

# BRAND GUIDELINES



The Brand Guidelines are a set of rules and recommendations for a correct and coherent use of the FRULACT brand. By following these recommendations, you will contribute to a better, more coherent and stronger use of the FRULACT brand.



# #01 BRAND ELEMENTS



LOGO



COLOUR PALETTE

HELVETICA

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

TYPOGRAPHY

## #02 LOGO versions



POLYCHROMATIC VERSION

MONOCHROMATIC VERSIONS  
These versions should only be used when there is a technical obstacle in using the polychromatic version (ex.: fax, printed materials, gifts, etc.)

## #02 LOGO clear zones and minimum dimensions



### CLEAR ZONE RULE

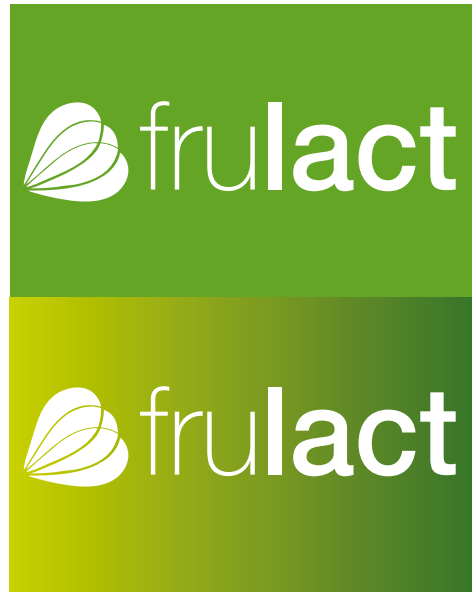
A In order to protect the logo visibility, this area should always be free of any other graphic elements.



### MINIMUM DIMENSIONS

In order to keep the logo visible at all times, the minimum dimensions should be respected.

## #02 LOGO the use of coloured backgrounds



**SAME COLOURED BACKGROUNDS (AS THE LOGO)**  
The monochromatic version of the logo should be used on top of coloured backgrounds that have the same colour palette as the main version of the logo itself.

**PHOTOGRAPHIC BACKGROUNDS — LIGHT/ DARK**  
The monochromatic version of the logo should be used on top of photographic backgrounds (unless it loses visibility due to the image's features).

## #03 COLOURS

GREEN_01 CMYK_67 8 100 0 RGB_97 174 70 PANTONE_369	GREEN_02 CMYK_30 1 99 0 RGB_190 212 50 PANTONE_389	GREEN_03 CMYK_81 31 100 16 RGB_55 121 59 PANTONE_364
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### INSTITUTIONAL COLOURS

Please Note: The logo should be printed in CMYK.  
However, if needed, the logo can be printed in  
one colour only — white, black and the following  
Pantone colours can be used instead.

# #04 TYPOGRAPHY

## Helvetica 45 Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## Helvetica 55 Roman

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## Helvetica 75 Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

INSTITUTIONAL FONT

## Gotham Light & *Light Italic*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890*

## Gotham Book & *Book Italic*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890*

## Gotham Bold & *Bold Italic*

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890*

## Gotham Black & *Black Italic*

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890*

BRAND COMMUNICATION FONT

## Arial Regular & Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890*

## Arial Bold & Bold Italic

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890*

SYSTEM FONT



## #05 LOGO MISUSES



⊘ Deform



⊘ Changing the font



⊘ Add, alter or remove elements



⊘ Changing the elements' proportions and/or placement



⊘ Changing Colours



⊘ Using the logo as a watermark

CANADA

FRANCE

MOROCCO

PORTUGAL

SOUTH AFRICA

[www.frulact.com](http://www.frulact.com)

