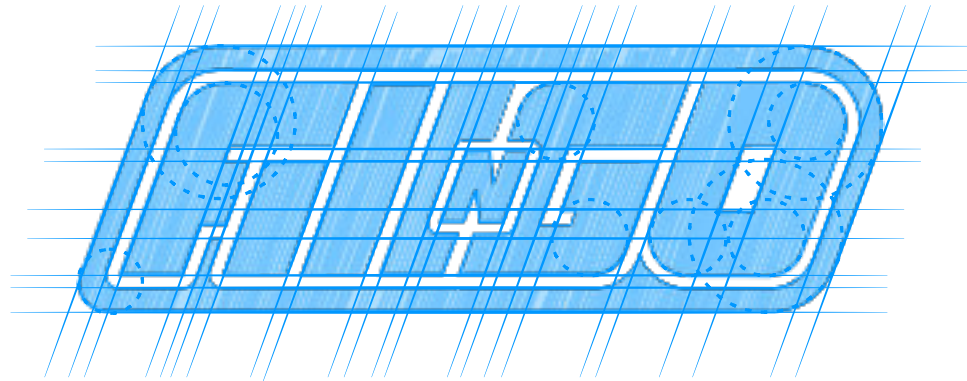




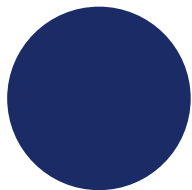
LOW PRICE FUEL 24  7



Logo Mark/Logo Type

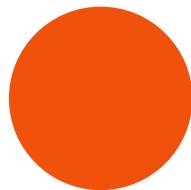
The FILLNGO logo uses a custom font inside of a shear box with round corners with an edging border. The shear angle creates a sense of movement. The 'N' does not include the grammatically correct punctuation marks purposefully.

The lack of these marks allows for a distinct style while being fully legible due to the use of the different size of the 'N' in comparison to the other displayed text.



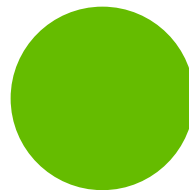
Blue

HEX: 1A2B65
CMYK: 100,95,31,20
RGB: 26, 43, 101



Orange

HEX: F1520B
CMYK: 0,83,100,0
RGB: 241,82,11



Green

HEX: 65BC00
CMYK: 64,0,100,0
RGB: 101,188,0

Colour Choice

The three distinct colour choices of a deep petrol blue, lime green and Ascona orange connect the brand FILLNGO brand to Ascona aesthetically. Orange promotes success and creativity and happiness. Green is often associated with safety and freshness, whereas the dark blue has associations with expertise and stability.

This colour scheme presents a balance of a safe, stable, successful company with its roots in the parent company.

Dark

FILLNGO logo on a dark background.

Mono

FILLNGO logo in a single colour or shade.

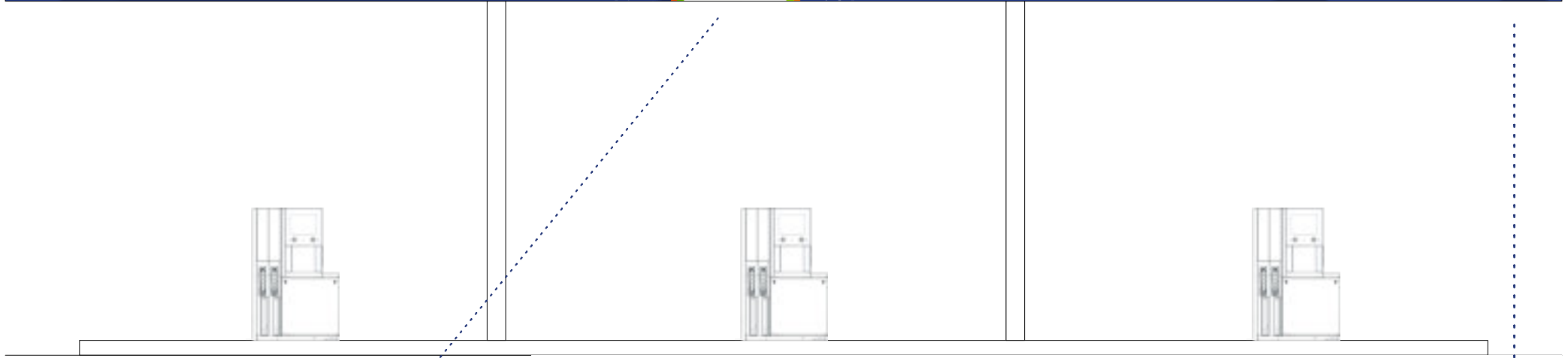


Strap Line and Icon Graphic

The strapline uses the same overall colour scheme and uses a clear text and glyph icon to define the 24/7 open times.

Any text related to the FILLNGO logo should use the Poppins font in oblique, this allows the feeling of movement to in promotional messages.





Canopy Graphics

The FILLNGO canopy graphics highlight the logo and present the strapline. The combination of the dark blue background with white ensures any backlight sources will accentuate the logo.



Front Elevation

Side Elevation

Back Elevation

Dispenser Graphics

The FILLNGO graphics wrap around the TSG q510m dual fuel dispenser and allow the FILLNGO logo and strapline to be viewed on three sides.



