

Fundamental Culture Brand Identity



We are Fundamental Culture

This publication has been developed to guide users of Fundamental Culture's visual identity and explain how to correctly apply the brand's logos, color-coded system, typography, and graphic material. This reference guide aims to guarantee consistency in the way Fundamental Culture is presented internally and externally, reflecting a brand built on fundamentals that do not trend, but endure.

The Mission

Fundamental Culture exists to return fashion to what actually matters: quality, accountability, and longevity. We aren't interested in the fleeting nature of trends; we believe in creating a culture where longevity is the ultimate statement. By focusing on traceable and enduring pieces, the brand helps people move away from visual and mental clutter toward a wardrobe built on things that last.

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Logo

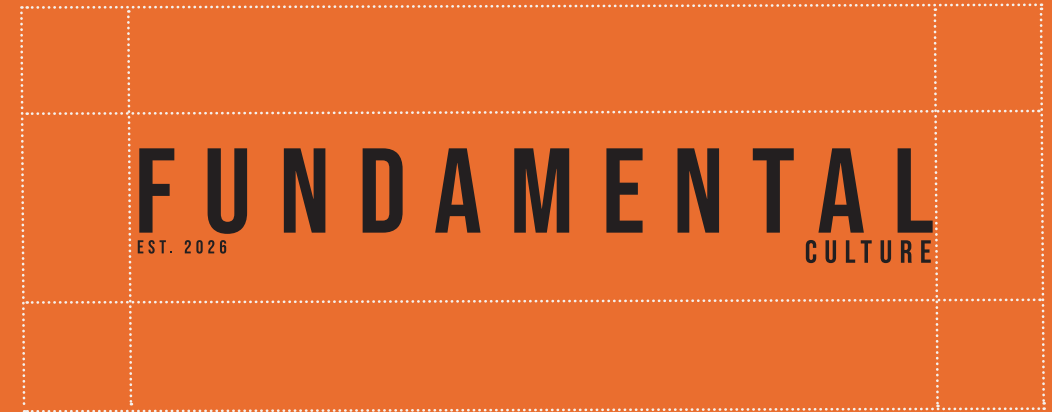
The Fundamental Culture logotype is a clean, typographic wordmark. Set in Bebas Neue, the words "FUNDAMENTAL CULTURE" sit on a balanced horizontal layout, creating a compact mark that is easy to read at both small and large sizes.

Black - positive version



Buffer zone

To optimize its presence in any given space, the Fundamental Culture logotype must always be surrounded by a buffer zone—a minimum area of protection that remains free of any other graphic or textual elements. This clear space prevents visual clutter and preserves the logo's legibility and impact.



Minimum size

A minimum size for usage of the logo must be determined to ensure optimal visibility. The Fundamental Culture logo must measure at least 1 inch wide (2.5 cm).



Colours

Fundamental Culture utilizes a high-contrast palette that balances the industrial feel of our typography with vibrant, organic energy. Our core colors are designed to command attention while remaining rooted in our commitment to quality and traceability.



Vibrant Orange
#E86E2F
RGB
232, 110, 47
CMYK
0%, 53%, 80%, 9%



Electric Blue
#4EB1E5
RGB
78, 177, 229
CMYK
66%, 23%, 0%, 10%



Cherry Blossom
#E24C9B
RGB
226, 76, 155
CMYK
0%, 66%, 31%, 11%

Typography

The official typefaces to be used in all corporate and marketing communications, for printed and digital materials, are Bebas Neue and Inter. These fonts must be used consistently to preserve the visual identity of Fundamental Culture.

Bebas Neue: Reserved primarily for headlines, titles, and key manifesto statements. Its condensed, bold nature reflects the strength of our brand foundations.

Inter: Used for all body copy, captions, and interface text. This ensures maximum legibility and a clean, modern feel for our detailed storytelling.

Aa

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZÆOE
abcdefghijklmnopqrstuvwxyzæoefifl
0123456789!/?#€\$¢£¥&\$%
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Aa

Bebas Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZÆOE
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0123456789!/?#€\$¢£¥&\$%
{(\ < - + = -> /)}*™@ao''''''''''«<>»:,;.....,

Graphic Elements

Clouds





Mockups

