



corporatebranding

guidelines and logos

main logo summary

These are the main logos available.

These logos are available as Vector/ai, JPEG (4 colour high res for print), JPEG (high and low res for PC) and high res PNG (transparent back) for PC.

1 Generic: Pantone Black or Process Black

a

3D lozenge (outer glow) on black (*preferred to solid*)



b

3D lozenge



c

Solid lozenge



d

Truncated graduated
(for use on white/colour)



e

Truncated graduated to 90% tint
(for use on black)



f

Truncated solid



g

web address
block 3D



h

web address
block solid



i

logo device



j

logo device
white



logoelements

3D logo

The 3D lozenge is a recent addition to the set of elements.

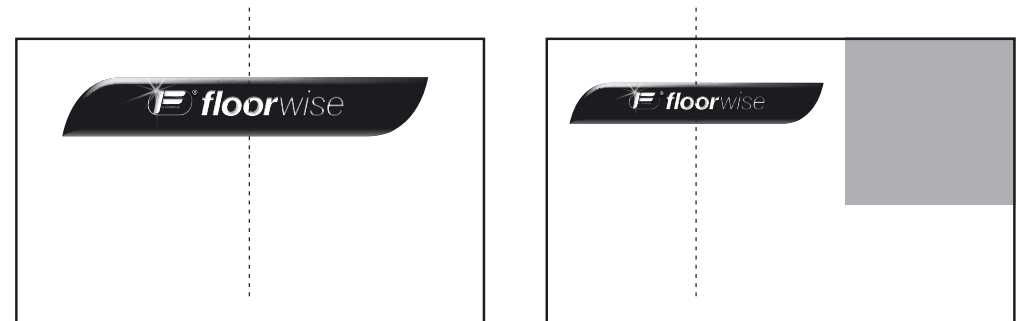
This takes precedence over all other logos.

When used on a black background the outer glow version is used to help it stand out from the background.



Positioning of logo

The 3D lozenge (like the full, solid lozenge) should be centrally positioned at the top, within the available space (see example).



logoelements

The Floorwise identity consists of 3 elements:

- a) the graphic shape/lozenge
- b) the logo device
- c) the wording graphic

a) The **graphic shape** or **lozenge** has two formats.
The **complete** shape (two pointed ends):
The full shape is to be used when the logo 'floats' or is free-standing within a design - both ends can be viewed.
The shape can be 3D or solid.

The **truncated** shape is for when the logo appears in the top left corner. The cut off is dictated by where the top left of the lozenge starts to curve downwards.

b) The **logo device** includes an 'F' and the Floorwise name in full.

In occasional circumstances, this may be used in its own right - but always with the ® incorporated (see page 5).

c) The **wording graphic** is italicised to match the angle of the logo device. Note that the emphasis is placed on the word 'Floor'.



full lozenge 3D on black



full lozenge 3D



full lozenge solid



truncated lozenge



logo device

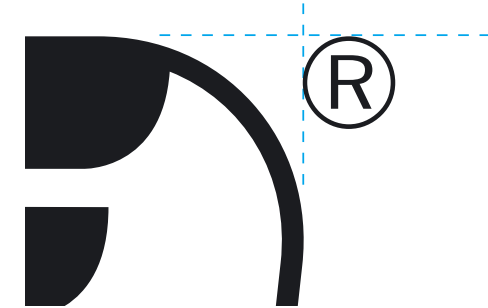
floorwise

wording graphic

logoelements

logo device and registration mark

These should always appear together, to the same proportion and relationship, as shown.



positioning of other elements

The truncated logo can be used on print, packaging etc.
It can be placed only in the top left.



The 'finishing shape' is always in the bottom right.
It is an appropriate place in which to place the website address.
Also see page 10.

wiseup@
www.floorwise.co.uk

graduation

use
within the truncated shape

The truncated lozenge, in most circumstances, is used on a colour or on white. The shape can be solid black or graduated.

The black has a specific graduation on the left hand side (of the 'truncated' version only). This graduation bleeds into 100% black.

When the logo is against a solid black, the darkest tint of the truncated lozenge should be 90% (so that the lozenge edge may be distinguished).

This applies to truncated only.

Solid truncated on black: use 90% tint.

graduation to 100% black



graduation to 90% black



solid, 90% tint on solid black



exclusionzones

There is an 'exclusion/safety zone' of a square of half the height of the lozenge, around it. This is so that it isn't crammed by other objects, type etc.



 half the height of lozenge

The position of the logotype and wording within the logo should always be consistent, and are dictated by an exclusion zone of the height/width of the 'e' in the Floorwise wording.



 the height of 'e' within the wording

minimumsize

Normally this is governed by legibility, but 50mm total width is recommended as a minimum.



50mm width

corporatecolours

The Floorwise group colour is black (Process Black) with logo elements reversed out white.

Where this is not possible, the logo may make use of the available colour, with the elements reversed out white. If not possible, then the colour (for the F and the wording) should be the same as the background. An example for this is used on underlay wrap/bag artworks.



productgroupcolours

Each Floorwise product group has its own distinctive colour to identify it. Pantone colours are shown.



Pantone 266
Underlay

Pantone 1945
Stair Nosings PVC

Pantone 485
Wood

Pantone 021
Gripper

Pantone 125
Profiles

Pantone 376
Tools Sundries



Pantone 362
Carpet Tiles

Pantone 275
Tapes

Pantone 801
Entrance Matting

Pantone 300
Adhesives Screeds

Pantone Cool Grey 8
Laminates/LVT

productgroup graphic

The product groups are represented in a graphic which - if required
- always sits at the base of a layout.

Note that the Floorwise wording always stays white within a generic
black, group web device..

In this instance (below) not all the product groups are represented.



webaddress

The web address appears in the bottom right of a document on the finishing shape (itself the black or the colour of the product group).

Note that there are 'flat' and '3D' versions of this finishing shape.

'3D' version



'flat' version

The shape may be repeated to the left and this can be extended to the left as necessary, for use with text, icons or other information. This shape might be a light tint of the colour or light grey or another contrasting colour.

Note that there should always be a gap to separate the shapes using graduation (as shown top) or white.



typeface

Swiss is to be used for consistency.

This provides an extensive range of weight/options for usage.

Generally, the font/typeface for general use is Light or Roman/Regular.

For headlines, a combination of font weights is encouraged to give creative contrasts (eg Black or Heavy against Light or Thin). In such cases the contrast is so great that no space is required between the words as they can easily be distinguished. Lower case is preferred for headlines.

Tracking (the spacing between letters) for headlines should be minimal (eg -50 is suggested) for a more modern, creative look of typography.

The italic font should ideally be used in the logo itself or may be used where appropriate (eg for emphasis).

For restricted space, a condensed Swiss font may be used. This will usually be found on packaging/instructions, etc.

this typeface: black

this typeface: heavy

this typeface: roman

this typeface: light

this typeface: thin

blackthin: -50 tracking

black condensed light condensed 0 tracking

General text: light: 0 tracking

Nulla dui purus, eleifend vel, consequat non, dictum porta, nulla. Duis ante mi, laoreet ut, commodo eleifend, cursus nec, lorem. Aenean eu est. Etiam imperdiet turpis.

General text: Roman: 0 tracking

Nulla dui purus, eleifend vel, consequat non, dictum porta, nulla. Duis ante mi, laoreet ut, commodo eleifend, cursus nec, lorem. Aenean eu est. Etiam imperdiet turpis.

logo variations

a 3D lozenge (with outer glow)



b 3D lozenge



c Solid lozenge (generic)



k Artificial Grass
(not available as vector)



These are the main logos available for use.

They can be identified by letter/number, eg a Carpet Tiles solid web address block:

h8.

These logos are available as Vector/ai, JPEG (4 col. hi res for print), JPEG (high and low res for PC) and high res PNG (transparent back) for PC.

d Truncated graduated (on white/colour)



e Truncated graduated (for use on black)



f Truncated solid



g	h	i	j	
web address block 3D	web address block solid	logo device	logo device white	
				1 Generic: Pantone Black
				2 Underlay: Pantone 266
				3 Nosings + PVC Skirting: Pantone 1945
				4 Wood: Pantone 485
				5 Gripper: Pantone 021
				6 Profiles: Pantone 125
				7 Tools: Pantone 376
				8 Carpet Tiles: Pantone 362
				9 Tapes: Pantone 3275
				10 Matting: Pantone 801
				11 Adhesives Screeds: Pantone 300
				12 Laminates/LVT: Pantone Cool Grey 8
				13 Artificial Grass Pantone 376