Brand Style Guide

FuzionView™

Smart. Simple. Secure.

Making Underground Infrastructure Visible

Brand Overview

FuzionView revolutionizes underground utility safety through cutting-edge geospatial technology, serving America's critical infrastructure community.

Our Vision

We envision a future where every excavation project has complete, accurate underground utility information. By enabling seamless data collaboration, we can eliminate unforeseen hazards and costly mistakes, saving lives and improving business efficiency. This transformation in how underground utilities are mapped and shared will dramatically reduce construction costs across the U.S., directly addressing the nation’s $30 billion annual burden from underground utility damage.

Key Features

- FuzionView is free to use
- Facility operators retain full control of their data
- Simple to install and configure
- Quickly connects to a wide variety of data sources
- Collects the most current data available within minutes
- Follows internationally endorsed OGC standards
- Designed for use on mobile devices

Target Audience

- Design Engineers & Consultants
- Utility Facility Operators
- Professional Utility Locators
- Construction & Excavation Contractors
- Municipal & Government Agencies
- 811 Call Centers & One Call Systems

Logo Guidelines

The FuzionView logo represents precision and the "view" into underground infrastructure data. Use consistently to maintain brand recognition.

Primary Logo

Vertical layout with aperture icon above text. This is the primary official logo configuration.

Logo Variations

Grayscale

For black and white printing and fax applications

Icon Only

For social media profiles and very small applications

Text Only

For inline text, email signatures, and text-heavy applications

Logo Construction

The FuzionView logo uses a camera aperture symbol representing the technical precision of data visualization and mapping, paired with the FuzionView wordmark.

Brand Colors

The FuzionView brand uses yellow and blue as primary colors, supporting the "Smart. Simple. Secure." brand message while ensuring accessibility and professional presentation.

FuzionView Yellow

Primary accent color used in the logo, buttons, highlights, and call-to-action elements throughout FuzionView materials.

HEX: #F8DD23
RGB: 248, 221, 35
CMYK: 5, 8, 95, 0
Pantone: 121 C

FuzionView Blue

Primary brand color used in the logo, headers, main brand elements, and backgrounds across all FuzionView communications.

HEX: #003CA6
RGB: 0, 60, 166
CMYK: 100, 87, 0, 0
Pantone: 2935 C

Supporting Colors

- White: #ffffff for clean space and contrast
- Light Gray: #e5e5e5 for accent color used in the grayscale logo variant
- Gray: #676767 for background color used in the grayscale logo variant

Typography

FuzionView uses clean, highly readable typography that supports technical documentation and professional communications while maintaining accessibility across all platforms.

Primary Typeface: Inter

Heading Level 1

Heading Level 2

Body text provides excellent readability for technical documentation and professional communications. This is 14px regular weight with 1.4-1.6 line height for optimal readability.

Small text for captions and secondary information - 12px regular weight.

Typography Guidelines

- **Line Height:** 1.4-1.6 for optimal readability
- **Letter Spacing:** Default for body text
- **Hierarchy:** Use weight and size for clear structure
- **Contrast:** Maintain 4.5:1 minimum ratio

Implementation

- **Digital:** Inter via Google Fonts
- **Web Fallback:** System fonts
- **Print:** Inter or Helvetica Neue
- **Code:** Monaco, SF Mono, Consolas
- **Weight Range:** 300-900 available

Proper Logo Usage

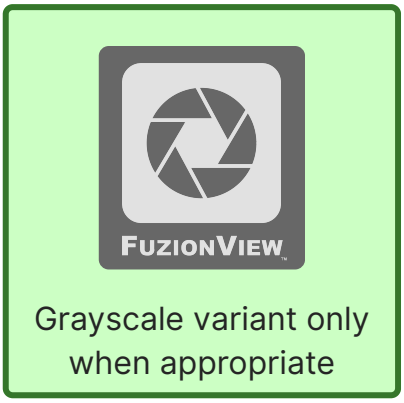
Use the FuzionView logo consistently to maintain brand recognition. The logo is a trademark and should be used according to these guidelines.

Visual Usage Examples

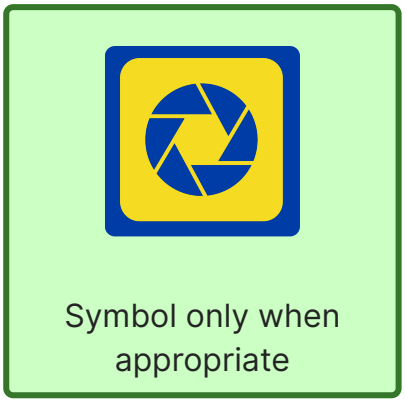
✓ Correct



Proper proportions and clear space



Grayscale variant only when appropriate



Symbol only when appropriate

✗ Incorrect



Never change brand colors



Never distort proportions



Never use on busy backgrounds

Usage Guidelines

✓ Correct Usage

- Use official logo files provided by FuzionView
- Maintain proper clear space around logo
- Use approved color combinations only
- Respect minimum size requirements
- Include ™ symbol
- Maintain original proportions

✗ Incorrect Usage

- Never recreate, redraw, or modify the logo
- Don't change colors, effects, or proportions
- Avoid placing on busy or low-contrast backgrounds
- Never rotate, skew, or distort the logo
- Don't add drop shadows, outlines, or effects
- Don't place other text or graphics too close

Sizing

Minimum Sizes:

- Digital: 100px wide
- Print: 0.75 inches wide
- Embroidery: 1.5 inches wide

Color Variations

- The logo works in full color (preferred), single color applications (grayscale).
- Always maintain contrast ratios of at least 4.5:1 for accessibility compliance.

Terms of Use

The FuzionView logo, name, and associated brand elements are protected by applicable intellectual property laws, including federal trademark and copyright protections. FuzionView is a trademark of SharedGeo.

Permitted Uses

- **Educational Use:** Non-commercial educational materials about underground utility mapping
- **News & Editorial:** Factual reporting about FuzionView and industry topics
- **Partnership Materials:** Authorized partners with signed agreements
- **Conference Presentations:** Speaking about FuzionView at industry events
- **Academic Research:** Scholarly articles and research papers

Prohibited Uses

- **Commercial Products:** No use on products for sale without license
- **Competing Services:** Cannot imply endorsement of competing solutions
- **Modifications:** No alterations, recreations, or derivative works
- **Misleading Context:** Cannot suggest official partnership without agreement
- **Inappropriate Content:** No association with offensive or harmful material

Attribution Requirements

- Include ™ symbol with use of FuzionView
- Use approved logo files and follow all brand guidelines
- Remove immediately if requested by trademark holder
- When FuzionView is presented under an alternate product name, “powered by FuzionView” must appear on first public use.

Approval Process

- **Standard Use:** No approval required
- **Commercial Use:** Contact for licensing agreement
- **Modifications:** Submit proposed changes for review
- **Partnership Materials:** Require formal partnership agreement

Resources & Contact

Access official brand assets, get support, and connect with the FuzionView team for all your branding needs.

Download Official Assets

- **Logo Files:** SVG, PNG, EPS formats in all variations
- **Color Palettes:** Adobe ASE, Sketch, and CSS files
- **Typography:** Font files and web font code
- **Templates:** Business cards, letterhead, presentations
- **Guidelines PDF:** This document in print-ready format

Access: fuzionview.org/resources

Technical Support

- **Implementation Help:** Guidance on using brand assets
- **File Formats:** Assistance with specific format needs
- **Custom Applications:** Special use case consultations
- **Quality Control:** Review materials before publication

Support Email:
info@sharedgeo.org
Response within 2 business days

Contact

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