



FFREEDOM Brand Pack

Logo usage, colour and typography guidelines

A product of 1st Group Capital (Pty) Ltd — FSP 49632

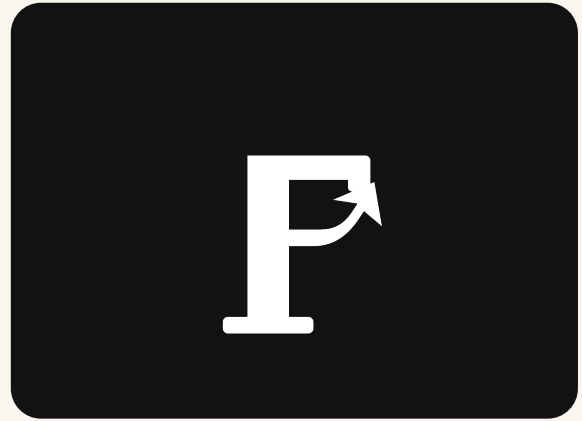


The mark

The FFREEDOM mark is a serif capital F whose crossbar rises into an upward arrow — financial education that moves people forward. Always reproduce it from the supplied files.



Primary — light backgrounds



Reversed — dark backgrounds

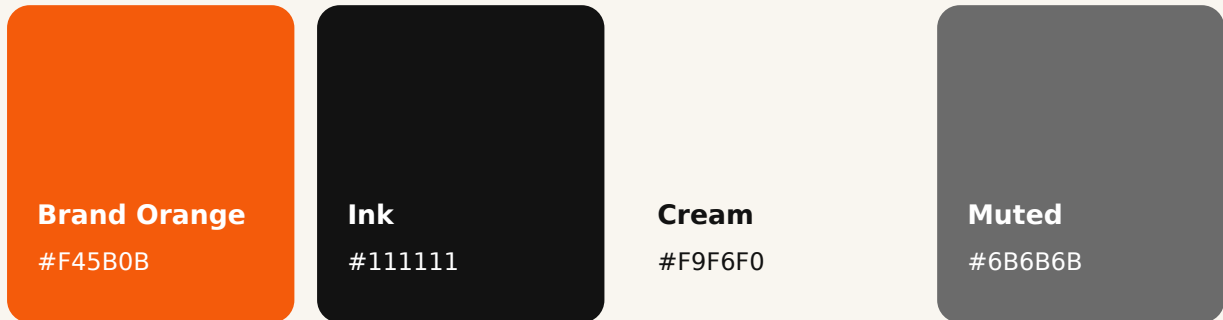


Horizontal wordmark — use where width allows

Clear space and minimum size

- Keep clear space equal to the height of the F stem on all sides.
- Minimum size: 24 px for the mark, 120 px wide for the wordmark.
- Do not stretch, rotate, recolour, add shadows or place the mark on a busy photo.

Colour



Typography

Plus Jakarta Sans

- Headings: Plus Jakarta Sans Bold, tight tracking (-0.02em).
- Body: Plus Jakarta Sans Regular, 15–16 px, 1.6 line height.
- Eyebrows: uppercase, 600 weight, 0.18em tracking, brand orange.

Naming and legal

- Write the name in full capitals: FFREEDOM. Never F-Freedom or Ffreedom.
- Describe us as an independent South African financial education publication.
- Any use must credit: a product of 1st Group Capital (Pty) Ltd, FSP 49632.
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