

Brand Guidelines

Fletcher Wire Products 2017

Fletcher
Wire products™

Contents

Brand

Introduction	03
--------------	----

Logo

Master Logo	04
Logo Colour Variations	05
Logo Clear Space & Minimum Size	06
Logo Misuse	07
Logo Application	08
Logo with Product Brand Logos	09

Colour

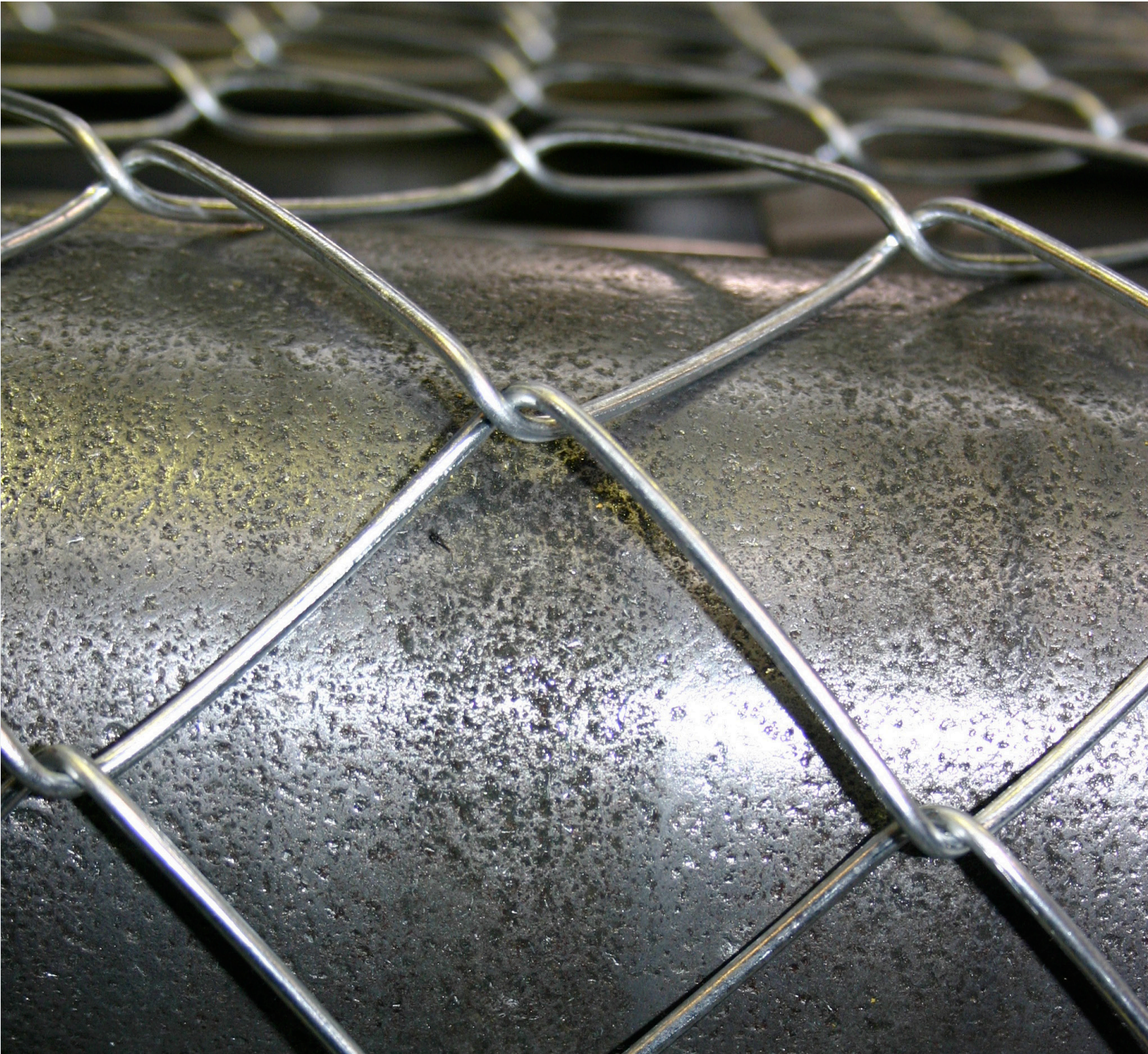
Colour	10
--------	----

Typography

Primary Typeface	11
Digital Typeface	12

Collateral

Business Card	13
---------------	----



Introduction

Supplier and distributor of iconic New Zealand wire products.

These guidelines focus on the practical side of executing the Fletcher Wire Products brand. Their purpose is to ensure that we communicate to our audiences and markets consistently across different mediums. Positive perceptions about our brand are created by getting the small things right consistently.

There may be times when you need help to interpret these guidelines. For all enquiries regarding the Fletcher Wire Products brand, please contact: Neil Watson, Merchant Channel Manager and Head of Marketing, on 0274 355 969 or neil.watson@fbusteel.com

Master Logo

The Fletcher Wire Products logo consists of a strong, bold sans serif typeface, reflecting the nature of the product and services we provide. The wire detail on the 'W' subtly reflects the product in a simple fashion. Our colour palette is made up of variants of steely blue which represents reliability, strength and trust.

Fletcher
Wire products™

Logo Colour Variations

The logo must always be used with the correct colour combinations as shown here. Refer to page 10 for the correct colour specifications. The primary versions of the logo are the two colour options. Where it is not possible to use the two colour versions then use the single colour variants. To protect its integrity, the logo should be used carefully and consistently across all our communications.

Primary colour-way 01

Fletcher
Wire products™

Primary colour-way 02

Fletcher
Wire products™

Secondary colour-way negative

Fletcher
Wire products™

Secondary colour-way positive

Fletcher
Wire products™

Logo Clear Space

Leave a space of at least the height and width of 'F' between the logo and any other element, including the graphic margins of a document.

This ensures the logo is always clearly visible and legible. It also gives the logo a sense of importance in order to clearly brand all of our communications.



Logo Minimum Size

The logo has a minimum size requirement of 25mm wide. This must be adhered to ensure clarity and strength in our brand.



Logo Misuse

Under no circumstances should the logo artwork be altered in any way, including distorting the proportions, altering the colours, typography or omitting any part of the logo.



The logo consists of the word 'Fletcher' in a blue, italicized sans-serif font, positioned above the word 'Wire products' in a black, sans-serif font. A small 'TM' trademark symbol is at the end of 'products'.

X Do not distort the logo horizontally



The logo consists of the word 'Fletcher' in a blue, italicized sans-serif font, positioned above the word 'Wire products' in a black, sans-serif font. A small 'TM' trademark symbol is at the end of 'products'.

X Do not distort the logo vertically



The logo is tilted at an angle, with 'Fletcher' in blue italicized font above 'Wire products' in black font. A small 'TM' trademark symbol is at the end of 'products'.

X Do not use the logo on an angle



The logo is shown with 'Fletcher' in blue italicized font, 'Wire' on one line, and 'products' on the line below. The 'TM' trademark symbol is at the end of 'products'.

X Do not change the arrangement of the logo



The logo is shown with 'Fletcher' in green italicized font, 'Wire' in blue font, and 'products' in blue font. A small 'TM' trademark symbol is at the end of 'products'.

X Do not change the colour of the logo



A large, bold, black stylized letter 'W' that is a simplified version of the 'Wire' part of the logo.

X Do not use the 'W' of the logo on its own

Logo Application

When using the Fletcher Wire Products logo over imagery always ensure the logo is easily legible.
Use the two colour logo over light clear backgrounds and the reversed version over darker backgrounds.



Logo with Product Brand

When displaying company logos together, Fletcher Wire Product will always be the dominant brand with the product brands secondary in the hierarchy.

Fletcher
Wire products™



Colour 01

Understanding the use of our colours is an important part of bringing our visual identity to life. Use this colour palette for application in any material across printed collateral, the digital environment or signage.

Frost Blue

C 51 M 32 Y 27 K 0
R 134 G 155 B 169
869AA8
PMS 5425

75% Tint

50% Tint

25% Tint

Colour 02

Slate Grey

C 5 M 0 Y 0 K 95
R 37 G 39 B 41
252729

75% Tint

50% Tint

25% Tint

Typography

Avenir is our primary typeface for use across all communications. Typography is an important element of the Fletcher Wire Products identity. This helps create a distinctive appearance in our communications. Only use the four weights displayed below (for font applications in the digital space please see next page).

Avenir Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir

Light

Book

Medium

Black

Digital Typography

The typeface, Arial, has been selected for use for digital applications where Avenir is not available. Use the two weights displayed below.

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial

Regular
Bold

Business Card

Layout specifications for
Fletcher Wire Products business cards:

Size: 90 x 55mm

Printed: CMYK two sides

Paper stock: Offset 350gsm

Avenir Medium 14pt

Avenir Light 14pt

Avenir Light 7pt

Neil Watson
Merchant Channel Manager
& Head of Marketing

Fletcher
Wire products™

+64 274 355 969
neil.watson@fletcherwire.co.nz
fletcherwire.co.nz

Fletcher
Wire products™

