

Fōmcore
SERVE. CREATE. INSPIRE.

BRAND STYLE SHEET

Primary Logo

Fōmcore
SERVE. CREATE. INSPIRE.

Color Variations



Fōmcore
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Color Palette



FōM Green
PMS: 360C
CMYK: 56/0/88/0
RGB: 123/194/86
#7BC256



FōM GREY
PMS: 5425C
CMYK: 0/0/0/80
RGB: 88/89/91
#58595B



FōM TEAL
PMS: 7711C
CMYK: 89/23/26/0
RGB: 8/153/177
#0098B0



FōM BLUE
PMS: 5425C
CMYK: 94/66/38/21
RGB: 21/79/109
#174F6D

Macron Symbol

Please use the macron symbol above the first o in Fōmcore for all instances of the name.

Typography

Primary font families

Dico Slab

Acumin Pro, SemiCondensed and Condensed

Secondary fonts

RIFT BOLD

Shelby Bold

Typography Use Example

FōM CORE BRAND
H1: DICO EXTRA BOLD

INDUSTRIES WE SUPPORT: H2: RIFT MEDIUM

Body Text: Environment matters. How a space “feels” impacts how we interact with others at school, work, in the doctors office or at home. Intentional room design fosters collaboration, connection, learning, and creativity. Acumin Pro Light:

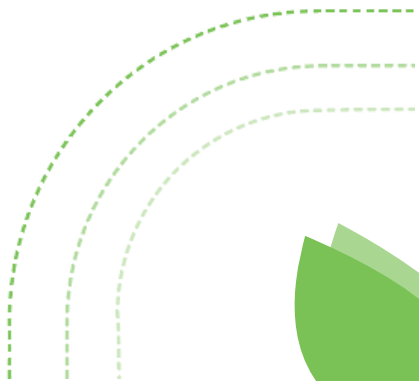
Available in all sizes. Small Text: Acumin Pro Condensed Light Italic

 [Click here](#) to visit the Branding page on our website for downloadable versions of all logos and icons

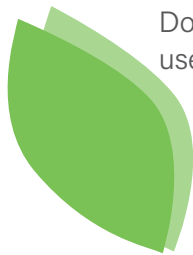
Design Elements



Pill shape can be used to call out copy or to shape images. It also compliments the organic shapes of our products



Dash lines help direct the eye and adds movement



Double Fomcore Leaf used to call out copy



Weather resistant icon



Hand drawn arrows that are playful

Circles add texture and dimension to the layout



White borders help separate content



Round and straight corners compliment our products



COLOR! Play around with vibrant colors to highlight our product audience and to give hierarchy to the layout