



## 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 images and wording are supposed to be lucid and easy to comprehend even in technical documentation. We try to use conversational language, avoiding technical jargon at all costs. We also avoid using promotional wording and images in the materials which are not any promotional tools.

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

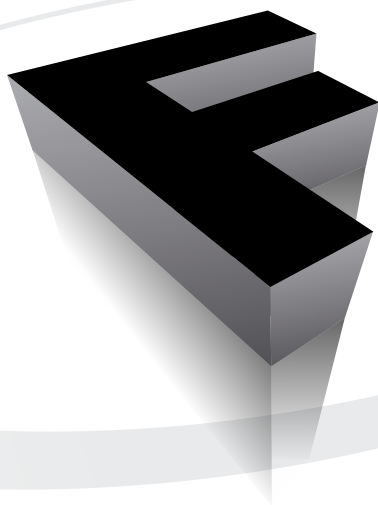
FAKRO trademark expressed verbally or graphically is a legally protected mark in Poland and elsewhere in the world. Using it consistently both in Poland and in the world sends outside an important message about the company. This guidebook contains information concerning proper use of FAKRO trademark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

## INTELLECTUAL PROPERTY PROTECTION

The Supplier's intellectual property includes in particular rights to trademarks. The Recipient undertakes to use the Supplier's intellectual property rights in accordance with the law and recommendations of the Supplier. The Supplier's trademarks are associated on the market with the quality of products and services, therefore they should be used in such a way as to maintain the Supplier's reputation and positively influence the Recipient's image.

## VIOLATION

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



## FAKRO BRAND HISTORY

FAKRO brand has been present since 1991. One of the constant elements of the company logo for 16 years has been the picture of a roof window. Another element of our logo strongly associated with FAKRO is the colour green.

## HOW HAS FAKRO LOGO CHANGED?

FAKRO brand has undergone successive transformations since 1991. First and foremost, there has been altered font style in the "roof windows" and "FAKRO" inscriptions to make it more distinct and modern. Additionally, the company has gradually abandoned placing contact details near FAKRO logo leaving only "roof windows" inscription.

Since 2009, we have been no longer using FAKRO logotype (inscription) on its own but always a full logo.

### LOGOTYPE

1991 - 1995



1996 - 1998



1999 - 2001



2002 - 2008



2009



LOGOTYPE

1991 - 1995

**FAKRO<sup>®</sup>**<sub>s c</sub>

1996 - 1998

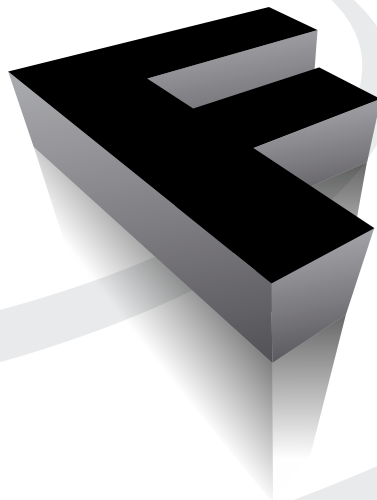
**FAKRO<sup>®</sup>**<sub>S.C.</sub>

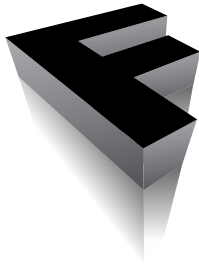
1999 - 2001

**FAKRO<sup>®</sup>** S.C.

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

## FAKRO'S GREEN

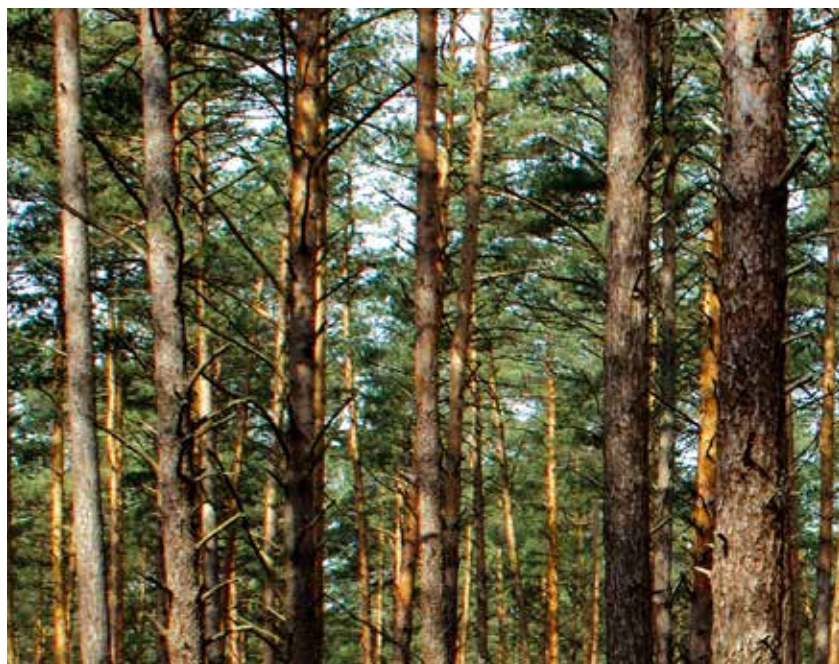
It is not a coincidence that green is present in FAKRO logo. It reflects FAKRO character, the company which is close to nature and tied closely to the environmental issues. Since the very beginning of its existence, FAKRO has been encouraging development and widespread application of eco-friendly technologies, 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. Green whisky is most expensive and refined, whereas 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 distinguishable at the first glance as red, in the long run it creates very pleasant associations in the consumers' minds. The colour red, even though that its promotion is less time consuming and less expensive, after some time does not encourage favourable associations.

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



## LOGO

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

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 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 (letter F).

## LOGO PROTECTIVE SPACE SPONSORING

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



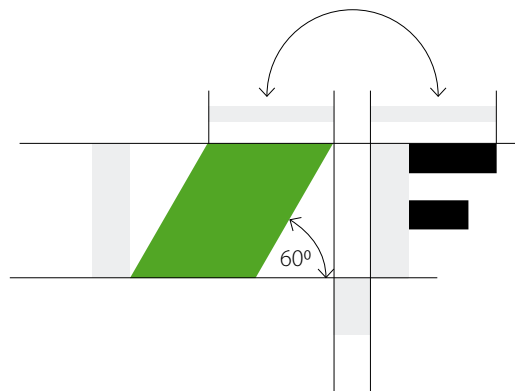


LOGO  
VERSION WITH  
INTERNET  
ADDRESS

The version of the logo containing  
www address is used only  
in certain circumstances e.g.  
hoardings, 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 case of a black and green printed logo, the minimum height is **2 mm**.

### CAUTION:

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



4mm



2mm



Mark®  
Not used below  
this value

The smallest  
size used  
in printed  
materials



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



6mm



Mark<sup>®</sup>  
Not used below  
this value.



6mm



The smallest  
size used in  
engraving,  
embroidering  
etc.



# COLOURS

BASIC  
VERSION



GRAY SCALE  
VERSION



## ACHROMATIC VERSION

AGAINST BACKGROUND  
WITH SATURATION ABOVE 30%



WHITE

## MONOCHRO- MATIC VERSION

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



## METAL-WORK

ENGRAVING, BURNING, RELIEF,  
STAMPING



UNIFORM MATERIAL

# COMPANY COLOURS

FAKRO uses two basic colours:  
green and black

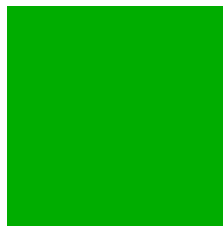
GREEN



CMYK C-75% Y - 100%



PANTONE 362



RGB R 80 G172 B 40



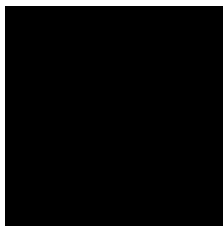
RAL 6018



BLACK



BLACK K-100%



C 60% M 50% Y 50% K 100%



PANTONE BLACK

## LOGO AGAINST DIFFERENT BACKGROUNDS

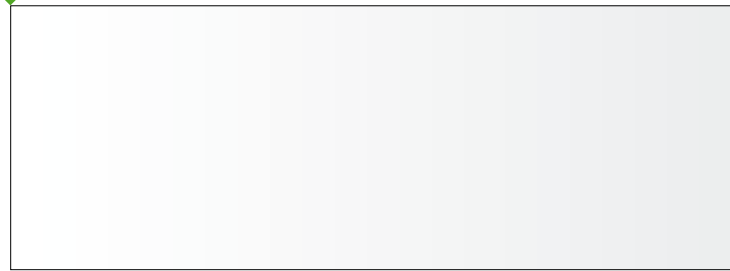
For the logo to be clearly visible, it should not be placed against white background or any other background with colour saturation up to 30%. On background with saturation exceeding 30%, there should be applied achromatic logo in white (in reverse).



White background

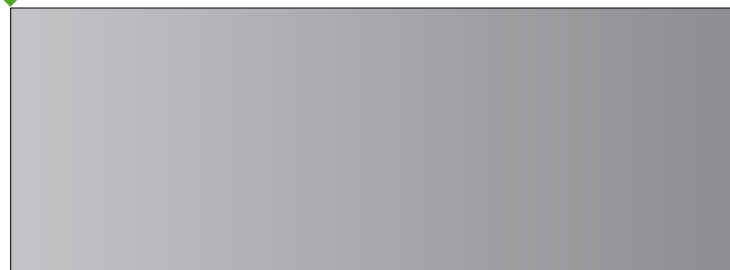


0%



30%

Background saturation with colour 40 to 100%







 **FAKRO<sup>®</sup>**

30%  
▼

 **FAKRO<sup>®</sup>**

100%  
▼

 **FAKRO<sup>®</sup>**



 **FAKRO®**