




# BRAND STANDARDS GUIDE





THE PURPOSE OF THIS GUIDE IS TO HELP YOU LOOK GOOD, WHILE HELPING US MAINTAIN THE PROFESSIONAL BRAND OF FORMOR INTERNATIONAL.

WE KNOW THAT YOU ARE AN ENTREPRENEUR, A SELF-STARTER, A DO-IT-YOURSELF KIND OF PERSON... WE'VE DEVELOPED THIS GUIDE SO YOU DON'T HAVE TO WORRY ABOUT WHAT COLORS TO CHOOSE, WHICH FONTS TO USE, AND HOW TO CORRECTLY USE THE FORMOR BRAND.

# THE FORMOR LOGO



THE FORMOR LOGO REPRESENTS SIMPLICITY AND A WORLDWIDE NETWORK ALL LINKED TOGETHER BY A UNIFIED BRAND.

FORMOR LOGO  
SINGLE COLOR



FORMOR LOGO  
BLACK & WHITE



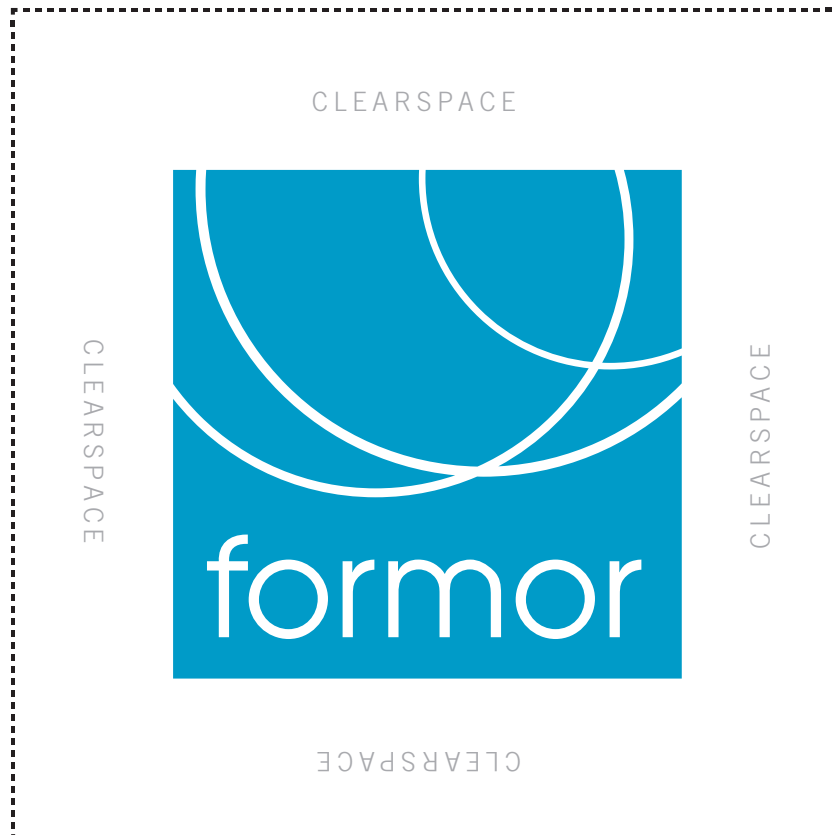
FORMOR LOGO  
REVERSED



**LEAVE THE TYPE ALONE.** THE LOGO TYPE THAT IS IN THE LOGO IS A “SPECIAL” FONT, HANDCRAFTED BY GERMAN FONT ENGINEERS AND SHOULD NOT BE TYPESET BY ANYONE. EVEN ATTEMPTING TO DO THIS WILL SET OFF ALARMS SOMEWHERE IN BERLIN AND WILL RUIN EVERYONE’S DAY. SO, DON’T MESS WITH IT.

# GIVE IT SOME S P A C E

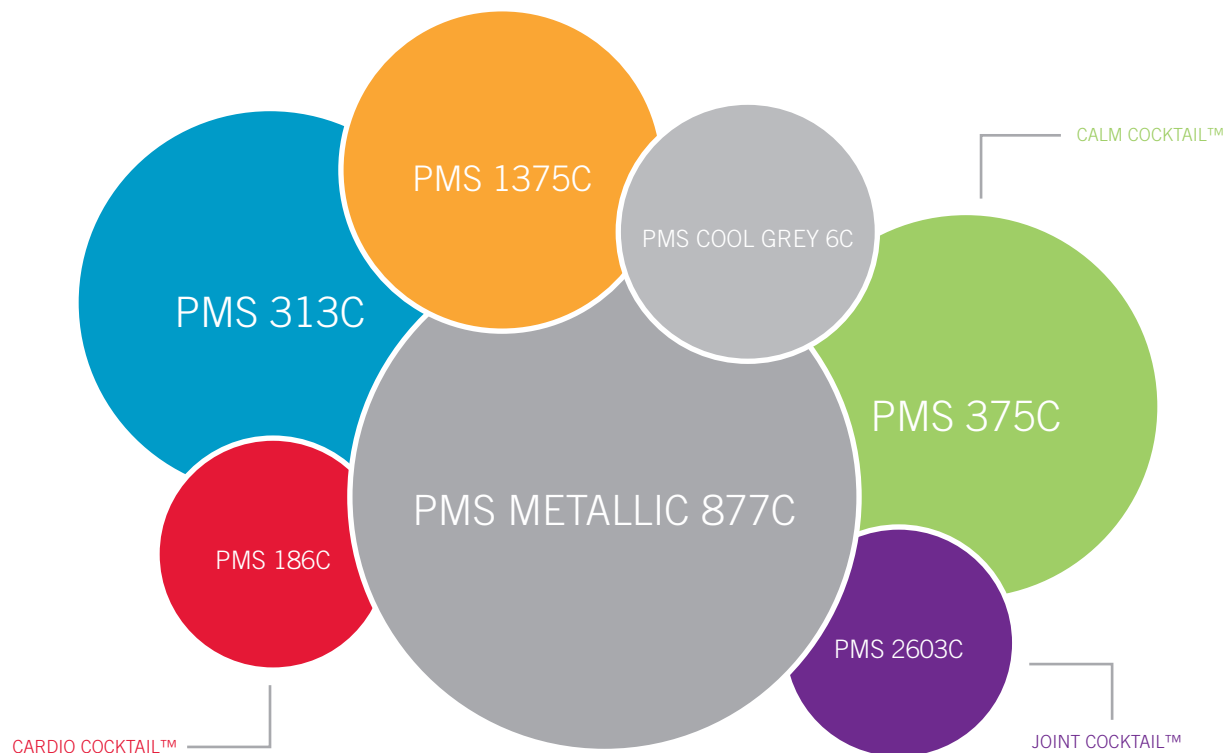
**CLEARSPACE.** EVERYONE LIKES THEIR “PERSONAL SPACE”, BUT WE LIKE TO CALL IT “CLEARSPACE”. IT’S JUST AN INVISIBLE BARRIER THAT SURROUNDS THE LOGO, KEEPING ALL OTHER INTRUDERS AT BAY.



NO SPECIAL FORMULA, JUST GIVE IT SOME ROOM TO BREATHE.

# COLORS, BABY.

WE LOVE COLOR. WE KNOW YOU DO, TOO. HERE ARE THE PRESCRIBED COLORS FOR FORMOR INTERNATIONAL AND OUR PRIMARY PRODUCTS.



THESE ARE THE PMS COLORS FOR THE FORMOR BRAND AND OUR PRIMARY PRODUCT LINE. PMS STANDS FOR PANTONE® MATCHING SYSTEM. DUE TO VARIATIONS IN PRINT AND ELECTRONIC MEDIA, THE COLORS ON THIS PAGE MAY NOT EXACTLY MATCH THE PANTONE EQUIVALENT.

# NO LOCO LOGOS.

OUR LOGO IS IMPORTANT TO US. WE ASK THAT YOU DON'T DO ANYTHING TO IT TO CHANGE IT IN ANY WAY. EVEN IF YOU THINK IT LOOKS COOL... DON'T DO IT.



BAD IDEA.  
THE "STRETCH".



BAD IDEA.  
THE "PICASSO".



BAD IDEA.  
THE "3D LOGO".

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A FEW EXAMPLES OF WHAT **NOT** TO DO WITH THE FORMOR LOGO, OR ANY OF THE FORMOR LOGOS, FOR THAT MATTER.

# ALL THESE FONTS TO CHOOSE FROM

TRYING TO PICK THE RIGHT FONT CAN BE CONFUSING. SO LET US HELP YOU OUT.

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## TRADE GOTHIC

Light

*Light Oblique*

Medium

*Oblique*

**Bold**

**Bold No. 2**

***Bold No. 2 Oblique***

***Bold Oblique***

Condensed No. 18

*Condensed No. 18 Oblique*

**Bold Condensed No. 20**

***Bold Condensed No. 20 Oblique***

WE LIKE THINGS SIMPLE, CLEAN, AND MODERN. THE TRADE GOTHIC FONT FAMILY ACCOMPLISHES THAT WITH EXCELLENCE. BELOW ARE SOME EXAMPLES OF HOW THIS FONT FAMILY CAN BE USED.

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## SAMPLE HEADLINE

TRADE GOTHIC BOLD CONDENSED NO. 20

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### ***Sample Subheadline***

TRADE GOTHIC BOLD OBLIQUE

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Sample body copy. This is a sample of body copy using Trade Gothic Medium. You can use **bold** or even *oblique* to highlight words or phrases within the text.

TRADE GOTHIC MEDIUM / BOLD / OBLIQUE

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As far as web fonts go, they are pretty limited at best. For web font substitution, ForMor uses Arial family.

# QUESTIONS?

**WE HAVE ANSWERS.** IF YOU HAVE ANY QUESTIONS AT ALL ABOUT THE BRAND STANDARDS SET FORTH IN THIS GUIDE, WE WOULD LOVE TO HEAR THEM. DON'T BE SHY. ASK AWAY.

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