

A complex geometric line art design in a light blue color, featuring overlapping circles, squares, and triangles, creating a sense of depth and structure. It is positioned on the left side of the image, partially behind the text.

Get to know our new brand.



Our company has evolved. So it's only natural that our brand has, too. From our logo to our color palette to our typeface to our photography, our new FranklinCovey brand is bold and modern yet friendly and inclusive.

It reflects the timelessness of our company's principles and values, as well as the timeliness of our mission and goals. Together, we can reinforce what FranklinCovey stands for and uphold the thoughtfully chosen elements of our new brand.

Logo Lockup

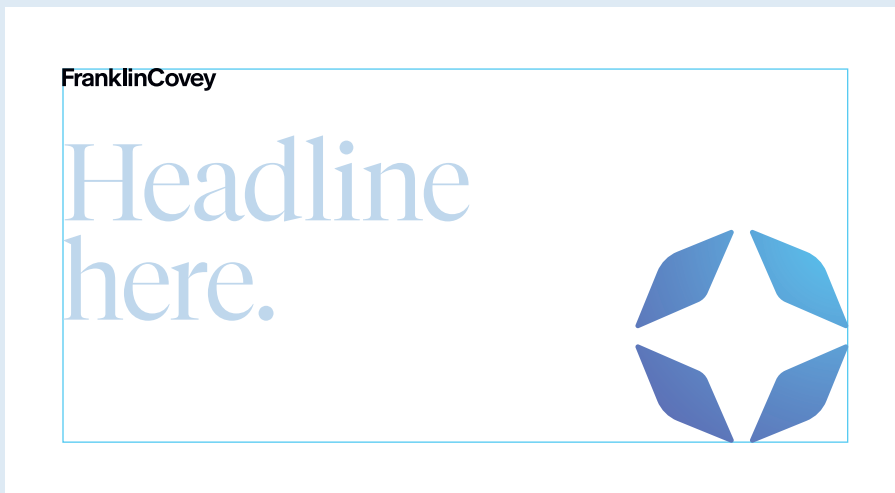
Our logo comprises two elements: the compass symbol and the wordmark. Together, they embody the essence of our company. The compass illustrates our timeless guiding principles and the transformations they enable. The wordmark is strong and confident, representing the impactful results we produce for our clients.



FranklinCovey

Using the Logo

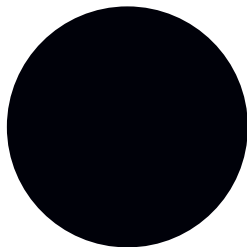
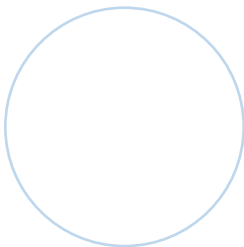
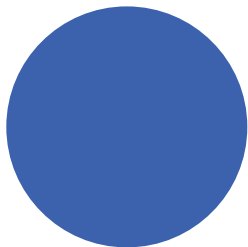
Use the official lockup with designated clear space to ensure legibility. However, the symbol and wordmark can also be separated and adapted to suit any format. Create an equal margin within your canvas and align the wordmark and symbol on opposite ends. Adjust the scale of the elements until your composition is dynamic and visually balanced.



Colors

Color is a vital brand signifier. We lead with a Deep Blue that connotes trust and responsibility and pair it with Bright White and Cool Black for a clean contrast. Our secondary color palette adds a spectrum of bright, energetic accents.

Primary Palette



	Deep Blue	Bright White	Cool Black
Pantone (C)	2726		Black 6
CMYK	83 66 0 0	0 0 0 0	100 61 32 96
RGB	50 83 255	255 255 255	16 24 32
Hex	3253FF	FFFFFF	101820

Secondary Palette



	Light Sky	Golden	Coral	Violet	Green	Cool Gray	Warm Gray
Pantone (C)	305	1365	178	2705	3385	545	Warm Gray 1
CMYK	55 0 1 0	0 28 79 0	0 75 57 0	36 32 0 0	55 0 45 0	23 8 2 0	10 10 11 0
RGB	87 204 246	255 185 60	255 88 93	168 164 238	69 216 180	207 222 229	216 212 215
Hex	67DFFF	FFB93C	FF585D	A191F2	45D8B4	CFDEE5	D8D4D7

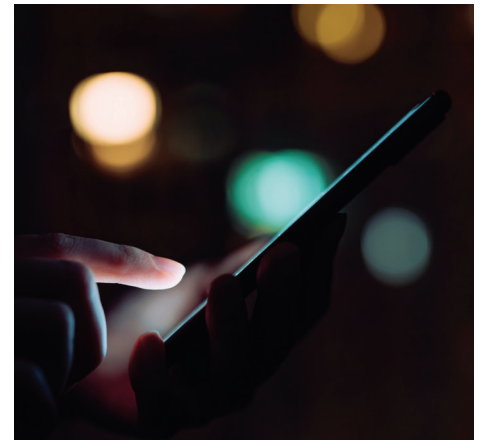
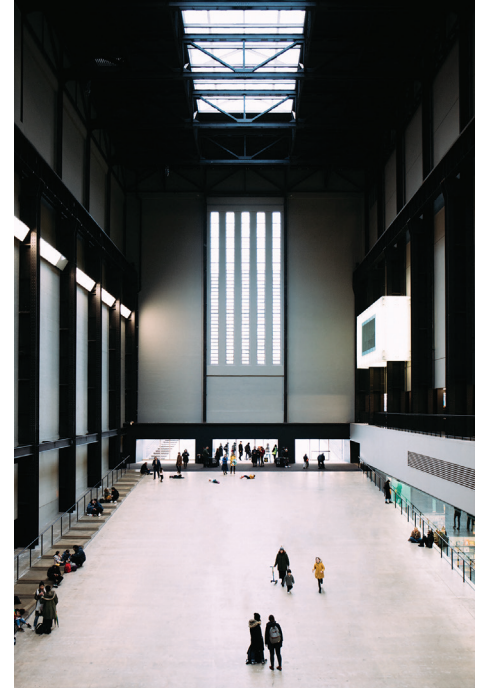
Imagery

People are everything to FranklinCovey. So our world-class team is the face of our company, and our black-and-white portrait style is the heroic anchor to our new brand. We embrace people for who they are and can be in a portrait style that's genuine, inclusive, and expressive.

When licensing imagery, we choose royalty-free images with simple, strong compositions that use metaphor or depict candid team moments—for example, people in a classroom or workplace.



Imagery



Primary Type

Type helps give voice to language. Our voice is articulate and warm, as is Rand, our new primary typeface. It is highly legible and works beautifully at any size.

When Rand isn't an option (for example, in Microsoft files), use Arial as an acceptable alternative.

Rand is our primary type family. It comes in several styles* for maximum flexibility.

*Light, *Light Italic*, Regular, *Regular Italic*, Medium, *Medium Italic*, **Bold**, ***Bold Italic***

Aa

Secondary Type

Just as our color palette includes accent colors, we complement our primary typeface Rand with Tiempos Fine Light to add editorial finesse. Use Tiempos Fine Light when you really want to make a statement, and use Rand for everything else.

When Tiempos isn't an option (for example, in Microsoft files), use Times New Roman as an acceptable alternative.

Tiempos Fine Light is
our secondary typeface,
for headlines.

Aa

Examples



Examples

