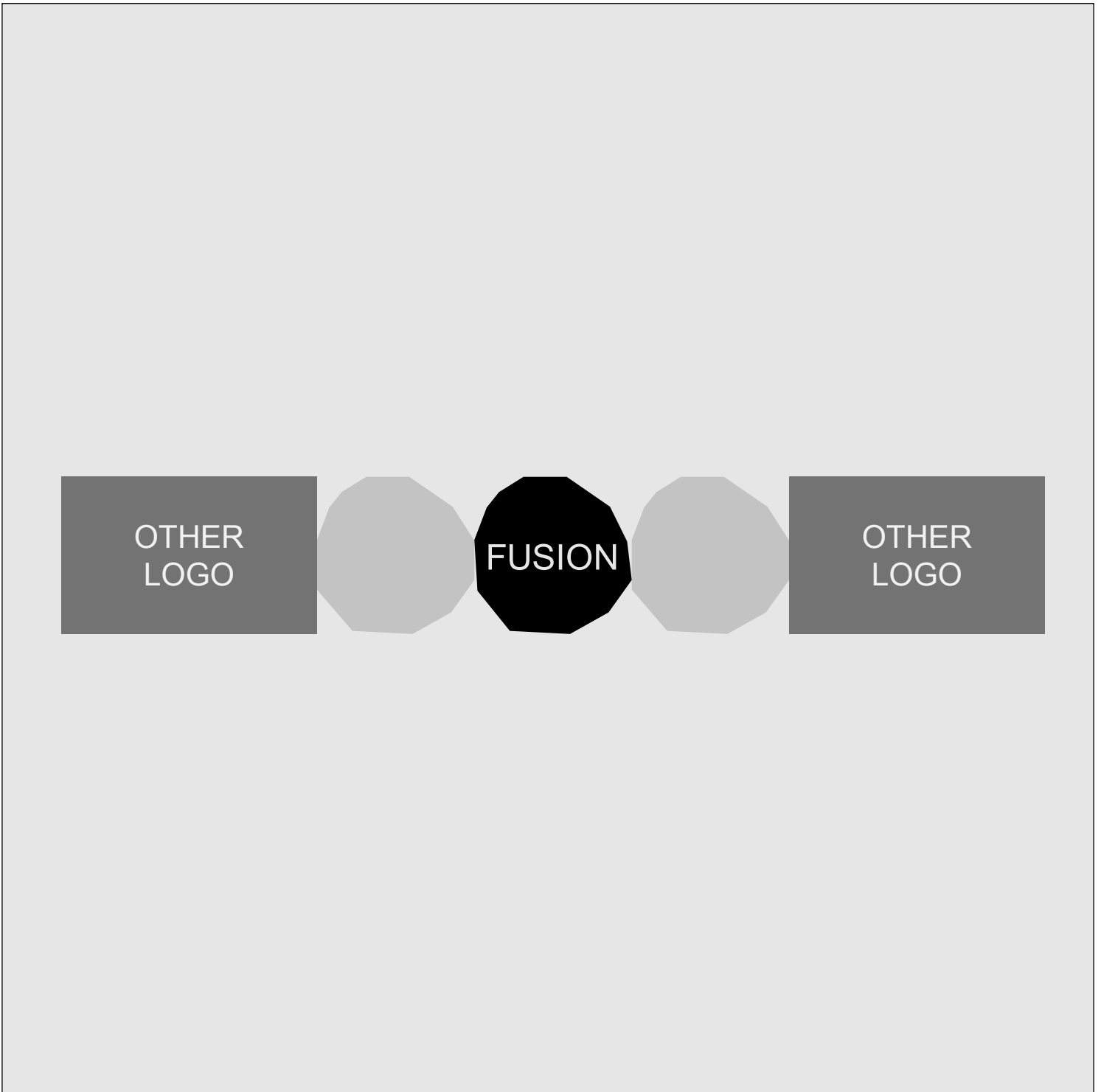
The 12 anchor points of the logo snap to points on an underlying grid, you have downloaded one of thousand of possible variations of the logo.



There are two versions of the Fusion logo. The dot either sits above the letter 'i' or grows to absorb the entire wordmark. Version 2 of the logo is for large use only.



Use the Fusion logo boldly and proudly at any size you like but never smaller than 30mm wide.

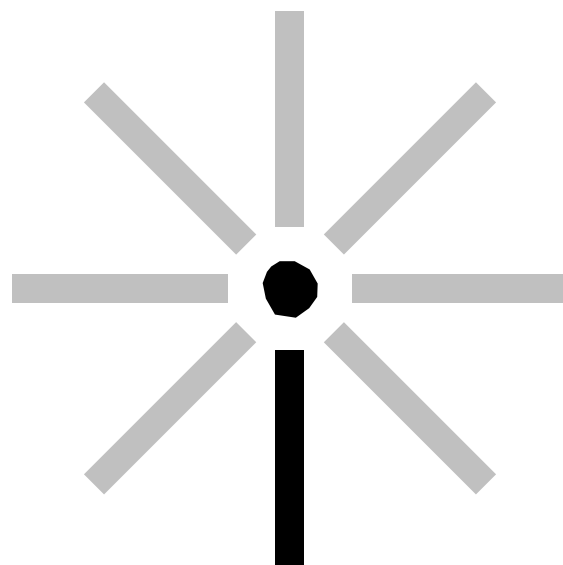


Give the logo space, nobody likes to feel cramped.

Arial is known as a ‘system font’, meaning it is pre-installed on most computers and devices, making it accessible and democratic. Arial was chosen on the basis of these principles to become the foundation of Fusion’s identity.

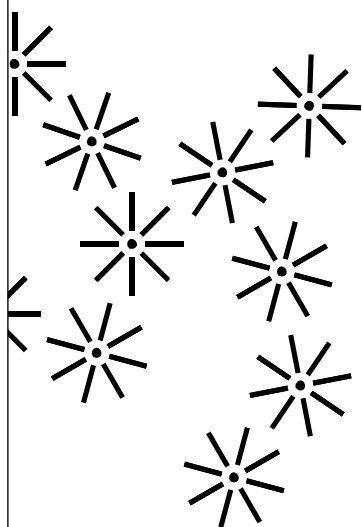
Type the titles of any Fusion related event or activity such as FUSION SKILLS or FUSION PRIZE in capital letters.

For any text below 24pt use 1.2 (120%) line spacing and for larger text of 25pt and above, use line spacing of 1 (100%).



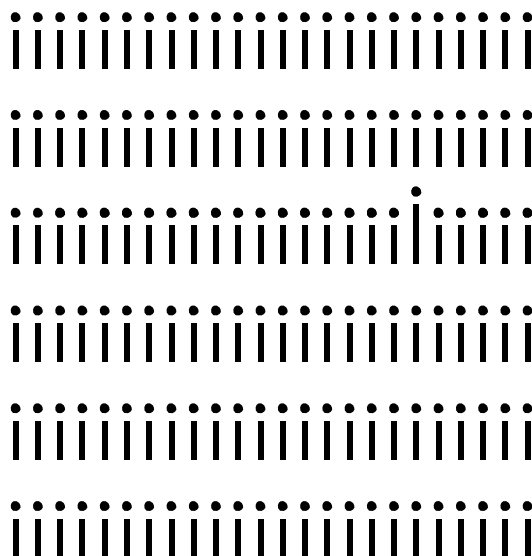
Each symbol represents one of the 12 core Fusion Skills. The symbols are built using the Fusion 'i' and the 12 sided dot, arranged in different configurations to express the concept of each skill.

ION SKILLS 02



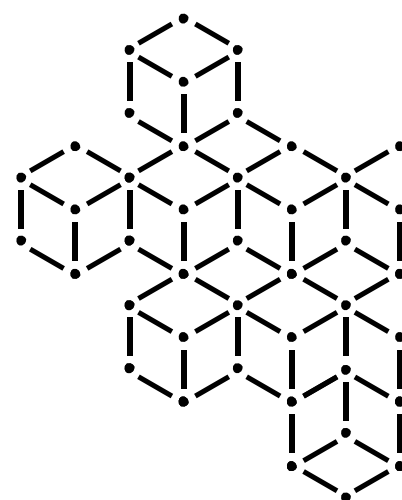
LABORATION

FUSION SKILLS 03



INITIATIVE

FUSION SKILLS



PROBLEM SOLVING

Download the full set of symbols from the Fusion website to use on materials supporting the Fusion values. Fusion Skills posters are available from the Toolkit section of the website.



