

Corporate identity manual



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Connecting
people and
homes with
the world





WELCOME

Brand purpose and mission

Our purpose is to connect people and homes with the world.

We are a brand committed to our purpose, and we are constantly working to ensure that the most innovative technology and the best design are put at the service of people to offer better communicated, safer and more comfortable buildings.

Our mission is to be the leading brand in connected video door entry systems and to offer connectivity for all.

FERMAX

Who is this guide for?

This guide briefly covers the approved guidelines and standards for the use of the Fermax brand.

It is aimed at anyone wishing to use the brand's resources in their marketing or advertising activities, or to promote their status as an official distributor, collaborator, partner, etc. of Fermax products through digital media (social networks, websites, etc.).

[Download brand resources](#)

Why is this guide important?

This guide includes the general rules for the correct use of Fermax brand resources, whether through physical media or digital sales, communication and/or promotion channels.

The consistent use of these resources helps to easily recognise the Fermax brand.

The consolidation of the brand image requires special attention to the recommendations indicated in this manual, a document that guarantees unified criteria in communication and public distribution.

As the owner of a registered trademark, one of the maxims of the Fermax group is that its trademarks are used in a consistent and correct manner, not only by the company members, who are part of Fermax, but also by our customers, suppliers and third party collaborators.

To help us meet this objective, this Manual contains the corporate standards that must govern the use of the FERMAX brand and, consequently, must be followed by those who wish to use it.

Thus, any use of the Fermax brand that breaches the guidelines included in this manual will be considered a breach of our trademark rights, and Fermax may take the appropriate measures to ensure the maintenance of its corporate identity on the market.

Similarly, it is important to remember that the unauthorised use of images owned by Fermax may result in the same actions.

Una
buena
noticia
para
Vd.!



Brand and its beginnings

ELECTRONICA
Fermax
INTERCOMUNICACION

presenta
su nuevo Radiointerfono

fermax 2000



ELECTRONICA
Fermax
INTERCOMUNICACION

La voz de todos al alcance de Vd
INDISPENSABLE EN:



Distribuidor

Brand evolution

Our founder's visionary talent was not limited to electronics.

In 1952, he commissioned the creation of a logo for the brand, an acronym of his own name (FER: Fernando MA: Maestre), to the cartoonist Alfredo Sanchis Cortés who accompanied it with a robot to give it a touch of modernity.

In 1970, a redesign was requested. The result was successful, as today it remains very similar to the original design.

In 1999, blue was introduced as a corporate colour. It represents creativity, safety and efficiency in our distinguished capabilities, reflected in the solutions we provide to our customers.

In 2012, the spacing between each letter was balanced.

The result allows us to speak of a brand with a strong personality, which today is known all over the world, and with which thousands of people work within the framework of a common corporate culture.

The brand, together with design, has been the company's most important intangible value. A value that has evolved along with its strategic vision, strengthening its positioning and extending its values.

Today, Fermax is a global brand in the video door entry system industry.



Function and use of the manual

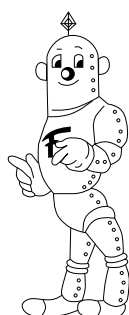
Throughout this manual, you will be able to see and read about the guidelines that govern the use and application of our trademark, language and graphic design.

The objective of this manual is to regular and achieve a clear, synergic and coherent corporate identity, which will allow us to present the brand properly.

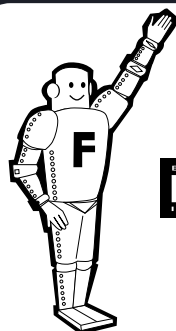
It includes the design standards, constructions and applications of the basic elements, so that these standards can be adapted to the needs that may arise around any future graphic projects or displayed artworks.

This manual should serve as a reference for all of those who are involved in any way in the creation of any document or media related to the Fermax brand.

The correct application of this manual will ensure that Fermax has a homogeneous graphic identity.



1952



1970

FERMAX

1980

FERMAX

1999

FERMAX

2012

Basic elements of identity

FERMAX

01. Trademark

A trademark is composed of its visual identity (including its logo, colour palette, corporate images, etc.), its tone of voice, its values and even its positioning towards the customer.



Logo

The logo is contained within a stable sign, represented by a geometrically regular rectangular background, which reinforces and completes the idea of brand appeal and institutional solidity.

This sign is not independent of the logo.

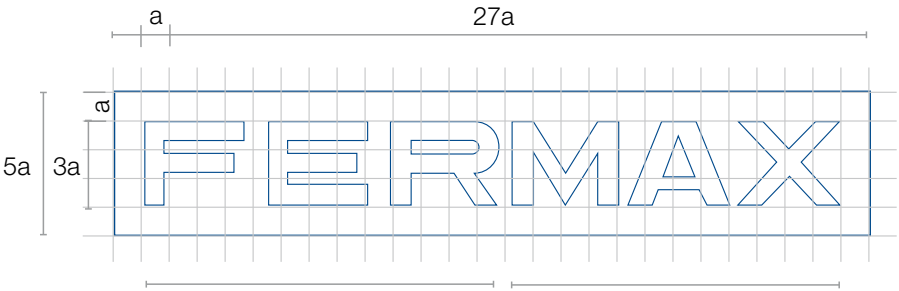
The FERMAX typeface is composed of the initials of its founder. The logo is formally based on the Helvetica Neue extended bold font with variations in tone and proportion.

The FERMAX trademark is registered internationally.



Graphic construction of the trademark

From this structural grid, the constituent elements of the brand are arranged in order to avoid any modification or distortion.



Positive version



CMYK: 100/58/0/21
 RGB: 0/81/146
 Hex: #005091
 Pantone: 293 (294 in exceptional cases)



Pantone: Black C
 CMYK: 0/0/0/100



Pantone 877

Main graphic trademark

This page reproduces the trademark in the corporate colour in which it should be represented whenever possible.

It also includes the model to be followed in case the logo in black and white is required.

Variant graphic trademark

We reproduce the trademark in a complementary colour Pantone 877 metallic silver ink.

The use of this complementary logo is reserved for prestige applications (diaries, pens, gift wrap, etc.).

Negative version



Negative version

The negative of the trademark shall be in white letters and a white border without background.

It shall never be used without the white border.

02.

Trademark use guidelines

Area of isolation

It is the minimum clear space that must be around the trademark.

It is essential to respect this area for its legibility.

As far as possible, this space should be maximised and separated from the remaining elements on the page (text and images).

The minimum clear space around the trademark is defined by module "a" in the construction grid, which extends from the edge in the logo box to the diagram containing it.

Minimum size

Respecting the minimum trademark size ensures the clarity and legibility of all its elements.

The trademark must not be reproduced with a smaller dimension than 1.5 cm.

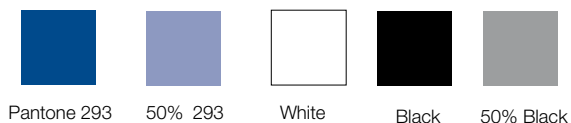


1.5 cm



Chromatic use

These colours and values form the chromatic basis for Fermax's corporate communications.



Negative version



Positive version



When the trademark is applied on backgrounds with little contrast, of the same intensity or in certain cases where the legibility of the identity is affected, we will use the border as a graphic resource of the communication system and not as a basic element of identity.



<<

DO NOT use the negative version of the trademark in this way*.

*Except upon the direct approval of the Marketing Department and only in exceptional cases.

Outline and size

The border or outline is a graphic resource used when the trademark is applied on backgrounds with little contrast, of the same colour or in certain cases where the legibility of the identity is affected.

At a size of 1.5 cm, a 0.25 mm thick outline.
At a size of 3 cm, a 0.5 mm thick outline.
At a size of 6 cm, a 0.8 mm thick outline.
At a size of 10 cm, a 1.2 mm thick outline.
At a size of 12 cm, a 1.4 mm thick outline.

If we take any of these examples and scale it to a given size, the thickness of the outline will increase proportionally along with the size of the trademark.



Trademark area. Recommended position

WESTERN READING.

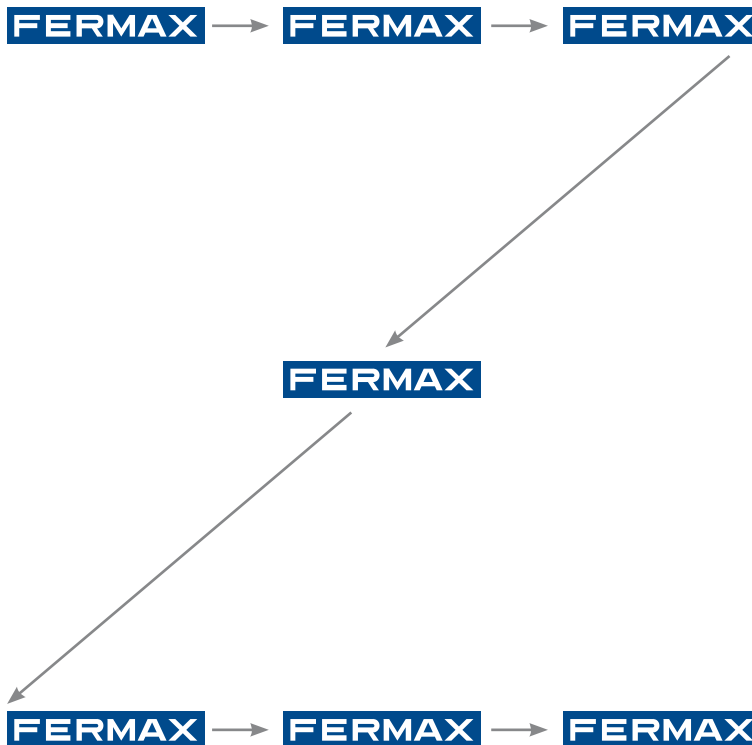
The position suggested in the below graphic is the area of greatest tension, weight and legibility.

By determining the location of the trademark, its importance and presence in an artwork is defined. This is why we can observe that the positions will vary from case to case.

The trademark should appear in the upper-left hand corner or in the centre on corporate and administrative stationery, except on envelopes due to postal restrictions.

For other communication resources (brochures, catalogues, etc.) the trademark area will be extended between the top left and centre margins. If the trademark is used as a closure, it shall be centred in relation to the format of the graphic item or applied between the bottom centre and bottom right margins.

The position and size relevant to the visual identity must be clearly indicated on each piece of artwork.



Claim

Throughout our company's history several claims have been used: Quality people. Quality products, Fermax te acerca a la vida, Hoy es necesario ver quien llama a tu puerta, Building Communications, Connectivity for all, etc.

These are reviewed from time to time, as the company's vision and mission evolve towards new objectives.

As for campaigns, the claims used in brochures, posters, etc., are created based on the sensations generated by each particular product. Therefore, the duration of those will depend on the lifetime of the product itself.

Communication that conveys not so much what the company does but why it does it: its mission, vision and brand values as a specialist in its industry.

Fermax evolves from a description of what it does "Audio and Video Door Entry System", to a vision of what it provides "Building Communications" and finally to a vision of purpose "Connectivity for all".

Business area



Audio & Video Door Entry Systems

2013. Claim



BUILDING COMMUNICATIONS

Since 2019



The lower font in Helvetica Neue LT Std 45 Light.

It is advisable to use the trademark with its claim at the end of each artwork piece: on the back of a magazine, catalogue, brochure, video, etc.

We must remember that it is not essential to use it in all the system artworks, but only in situations where the identity needs to be further implemented.

Incorrect uses

Creating a strong trademark depends, among other things, on consistency and solidity in its implementation. If the trademark is used incorrectly, the overall impact of the identity will be reduced.

NEVER ALTER THE DIAGRAM SIZE



NEVER ALTER THE NAME SIZE



DO NOT ADD ANY ELEMENT OR TEXT IN THE AREA OF ISOLATION



THE TRADEMARK MUST NOT BE SHADED



DO NOT APPLY BLURRING OR GRADIENTS AS A FILLER FOR THE TRADEMARK



THE FERMAX TEXT IN THE LOGO CANNOT BE ALTERED. IT CANNOT BE MADE THICKER OR THINNER, NOR CAN IT BE REPLACED BY OTHER FONTS.



DO NOT COMPRESS OR ALTER THE PROPORTIONS OF THE TRADEMARK



NEVER PLACE THE TRADEMARK INSIDE WRITTEN TEXT

In this case, the company name should be written in the same size as the text, but all or **only the F is capitalised**.

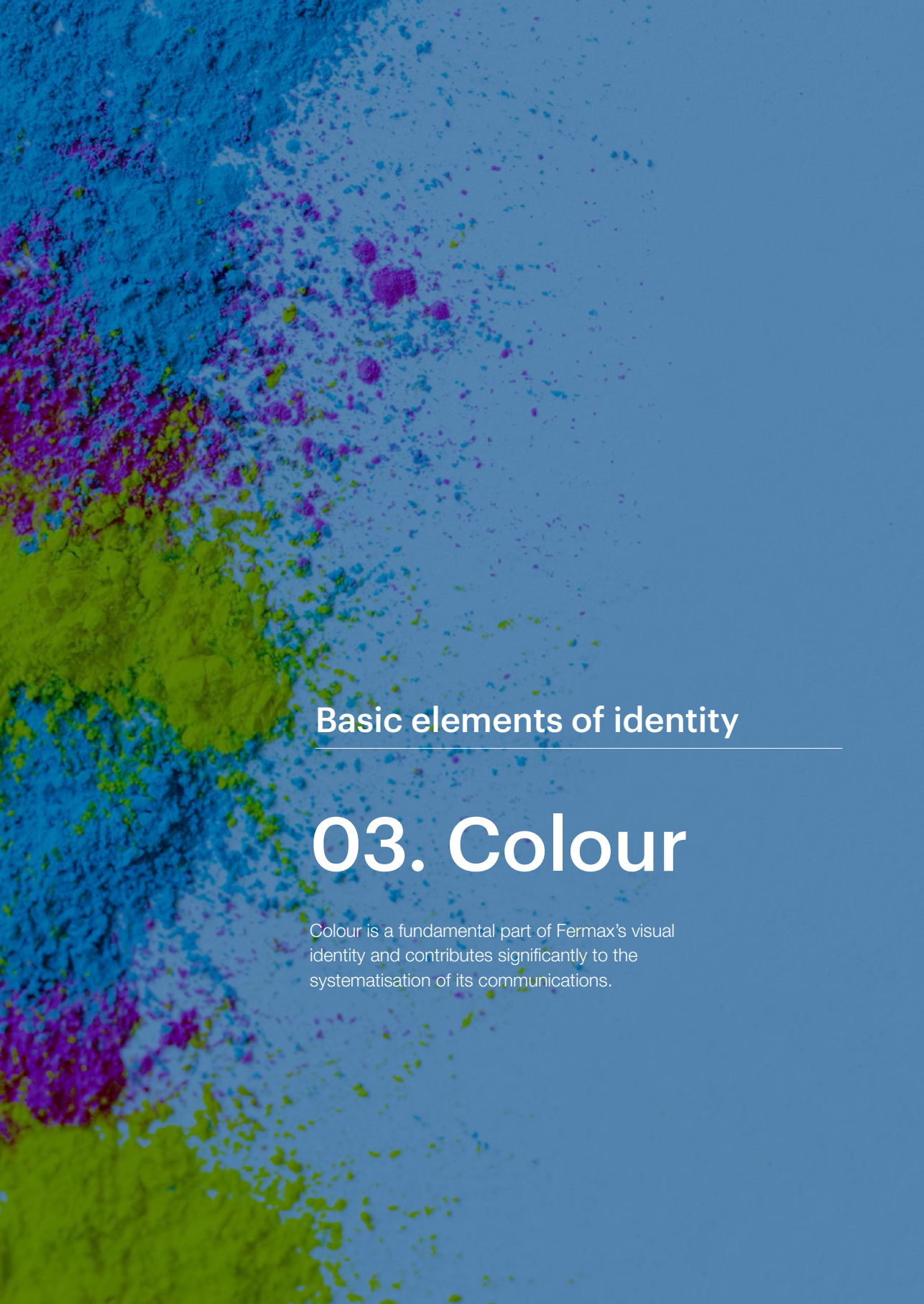
The ~~FERMAX~~ and clearly identifies a company in constant institutional development.

La marca FERMAX / Fermax identifica claramente a una empresa en constante desarrollo institucional.....

THE TRADEMARK MUST NOT BE REPRESENTED VERTICALLY



The FERMAX trademark should only be used in accordance with the guidelines provided. As it is a registered trademark, any unauthorised use or modification of the trademark is prohibited.

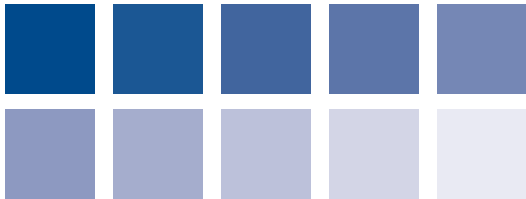


Basic elements of identity

03. Colour

Colour is a fundamental part of Fermax's visual identity and contributes significantly to the systematisation of its communications.

To ensure the correct presentation of the brand in different media, we have included on this page various compositions and wefts of the corporate colour.



Pantone 293

CMYK/	RGB/	HEX/
100	0	#005091C
58	67	
0	140	
21		

(Pantone 294 may be used in exceptional cases upon the approval of the Marketing Department)

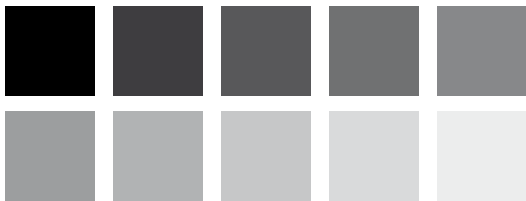
Corporate colours

Blue is a clear emitter of institutional attributes. It stands for creativity, security and efficiency in our capabilities.

The choice of pantone 293 gives us a graphic and visual personality, differentiates us from the competition and helps us to position ourselves in a specific context.

Pantone 293 should be used in those items that directly represent the company: institutional stationery, promotional artworks, surroundings (commercial offices, subsidiaries, etc.) and vehicle signage.

And in the design of advertising items, whenever it is considered appropriate.



Pantone Black C

CMYK/	0	0	0	100
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This chromatic variable is used in graphic items that represent a particular product or kit.

And in the design of advertising items, whenever it is considered appropriate.

Brand guidelines for use in digital media

FERMAX

The use of digital media is essential for the development and promotion of your company's commercial activities. For this reason, please find below the main rules to follow when using Fermax brand resources on social networks, the website or any other digital media associated with your company:

1. Use of the Fermax brand on social networks

If you would like to use the Fermax brand on your company's social networks (e.g. Instagram, Facebook, LinkedIn...):

- You must not use the name "fermax", either alone or accompanied by additional words (e.g. "@fermaxitaly", "@fermaxcommunications"), as a commercial or promotional name for your user profile.
- You must not use the Fermax brand logo or any variation thereof as the identifying image of your user profile.

If you wish to promote your status as an official FERMAX distributor, collaborator, partner, etc., you can do so

- in the description of your user profile.

2. Use of Fermax photos/images

To promote the Fermax brand, products and/or technology on your social networks and/or company websites, you must use the photographs and/or company or product images that Fermax makes available to users on its website, social networks or other communication channels such as email.

If you cannot find an image or have specific requirements, you may contact the Marketing Department via email: marketing@fermax.com

2. Use of the Fermax brand on websites

Your company's website(s), which you use to market Fermax products and promote your status as an official distributor, partner, etc., must not create confusion between the Fermax brand and your company.

In particular:

- You must not register web domain names containing the name "fermax", either alone or accompanied by additional words (e.g. "fermaxfrance.fr").
- Similarly, the name "fermax", either alone or accompanied by additional words, must not be included in any email addresses you indicate as your contact email (e.g. "contact@fermax.com").
- Your website must have its own aesthetics, different from those of the Fermax corporate website, including the company name, commercial name or corporate image of your company which must be shown in a clear and differentiated manner in a visible place on the website.
- Do not include Fermax corporate information as your own (company history, headquarters, official contact telephone numbers...). The company information that you wish to include must be related to your company.

In any case, Fermax reserves the right to contact your company in the event of detecting actions that, although different from the above, may create confusion about the origin of the Fermax brand in the market.

FERMAX