

Fenplast

Oct. 2016

**Graphic
Standards
Guide**

Official Logo

The logo is made up of a frame that closes with Fenplast's name at the top. The frame represents both a window and a door, and symbolizes the openness of the company, and its ability to adapt to client projects.

The size of the frame varies depending on the size and nature of the medium on which the logo appears. However, there is, based on the proportions, minimal space to respect between the frame and Fenplast's name—the most condensed version of the logo appears below.



Construction and Protection Zone

The logo construction and its protection zone were created from the letter F in Fenplast.



Minimum Size

To ensure optimal visibility of the logo, its size should not be smaller than the size indicated here.



Black and White



Logo with Descriptor

A version of the logo with descriptor is available in two languages: English and French. The descriptor must never go past the right edge of the p in Fenplast.

English version



French version



NOTE

It is recommended to use the versions produced.
These logos are also available in black and inverted.

icon

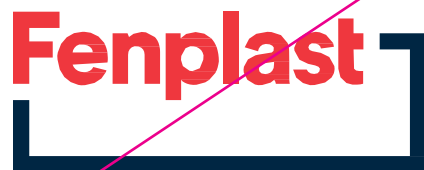
The icon was developed from the Fenplast logo, using the same construction as the logo. It should never be used alone. It must always be on a part where you can already see Fenplast's official logo.



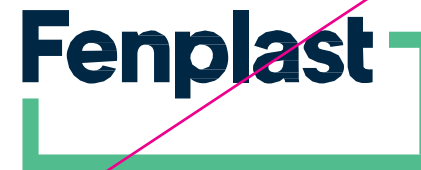
Prohibitions

These pages show the incorrect uses of the logo, both for the official logo and the logo with the descriptor (French, English).

Switch colours



Changing the colour of the frame



Compressing the bottom frame of the authorized limit (see the standard on Page 2)



Crushing the logo



Changing typography



Distorting the frame by rounding it



Colours

The colour palette of the brand includes two colours: navy and red

PANTONE 2189 C
PANTONE 2965 U
C94 M24 Y0 K85

WEB
R0 G38 B67
#002643

PANTONE 185 C
PANTONE RED 032 U
C0 M93 Y79 K0

WEB
R238 G52 B63
#ee343f

Typography

For all communication media, the platform uses the Maax font.

Kerning is -20 for titles and -10 for common text.

Title: Maax bold

**Lorem ipsum
dolor sit amet**

Maax black

**abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Maax bold

**abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Maax medium

**abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Maax regular

**abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

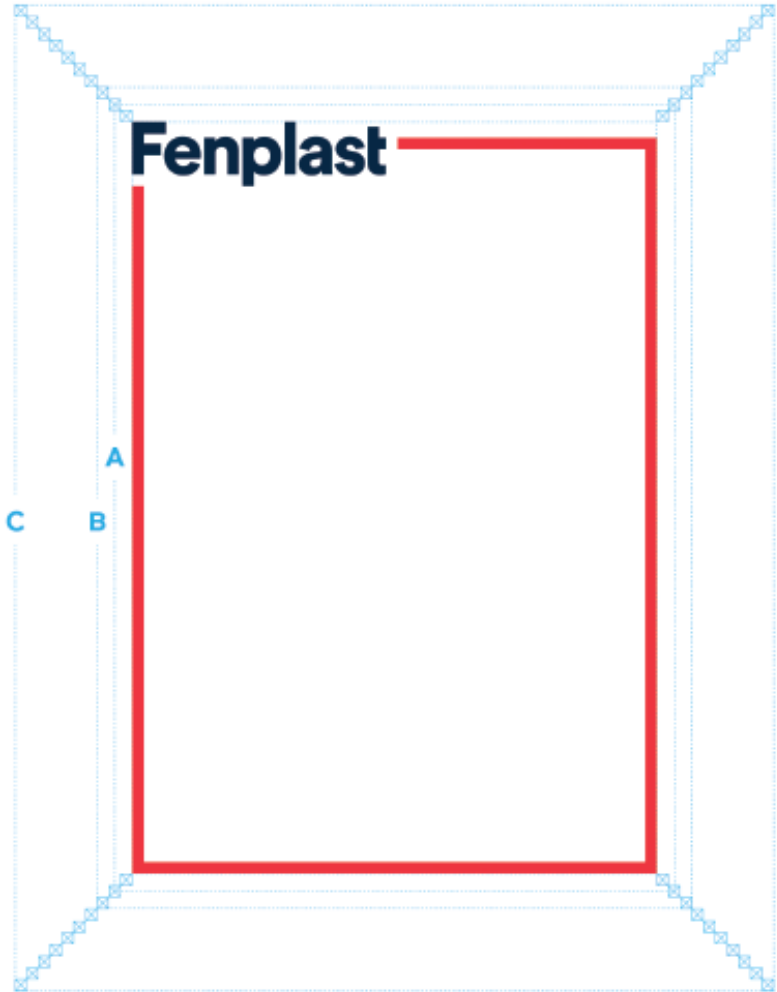
**Flexible Identity
Formatting Options**

There are three ways to apply the logo. The formula chosen depends on the format of the medium.

**A: Using large format
(more than 12 x 18 inches)
Put the frame 1.5 units from the edge.**

**B: Using small format
(less than 8.5 x 11 inches)
Put the frame 3 units from the edge.**

**C: Using medium format
(between 8.5 x 11 and 12 x 18 inches)
Put the frame 10 units from the edge.**



Fenplast

The logo graphic consists of a red outline that forms a partial rectangular shape. It starts with a vertical line on the left, a horizontal line at the bottom, and a vertical line on the right. The top horizontal line is missing, and the right vertical line is slightly shorter than the left one, creating an open, bracket-like appearance.