

**GET CONFIDENT.  
GO FAST.**

FFWD style guide 2022

LOGO  
White

***FFWD***

LOGO  
Black

**FFWD**

# LOGO SUBSCRIPT

*Stationery/ Signing/ presentations etc*

**FFWD**

FAST FORWARD

# LOGO SUBSCRIPT

*Stationery/ Signing/ presentations etc*



**FFWD**

FAST FORWARD

LOGO.COM

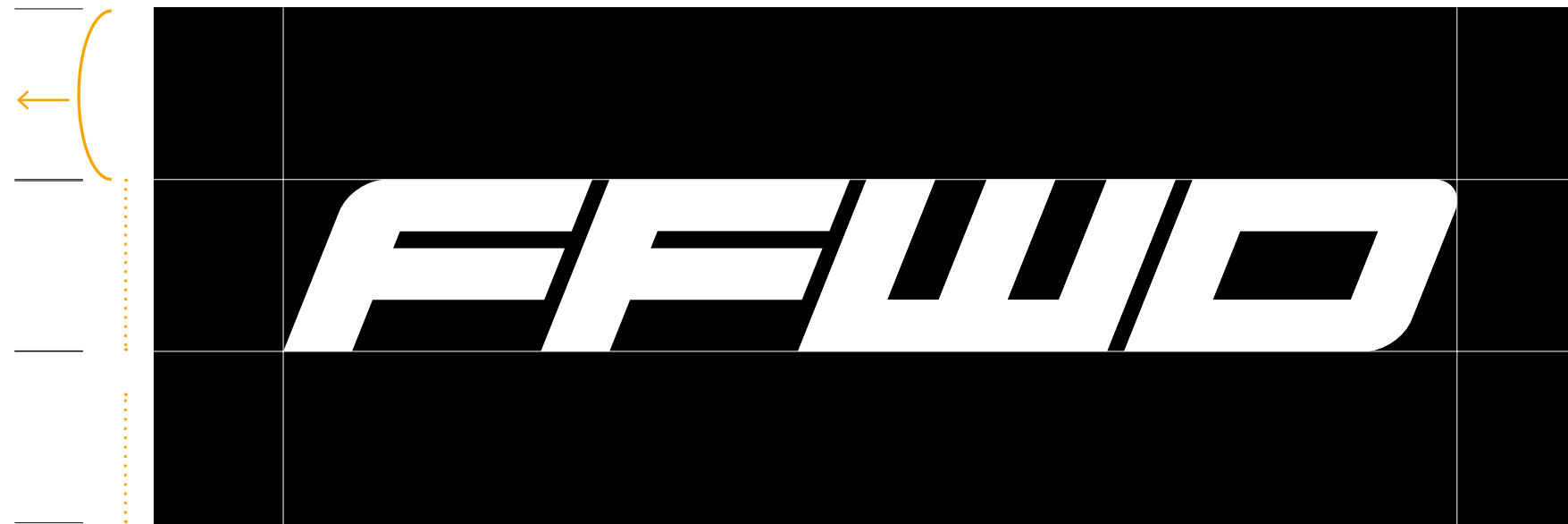
***FFWD.COM***

LOGO.COM

***FFWD.COM***

# LOGO CLEARANCE

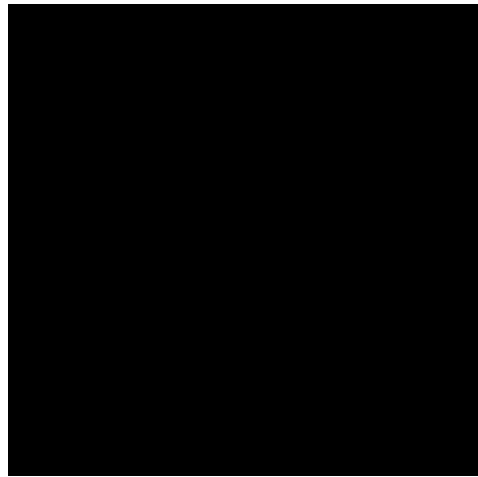
100% of logo  
type height



75% of logo  
type height



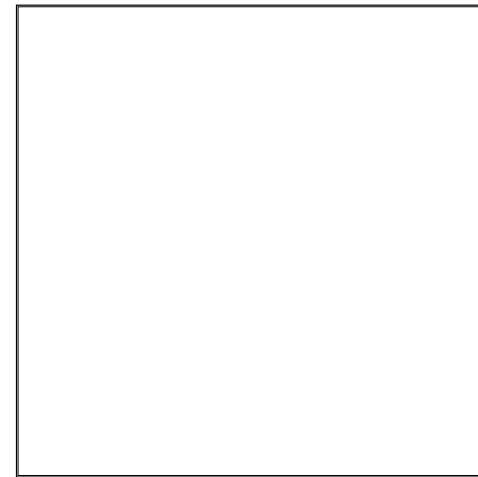
# COLOUR



Pantone Black  
CMYK 0-0-0-100



Pantone Cool Gray 11  
CMYK 0-0-0-79



White  
CMYK 0-0-0-0



Orange (for CTA-buttons)  
Pantone 2013 u  
RGB 255 159 36  
CMYK 040 100 0

## FONTS

# AMPLITUDE

abcdefghijklm  
nopqrstuvwxyz  
0123456789

### Amplitude-Light

In re, cus. Evendunt, vent, et ut labo. Ut facerum, que sequi sam fugitius, sum ulpa ipsunti solupta tiant. Ovitiorem volo voluptatem harios sunt incilig enw-dererOloruptatur moluptu strundicae nemostorent.

abcdefghijklm  
nopqrstuvwxyz  
0123456789

### Amplitude-Medium

In re, cus. Evendunt, vent, et ut labo. Ut facerum, que sequi sam fugitius, sum ulpa ipsunti solupta tiant. Ovitiorem volo voluptatem harios sunt incilig endererOloruptatur moluptu strundicae nemostorent, to blam vel explam.

abcdefghijklm  
nopqrstuvwxyz  
0123456789

### Amplitude Book

In re, cus. Evendunt, vent, et ut labo. Ut facerum, que sequi sam fugitius, sum ulpa ipsunti solupta tiant. Ovitiorem volo voluptatem harios sunt incilig endererOloruptatur moluptu strundicae nemostorent, to blam vel explam, torene nonsedit, quunti.

**abcdefghijklm  
nopqrstuvwxyz  
0123456789**

### Amplitude Wide Black

**In re, cus. Evendunt, vent, et ut labo. Ut facerum, que sequi sam fugitius, sum ulpa ipsunti solupta tiant. Ovitiorem volo voluptatem harios sunt incilig endererOloruptatur moluptu strundicae nemostorent, to blam vel explam.**

# FONTS USAGE

## HEADERS

Black or light capitals



**FEATHER LIGHT AND  
STRONG WHEELS  
OF THE HIGHEST  
POSSIBLE QUALITY**  
FOR ROAD RACING,  
TRACK, CYCLOCROSS  
AND TRIATHLON

## INTRO

Bold



**Building fast, strong carbon wheels: that was our goal when we first started FFWD Wheels in 2006. Craftsmanship, high quality and durability are our most important values. Over the last years FFWD Wheels has grown into a company with a global distribution network and a solid reputation.**

Our wheels are no mass product; they are handmade in Holland by builders who put in the utmost effort in every wheel they handle. This results in feather light and strong wheels of the highest possible quality for road racing, track, cyclocross and triathlon.

From 2010 FFWD Wheels has been part of the professional peloton, taking part in grand Tours and the famous spring classics, resulting in great moments and victories. Many of our athletes, whether it is in road racing, track, cyclocross or triathlon, rode to success on FFWD wheels. For the future supporting talents and developing our products will remain the focus of FFWD Wheels.

[www.ffwd.com](http://www.ffwd.com)



TEXT  
Book

## FONTS USAGE ADS

### HEADERS

Black or light capitals



FEATHER LIGHT AND STRONG WHEELS  
OF THE HIGHEST POSSIBLE QUALITY  
**FOR ROAD RACING, TRACK,  
CYCLOCROSS AND TRIATHLON**


AMPLITUDECOMP-  
LIGHT 70PT/60PT  
**AMPLITUDECOMP-  
BLACK 70PT/60PT**

---

Amplitude-Book 14pt

- 14pt

Amplitude-Book 10pt

 **AMPLITUDE-BOLD  
12,6PT**  
Amplitude -Light 12,6pt

**FFWD**

# ELEMENTS USAGE



## ELEMENTS USAGE

## DESIGN 1 WIELBOX

■ Pantone Black CMYK 0-0-0-100  
■ Pantone Cool Gray 11 CMYK 0-0-0-79



VOORZIJDE



ACHTERZIJDE

**Fast Forward Wheels BV**

Gasthuisdijk 12  
8041 AG Zwolle, The Netherlands

[www.ffwd.com](http://www.ffwd.com)

 [@FFWDwheels](https://twitter.com/FFWDwheels)

 [/ffwdwheels](https://facebook.com/ffwdwheels)

 [ffwdwheels](https://instagram.com/ffwdwheels)