

PROFILE MANUAL



FLUID CONTROL®

The Visual Profile

The visual profile should ensure **Fluid Control** emerges recognized and coherent through all forms of communications.

For that to happen, the profile manual needs to be followed consistently.

Every member of the Fluid Control AS organization plays an important role in bringing this cohesive identity to life and maintaining its integrity by applying it consistently throughout all company communication, including print, web, display and electronic formats. These guidelines are therefore developed to make it easier for everyone in the organization and all affiliates. The manual includes main logo features, logo, typography, colors etc. The outlook or visual profile of Fluid Control is developed to give consistent and correct signals as to what the company represents.

Ownership:

All elements included in the profile are property of Fluid Control. It is not allowed to use any of these elements or other material from this manual without Fluid Control's stated permission.

Contact information:

If you have any questions directly related to Fluid Controls visual profile or this manual, please contact Irene Haaland on tel. +47 51 64 49 09, or send an inquiry to irene.haaland@fluidcontrol.no.

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Primary logo

Fluid Control's primary logo consists of a **symbol** and **lettering**. Primary logo (the main logo) is always to be preferred if technically possible, and is to be used with the symbol above the lettering. The logo can be scaled down to a size of 10 mm breadth.

The unique symbol is a circle with the letters F and C. The placement of the F and C are associated with pipes/tubes and fluid in unity.

The lettering are constructed from Fluid Control's custom font. The shape of the font refers to industrial and flexible elements.

Symbol and lettering may in certain situations be used separately.



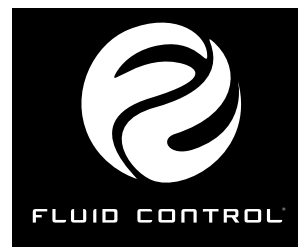
Logo colors

The logo should, as far as possible, be presented in Fluid Control color schemes as illustrated. (Profile colors Pantone 295 and Pantone 313).



Logo color exceptions

When logo colors are not available, the logo can appear in black on a white base or in white on a black base. On print material color manifested by other visual profiles (for example in advertisements with partners) the logo shall appear in black on light bases and white on dark bases.



Logo placed on photos

The logo shall only exceptionally appear directly on photos. In such cases, the white logo shall always be used on dark photos and primary logo on light photos.



Horizontal vs. Vertical Logo

Both horizontal and vertical logos are flexible and adaptable.

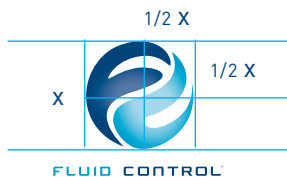
Vertical logo is the primary Fluid Control Logo.



Horizontal logo - Use this option when space doesn't allow for the primary logo's vertical configuration.



Logo placement (x from edge)



When to use tagline

The tag line "Flexible solutions" can be used as an element in designed communications like web pages, advertisements or other promotional context.

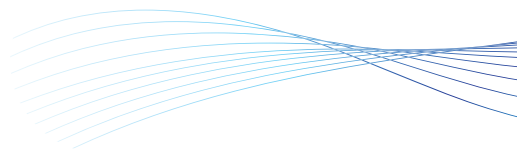
Please note:

- There is no specific design/font style treatment for the tag line, however the tag line should always appear in either a primary or secondary font.
- The full tag line (two phrases) should always be used and should never be uncoupled
- The tag line should always appear either in sentence case with "Flexible Solutions" with "F" and "S" capitalized or in all caps "FLEXIBLE SOLUTIONS" The tag line should never appear in title case.
- The tag line should be accompanied by the Primary Logo.

Graphic Elements

Fluid Control has created a set of graphic elements to supplement its visual profile. It is important to use the different elements cautiously. Profile elements can be used in advertisements, magazines, invitations, banners / posters and the like.

Fading should always be towards the left, and one should always use predesigned elements as supposed to single lines.



Water Mark

The water mark was adopted to represent company official and formal business. Use of the water mark is restricted to mangement or executive leadership purposes including:

- formal company business
- employment contracts
- course/training certificates



It may also be used, with authorization on selected merchandise. The watermark should never be used on marketing material, including printed items, promotional signage and web sites. Overuse diminishes the watermark's importance and significance and should be used sparingly and with great care.

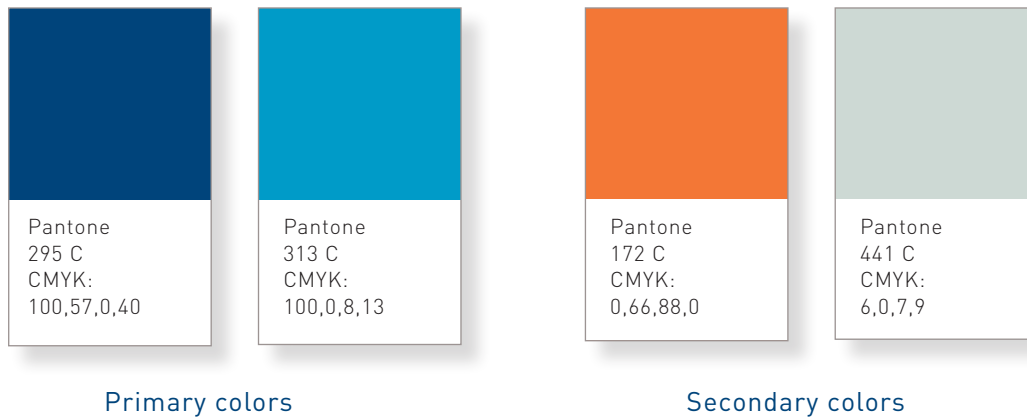
Dotted line

Use of the dotted line is restricted to mangement or executive leadership purposes including: Advertisements, magazines, invitations, banners / posters and the like.



Fluid Control Profile colors

Consistent and correct use of colors is very important in terms of communicating a clear and recognizable profile at all times. The color scheme exists of two primary colours (blue) and secondary colors (orange and gray), in addition to white and black.



How to import colors in MS Office programs:

Make a new document or open an existing document in which you wish to change the colors. Choose the "tool menu", click on "options" and then on "color". Click on the color you want to replace, and then "change". Below "self-defined" you can choose RGB as color model, and type in the values:

- Blue (dark): Red -19 ; Green - 70; Blue -121
- Blue (lighter): Red - 000; Green - 153; Blue - 196
- Orange: Red - 21; Green - 51; Blue - 72
- Grey: Red - 219; Green - 225; Blue - 218

If you wish that the self-defined color scheme should be available in all new Excel documents, you must change the color scheme in the standard document or in other self-defined software guidelines.

Typography

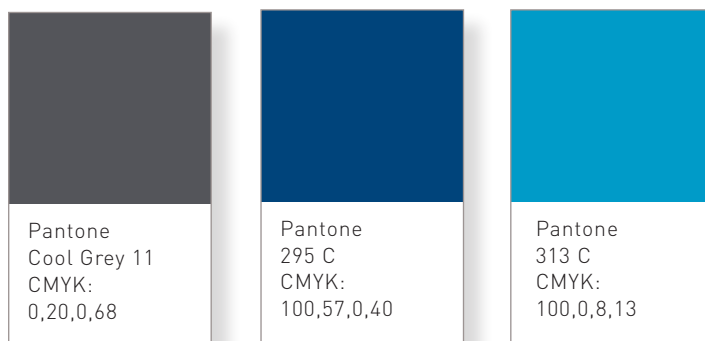
It is important to use typography consistently, both internally and externally, to make Fluid Control's profile as functional and clear as possible. Through consistent use, one creates a sense of trustworthiness and helps build a clear visual identity.

Din is the primary font used for Fluid Control on printed materials. The font has a long history, while it at the same time expresses both the modern and classic. **Calibri** is used on web, in letters (Word), in balance sheets (Excel) and presentations (PowerPoint).

- Fluid Control's typography is an expression of the outlook of the typeface, and the use of letters and signs in connection with other elements to convey an expression.
- A font (font type) is the typographical outlook to a set of letters and signs.

Color on typography

The dark grey color (Pantone Cool Grey 11/black 90%) has been chosen for the text to create a softer expression. This is to strengthen the human and soft values. The color can be converted to CMYK values (for further reference, please see the theme "colors"). Headings can be used in the profile color to emphasize importance. At all other times the grey profile colour is used (pantone Warm gray/converted to CMYK).



Typography for screen and internal printings

Main typography: **Calibri**

There are special guidelines for screen typography. This to ensure an easy transfer of electronic documents without font problems, and ensure everyone has the same fonts available. Furthermore, a correct use of typography on PowerPoint and internet is important to ensure easy reading.

All text on screen based mediums has to be in Calibri Regular/Bold. This includes for letters, PowerPoint and main text on web pages. On web pages, the main text shall have a 9px size. Font sizes 17 and 23 are used in PowerPoint (headings).

Typography for print out

Calibri Bold is also used in documents for print. The use of guidelines is recommended whenever possible. Main text shall be size 10 both in Word and Excel.

Din font can be used in the following ways in inhouse design:

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
1234567890

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
1234567890

Calibri Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
1234567890

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Typography for print

Main typography: **DIN**

To use this font, one must either have this font or contact the marketing communication department of Fluid Control. Din needs to be used on all print material, in a light/medium and regular/bold (see below). Primarily, the shades Regular and Bold should be used in combination to make it effortless to read.

Din font can be used in the following ways:

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
1234567890

Din Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
1234567890

Din Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
1234567890

Din Bold

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The profile on prints

The business card profile is not to be changed or altered in any way.
Neither should the Powerpoint templates.

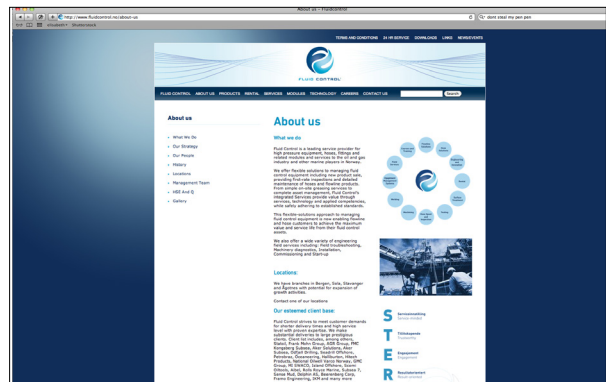
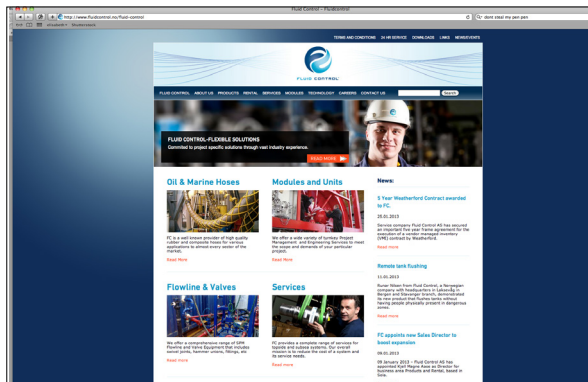
Email signatures

A personal email signature shall have the following content layout:

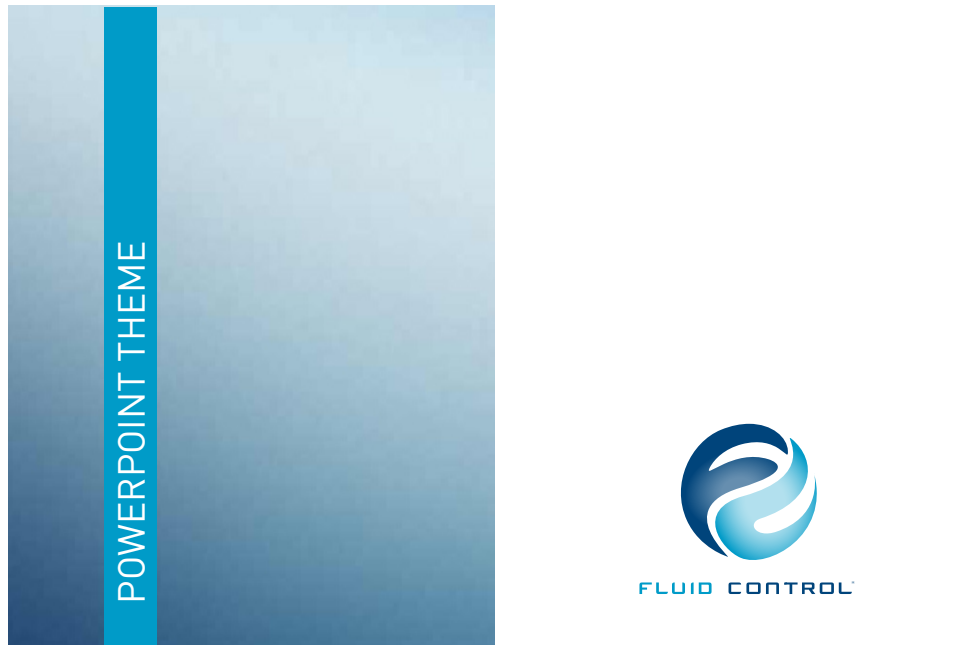


Web design

For web updates or website production, use existing grid.



Powerpoints



UM VEL EVENDI COMNIA SAM EATIUR?

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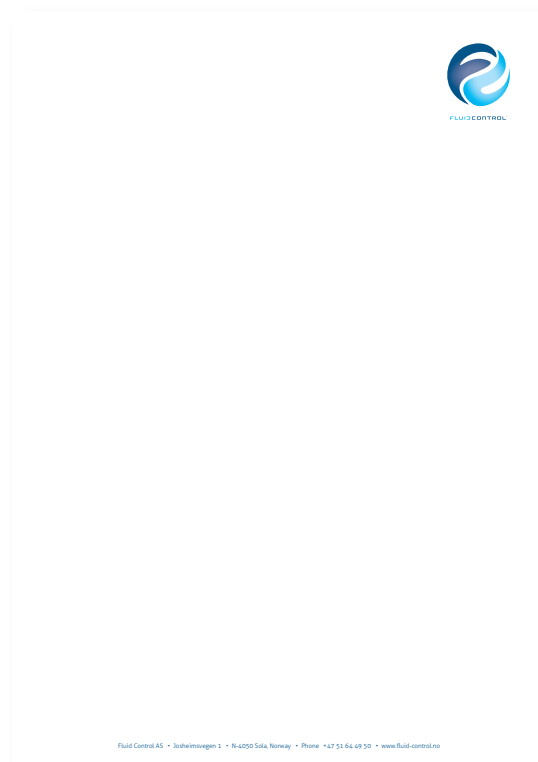
Incit magnam, sum ut quo everrum eliquid ut optis ut lant voluptaesedFaccatus ium-quisinvel imolumquam aut alit mo optis essunt et eum dis minciis et repeliq uiatur ma nihit, conector as a volupiendite sim voloriam nem santurepe velis cuptatis seque do-luptatem nonsequia conse sum cullores ad molorectio officiisciis es sequo maioratquas dis accessit, Um vel evendi comnia sam eatiur?



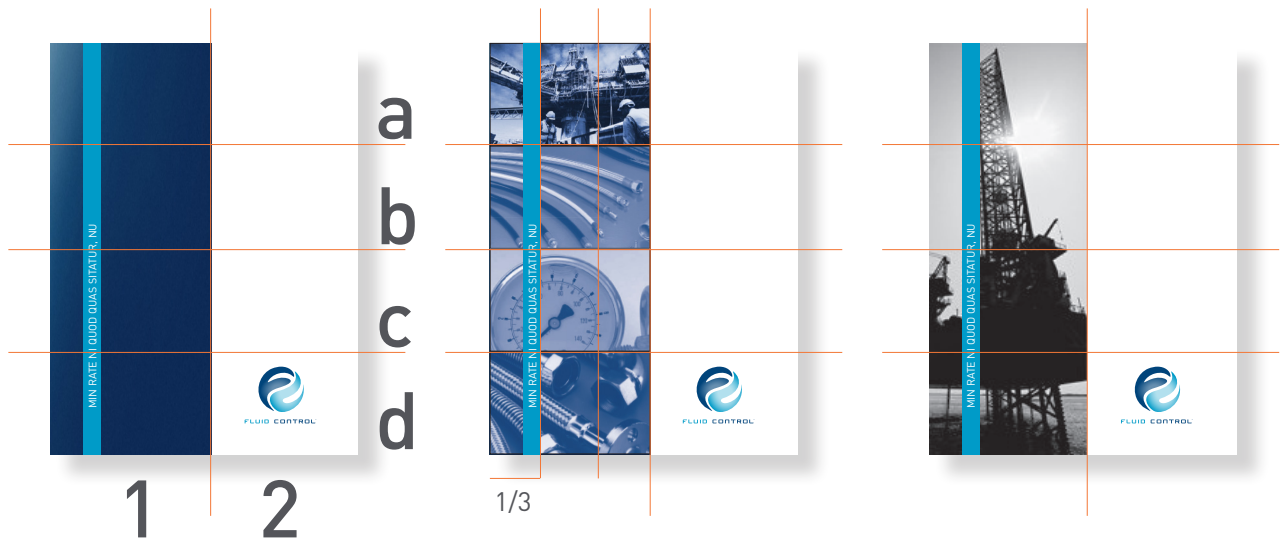
Business Cards



Stationary



The Grid



Main Grid:

Devided 50/50

First half:

Either:

First half fully covered by company colors

or first half containing 4 same tone photos/illustrations placed vertically

or 1 standing image (duotone or black/white)

1 cyan stripe placed one third of the field in

(Containing white type, vertically placed)

Second half:

Predomenetly white:

Logo centered lower quarter

(If needed: Watermark in the background)

(If needed: Company colored type (vertically placed))

(Please note: Border-free printing (aka. bleed) is not possible on inhouse copymachines.
For assignments that need cover pages with full bleed, please contact a professional
printer and/or agency)

Gridexamples

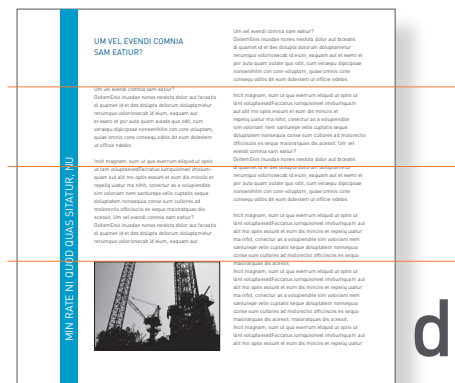
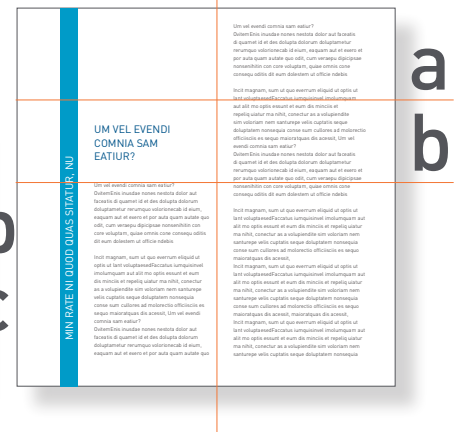
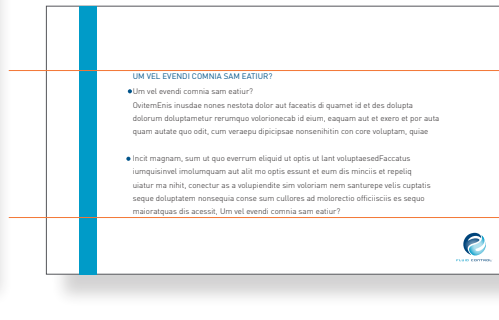
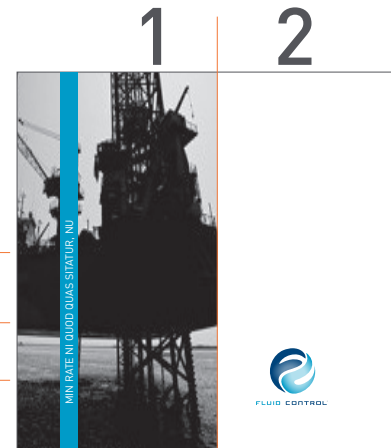
Flyer/tall brochures



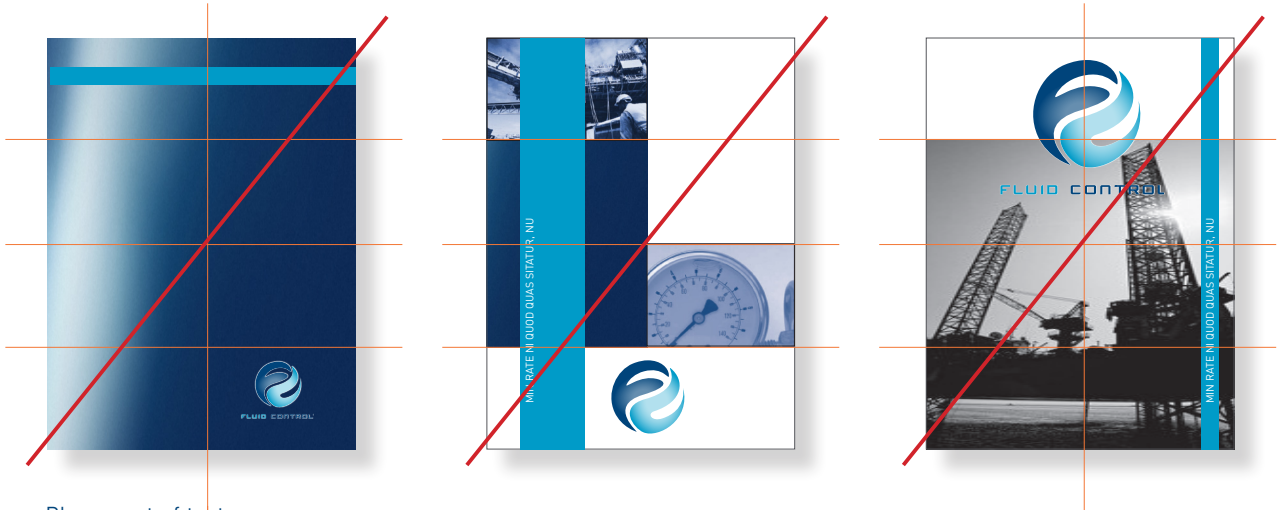
Powerpoints/Horizontal presentations



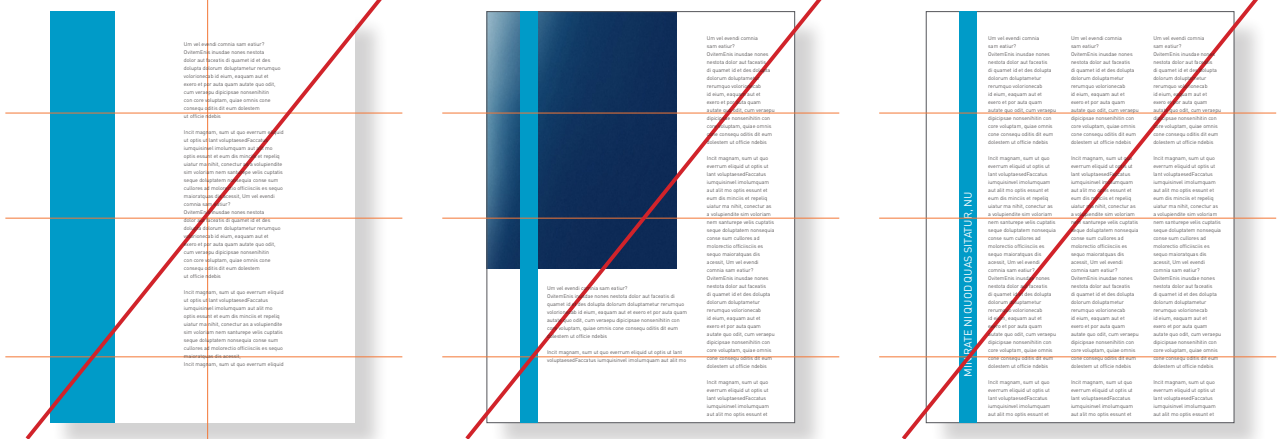
Magazines/text-heavy presentations



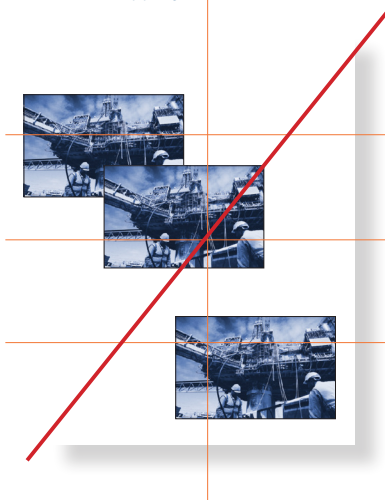
The Grid - What NOT to do Covers



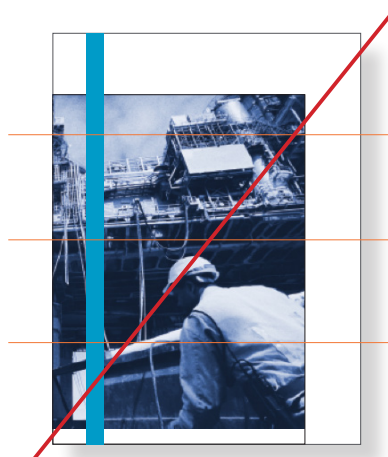
Placement of text



Placement of photo/ illustrations No overlapping



Placement of photo/ illustrations No casual bleed



Placement of photo/ illustrations No text wrap overlapping grids



The profile on prints

Letter: 100 gr. Highland white (matte)

Salessheets: 160 gr. Highland white (matte)

Business Cards: 300 gr. Highland white (matte)

Folders: 300 gr. Highland white (matte)

Alternative Paper: Multi Art Matte

The paper used in commercial profile packaging must be white, without structure and with a matte quality.

Envelopes C4, C5



The profile on prints

The exterior signage is preferred to have a square shape, but can be adjusted differently if necessary. Signs should include both logo and graphic element.

Flags should always be white with color logo, and keep the ratio = 1 x 1.5.





Applications:

Here are a few applications to various products or product packaging. The logo should be prominently placed on the front or back of the product packaging as shown below.



Photostrategy: A visual and creative concept

The photo strategy should serve as a strict guideline for advertisements, brochures, reports, posters, web and banners, and anything positive or different and essential to the Fluid Control brand.

Photo shoots require photo directing, and the photo strategy will not include editorial and/or documentary photos used for different situations. Building a photo database will give Fluid Control consistency throughout photos that the company possesses. One example is photos for annual reports, official board photos, posters, web, advertisements, banners and other mass communication. Flexibility regarding photocomposition (allowing for both people, buildings and work situations) can help ensure a cost-efficient photo strategy. Photos for print should, with no exception, be in high resolution.

Graphical tools and tricks

Elements such as movement, dynamics, shape and recognition is favorable. Having people present in photos should be stressed. In creative campaigns, where a point is dramatized, a relevant object can be "dressed" in the in "uniforms" or clothes with logos. The symbol is to be used if it strengthens the desired message. If fitting, company colors (dark blue) should be incorporated.

Typical motives

Motives in Fluid Control images should mainly show situations where Fluid Control is an important part of everyday life, and used to illustrate a message. It is important to play on the human and soft values in situations where possible and applicable.

