

Francesco Federico

Brand Quick Reference • The Milanese Futurist

A single-page reference for any designer or partner producing assets under the Francesco Federico brand. For full guidelines, consult the Milanese Futurist system.

Colour palette

Slate Blue #4A5E7C RGB 74-94-124 Primary • 60–65%	Cool White #F8F9FA RGB 248-249-250 Backgrounds • 30–35%	Charcoal #2B2D30 RGB 43-45-48 Body text • 5–8%	Vermillion #E63946 RGB 230-57-70 Accent • ≤ 10%	Steel Blue #7D8E9E RGB 125-142-158 Data only • 2–3%	Light Gray #D8D9DA RGB 216-217-218 Borders • 2%
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THE 90/10 RULE

Foundation (Slate Blue • Cool White • Charcoal) ≥ 90%. Accent ≤ 10%. Choose ONE accent per design — never combine Vermillion and Steel Blue.

Typography

Crimson Pro

SERIF • HEADLINES, DISPLAY, PULL QUOTES

H1 48 Bold • H2 36 SemiBold • Pull quote 24 Italic
Fallback: Libre Baskerville, Lora, Georgia.

Logo

Francesco Federico

Wordmark — Crimson Pro Bold, Slate Blue

FF

Monogram — favicon, signoff, social avatar

Inter

SANS • BODY, UI, CAPTIONS, BUTTONS

Body 16/18 • H3 24 SemiBold • Caption 14
Fallback: Lexend, Work Sans, system-ui.

- Wordmark in Crimson Pro Bold, Slate Blue, on Cool White.
- Inverted: Cool White on Slate Blue background.
- Monogram pairs with a Vermillion 3pt rule beneath.
- Minimum size 120 px digital • 25 mm print.
- Clear space = the height of the letter F on all sides.

Do / Do not

DO

- ✓ Use Charcoal for ALL body text.
- ✓ Default to Vermillion as the accent (85% of the time).
- ✓ Use Cool White for backgrounds — never pure white.
- ✓ Maintain 8 px spacing multiples.
- ✓ Pair Crimson Pro with Inter only.

DO NOT

- ✗ Combine Vermillion and Steel Blue in the same design.
- ✗ Use Light Gray for body text — borders only.
- ✗ Add gradients, drop shadows, or 3D effects.
- ✗ Use Steel Blue for marketing content (data only).
- ✗ Mix in fonts beyond Crimson Pro and Inter.

Voice in brief

The Strategic Advisor. Authoritative pragmatism. Provocative clarity. Cool sophistication. Italian modernist restraint. British English throughout. Open with a declarative claim, build with named frameworks, end with teeth.

BANNED PHRASES

delve, navigate, leverage (verb), robust, seamless, holistic, cutting-edge, best-in-class, game-changing, paradigm shift, disruptive, pivotal, Furthermore, Moreover, Additionally, In today's rapidly evolving..., At the end of the day, As we look to the future, I'm excited to share, Let's explore, Let's dive in.