FLUENT CONVEYORS

BRAND GUIDELINE

FLUENT CONVEYORS

Visual Identity

Brand Guidlines i

Visual Identity

Our logo

The Fluent Conveyors logo is the instantly recognizable symbol and focal point of our brand. That's why it's so important to use the logo exactly as specified in these guidelines.
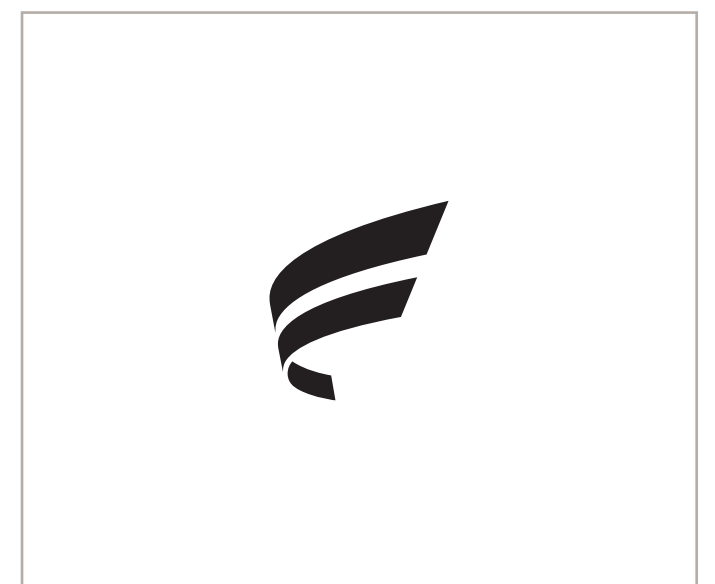
Our brand mark

Sometimes, we prefer to simply use the Fluent Conveyors brand mark on its own instead of the full logo mark. It is important that the appearance of the brand mark remains consistent. as indicated in this document—there are no exceptions.

DO'S:

- Use these instruction to refer to Fluent Conveyors.
- Use the brand mark to represent the brand when mentioning Fluent Conveyor in an article or in print.

DONT'S:

- Use any other form of blue excepts "Cyan blue".
- Cyan blue brand mark on top of any color (Use all white instead.)
- Using the symbol to represent the letter "F" in a word..
- Altering or co-branding the brand mark.

Clearance

In order to give the brand mark maximum legibility and exposure, please allow for an area of clearance around the entire brand mark. This gives it prominence and ensures that it will not be obscured or diminished by other surrounding elements.

Minimum size

Never reproduce the brand mark at a size smaller than these recommendations, as it will result in the loss of their impact and readability.

28px

The Sprocket should never be smaller than 28px.

Our logo in use

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. Do not rotate, warp, or disproportionately scale the logo. Its orientation, color and composition should remain as indicated in this document—there are no exceptions.

DO'S:

- Use these instructions to refer to Fluent Conveyors.
- Use the logo to represent the brand when mentioning Fluent Conveyor in an article or in print.

DON'T:

- Use any other form of blue excepts "Cyan blue".
- Primary logo on top of any color (Use all white instead.)
- Using different color on the logo is not supported.
- Altering or co-branding the logo.

Clearance

In order to give our logo maximum legibility and exposure, please allow for an area of clearance around the entire logo. The distance of clearance should be the height of the brand mark from the base of the center circle to the top of the longest arm. This gives the logo prominence and ensures that it will not be obscured or diminished by other surrounding elements.

Minimum size

Never reproduce the logo at a size smaller than these recommendations, as it will result in the loss of their impact and readability.

FLUENT CONVEYORS

100px
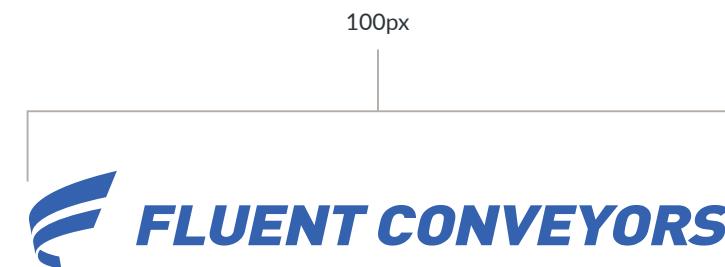
FLUENT CONVEYORS

Logo layout

It is important that the appearance of the logo remains consistent across multiple platform both digital and print. In ensuring that we use only 3 layout style.

FLUENT CONVEYORS

FLUENT CONVEYORS
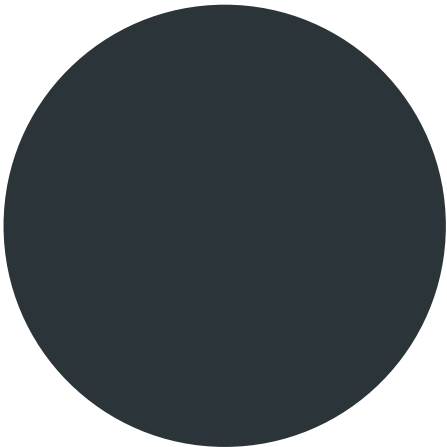
Color Variation

Primary Color Palette

We have a limited colour palette to promote consistency within our brand.

We generally use black as a background colour on items like presentation covers and cream on larger content.

Our blue color is used as a highlight, but occasionally used as a background colour, however the dark tones are preferred.
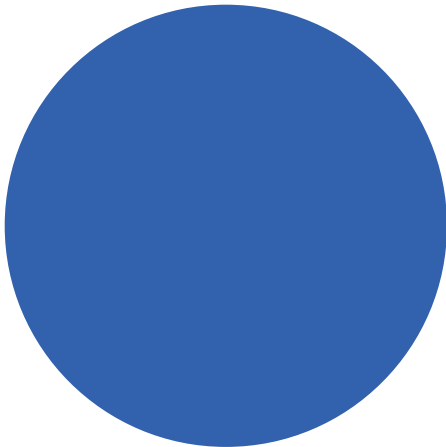
GUNMETAL
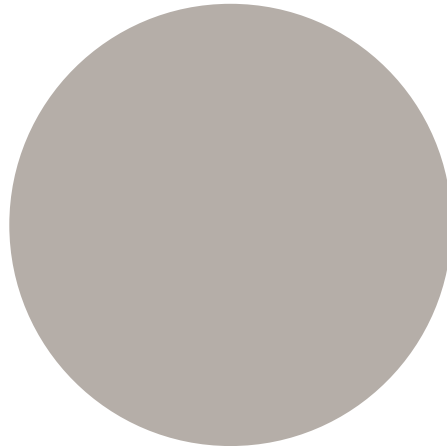
CMYK
76/63/58/55

HEX
#2C3539

RGB
44/53/57

CYAN BLUE

CMYK
86/66/0/0

HEX
#3462AE

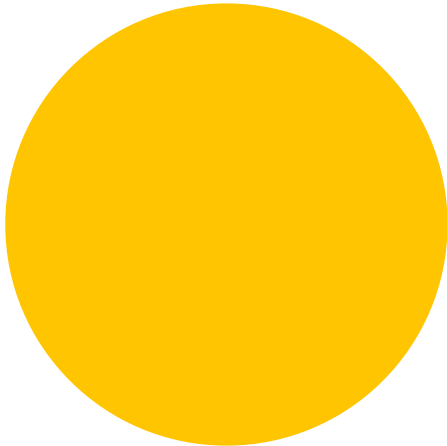RGB
52/98/174

SILK

CMYK
30/27/30/0

HEX
#282F47

RGB
182/175/169

YELLOW

CMYK
0/23/100/0

HEX
#FFC500

RGB
255/197/0

Colour in use

It's imperative that there is enough contrast for legibility. Our colour contrast chart shows you which colours meet the required level and which to avoid.

Things to avoid

When it comes to color, there aren't many "dont's." The main call-out is don't use color on color. If you're using a color background, don't use color icons or text instead use white text on color background, Avoid using red as a text color, Don't use color icons on top of color backgrounds.

Gunmetal
#2C3539

Text Color
Gunmetal is our text color. All text should be this color unless it is a link, microcopy, or copy on an gunmetal or other-colored background.

Cyan blue
#3462AE

Primary Blue
Cyan blue, the primary color, is used for primary CTA buttons and should otherwise be used sparingly to protect the sanctity of the color.

Silk
#282F47

Background Color Option
Silk is used to break up both color blocks and white space. This color is great for maintaining a clean page or banner without it looking white-washed.

Yellow
#FFC500

Text Link Color
Yellow is used for text links. This color indicates that something is clickable.

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✈ FLUENT CONVEYORS

Color variation

✈ FLUENT CONVEYORS

✈ FLUENT CONVEYORS

Typography

Our typeface

We use Eurostile as our primary typeface. Suitable for use in both screen and print, the font's relative geometric simplicity offers a surprising level of legibility and sharpness, even at small sizes.

We use Eurostile in all our copy

Eurostile

01/ Calibre regular
02/ Calibre medium
03/ Calibre bold

013456789!@#$%^&*(){}<>£¶fi
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

013456789!@#$%^&*(){}<>£¶fi
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

**013456789!@#$%^&*(){}<>£¶fi
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

How we can use type

Eurostile regular
Works best when displayed fairly large. Use Eurostile regular for titles, short introductory paragraph or pullout quotes.

Eurostile medium
The best choice for smaller copy. The go-to font for body-copy.

Eurostile bold
Use Eurostile bold to pull out key words in your body copy. Never use Calibre bold in a large format.

Headline

Headline

Eurostile bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin consectetur nibh vel dui vestibulum porttitor

Eurostile medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin consectetur nibh vel dui vestibulum porttitor. Praesent vitae eros euismod, mattis risus eu, interdum ligula. Nullam vitae ultrices nulla. Praesent eu interdum lectus. Aliquam erat volutpat. Aliquam metus nibh, ornare at rutrum sed, accumsan vel orci. Cras faucibus viverra leo, in tincidunt nunc consectetur vitae. Cras in fermentum nisi. Ut mollis dui a condimentum ultricies. Aliquam porta pellentesque lacus sed hendrerit. **Maecenas** id lacinia sem. Nam cursus arcu quam, vitae faucibus eros suscipit non

Eurostile regular

Eurostile regular

Nunc vitae malesuada mi, sed auctor metus. Fusce vehicula arcu eget interdum dictum. Curabitur turpis est, molestie porta sem in, commodo imperdiet felis. Suspendisse porttitor tincidunt lectus, ut tempor diam. Curabitur sed pretium enim. In convallis elit in nulla euismod pulvinar. Mauris maximus imperdiet sapien, in tempus sem.
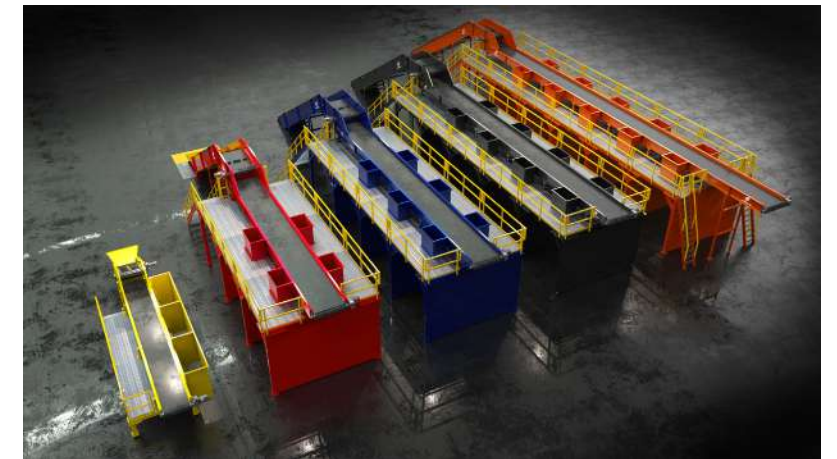
Photography

Photography

Image in use

At Fluent Conveyors we prefer to use bright, bold photography that conveys quality, durability, and authenticity. most of our imagery are rendered in quality standard and we are constantly adding to our collection of photography to give anyone operating within the brand a good range of images to choose from. There are four categories of images: **Conveyors, Replacement Parts and Replacement Belts**

DO'S:

- Use images as provided by Fluent Conveyors brand.
- Images must be bright, bold and conveys quality.
- All PNG should be on top a dark background
- Using high resolution images of at least 200dpi

DON'T:

- Stretch, warp, or disproportionately scale image.
- Cut through or crop out main areas of images
- Using different color background for PNG images
- Using low resolution images of at lower than 200dpi
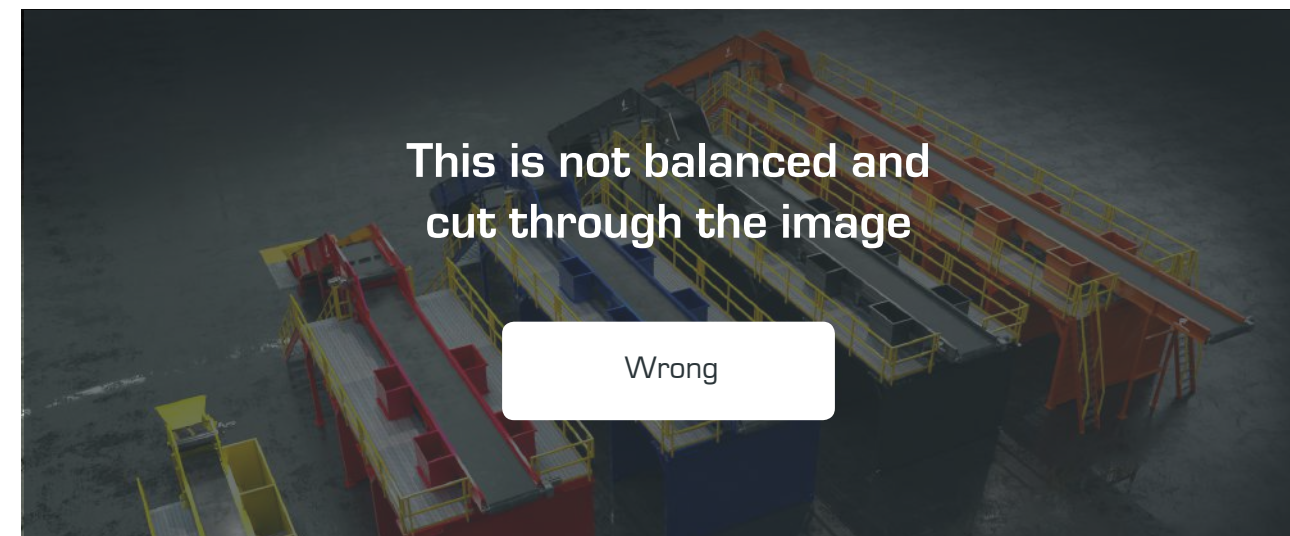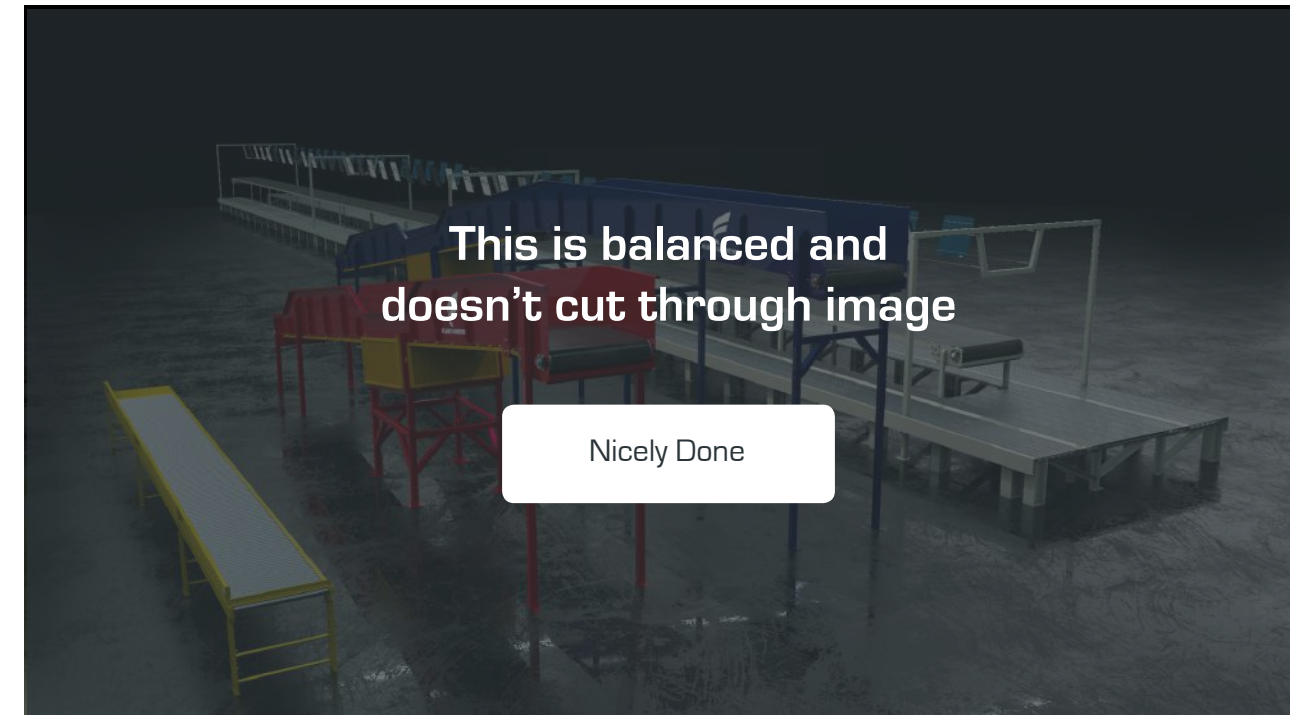
Image, Copy and Overlay

Photography is used in web page headers, as the background in large CTAs, and in presentation templates. In these cases, photography is typically paired with a header, subheader, and a button. Here are some guidelines to follow to ensure proper contrast, legibility, and color balance.

DO'S:

- Choose an image with room for copy.
- Use all white logos, copy, and icons on image with color overlays
- If main areas is particially cropped out of an image, make sure not to cut off the top of the head

DON'T:

- Stretch, warp, or disproportionately scale image.
- Cut through people's faces with copy
- Use a color image behind color overlay
- Use color on color
- Awkwardly crop image

This is balanced and doesn't cut through image

Nicely Done

This is not balanced and cut through the image

Wrong

Pattern & Texture

The pattern

Our pattern is formed using a combination of various technical lines and mechanical like measurement with reduced transparency

The Texture

Our texture is formed from the use of grid overlays on our primary dark grey color

Texture use

Our Texture is always applied as a plain background on larger area and in some case can also be used with the pattern, where it's placed on top while maintaining the same transparency.

Pattern use

Our Pattern can be applied on images, and dark backgrounds, to use the pattern on image it must have a dark overlay below it to ensure visibility due to it transparency.

Icons & illustrations

6.1/ Icon style

Icon style

Icons are used to assist copy in representing instructional and actionable meaning. It's important that any icon we create represents the subject as closely as possible.

DO'S:

Replace copy alltogether with an icon
Assume icons are universally understood
Decorate or fill white space with an icon
Combine many icons together to create an illustration
Use color icons on color backgrounds

DONT'S:

Replace copy alltogether with an icon
Assume icons are universally understood
Decorate or fill white space with an icon
Combine many icons together to create an illustration
Use color icons on color backgrounds
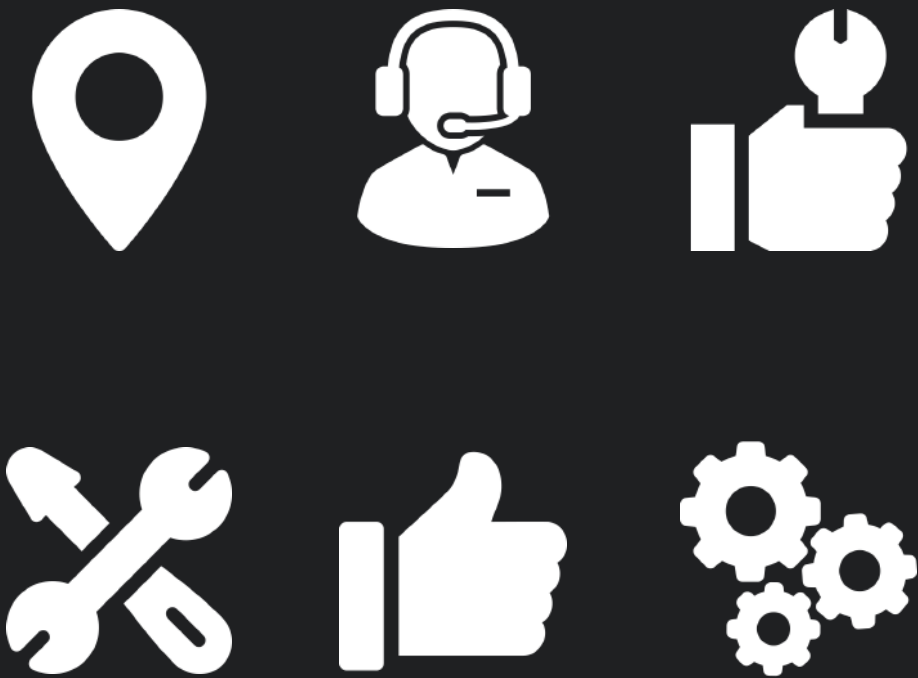
Thank You

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FLUENT CONVEYORS

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