

FASTMAIL OCTOBER 2017

FastMail Guidelines



VERSION 1

About FastMail

Positioning line:

Email, calendars and contacts done right

Company description/Boilerplate:

Since 1999 FastMail has been offering private, secure, ad-free email hosting for individuals and businesses the world over.

Today FastMail has a reputation for delivering the best independent email service in the market, trusted by over 150,000 customers in 150 countries.

FastMail lets you take control of your inbox with a lightening-fast interface and also works with your existing desktop and mobile apps.

Value proposition:

Get secure, reliable email hosting for you or your business.

FastMail logo

FastMail primary logo full colour




FastMail envelope full colour



Primary colours

 **FM Blue**
Pantone 2111C
RGB 68 85 126
HEX 44557e
CMYK 82 70 30 10

 **TB Yellow**
Pantone 136C
RGB 241 186 66
HEX F1BA42
CMYK 0 30 90 0

Exclusion zone



Typography

Source Sans Pro Light, Regular and Semibold

Abcdefghijklmnopqrst
ABCDEFGHIJKLMNopqrst
0123456789

FastMail logo variations

When the primary full colour version of the logo cannot be used the following can also be used.

FastMail logo white



FastMail logo black



FastMail envelope white



FastMail envelope black

