Graphic Standards Guide
The new logo developed for Abercrombie & Fitch reflects a clean, simple elegance with a fun and youthful air to it. The letters are shaped to form a box, reminiscent of an older era, when purchases at finer department stores were placed in store boxes instead of plastic or paper bags, as is the present day standard.

Abercrombie & Fitch has a rich history in its over one hundred year existence and has changed its marketing focus to reflect the changing times. Since the store began as a sportsman/outdoors recreational equipment supplier, the colors chosen for the logo and supporting letterhead were chosen for their association with yatching.

Logo Colors

Pantone Coated #2757 CV

Web R = 0  G = 34  B = 87 (#002257)
Typography

Logo Type: HehenHebTBol Plain, all caps
Symbol: A drawn graphic
Tagline: HehenHebTBol Plain, all lowercase letters

Staging

The logo symbol could be used alone, however it is suggested that the logo name always accompany it, preferably to the right side of the symbol, as shown below:

Never place the logo symbol on a non solid background, as that would destroy the concept of a solid box.

It is suggested the symbol be used on only white, or this shade of Pantone 3955, at 25% opacity.
Other Usages of Logo with the Tagline

As stated on the previous page, the preferred way of showing the logo symbol with the company name and tagline, is with all the type on the right of the logo with Abercrombie & Fitch in all caps, and the tagline “style on the cutting edge” centered beneath it in all lowercase letters at least two points less the company name.

It would be acceptable to have name and tagline underneath logo, as shown below on the left, but never running together as one continuous line of text, as shown on the right.

If the logo must be used on a dark background, the reverse is as follows: