

Feefo Logo guidelines

Our logo is our most important asset. It must be treated with care. Feel free to use the Feefo logo in print, online and within your advertisements. Here is a guideline to explain the **Do's** and **Don'ts** of using the Feefo logo.

You can download the Feefo logo from the [Feefo logo library](#)

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4. **Colour references**
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1. About the Feefo logo

We're proud of our logo. It should remain intact whenever and wherever it is being used.

2. Exclusion zones

The Feefo logo should always have the correct spacing around it. The space exclusion area is shown in the right 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 be used in the following 6 colour variations:



4. Colour references

Use the colour references when using the Feefo logo. The colour references should not be changed.

Here are our primary brand colours:



Black
CMYK
100, 100, 100, 100
RGB
0, 0, 0
HEX
#000000
PANTONE
Black 6 U



Feefo Grey
CMYK
68, 61, 58, 45
RGB
72, 69, 69
HEX
#484545
PANTONE
446 C



Feefo Yellow
CMYK
0, 10, 100, 0
RGB
255, 221, 0
HEX
#FFDD00
PANTONE
108 U

5. Logo misuse

The Feefo logo should never be adjusted or changed. Proportions and colours of the logo should be kept at all times. Here are examples of logo misuse.

If you are unsure about how to use the Feefo logo then please contact us on the following email: marketing@feefo.com

- ✘ A. Do not move the quotation marks
- ✘ B. Do not apply outline or strokes to the logo
- ✘ C. Do not apply drop shadow or glow to the logo
- ✘ D. Do not skew the proportions of the logo
- ✘ E. Do not change the colour of the logo or the icon
- ✘ F. Do not stretch or distort the Feefo logo
- ✘ G. Do not apply gradients or any other effects to the logo
- ✘ H. Do not rotate the logo to any degree



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