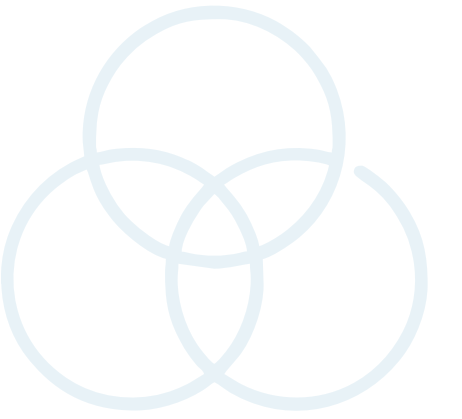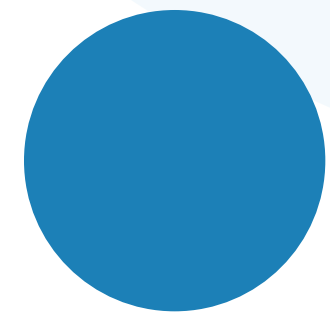# fusionSPAN

Brand Guide

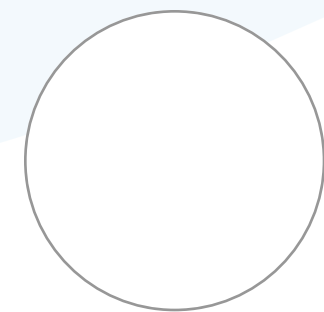Last Updated: **June 28, 2024**

Color Palette

The color palette consists of acceptable colors for any fusionSpan brand materials. In order to maintain brand integrity, do not use colors outside of this palette.
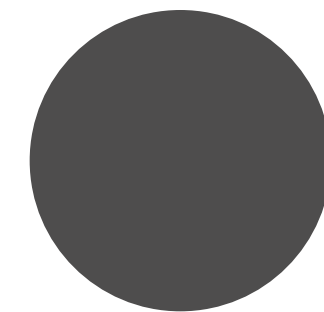
Primary Palette

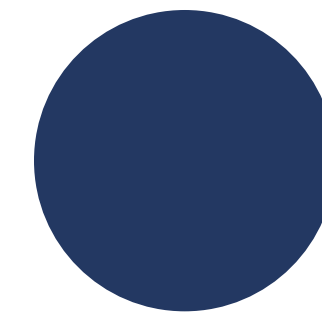**Eastern Blue**
Hex: **#1c80b7**
RGB: **28/128/183**

White
Hex: **#ffffff**
RGB: **255/255/255**

Secondary Palette

Tundora
Hex: **#4e4d4d**
RGB: **78/77/77**

Nile Blue
Hex: **#233862**
RGB: **35/56/98**

Tertiary Palette

Aqua Haze
Hex: **#e6f4fb**
RGB: **230/244/251**
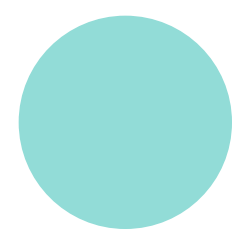
Morning Glory
Hex: **#92dcd7**
RGB: **146/220/215**

Concrete
Hex: **#f5f5f5**
RGB: **245/245/245**
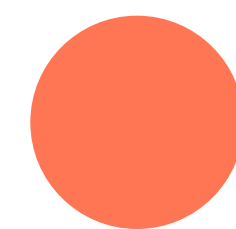
Melon
Hex: **#ff7654**
RGB: **255/118/84**
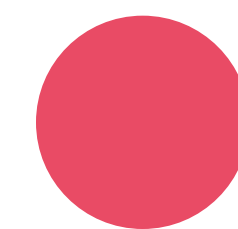
Pastel Red
Hex: **#e94b65**
RGB: **233/75/101**

Merino
Hex: **#f7f0e7**
RGB: **247/240/231**

Percentage of Color Usage: **25%** **25%** **20%** **10%** **10%** **3%** **3%** **2%** **2%**
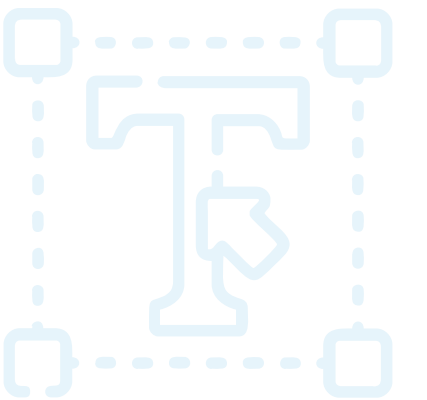
Typography

Lora is a well-balanced contemporary serif with roots in calligraphy. It is a text typeface with moderate contrast well suited for body text.

Lato is a sans serif typeface family. The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness.

Sans-Serif Font:

Lora

Used in: Website | Headings

Social Media Posts

Case Studies | Flyers

Weights:

Lora Regular
Lora Medium
Lora SemiBold
Lora Bold

Headings:

H1 - Lora Regular - 40px
H2 - Lora Regular - 36px
H3 - Lora Regular - 32px
H4 - Lora Medium - 28px
H5 - Lora Medium - 24px
H6 - Lora SemiBold - 20px
H7 - Lora Regular - 18px

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Sans-Serif Font:

Lato

Used in: Website | Paragraph

Social Media Posts

Case Studies | Flyers

Weights:

Lato Regular
Lato Bold

Paragraph: 17px

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi luctus ex in lorem venenatis commodo. In hac habitasse platea dictumst. Phasellus tempor vel ante nec suscipit. Sed viverra condimentum ante vel consectetur. Integer efficitur enim semper, aliquam quam at, tristique magna. Phasellus luctus arcu sit amet molestie malesuada.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Brand Identity

The combination of gray and blue colors in the fusionSpan logo represents the quality and innovation in technology. The globe expresses the message of connection and represents unity & community. fusionSpan's logo illustrates that with a little help, everyone can leverage technology to its fullest potential.

Key Points: The logotype is designed as solid letterforms, to be shown free-standing horizontally against a solid neutral background.

The logotype must not be altered or distorted in any way. The effectiveness of the logotype depends on consistently correct usage.

Avoid some incorrect uses of the logotype.
1. The letterforms in the logotype must never be broken by a superimposed pattern.
2. The logotype must never be placed within another solid shape, such as a circle.
3. The logotype must never be placed within another outline shape, such as a box.
4. The logotype should never be shown as outlined letterforms.
5. The logotype should never be shown with shadows projected from the letterforms or with letterforms partially outlined.

Logos of products/initiatives by fusionSpan

fusion connect

fusionSPAN
HEALTH & WELLNESS

fusionSPAN
TRAINING

fusionSPAN
SUPPORT PORTAL

ask fusionSPAN

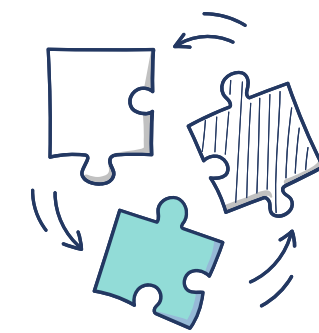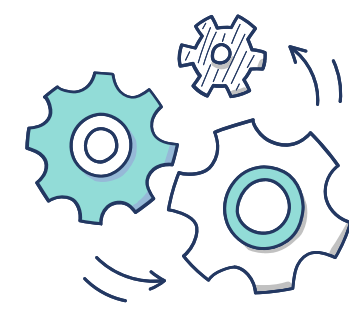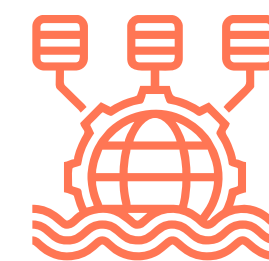fusionSPAN
HELPING HAND

fusionSPAN
BLOG

Iconography

"Line art" is the preferred icon style that helps keep with the already established brand guidelines. These styles utilize rounded corners and a simplified design to exhibit a friendly tone. Below are examples of icons used.

Line Art Icons
(Multi Color):
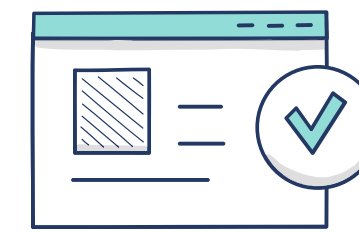
Line Art Icons :

Pictorial Representation

The flat style is the boldest and most graphic illustration style used. As the name suggests, the flat style uses basic geometric shapes to create people, objects, places, and even ideas. It also requires thoughtful application of color and tone to delineate shapes in delightful and interesting ways. It's important that you use similar styles of imagery on your website, so the look and feel are consistent across each page. Similarly, it's good to use images with consistent color tones throughout them – these can match branding colors, be an accent color to specifically stand out, or be consistent.
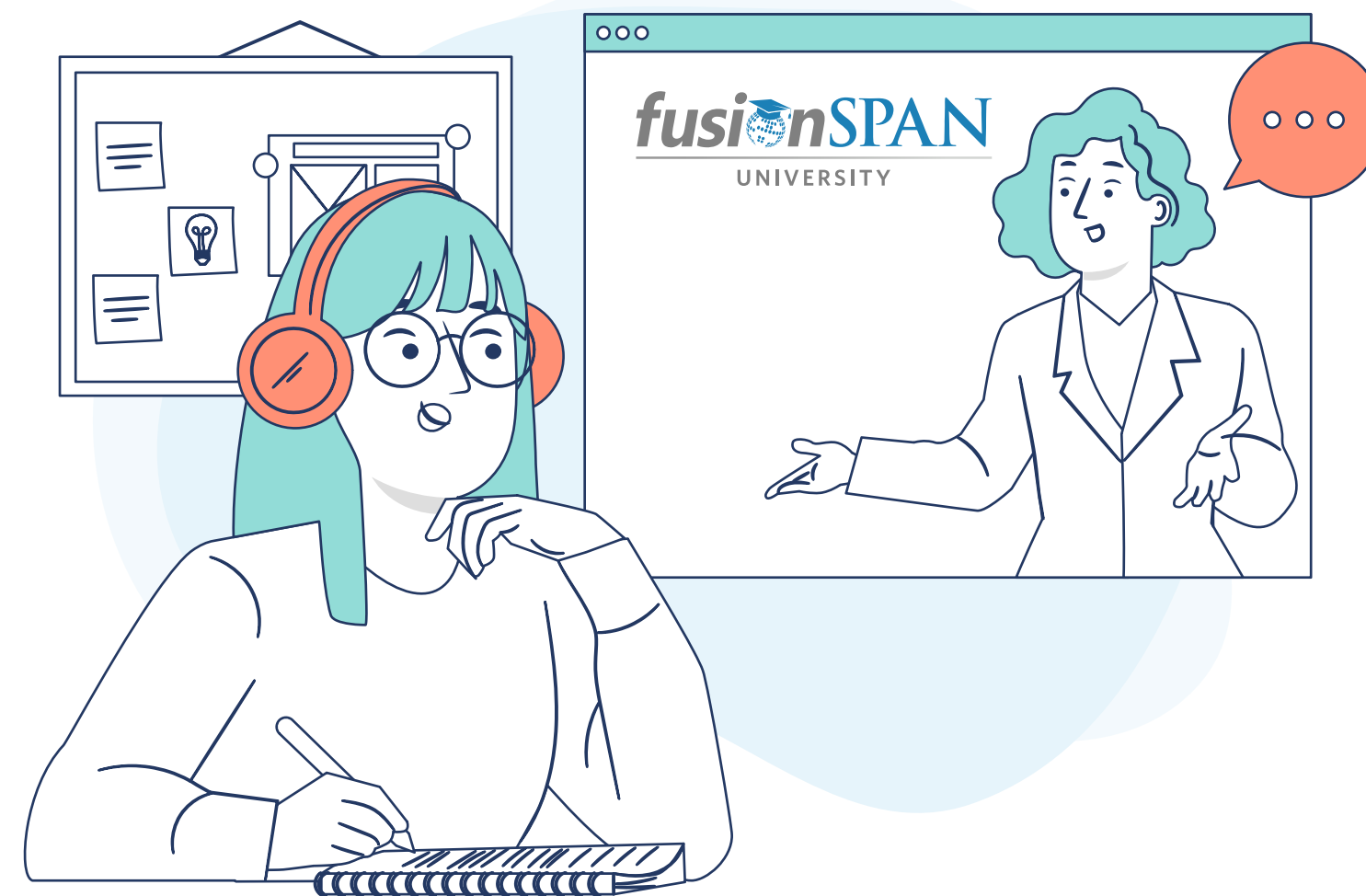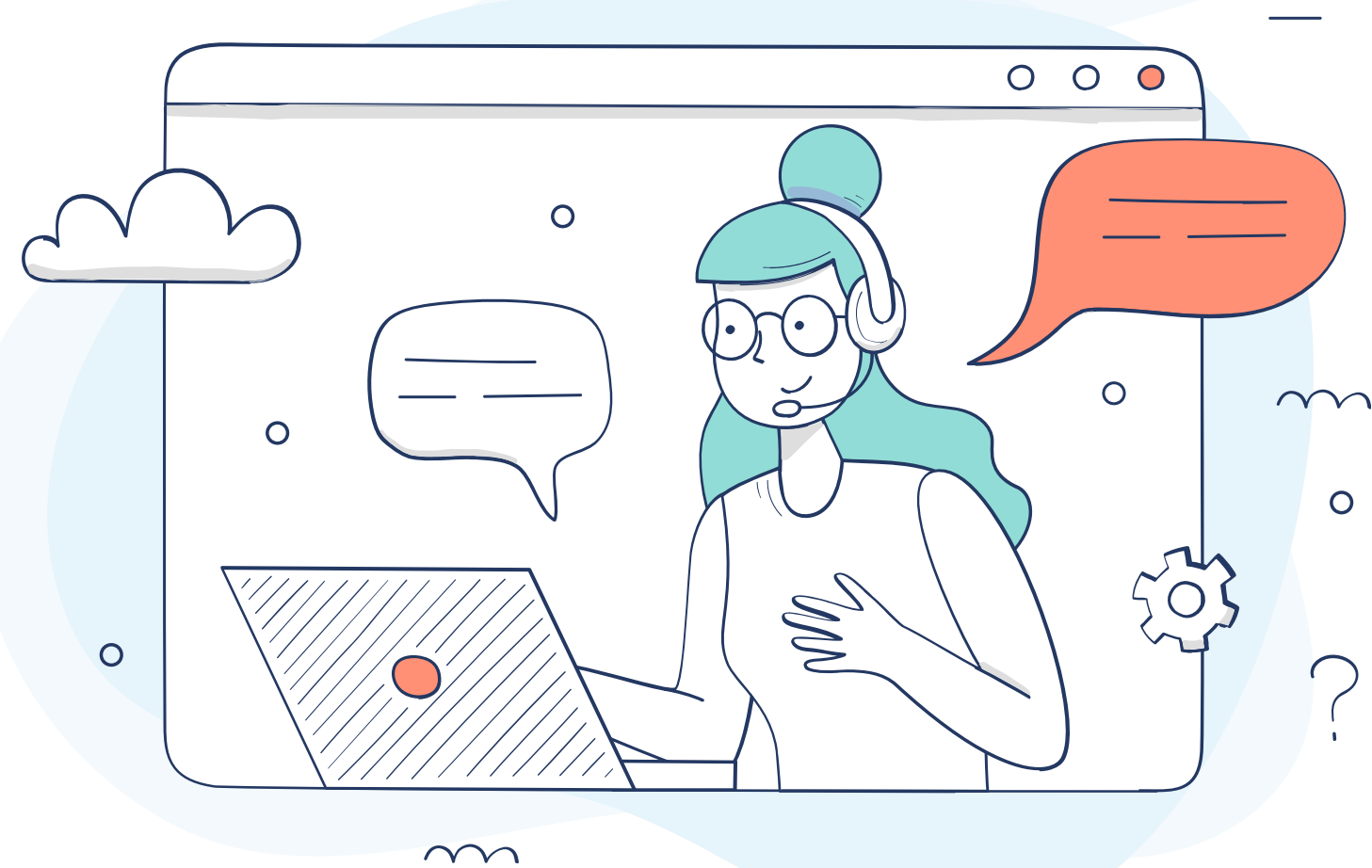
Use of Geometry, Patterns & Gradient

Geometry - We are using round edges & abstract shapes. The shapes with curves are softer and represent connection & community.
Patterns - The wavy patterns are being used in many areas. The patterns signify continuity.
Gradient - While using graphics the background color oftenly being used in a gradient manner. Which is common among all the design assets.
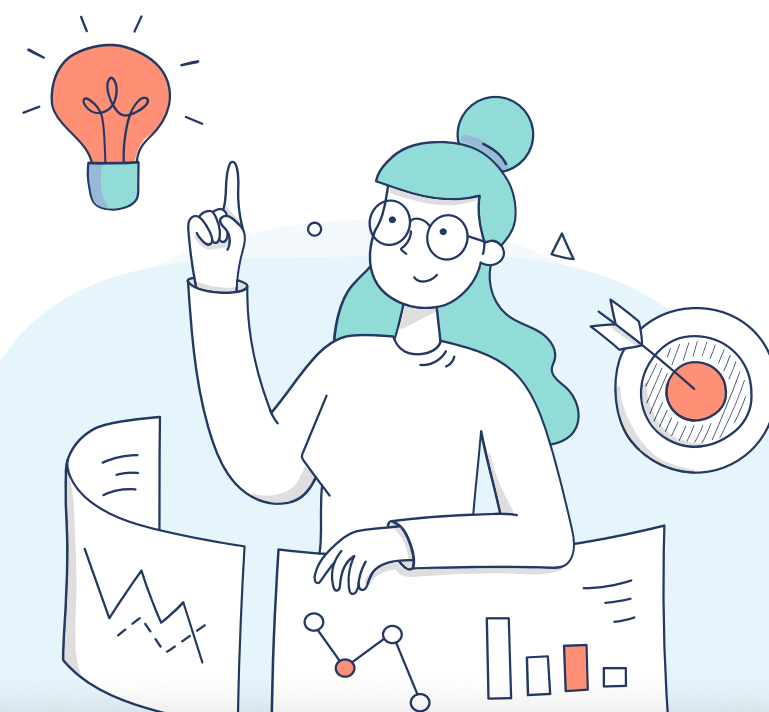The blend of Morning Glory & Eastern Blue color adds a new dimension and realism to the design.

Geometry

Patterns & Gradient

June 14, 2022

By Sunil Dua

How Salesforce Managed
Services Can Help Your Business
Grow

Read More →
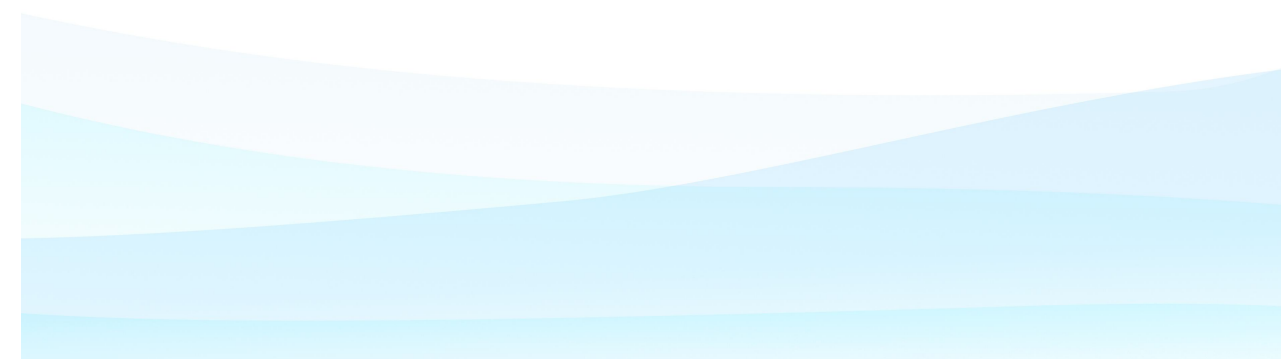
Learn More

Learn More →

TABS has been eager to launch Fonteva for
Associations, and the time is here. On the admin
side, we're already seeing vastly improved
business processes and internal efficiencies.

Annie Lundahl,
Vice President

TABS
The Association
of Boarding Schools

Presentations

Process-Oriented & Idea-Oriented are the styles that we are using for better engagement. We have created infographics that depict our process & the solutions which we offer. Our style involves using many visual elements to support their topic and discussion points. We use charts, images, graphs, and any other visual aids to help the client better picture and understand the subject.

Marketing Collaterals
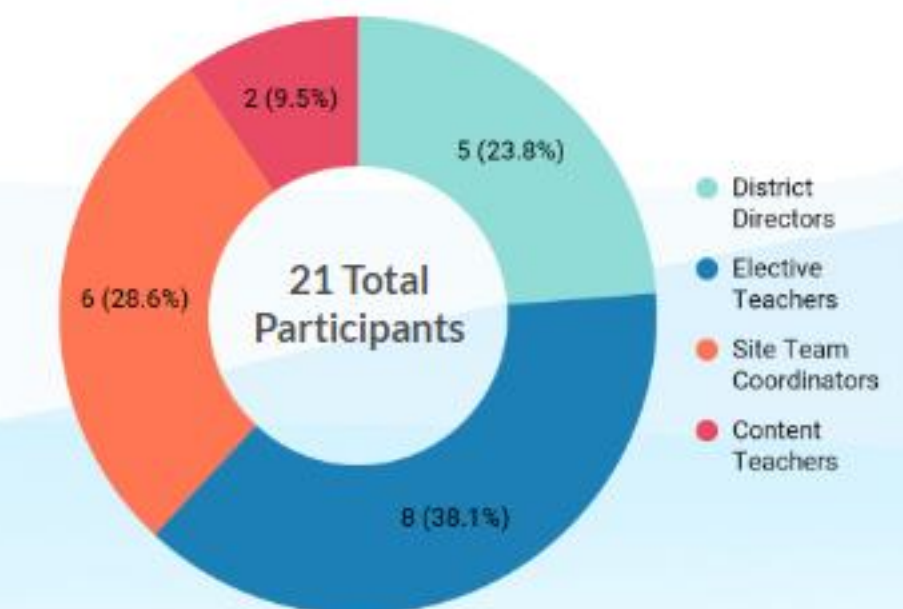
Our social media & marketing visuals are always presented in a bold, legible, straight forward, and concise style. We make sure there's enough contrast between the text and background so that it's readable. We maintain consistency with our brand colors, font style, and logo will help our customers recognize us at a glance.

Hemanshu Mistry
Senior Consultant

Lesley Robinson
Customer Success Manager

Song Aiden Ko
Senior UX Designer

Naga Jyothi
Senior Software Developer

Aaron Segnello
Account Executive

fusionSPAN

SALESFORCE TALENT ALLIANCE EMPLOYER

Great Place To Work.

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fusionSPAN
UNIVERSITY

Fonteva Accounting Training Agenda

Overview

The purpose of this training is to provide detailed Accounting training on the Fonteva platform. We will do a deep dive into the foundations of Accounting in Fonteva, processing different types of orders, understanding Sales Orders and Transactions, applying payments to orders, processing refunds, cancellations for memberships/events, and different types of adjustments for invoices. Training duration is 6 hours with included break time.

Audience

Accounting Staff and System Administrators will gain the most from this training. However, other Staff members that need a better understanding of how accounting works in Fonteva can also benefit from this training.

Training Style

Virtual/webinar style training. Training will be a demonstration from the instructor, but attendees are encouraged to follow along/practice in their own sandbox environments. There will be opportunities to ask questions as we go through the training.

Contact Us Today!

We'd love to hear from you

Name*

Title*

Email Address*

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Submit

Accounting Training Agenda

Duration	Section	Topics
2 hours	Accounting Overview & Processing Orders	**Overview of Accounting** • Business Groups • Create/Edit GL Accounts **Rapid Order Entry** • Process a Payment • Review Payment Type Options • Send a Proforma Invoice Quote • Create an Invoice **Understanding Sales Orders** • Review Sales Order records • Review Transactions & Transaction Lines (Journal Entries)
	BREAK - 30 minutes	
1.5 hours	Applying Payments, Refunds, And Cancellations	**Apply Payments** • Apply Payment to a Sales Order • Apply Payment to an Invoice **Refunding Sales Orders**