

Logo & Visual Guidelines

How we look and feel

Logo

Strategy

The Fortis wordmark is designed to stand out boldly in a competitive landscape, while reflecting stability and security. The “connection piece” over the *i* represents the core of the Fortis experience.

We at Fortis guide our partners and customers along their unique commerce journeys and connect them to the right solutions.

Minimum size

To ensure our logo is clear, legible, and impactful, it should never appear smaller than this minimum size.

If space limitations require a smaller logo, use the favicon instead.

Wordmark

Fortis

Connection piece

Minimum size

0.9375"

Fortis

Print
0.9375" (visible width)

65 px

Fortis

Digital
65 px (visible width)

Favicon



Clear Space

Clear space (or “runaround”) is the space around the logo in which no other element (copy, images, or other brands) should cross. The minimum clear space around the Fortis logo should be equal to the height of the “connection piece” over the *i* in Fortis.

Fortis logo clear space



Do

Fortis

Equis repudit,
grauxt eium ex
ea quosa dundae
pligendam

Don't

Fortis

Equis repudit,
grauxt eium ex
ea quosa dundae
pligendam

Logo Color

Primary usage

As we modernize our brand, the single-color logo becomes our preferred mark. The default version is Network Blue for white or light backgrounds, while the reverse Pure White version should be used on dark backgrounds and images.

Secondary usage

When color isn't available, use the Pure Black logo on light backgrounds.

Tertiary usage

The two-color version remains acceptable on existing materials, but single-color logos are the preferred choice for creating new brand assets going forward.

PRIMARY



Primary logo (Network Blue)



Reverse logo (Pure White)



SECONDARY



Secondary logo (Pure Black)

TERTIARY



Tertiary (legacy) logos



Logo Do's & Don'ts

Do

Use official colors

Choose colors found in this brand guide only.

Maintain proportion

Scale the logo proportionally without stretching or distorting it.

Allow clear space

Ensure the logo has enough breathing room around it, free from other design elements.

Use official versions

Choose the version of the logo from the Brand Hub that is right for the intended use.

Place on solid backgrounds

Put the logo on a solid, non-busy background for good legibility.



Don't

Alter the logo

Do not change the font, add elements, recolor, stretch, or distort the logo.

Place on busy backgrounds

Do not place the logo over busy patterns or images that make it difficult to see.

Use unofficial variations

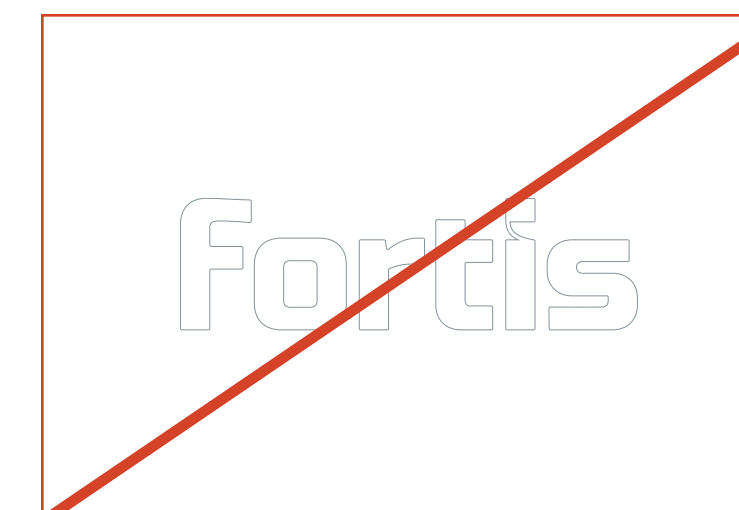
Do not use a version of the logo that isn't officially provided.

Overprint or connect elements

Do not print other content on top of the logo or connect other words to it.

Use unsupported effects

Do not apply effects like 3D, drop shadows, or outlines.



Brand Color Palette

Primary color

Network Blue is the primary color for the Fortis brand, used for most instances of the logo and headlines. Pure White should be the default for backgrounds and reverse text.

Core colors

Used for backgrounds, paragraph body copy, hyperlinks, and UI elements that need an extra pop of color, like buttons and icons.

Auxiliary colors

Used to create additional depth in charts and infographics.

Primary

Network Blue

#00263A

RGB: 0, 38, 58

CMYK: 98, 76, 51, 57

PMS 539

Pure White

#FFFFFF

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

White

Core

Stacked Blue

#003057

RGB: 0, 48, 87

CMYK: 100, 80, 38, 37

PMS 540

Celestial Blue

#4197CB

RGB: 65, 151, 203

CMYK: 71, 28, 4, 0

PMS 7688

Energy Orange

#FF6B00

RGB: 255, 107, 0

CMYK: 0, 71, 100, 0

PMS 1505

Power Orange

#D64123

RGB: 214, 65, 35

CMYK: 11, M89, Y100, K2

PMS 7597

Secure Gray

#414042

RGB: 65, 64, 66

CMYK: 0, 0, 0, 90

Black 90%

Culture Gray

#F6F6F6

RGB: 246, 246, 246

CMYK: 0, 0, 0, 4

PMS 663

Auxiliary

Commerce Green

#00945E

RGB: 0, 148, 94

CMYK: 100, 12, 84, 2

PMS 340

Charge Yellow

#FFCD00

RGB: 255, 205, 0

CMYK: 0, 18, 100, 0

PMS 116

Level Gray

#D9D8D6

RGB: 217, 216, 214

CMYK: 0, 0, 1, 15

PMS Cool Gray 1

Typography

Primary typeface

Bio Sans is a neutral, legible sans-serif font family designed for text and all-purpose use, created by Ryoichi Tsunekawa and published by Dharma Type. It comes in various weight options, each with matching italics, and is built on a geometric skeleton with a large x-height for readability on screens.

Key design principles include neutrality, minimalism, and a “super-flat” and transparent appearance, making it versatile for a wide range of media and purposes.

Use Bio Sans for headlines and UI elements on all Fortis-branded collateral. The ideal font weight may vary according to usage, but in general, avoid using Bold for headlines.

Bio Sans

Embed success into every payment with our award-winning technology.

BIO SANS LIGHT	BIO SANS REGULAR	BIO SANS SEMIBOLD	BIO SANS BOLD
ABCDEFGHIJKLMN	ABCDEFGHIJKLMN	ABCDEFGHIJKLMN	ABCDEFGHIJKLMN
OPQRSTUVWXYZ	OPQRSTUVWXYZ	OPQRSTUVWXYZ	OPQRSTUVWXYZ
abcdefghijklmn	abcdefghijklmn	abcdefghijklmn	abcdefghijklmn
opqrstuvwxyz	opqrstuvwxyz	opqrstuvwxyz	opqrstuvwxyz
1234567890	1234567890	1234567890	1234567890
\$%+-&@#()/*“”:,;?!	\$%+-&@#()/*“”:,;?!	\$%+-&@#()/*“”:,;?!	\$%+-&@#()/*“”:,;?!

Typography

Secondary typeface

Inter is a free, open-source neo-grotesque sans-serif typeface specifically made for easy reading on digital screens. Its key features include a tall x-height for better legibility in small text, a wide range of OpenType features like a slashed zero and tabular numbers, and availability as a variable font that supports multiple scripts and hundreds of glyphs.

Inter pairs well with Bio Sans and can be used for body copy, especially in small sizes and web-based applications. It has many weight options and can be used in place of Bio Sans whenever that typeface isn't available.

Alternate typeface

When both primary and secondary typefaces are unavailable for use, as in some emails and documents, use the **Arial** typeface.

Inter

Embed success into every payment with our award-winning technology.

INTER LIGHT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
\$%+-&@#()/*""';?!

INTER REGULAR

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
\$%+-&@#()/*""';?!

INTER SEMIBOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
\$%+-&@#()/*""';?!

INTER BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
\$%+-&@#()/*""';?!