

ftrack

# Brand guidelines

[www.ftrack.com](http://www.ftrack.com)

A decorative graphic consisting of several overlapping, wavy, semi-transparent purple shapes that create a sense of movement and depth, located in the bottom right corner of the page.

# Hello. Welcome to ftrack's brand guidelines.

ftrack is an open, collaborative tool designed for open, collaborative people, and our brand guidelines reflect this. In this document, we'll run through how we communicate the ftrack brand identity with consistency.

Let's get going!

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## Who we are

The ftrack platform is **where creatives collaborate**. It's where people can connect, communicate, and align, so they can work in a unified way toward the delivery of amazing creative projects.

**Our purpose** is to unleash the potential, productivity and progress of every creative project.

**Our vision** is a future where there are no borders, boundaries or barriers to creative success.

# Our values

## What we're doing

We're creating the world's most powerful creative project management and collaboration platform. From motion pictures to streaming platforms, linear broadcasting to open-world gaming, animation to advertising, 2D to 3D, VR to AR—we're making a tool for studios *where creativity is the most valuable currency*.

## Who we're doing it for

ftrack is for creatives who need to harness creativity, technology, and talent to bring projects to life. Whether telling a story or selling the dream; building entire worlds or blasting them into infinity; revealing a glimpse of the future or resurrecting the past—we're building tools for those whose role is to engage, entertain, educate, and excite. *To move us and make us believe*.

## Our role

ftrack's role is to unify creative workflows. So whether ftrack's users are running a company, a team or a project; managing the schedule, client, assets, or budget—director or designer, producer or pipeline developer, supervisor or superstar—we get everyone on the same page, up to speed, and in sync via *a single source of truth*.

# Our values

## How we do it

**ftrack connects all the people and every piece of a project.** We bring people together by embedding collaboration and communication in every interaction and giving users complete control. Every deadline and dollar, timesheet and task, comment and clip, asset and approval; all the permissions, priorities, roles and resources; what has been done, is being done or will be done. It's all right there in ftrack: *tagged, trackable, and transparent.*

## Connecting people

**ftrack is built to work from anywhere so creative teams can work from everywhere.** On-premise, on-set, in the cloud, or on the move. In different time zones or different offices, with different teams or different tools. Synchronously or asynchronously, in sequence or interactively. However you're working, ftrack connects you *seamlessly and securely.*

## Creativity first

**ftrack breaks down the barriers to delivering your project.** ftrack smashes silos and streamlines workflows; reduces feedback loops; kills off mixed messages, misunderstandings, and mistakes; and makes process disappear behind progress—all so teams can focus on what matters most: *being creative.*

# ftrack formatting

A quick note on the formatting of “ftrack”. ftrack is always just that—ftrack. Even when it’s at the start of a sentence.

For clarity:

✗ fTrack, F-Track, FTrack, Ftrack

✓ ftrack

# The logo

The ftrack logo is a simple wordmark that is custom designed and unique to ftrack. The horizontal logo is the primary logo and should be used in all instances.

## MINIMUM SIZE

The logo should always be legible. It should never be displayed at a width less than 25mm for print and 200px online.

## LOGO FILES

Please use the logo files provided. Do not attempt to recreate them. You can download ftrack's logos in a variety of file types via [this link](#).



**ftrack™**



Minimum width

**200px**

**25mm**



# Spacing and positioning

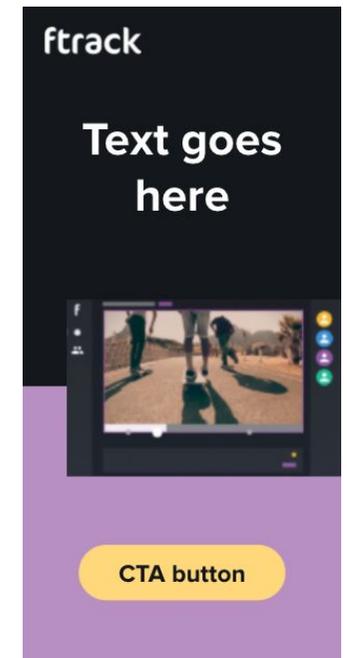
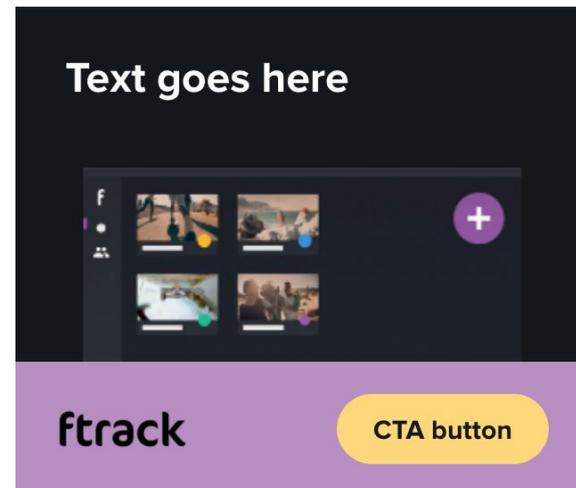
## CLEAR SPACE

Allow space around the logo of about one icon size. There should be 10% padding around the logo for whitespace.



## POSITIONING

The ftrack logo should be left-aligned in graphics. Do not center or right-align the logo. The logo can be used above or below content depending on what works best but should always be left-aligned.



# Logo color

## LOGO COLOURS

Our logo is one-color and can be used in either plain black or plain white. It should never be represented in any other color.

Present the ftrack logo as black on light backgrounds, or white when on darker backgrounds.



ftrack



ftrack



ftrack



ftrack

# Logo styling

The frack logo must not be altered in any way. The logo must maintain proportions and always feature ample surrounding white space.

Do not change logo transparency.

**ftrack**

Do not crop the logo.

**ftrack**

Do not change the logo colors.

**ftrack**

Do not change the size or position of any letters.

**f track**

Do not rotate any part of the logo.

**ftrack**

Do not use a drop shadow or any other effects.

**ftrack**

Do not stretch the logo dimensions

**ftrack**

Do not use any letter on its own

**f**

## Product logos

ftrack has four product logos for each product in the product portfolio. You can download these logos in a variety of file types via [this link](#).

**ftrack / Studio**

**ftrack / Review**

**ftrack / cineSync**

**ftrack / Connect**

# Background colors

## Dark theme

track dark theme backgrounds are derived from a dark gray color with a tiny tint of blue. The various shades here represent the level of the surface.

### Body background

0% white  
# 131920

5% white  
# 1F252B

7% white  
# 242930

9% white  
# 282E34

11% white  
# 2D3239

# Background colors

## Light theme

The track light theme uses two different shades—a light gray with a slight tint of blue as a body background, and a stark white for all elevated content.

Body background in light theme

# F8F8F9

Container color in light theme

# FFFFFFFF

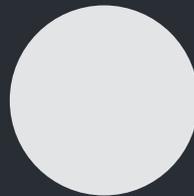
# Font colors

## Dark theme

Use a white color as a base and change emphasis by altering opacity.  
When it is not possible to alter opacity, use the solid HEX as a fallback.

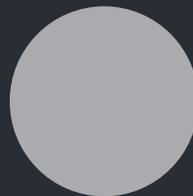
### High emphasis text

HEX # FFFFFFFF  
OPACITY 0.87  
RGBA 255 / 255 / 255 / 87  
HEX solid # E3E4E5  
RGB solid 227 / 228 / 229



### Medium emphasis text

HEX # FFFFFFFF  
OPACITY 0.60  
RGBA 255 / 255 / 255 / 60  
HEX solid # A9ABAE  
RGB solid 169 / 171 / 174



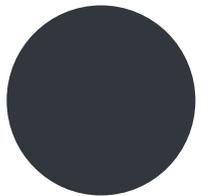
# Font colors

## Light theme

Use a dark grey color as a base and change emphasis by altering opacity.  
When it is not possible to alter opacity, use the solid HEX as a fallback.

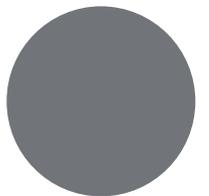
### High emphasis text

HEX # 131920  
OPACITY 0.87  
RGBA 19 / 25 / 32 / 87  
HEX solid # 32373D  
RGB solid 50 / 55 / 61



### Medium emphasis text

HEX # 131920  
OPACITY 0.60  
RGBA 19 / 25 / 32 / 60  
HEX solid # 717579  
RGB solid 113 / 117 / 121



# Accent colors

## On usage

ftrack backgrounds are represented in dark theme or light theme (see pages 13-14)—these are the primary colors that make up the bulk of any ftrack materials. We add color and variation via a selection of supporting accent colors. Accent colors can add character to text, headings, icons, CTA buttons, infographics, charts, links, and, in some limited cases, to differentiate sections of an article or case study containing imagery (see slide 42 on usage examples). However—in all cases, accent color should be used in small proportion to the primary background colors (see slides 37-38 on color disposition). An accent color should **never** be used as a full background. As the name suggests, accent colors accentuate variation and aesthetics rather than act as a defining overall look.

## On readability

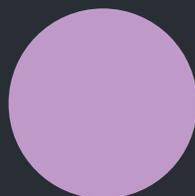
Please take close note of the information on the following slides pertaining to font colors. ftrack’s font colors are chosen to ensure readability and accessibility of text or icons no matter the color they sit on. So, please do not interchange the use of black and white text according to preference. “HEX overlaid” refers to the color used for fonts and icons when overlaid over the accent color in question.

# Purple

Accent color – dark theme

Use for graphics and to highlight text on darker backgrounds, for example for headlines, icons, and buttons.

HEX # BF9AC9  
RGB 191 / 154 / 201  
CMYK 4 / 18 / 0 / 21  
HEX overlaid # 131920  
(with opacity 0.87)

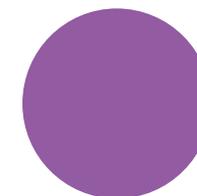


# Purple

Accent color – light theme

Use for graphics and to highlight text on lighter backgrounds, for example for headlines, icons, and buttons.

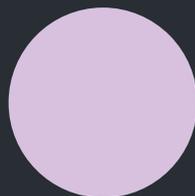
HEX # 935BA2  
RGB 147 / 91 / 162  
CMYK 6 / 28 / 0 / 36  
HEX overlaid # FFFFFFFF  
(with opacity 0.87)



## Super bright purple

Use as a complement in situations where the main shades do not work aesthetically or feel out of place.

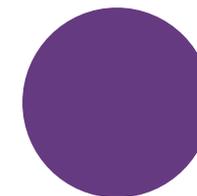
HEX # D7C1DE  
RGB 215 / 193 / 222  
CMYK 3 / 11 / 0 / 13  
HEX overlaid # 131920  
(with opacity 0.87)



## Dark purple

Use as a complement in situations where the main shades do not work aesthetically or feel out of place.

HEX # 663A81  
RGB 102 / 58 / 129  
CMYK 11 / 28 / 0 / 49  
HEX overlaid # FFFFFFFF  
(with opacity 0.87)

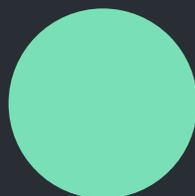


# Green

Accent color – dark theme

Use for graphics and to highlight text on darker backgrounds, for example for headlines, icons, and buttons.

HEX # 79DFB6  
RGB 121 / 223 / 182  
CMYK 40 / 0 / 16 / 13  
HEX overlaid # 131920  
(with opacity 0.87)

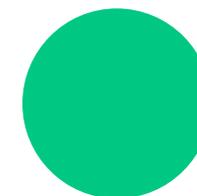


# Green

Accent color – light theme

Use for graphics and to highlight text on lighter backgrounds, for example for headlines, icons, and buttons.

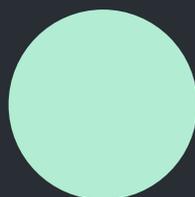
HEX # 00c882  
RGB 0 / 200 / 130  
CMYK 78 / 0 / 27 / 22  
HEX overlaid # FFFFFFFF  
(with opacity 0.87)



## Super bright green

Use as a complement in situations where the main shades do not work aesthetically or feel out of place.

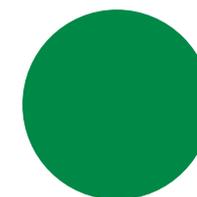
HEX # B2ECD3  
RGB 178 / 236 / 211  
CMYK 23 / 0 / 10 / 7  
HEX overlaid # 131920  
(with opacity 0.87)



## Dark green

Use as a complement in situations where the main shades do not work aesthetically or feel out of place.

HEX # 008847  
RGB 0 / 136 / 71  
CMYK 53 / 0 / 25 / 47  
HEX overlaid # FFFFFFFF  
(with opacity 0.87)

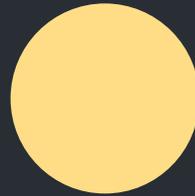


# Yellow

Accent color – dark theme

Use for graphics and to **highlight** text on darker backgrounds, for example for headlines, icons, and buttons.

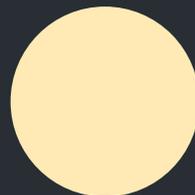
HEX # FFDD86  
RGB 255 / 221 / 134  
CMYK 0 / 13 / 47 / 0  
HEX overlaid # 131920  
(with opacity 0.87)



## Super bright yellow

Use as a complement in situations where the main shades do not work aesthetically or feel out of place.

HEX # FFEAB5  
RGB 255 / 234 / 181  
CMYK 0 / 8 / 29 / 0  
HEX overlaid # 131920  
(with opacity 0.87)



# Yellow

Accent color – light theme

Use for graphics and to **highlight** text on lighter backgrounds, for example for headlines, icons, and buttons.

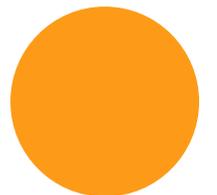
HEX # FFCD45  
RGB 255 / 205 / 69  
CMYK 0 / 20 / 73 / 0  
HEX overlaid # FFFFFFFF  
(with opacity 0.87)



## Dark yellow

Use as a complement in situations where the main shades do not work aesthetically or feel out of place.

HEX # FD9B18  
RGB 253 / 155 / 24  
CMYK 0 / 38 / 90 / 1  
HEX overlaid # FFFFFFFF  
(with opacity 0.87)



# Blue

Accent color – dark theme

Use for graphics and to highlight text on darker backgrounds, for example for headlines, icons, and buttons.

HEX # A4C6EF  
RGB 164 / 198 / 239  
CMYK 29 / 16 / 0 / 6  
HEX overlaid # 131920  
(with opacity 0.87)



## Super bright blue

Use as a complement in situations where the main shades do not work aesthetically or feel out of place.

HEX # C5DBF6  
RGB 197 / 219 / 246  
CMYK 19 / 11 / 0 / 4  
HEX overlaid # 131920  
(with opacity 0.87)

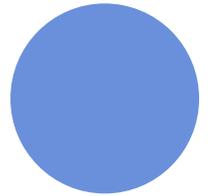


# Blue

Accent color – light theme

Use for graphics and to highlight text on lighter backgrounds, for example for headlines, icons, and buttons.

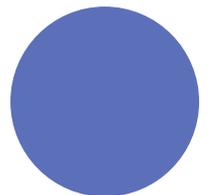
HEX # 6B90DB  
RGB 107 / 144 / 219  
CMYK 44 / 29 / 0 / 14  
HEX overlaid # FFFFFFFF  
(with opacity 0.87)



## Dark blue

Use as a complement in situations where the main shades do not work aesthetically or feel out of place.

HEX # 5C70B9  
RGB 92 / 112 / 185  
CMYK 36 / 29 / 0 / 27  
HEX overlaid # FFFFFFFF  
(with opacity 0.87)



# Teal

Accent color – dark theme

Use for graphics and to **highlight** text on darker backgrounds, for example for headlines, icons, and buttons.

HEX # 87E1EB  
RGB 135 / 225 / 235  
CMYK 39 / 4 / 0 / 8  
HEX overlaid # 131920  
(with opacity 0.87)

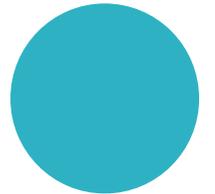


# Teal

Accent color – light theme

Use for graphics and to **highlight** text on lighter backgrounds, for example for headlines, icons, and buttons.

HEX # 2EB2C3  
RGB 46 / 178 / 195  
CMYK 58 / 7 / 0 / 24  
HEX overlaid # FFFFFFFF  
(with opacity 0.87)



## Super bright teal

Use as a complement in situations where the main shades do not work aesthetically or feel out of place.

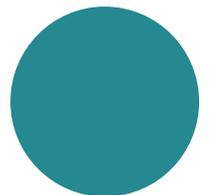
HEX # B5EDF2  
RGB 181 / 237 / 242  
CMYK 24 / 2 / 0 / 5  
HEX overlaid # 131920  
(with opacity 0.87)



## Dark teal

Use as a complement in situations where the main shades do not work aesthetically or feel out of place.

HEX # 268891  
RGB 38 / 136 / 145  
CMYK 42 / 4 / 0 / 43  
HEX overlaid # FFFFFFFF  
(with opacity 0.87)



# Red

Accent color – dark theme

Use for graphics and to **highlight** text on darker backgrounds, but use minimally.

HEX # FF7A73  
RGB 255 / 122 / 115  
CMYK 0 / 52 / 55 / 0  
HEX overlaid # 131920  
(with opacity 0.87)

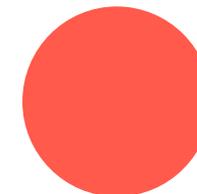


# Red

Accent color – light theme

Use for graphics and to **highlight** text on lighter backgrounds, but use minimally.

HEX # FF5A4C  
RGB 255 / 90 / 76  
CMYK 0 / 65 / 70 / 0  
HEX overlaid # FFFFFFFF  
(with opacity 0.87)



# Super bright red

Use as a complement in situations where the main shades do not work aesthetically or feel out of place.

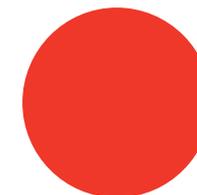
HEX # FFD1D4  
RGB 255 / 209 / 212  
CMYK 0 / 18 / 17 / 0  
HEX overlaid # 131920  
(with opacity 0.87)



# Dark red

Use as a complement in situations where the main shades do not work aesthetically or feel out of place.

HEX # EF3829  
RGB 239 / 56 / 41  
CMYK 0 / 72 / 78 / 6  
HEX overlaid # FFFFFFFF  
(with opacity 0.87)



# Orange

Accent color – dark theme

Use for graphics and to highlight text on darker backgrounds, but use minimally.

HEX # FFBA5C  
RGB 255 / 186 / 92  
CMYK 0 / 27 / 64 / 0  
HEX overlaid # 131920  
(with opacity 0.87)

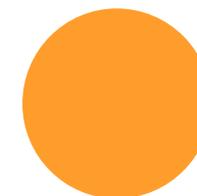


# Orange

Accent color – light theme

Use for graphics and to highlight text on lighter backgrounds, but use minimally.

HEX # FF9D2C  
RGB 255 / 157 / 44  
CMYK 0 / 38 / 83 / 0  
HEX overlaid # FFFFFFFF  
(with opacity 0.87)



## Super bright orange

Use as a complement in situations where the main shades do not work aesthetically or feel out of place.

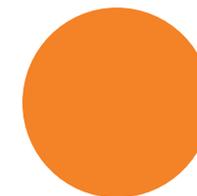
HEX # FFE1B7  
RGB 255 / 225 / 183  
CMYK 0 / 12 / 28 / 0  
HEX overlaid # 131920  
(with opacity 0.87)



## Dark orange

Use as a complement in situations where the main shades do not work aesthetically or feel out of place.

HEX # F48226  
RGB 244 / 130 / 38  
CMYK 0 / 45 / 81 / 4  
HEX overlaid # FFFFFFFF  
(with opacity 0.87)



# Color disposition

Dark theme



# Color disposition

Light theme



# Our typeface: Proxima Nova

## USAGE

'Proxima Nova' should be used on all track literature. [Download here](#).

## FONT WEIGHTS

For simplicity, we only use four Proxima Nova weights: normal, semi bold, bold, extra bold  
Normal is used for body copy. Bolds are used for headings.

## ALTERNATIVE

Should you be unable to use Proxima Nova (such as email newsletters or email signatures requiring web-safe fonts) please use Arial:

## ARIAL

Ae Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Yy Vv Ww Xx Yy Zz  
01234567890

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Yy Vv  
Ww Xx Yy Zz 0123456789

Normal

*Regular italic*

**Semi Bold**

*Semi Bold italic*

**Bold**

*Bold italic*

**Extra Bold**

**Extra Bold italic**

Where creatives collaborate

*Where creatives collaborate*

**Where creatives collaborate**

*Where creatives collaborate*

**Where creatives collaborate**

*Where creatives collaborate*

**Where creatives collaborate**

**Where creatives collaborate**

# Typography

## LINE HEIGHT

Our typeface communicates ftrack's openness, clarity, and boldness. Our typeface must always be entirely legible: the line height, or leading, for body copy should always be between of 1.3 and 1.4x the font size for print application, 1.5x for digital. This ensures uniformity and consistency throughout all of our communications.

## FONT SIZE HIERARCHY

Where possible, font size should always run in multiples of the body copy size or half the body size, so as to maintain a consistent and legible structure. For example, if the body copy is 10pt the headings should be in multiples of 5pt or 10pt, therefore the sub heading could be 15pt or 30pt. You can see this approach in the ideal type specimen structure on the following page.

## LETTER SPACING/TRACKING

The spacing for all upper-case letter should be 50 thousandths of an em. This gives our headings space to breathe and a quality feel. All lower case lettering such as body copy and title headings can range from 0 to -25 to create even distribution and consistent paragraph lengths. This approach can help to eliminate widows or orphans, which we seek to avoid in all ftrack communications.

# Type specimen: ideal stack

---

**H1**  
Bold, 35pt

# Where creatives collaborate

**H2**  
Bold, 20pt

**ftrack is the creator of Emmy and Academy Award-winning project management and collaboration platforms for the creative industries.**

**H3**  
Bold, 15pt

**ftrack makes creative workflows simple.**

**H4**  
Regular, 15pt

Creatives should focus on art, not admin.

**P Heading**  
Bold, 10pt

## **OUR PASSION**

**P**  
Regular, 10pt

The first team to manage a project with ftrack was our own. Improving high-end creative project management has been our passion ever since. We strive to create accessible, simple, and centralized tools that keep creative teams connected.

Our solutions come in the form of cloud-based project management and production tracking tools tailored to the creative industry, and some of the smoothest, simplest, and most powerful media review and approval platforms currently available.

A solution like ftrack is essential in today's fast-paced world of deadlines and remote work.

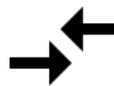
**Hero P, quotes**  
Regular, 15pt

**Get started**

**CTA text**  
Bold, 10pt

# Iconography

At ftrack, we use [Material Design icons](#) in “Outlined” format to highlight key benefits and aspects of our products and service. We use iconography visually related to the features or capabilities being discussed. Icons can be presented in an accent color.



# Photography

## USERS/PEOPLE

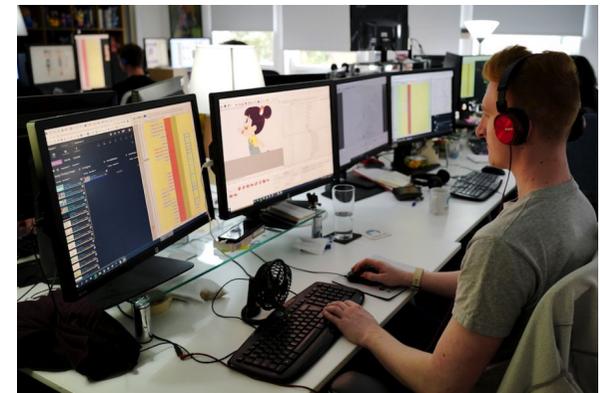
Engaged, alludes to collaboration, confident, focused, inclusive.

## STILL LIFE

Clear, readable, demonstrates the track personality (creative, open, simple).

## AVATARS

Relatable, warm, and personable. Mature and professional, not quirky or silly. Creative.



# Thank you for your time.

If you have questions please contact  
Chris McMahon, Head of Communications.

[chris@ftrack.com](mailto:chris@ftrack.com)

**ftrack**