



GRAPHIC IDENTITY MANUAL

WELCOME

The objective of this manual is presenting the new graphic identity of our Company, as well as guidelines for its appropriate use in each and every material where it is present.

This manual is a useful graphic guide for those who participate in th

e creation of materials for our Company, since it contains basic guidelines for the correct application of color, fonts, stationery, packaging, as well as visibility materials, among others.

Finally, this tool will have a great importance in consolidating a homogeneous and solid image, in accordance with the leadership and innovative character of

The image features a solid orange background with a subtle, wavy, concentric line pattern. A thick, solid black horizontal bar spans the width of the image, separating the orange section from the white section below.

GRAPHIC IDENTITY

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The new proposal we have today for the graphic identity of FANDELI results from the need to maintain ourselves in a strongly competitive business level in accordance with the company we are now: a leading Company with a long trajectory, specialized in the manufacturing and commercialization of coated abrasives.

The fonts we use bring simplicity and elegance to the brand.

They are clear, legible, powerful and solid, due to their strong geometric lines.

We have added the image of a buffalo, which in many cultures symbolizes dynamism, strength and solidity. It has been an element that has accompanied our Company throughout its history.

The orange color remains a part of our identity because of the great importance it has had in the graphic trajectory of our Company, united with the values of energy and intensity it represents. We use gray as a secondary color, which has technological, industrial and innovation connotations, representing the advances we offer in our products.

PROPORTIONS



TOLERANCE AREAS



The "Registered" sign must be used at half an "X" size.

INSTITUTIONAL COLORS

DIRECT INK



PANTONE LINES 1505 CVC AT 100%
Third layer



GRADIENT 0/41/60/23 AT 60% MULTIPLY
Second layer



BACK PANTONE 1505 CVC AT 100%
BLACK PROCESS BLACK
First layer



FINAL

CMYK



LINES 0/60/100/0
Third layer



GRADIENT 0/41/60/23 AT 60% MULTIPLY
Second Layer



BACK 0/60/100/0
BLACK PROCESS BLACK
First Layer



FINAL

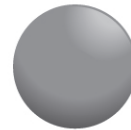
The colors shown here may vary from one printing method to another. For further reference, consult PANTONE guide.
The previous examples are color references, not printing guidelines.

INSTITUTIONAL COLORS

SECONDARY OPTION



PANTONE
1505 CVC



CMYK
0/1/0/51
RGB
145/145/149

CORRECT USES



Graphic identity
in full color.



Two inks.



Black and white.



One ink.



For use only in backing of adhesive
products when printing processes
reduce adhesive functionality.

CORRECT USES



The use of full color graphic identity must be applied in packaging, stationery, presentations, publicity, displays and any material that allows for full color printing, always considering direct ink (PANTONE 1505 CVC).



Graphic identity in two inks may be used for promotional items, internal stationery, uniforms, signage and any other materials that do not require full color printing.



Black and white graphic identity must be used for press applications. The color gray is obtained from pure black at 80%.



Graphic identity in one ink may be used in all materials in which the number of inks is limited. Orange, black or gray inks must be used, depending on the background.

CORRECT USES



In order to use our graphical identity correctly, all elements must be used as shown; the elements of this group must not be highlighted; the weave, buffalo, font and black line must always be used.

The minimum recommendable size is 1.5 cm, depending on the available surface for each application.

Supporting images may be placed on this group (see example on page 31), without exceeding the tolerance area (see page 5).

If text is to be added, it must be out of the area destined for the graphic identity and the black line.

CORRECT USES



The application of the graphic identity on images can be done as shown in these examples. Background color must be considered when choosing the colors to be used. It is not recommendable to use similar colors to the background so the graphic identity can be appreciated in full detail. In case the background color does not combine with the allowed combinations, the full graphic identity must be used, as shown in the first example.

INCORRECT USES



- DO NOT rearrange elements.



- DO NOT scale to different sizes.

- DO NOT use gradients.



- DO NOT use outlines or other fonts.



- DO NOT deform or scale disproportionately.



- DO NOT rotate.



- DO NOT alter colors.



- DO NOT alter the width or number of lines in the weave.



- DO NOT use background colors similar to those of the graphic identity.

Proportion, direction, inclination, element arrangements and size relations must not be modified under any circumstance. The correct identity must always be used.