

Fetch Brand Guidelines

December 2022





The purpose of these Brand Guidelines is to help build and maintain a strong brand identity. By adhering to the rules and suggestions within this document, we can all contribute to upholding the integrity of the brand.

Please note that this is a living, fluid document, which can be edited and updated as new logo and branding uses and needs arise. For this reason, we encourage you to share all applications of the logo, colors, and fonts, to ensure that the creative team can provide input. This applies to content created by Fetch Rewards employees, brand partners, and outside agencies.

If you have any questions about the contents of these guidelines or any branding-related topics, please reach out to the creative team:

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Logos

Dog mark

App Icons

Brand colors

Brand typography

Use of photography



Fetch Logo

PRIMARY



SECONDARY/HORIZONTAL



REVERSED OUT: Option for dark backgrounds and on non-orange friendly backgrounds

1 COLOR: Can be used with the color blocks shown below



LOGO DO'S

- This logo version should be used when the logo is shrunk down, and "Rewards" is illegible. There are instances we use this logo, such as representing multiple Fetch products and programs, and on promotional products.
- Maintain 0.25" of white space around the logo at all times
- Keep color, spacing and relationship between logo mark and type the same when scaling or otherwise
- Use the primary and secondary logos over the reversed out/1 color logo options whenever possible
- When a 1-color version is necessary, you can use any of our primary brand colors, all black or all white, depending upon application

LOGO DO NOTS

- Do not change the colors to anything other than the examples indicated on the left side of this page
- Do not change relationship between logo mark and logo type – do not overlap elements or spread them further apart
- Do not add an outline or stroke to any element
- Do not skew or tilt the logo or any part of the logo
- Do not add elements to the logo or change hierarchy – making the dog bigger or smaller in relation to the wordmark
- Do not reverse direction of the dog
- Do not combine primary and secondary logos



Dog Mark

WITH SHADOW



WITHOUT SHADOW



ANIMATED



DOG MARK(S)

Meet Calvin! He's our official Fetch logo mark and can be used with the logo type, as shown in previous pages, or all on his own in the two iterations shown on the left: 1) with shadow or 2) without shadow.

You may use Calvin with shadow as a standalone favicon; but all instances of using the dog by itself should be accompanied by the full logo elsewhere in that same communication piece.

The animated version can be used in comms, in-app and in social posts, where appropriate.

Calvin should be shown in orange whenever possible. If he's on an orange background or a background that makes it hard to see, you may use a white version of Calvin.



No matter where Calvin shows up, he should always be moving forwards.

Fetch Brand colors

PRIMARY BRAND COLORS

We use this primary palette to communicate the core marks of our brand. Building on the equity of our orange color, we also employee a rich, velvety purple for contrast and to help ensure our contrast ratios are compliant with Americans with Disabilities Act (ADA) standards.

Always try to use orange or purple as a primary color and the other one sparingly to avoid getting too "Halloween-y".

NAME	HEX
Calvin	#FFA900
RGB	PMS
255/153/0	137 C
CMYK	
0/38.55/100/0	

NAME	HEX
Pico	#300D38
RGB	PMS
48/13/56	2695 C
CMYK	
78/96/38/57.42	

NAME	HEX
Betty	#FFFFFF
RGB	PMS
255/255/255	Opaque white
CMYK	
0/0/0/0	



Fetch Typography

PRIMARY TYPEFACES

We use a variety of typefaces in our marketing communications to add visual interest and draw attention to our messaging, reinforce the brand and contribute to EASE of legibility.

EXTENDED FACE (ALSO USED IN LOGO,
HEADLINES, AND HEADERS)

Lexend Exa Regular

LEXEND EXA REGULAR

GO-TO BODY/HEADLINE FONT

Rubik Bold

RUBIK BOLD

Rubik Medium

RUBIK MEDIUM

Rubik Regular

RUBIK REGULAR

Rubik Light

RUBIK LIGHT

CONDENSED FACE (HEADLINES)

CACTUS BOLD

Cactus Bold

CACTUS MEDIUM

Cactus Medium

CACTUS LIGHT

Cactus Light

