

F A S T L A N E

Fast
Lane

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**Fast
Lane** ┘


Branding Guidelines



Main Logo

The Fast Lane logo is bold and easy-to-read for optimal recognition on the web. It is always white when appearing on a colored background. On a white background, it is Fast Lane Blue or black.





Roboto

Main Font

Roboto is extremely clean and versatile. It fits the modern, digital feel of the Fast Lane brand. It is clearly defined and easy to read, and has a wide range of weights.

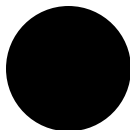
Aa

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



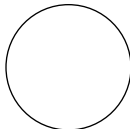
Fast Lane Blue

#0310C3



Black

#000000



White

#FFFFFF

Color Palette

The Fast Lane palette is congruent with modern design. Each color is prominent and plays a specific role in the brand. White should primarily be used for backgrounds, with black and Fast Lane Blue making up the elements. This is not a hard and fast rule and designers should have creative liberty with these colors according to their discretion.