



# **FPS** WELLNESS

we've got you covered

## OUR MISSION

Our number one goal is to provide our customers with top quality PPE gear that is accessible and readily available for all their medical needs. We focus our efforts on procuring goods that are [dependable](#), [comfortable](#) and [certified](#) by the CDC. We work hard to ensure that every item we ship is in prime condition, medical grade and reliably sourced. Your health and wellness needs are and always will be our #1 priority.

We've got you covered.

## THE BEGINNING

In the Spring of 2020, during the height of the Covid-19 Pandemic, we as a company could see the overwhelming need for wellness gear in our communities and in our country. That's when we pivoted our business, optimized our resources and worked tirelessly to cater to the national demand for facemasks and medical gowns. Since our launch of FPS Wellness, we have seen tremendous and continuous growth. In 2020 alone, we supplied over 9 million units of PPE items.

## WHERE WE'RE GOING

Today we continue to look for opportunities to service the healthcare industry's ever evolving wellness needs. Our goal is to ensure that we are always in stock of the top PPE items. We strive to expand our assortment of medical grade goods and incorporate our company strengths in order to deliver premium products. Adaptability, Innovation and Creativity is at the core of who we are as a company, and we plan on channeling these values into the expansion of FPS Wellness.

## LOGO USAGE

Our new brand is here to help in a world that is constantly evolving. Its important for us to be able to communicate to our patrons with a clean and readable logo. It is imperative that the guides are to be followed, so that when our brand is out in the open there is a clear consistency and identity as to who we are.

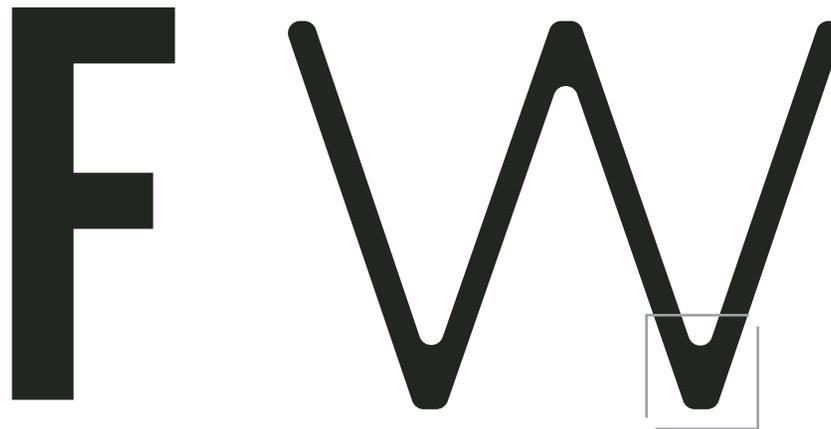
Our logo is show in a two color version, Wellness blue and dark grey



# FPS WELLNESS

**BEBAS NEUE** + MONTSERRAT  
EDITED

Bebas Neue is a strong bold typefaces that, not only stands out but brings a visual identity to FPS Apparel. Keeping the same typeface for the "FPS" creates a visual connection for the brands.



F W

The Montserrat typeface has been edited to have rounded edges rather than the flat structured look.

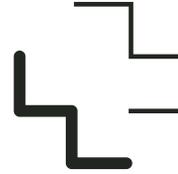
The rounded edges convey a feeling of comfort, to express the brand can help comfort and provide for their patrons.

Keeping the base form of the typeface, the straight and clean lines provide the structure and strength in the medical industry.

## LOGO VARIATION

### Logo Mark

This can be used as a supporting graphic to design. The structure of the mark can be broken up to help create interesting lines and or details.



### Vertical and Horizontal Logo

Our logos has two different arrangements, in most cases the horizontal logo will be used. The vertical version is when horizontal space is limited.



### Logo and Slogan

When necessary the slogan is added to express what the brand can do for our patrons.



## LOGO COLOR VARIATION

### Standard

This is the most common color variation you will see the logo in, Wellness blue and dark grey. On white background you can also use all dark grey and black.



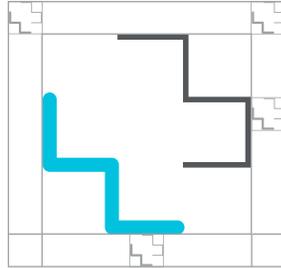
On a black background to replace the dark grey you will use white. Depending on the use of the logo you can use either a two color variation or a single color variation.



## LOGO SPECS

### Clear space

The logo should be able to breathe and not feel crowded. The icon can help guide the space around the logo. The icon space is based on half the length of the icon's side.



### Minimum Size

The logo should always be legible, and never go smaller than what is shown. When you reach the minimum size use one color in order to help with clarity of the logo



## LOGO DONT'S

When using the logo do not use the secondary colors in replace of the standard colors. Do not squeeze or stretch the logo, when scaling always keep it proportional. Do not tilt the logo, but you can rotate it 180 degrees, if applicable. Do not change the proportion of the logo. Do not choose a different color that is not in the color palette.



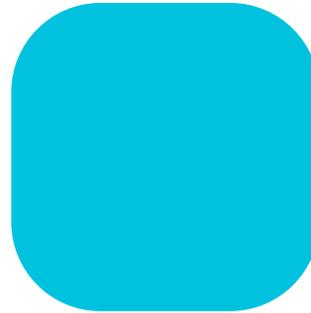
## COLOR PALETTE

The wellness colors promote comfort, support, health, strength and genuine. In the medical industry we want our brand and products to reach out and enhance the relationships we build with our patrons. When you see our colors you should feel that FPS WELLNESS is here for you.

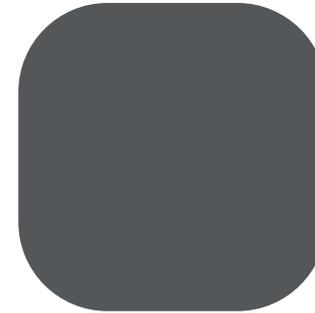
The first row are the standard FPS WELLNESS color, and the second and third row are supporting colors that can be used to help continue the tone and feel of the brand.

The black and greys are to help bring out attention to the wellness colors. They are supporting colors to enhance message of comfort, support and structure.

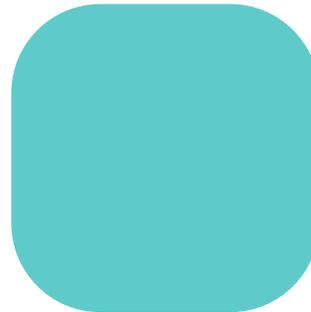
PMS 425 is use specifically when mentioning FPS, because the same color is used in FPS Apparel. The choice to bring in the same color is to better connect the two brands with a visual que.



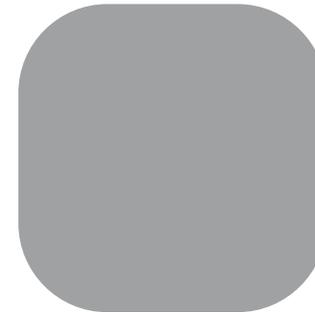
PMS 311  
70/0/11/0  
00C1DE



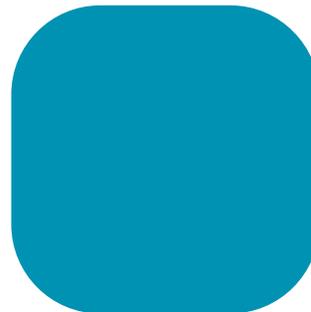
PMS 425  
66/56/53/29  
53575A



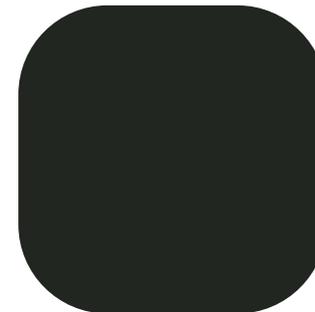
PMS 325  
57/0/25/0  
62CBC9



PMS 422  
41/31/32/0  
9EA1A2



PMS 632  
92/24/23/0  
0091B3



PMS Black 3  
73/61/70/71  
212721

## TYPOGRAPHY

Typefaces can help create a visual identity for a brand. Using Comfortaa for headlines helps tie in the rounded edges. The rounded edges on wellness help connect the headlines to the feeling of comfort, support and dependability.

Pairing Montserrat for the slogan and body copy allows patron a clear and readable typeface that is important in the medical community. Have clear and defined letters will halt and confuse when needing information at a moments notice.

Bebas Neue Pro is used for graphic purposes only and not to highlight any text. If the text 'FPS" is need then that is when Bebas will be used.

### Comfortaa

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

### Montserrat

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

### Quicksand

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

### BEBAS NEUE PRO

**Bold: ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**

Regular: ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz