Flying Scholarships
For Disabled People

visual identity guide 2026

This visual identity guide has been produced by the FSDP marketing team for use by anyone creating visual material for FSDP, or using the FSDP visual identity in any other context. The guide has been kept deliberately simple – the fewer rules there are to follow, the easier it is to follow them.

Following the guidance in this guide will ensure that FSDP is presented to a consistently high quality across all printed and digital communications. If you have any questions, or if you find that you need further guidance, please contact Lou Buckley at Lou.Buckley@fsdp.co.uk

FSDP logo approved artwork



FSDP logo – two colour version

This version of the FSDP logo should be used whenever possible, where possible on a white background.

File names

FSDP PMS.eps
FSDP CMYK.eps
FSDP RGB.eps
FSDP RGB.jpg
FSDP RGB.png



FSDP logo – black version

This version of the FSDP logo should only be used when reproduction in two colours is not possible.

File names

FSDP BLACK.eps
FSDP BLACK.jpg
FSDP BLACK.png



FSDP logo – reverse version

Use the reversed version of the logo on dark coloured backgrounds or on images offering sufficient contrast.

File names

FSDP REVERSE.eps
FSDP REVERSE.png

Do not modify the logo artwork in any way...



Do not alter the colour way



Do not alter proportions



Do not rearrange elements



Do not use logotype alone



FSDP logo minimum space

Do not allow other design elements to intrude upon the FSDP logo. Always maintain a minimum clear space equivalent to the height of the 'F' character at any given size.



FSDP logo minimum size

The FSDP logo can be reproduced down 15mm across the width of the type element. Note that the means of reproduction will inevitably affect quality of reproduction at small sizes.

abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FSDP approved typeface

The FSDP approved typeface family is called **Barlow**.
This typeface has been chosen for use in all FSDP branded material. The typeface is web-friendly and may be obtained from https://fonts.google.com/specimen/Barlow

FSDP Dark Blue
Pantone 303C

C 100 M 55 Y 43 K 55
R 9 G 32 B 45
Hex 09202D

FSDP Orange
Pantone 152C

C 0 M 60 Y 100 K 0
R 245 G 130 B 32
Hex f58220

FSDP Light Blue
Pantone 306C

C 75 M 0 Y 7 K 0
R 0 G 188 B 228
Hex 00bce4

FSDP Grey

C 0 M 0 Y 0 K 80
R 88 G 89 B 91
Hex 58595b

FSDP colour palette

The FSDP colour palette includes the colours used for the logo, together with two supporting colours.

Black should be used when typesetting text where legibility is a primary consideration.

Colour references are derived from Adobe Illustrator 2023.

Please note: all creative work that utilises the logo, typography, strapline or imagery must be agreed to and signed-off by the FSDP marketing team.
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