



## INTRODUCTION

FAKRO wishes to build its market position in Poland and in the world with the use of a strong and stable brand.

**FAKRO brand is supposed to guarantee in itself the high quality and unchanging technical parameters throughout the product life.**

FAKRO brand is also to reflect the main values shared by the company: safety, progress and environment protection.

FAKRO brand is one of the most precious assets of our company. We take pride in it. Nevertheless, the privilege of using FAKRO trademark is followed by responsibility for treating it carefully and rationally, as it is the case with other actions.

The aim of this Trademark Use Guidebook is to ensure consistent use of FAKRO brand in Poland and elsewhere around the world where the company is present with its products.

Following the rules of FAKRO trademark usage contained in this Guidebook, we strengthen the image of our company contributing in this way to its success.

## FAKRO BRAND CHARACTER

FAKRO brand, similarly to a human being, should have its own unique character – exceptional form and style recognised by customers, business partners and competitors. In a press conference it can be more formal in style, in internal bulletin more casual. Nevertheless, whenever FAKRO name appears, people should recognise exceptional qualities that distinguish our brand. Why has this guidebook been created? It is a tool intended for designers and people writing texts – those employed at the company as well as external agencies cooperating with us and all the people designing and writing for us. It contains all the guidelines concerning proper and coherent use of our brand. The purpose of this manual is to make your work easier and strengthen FAKRO brand.

## OUR CUSTOMERS ARE MOST IMPORTANT TO US

We build our brand around customers – their needs, goals and achievements. We want to be partners for our customers. Our product should reflect our understanding of their problems, that we are here to help them in their daily work, that everything we do serves their good. It leads to the first rule which needs to be observed in all our endeavours related to communication – we are primarily a business partner and only then a dealer.

It signifies that we take the responsibility for everything we say. We exploit text and graphics in order to show what advantages and quality are brought by our products and services. We show our good points and our technological ideas, yet we are not boastful or critical of our competitors. We let the facts speak for themselves.

Our pictures and words have to be clear and understandable, even in the technical documentation. Use conversational language, avoiding technical jargon at all costs. Another aspect to be taken into account is not using promotional wording and images in the materials which are not promotional tools. Obviously, a clear, professional and honest attitude means a lot to our customers. It proves that we really believe that actions speak louder than words.

## FAKRO BRAND LEGAL REGULATIONS

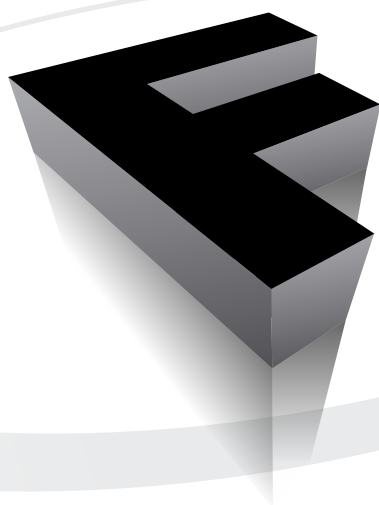
FAKRO trademark expressed verbally or graphically is a legally protected mark in Poland and elsewhere in the world. Using it consistently both in Poland and in the world sends outside an important message about the company. This guidebook contains information concerning proper use of FAKRO trademark in many applications.

## INTELLECTUAL PROPERTY PROTECTION

The Supplier's intellectual property includes in particular trademark rights. The Customer undertakes to use the Supplier's intellectual property rights in accordance with the law and the Supplier's instructions. The Supplier's trademarks are associated in the market with quality in terms of products and service and should therefore be used in such a way as to maintain the Supplier's reputation and positively influence the Customer's image.

## VIOLATIONS

Any improper use or violation of FAKRO name or trademark, seriously wakens our brand. If you happen to witness any violation of our name or trademark, do not act on your own! Please contact FAKRO Management Board immediately as it is the only entity authorised to take any actions, including legal actions, in this regard.



## HISTORY OF FAKRO BRAND

FAKRO brand has been in existence since 1991. One of the constant elements of the company logo has been an image of a roof window. Another element of our logo strongly associated with FAKRO is the colour green.

## HOW HAS FAKRO LOGO EVOLVED?

FAKRO brand has undergone successive transformations since 1991. First of all, the font style in the "roof windows" and "FAKRO" inscriptions was altered to make it more distinct and modern.

Additionally, the company gradually abandoned placing contact details near FAKRO logo.

From 2009, we are no longer using FAKRO logotype (inscription) on its own but always the full logo.

### LOGO

1991 - 1995



1996 - 1998



1999 - 2001



2002 - 2008



2009





LOGOTYPE

1991 - 1995

**FAKRO<sup>®</sup>**<sub>s c</sub>

1996 - 1998

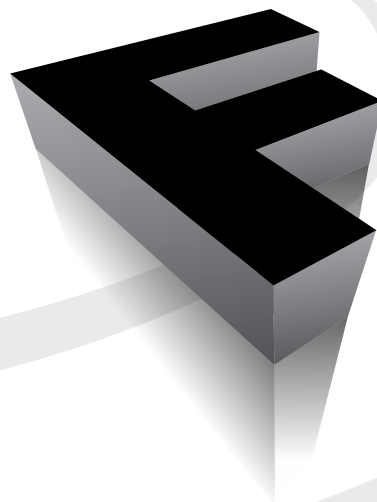
**FAKRO<sup>®</sup>**<sub>S.C.</sub>

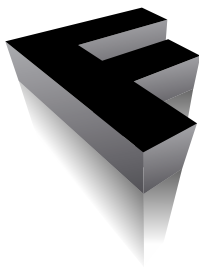
1999 - 2001

**FAKRO<sup>®</sup>**<sub>S.C.</sub>

2002 - 2008

**FAKRO<sup>®</sup>**





## FAKRO – THE POWER OF NAMES

The name FAKRO was formed in January 1991. It comes from the names of three partners - company founders: Ryszard Florek, Krystyna Florek, Krzysztof Kronenberger.

The name FAKRO was formed from the letters of their first and last names.

## FAKRO GREEN

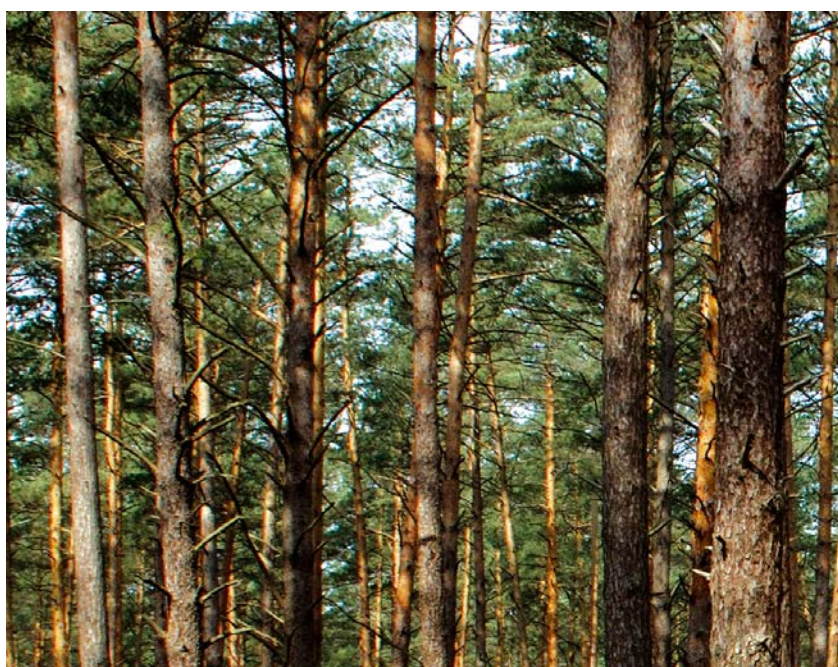
It is not a coincidence that green is present in FAKRO logo. It reflects FAKRO character, the company which is close to nature and tied closely to the environmental issues and ecology as such. Since the very beginning of its existence, FAKRO have been encouraging development and widespread application of eco-friendly technologies, constantly reminding about the responsibility for them.

On the other hand, however, green restores balance, helps to relax, soothes and maintains mental and physical energy in equilibrium. The colour green which is present in our surrounding has a long-lasting influence on our good mood. The enduring favourable influence of green colour assumes the proportions of a symbol and directly refers to the durability and quality of FAKRO products. The technical parameters of FAKRO roof windows remain the same for years, hence we can feel as comfortable in the loft as when surrounded with green.

It is worth mentioning that many refined and precious products are marked with that colour e.g. top-shelf alcohol. The green whisky is most expensive and refined, whereas the red one is a more common kind of this liquor. Green is also the colour of money.

Despite the fact that green is not as contrasting and distinct at the first glance as the colour red, in the long run it creates very pleasant associations in the minds of consumers. The colour red, even though that its promotion is less time consuming and less expensive, does not encourage favourable associations over time.

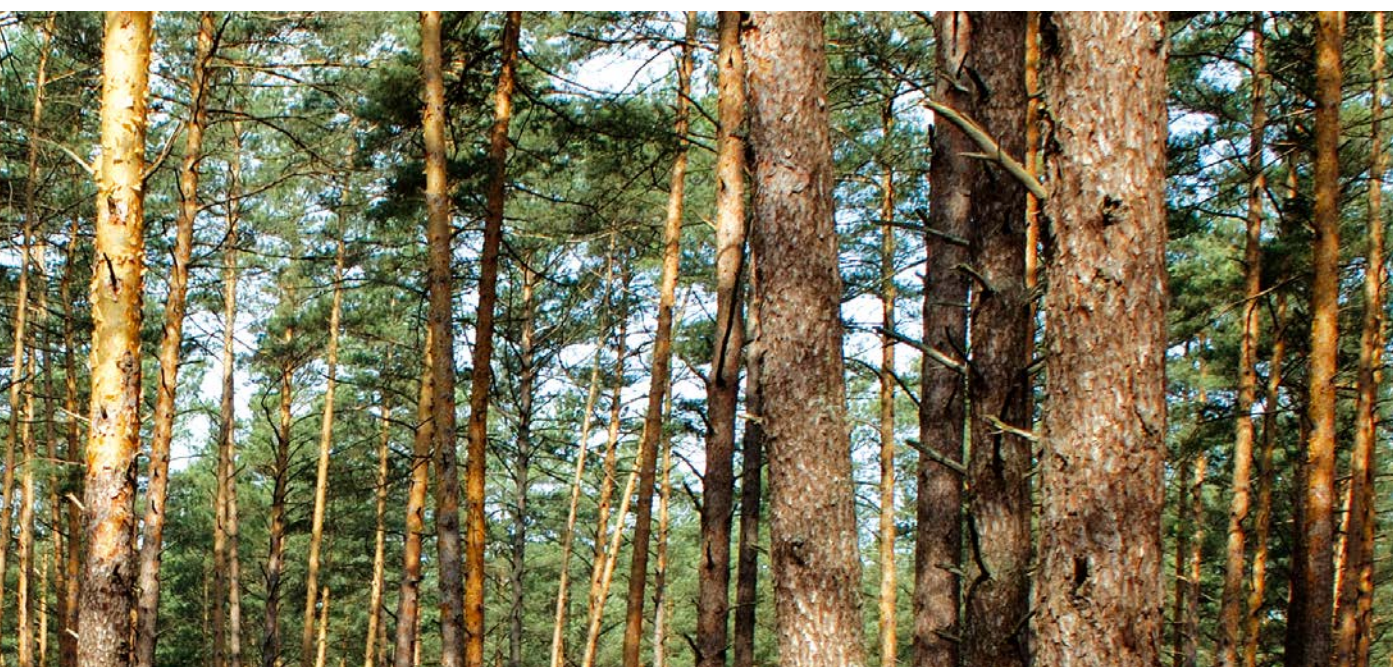
Currently, the colour green is just as strongly identified with the FAKRO Company as the graphical and verbal trademark.



## LOGO

The new FAKRO logo consists of a green parallelogram and logotype that is the black inscription FAKRO.

The parallelogram figure reflects dynamism of actions, instant reaction to changes in trends and offering customers products which are ahead of their expectations e.g. in terms of safety or energy efficiency. The light green colour symbolises life close to nature in full harmony and balance.



The height and thickness of the letter **F** from FAKRO logotype.  
The basic unit used for positioning the logo.



## LOGO PROTECTIVE SPACE

Protective space is the area surrounding the logo, free of any other graphic elements.  
Thanks to it, the logo is more conspicuous.  
The minimum dimensions of the free area around FAKRO logo always correspond to 2 x the height of the basic unit (the letter F).



## LOGO PROTECTIVE SPACE SPONSORING

The logo with smaller protective space is used in sponsoring (banners, boards).

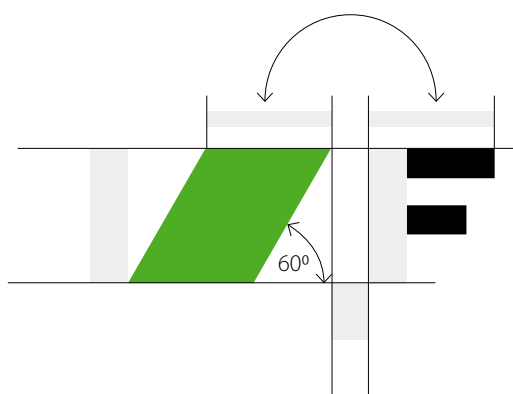


## LOGO VERSION WITH INTERNET ADDRESS

The version of the logo containing website address is used only in certain circumstances e.g. advertising boards, company vehicles, packaging.



## PARALLELOGRAM



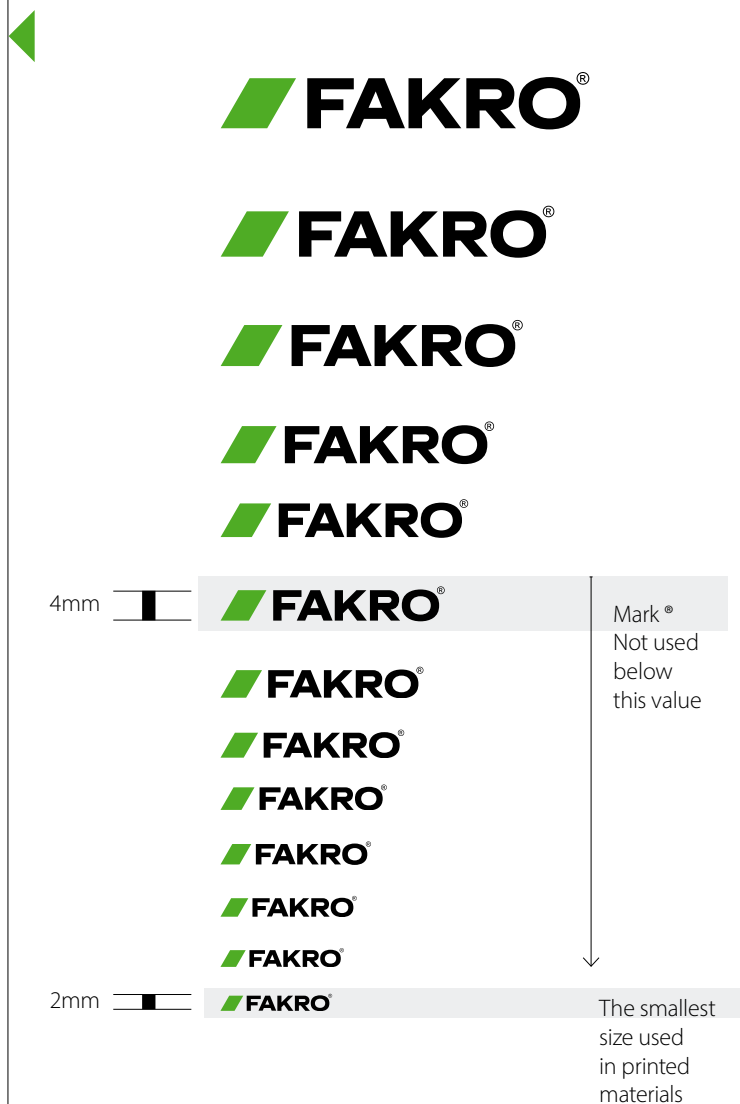
## MINIMUM SIZES

So as to make FAKRO logo readable, it has to be printed with a minimum width ensuring its visibility.

In the case of a black and green printed logo, the minimum height is **2 mm**.

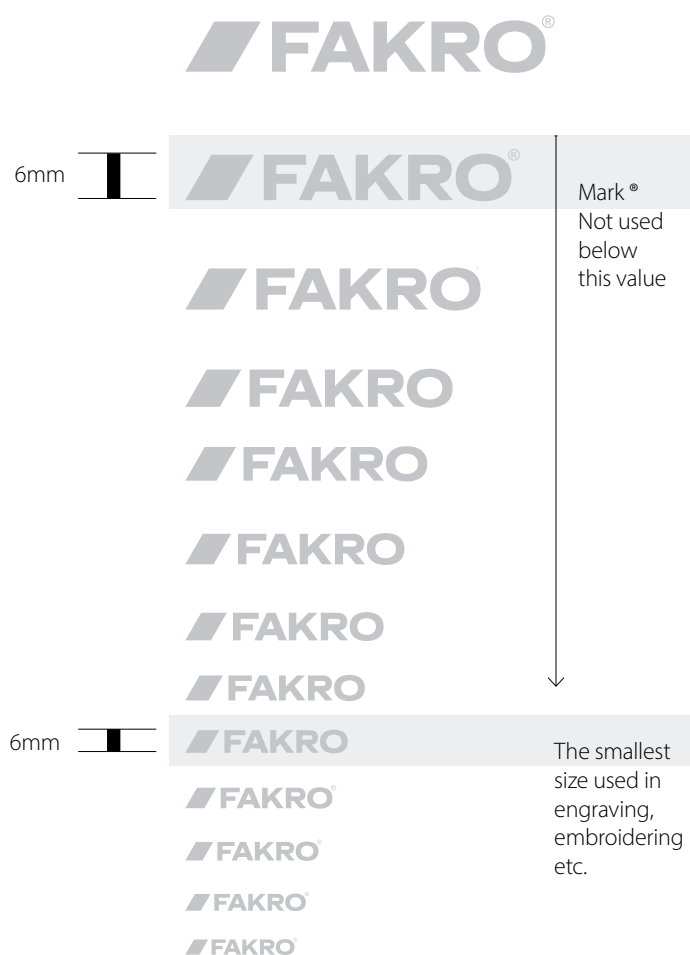
### CAUTION:

In exceptional situations, when the logo has to be smaller (e.g. pens or advertising badges), a designer and ordering person are obliged to monitor whether the logo complies with FAKRO standards and is clearly visible.



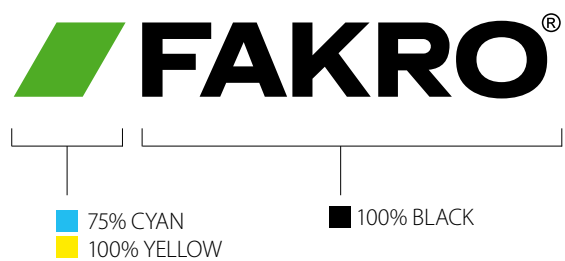


In case of engraving logo print in monochromatic version, the minimum height is 3 mm.

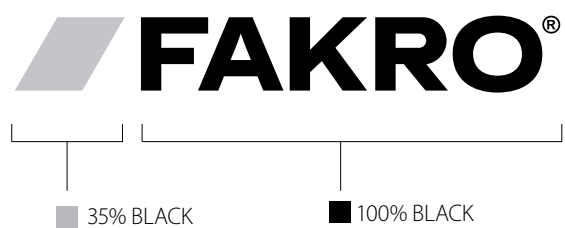


## COLOURS

### BASIC VERSION



### GRAY SCALE VERSION





## ACHROMATIC VERSION

For the logo to be clearly visible, it should not be placed against white backgrounds or any other backgrounds with colour saturation lower than 30%. On backgrounds with saturation exceeding 30%, it is recommended achromatic logo in white (in reverse).



## MONOCHROMATIC VERSION

(GIVEAWAYS AND BACKLIT 3D  
LETTERS ABOVE COMPANY  
BUILDING, etc.)  
COLOURS:  
GREEN  
SHADES OF GREY  
SILVER  
BLACK



## METAL-WORK

ENGRAVING, BURNING, RELIEF,  
STAMPING, etc.



UNIFORM MATERIAL

# TYPOGRAPHY

Consistency of printed materials is also recommended at the font level.

PRINTED MATERIALS  
WEBSITE

The recommended typeface is Myriad Pro. To emphasise important information in the text, it is suggested that Myriad Pro Bold is used.  
The FAKRO brand name should be written in CAPITAL VERSIONS.

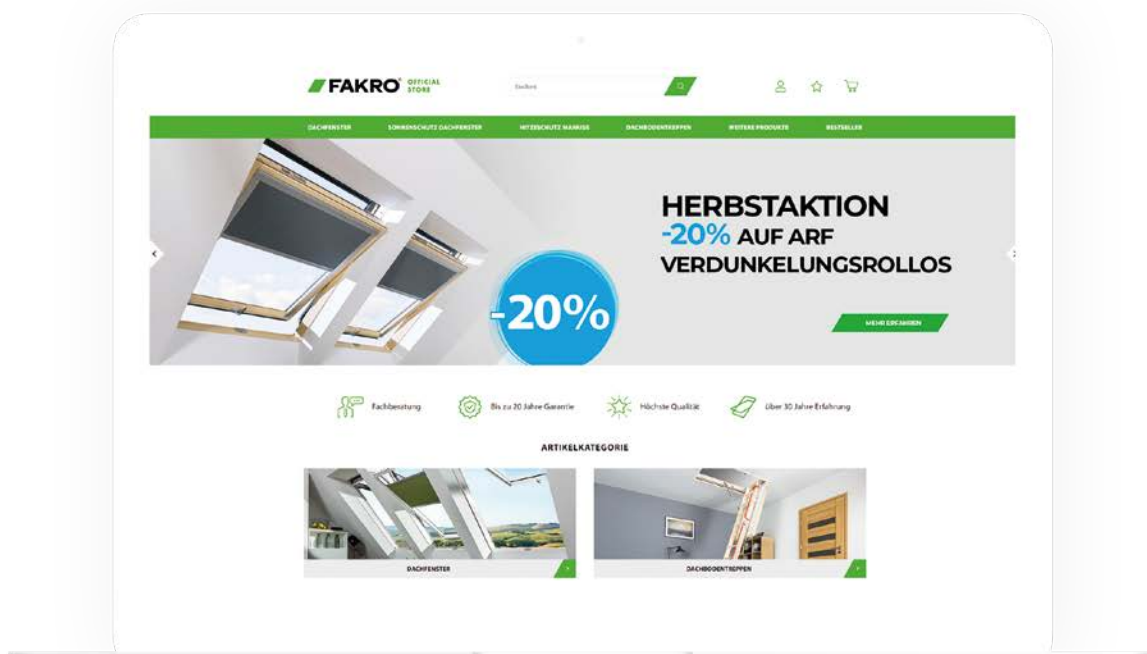
**Myriad Pro**

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**

ONLINE STORE

**Myriad Pro**

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**



## COMPANY COLOURS

FAKRO uses two basic colours: green and black.

GREEN



CMYK 75/0/100/0



PANTONE 362



RAL 6018



RGB 2/152/62  
#02983E

BLACK



BLACK K-100%



CMYK 60/50/50/100



PANTONE BLACK

## PRODUCTS

(colours assigned in catalogues)



*PRODUCT CATALOGUE*



0/8/14/38

*GREENVIEW ROOF WINDOWS*



75/0/100/0

*ROOF WINDOWS*



75/0/100/0

*FLASHINGS*



59/39/36/5

*WINDOW ACCESSORIES*



0/40/90/0

*INSTALLATION ACCESSORIES*



0/35/0/50

*ELECTRIC CONTROL*



95/6/0/0

*ACCESS ROOF LIGHTS  
AND ROOFING ACCESSORIES*



22/74/92/9

*LIGHT TUNNELS*



38/0/0/39

*ROOFING MEMBRANES AND UNDERLAYS*



100/0/31/23

*FLAT ROOF WINDOWS*



60/15/0/10

## PRODUCT FOLDER

(colours assigned in catalogues)

*GREENSTEP LOFT LADDERS*



0/35/65/65

*WINDOW ACCESSORIES*



0/40/100/10

*LOFT LADDER PRICELIST*



0/35/65/65

*FLAT ROOF WINDOWS*



60/15/0/10

*SMART HOME*



96/6/0/0

## ACCESSORIES

(colours assigned in catalogues)

AJP



4/63/98/0

ARS



41/25/100/0

ARP



78/30/95/19

ARF



37/88/43/14

APS



58/4/5/0

APF



100/54/7/1

AMS



83/38/92/39

ARZ/AMZ



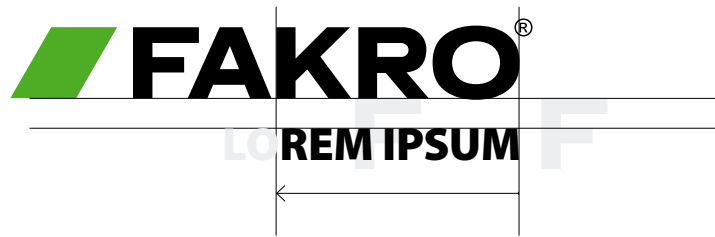
66/49/46/20

## LOGO VERSION WITH NOTE

The logo version with a note is used for customised projects. Depending on your needs, it is possible to write the name of the unit in one or more lines in CAPITAL LETTERS.

One line under the FAKRO logotype is used when the character length is within the 'KRO' area - according to the rule described in the illustration.

The multi-line next to the FAKRO logotype is used when the character length does not fit within the 'KRO' area - according to the rule described in the illustration.



## EXAMPLES OF USE





## USING LOGO AGAINST DIFFERENT BACKGROUNDS

For the logo to be clearly visible, it should be placed against white backgrounds or any other backgrounds with colour saturation lower than 30%. On backgrounds with saturation exceeding 30%, it is recommended to use achromatic logo in white (in reverse).

White background



0%

30%



40%

Background saturation from 40% to 100%

100%



40%

Background saturation from 40% to 100%

100%



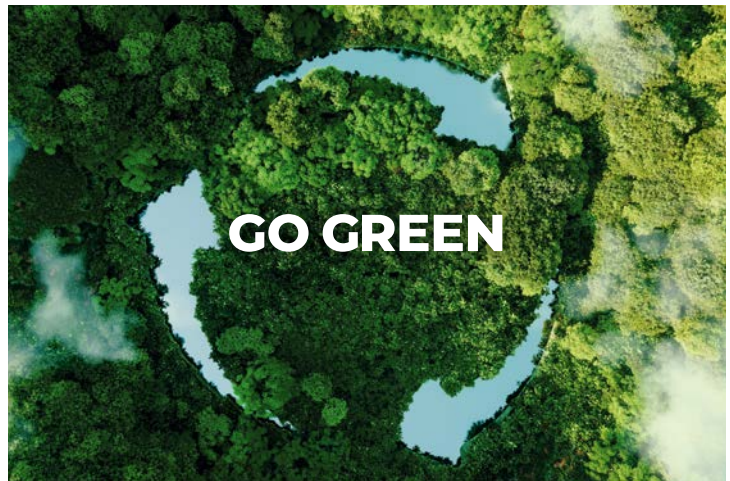
## LOGO GO GREEN

The logo consists of [GO] in black and [GREEN] in green.

The GO GREEN logo does not appear together with the FAKRO logo. In the text, the word GO GREEN is written in CAPITAL LETTERS.

## GO GREEN PHILOSOPHY

The green colour, incorporated into FAKRO logo, has accompanied us from the very beginning of the company's establishment, and the ecology associated with it is the aspect which permeates each stage of our development. Everything we do is always with a better future for our children in mind. This is exactly the philosophy of GO GREEN at FAKRO. We design, plan and manufacture with care for the environment. Offering environmentally friendly and energy-efficient products is embedded in our company's DNA. We ensure that every process, every action and every decision we make is always accompanied by concern for the comfort and healthy life of future generations. All of these activities is encapsulated in the important GO GREEN philosophy.



## LOGO PRESENTATION

# GO GREEN

## COLOURS



BLACK K-100%  
C 60% M 50% Y 50% K 100%  
PANTONE BLACK



CMYK C-75% Y - 100%  
PANTONE 362  
RGB R 80 G172 B 40  
RAL 6018

## TYPOGRAPHY

**MONTERRAT Bold**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**



## MONOCHROMATIC VERSION



## USING LOGO AGAINST DIFFERENT BACKGROUNDS



White background

Background saturation up to 30%

Black background  
- two colour versions are acceptable

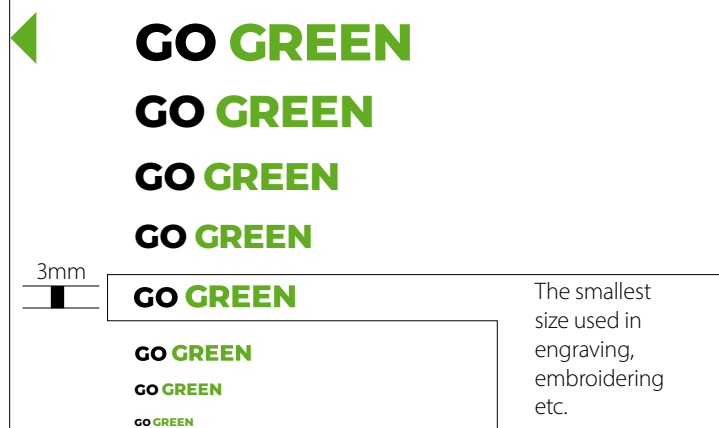
## PROTECTIVE SPACE



Protective space  
is a square  
surrounding  
the 'N' letter



## MINIMUM SIZES



The smallest  
size used in  
engraving,  
embroidering  
etc.

USING  
LOGO  
ON PHOTOS

