



CORPORATE DESIGN GUIDE

01 Basic Elements

/// one step ahead in INTELLIGENT production systems

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/// DEAR COLLEAGUES, DEAR READERS,

FFT's corporate design defines clear guidelines for the design of our communication materials. Why? Neither logo, nor color and font alone can give a company a uniform appearance. Only when they are used in a visually harmonious, consistent and therefore recognizable way can a visual brand be created. The advantages for all of us and the company can be summed up in two main ways:

- The FFT brand gains strength because the recognition value of the company is ensured in communication on our own channels and in external media
- The Corporate Design Guide makes the work of all employees easier, as the design of everyday tools (e.g. presentations, letterheads, email signatures) is clearly defined and prepared in advance.

On the following pages you will find defined application guidelines for the basics of FFT's corporate design: logo, colors, typography and claim. Other design elements and guidelines for the selection of image material are also set out.

1.0 LOGO



1.1 MEANING

The logo is the core of FFT's visual brand. It represents the company and our shared values. It contains the three letters FFT in bold, italics and capitals with a parallelogram of the same size as the background. By fixing the letters in the background elements and the alignment of the typography and shapes, the viewer associates them with down-to-earthness and stability. The italics convey dynamism, speed and progress. According to classical color theory, the FFT green radiates growth, progressiveness and innovation to the viewer.

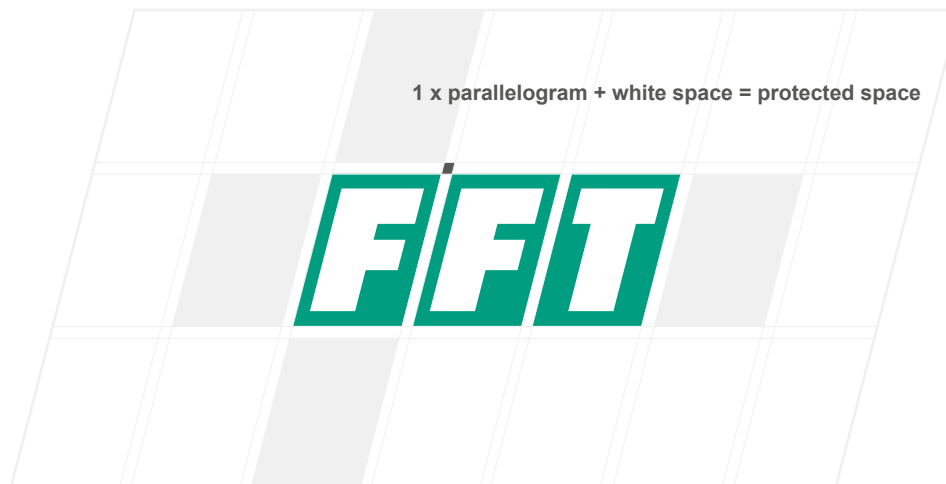


In 1974, the company Faust Fertigungstechnik was founded in Mücke by Gerhard Faust and others. It was not until 1987 that the company was given its decisive name, which can still be found in short form today: Flexible Fertigungstechnik (FFT). The three letters in the logo are therefore the abbreviated version of the company name.

1.2 Protection area + 1.3 Positioning

1.2 PROTECTED AREA

A "protection area" surrounds the company logo to guarantee it the necessary space. No other elements may be placed in this area. The dimensions of this protection zone are defined by the logo itself. A parallelogram including white space should be maintained in every direction.



1.3 POSITIONING

As the core of the brand and the main pillar of the corporate design, the logo should always be given a particularly high priority. This is achieved through sufficient space and a privileged positioning. If the design allows it, positioning at the top right should be preferred.

THE SIZE OF THE LOGO

The logo **may not be smaller than a minimum size of 2.0 x 0.8 cm**. Exceptions to this are advertising materials where the overall design or the production process does not permit this size. A maximum size is not specified, however, the rules specified in the guide must always be adhered to during use.

1.4 Color variants

1.4 COLOR VARIANTS

Primary variant



Primary variant on light gray



Primary variant on dark gray



Primary variant on FFT green



PRIMARY VARIANTS

The primary version of the logo should preferably be used, in which the parallelograms are shown in FFT green and the font in white. For optimum contrast, we recommend using the logo on a white background. Alternatively, it can also be used on a light gray (max. 25% black). The use of a medium shade of gray should be avoided. The logo is inverted on dark backgrounds.

When using the logo on images, it is important to ensure that the background offers sufficient contrast and that no unruly image fragments disturb the protected area of the logo.

1.4 Color variants

Secondary variant



Secondary variant on light gray



Non-permitted variants



SECONDARY VARIANT

The secondary variant is used as soon as the primary variant cannot be used, for example if color printing is not possible. This variant consists of white lettering on parallelograms with a black value of 80%. The background may have a maximum gray value of 25%.

NON-PERMITTED VARIANTS

The logo may not be rotated, stretched or compressed. The alignment and proportions should always be kept original. Logo variants for individual business areas or departments are not intended. Any type of logo extension using symbols, lettering or other elements is prohibited.

1.5 PRODUCT LOGOS

Logo variant



Product logos are provided in two variants with different purposes. The official logo variant ensures the presence of the corporate design on all media. It always consists of an extension of the original logo according to the scheme: original logo (FFT green) + product group Arial Narrow Italic (+5% slant).



The different product group designations are provided by Marketing.

Font variant

FFT*hemtec*

The font variant is used exclusively in text environments in order to emphasize the product name in a reminiscent and attention-grabbing way. It follows the scheme FFT Arial Black (FFT gray) + product group Arial Narrow Italic (+5% slant).



Tip: To enlarge or reduce the logo in proportion, hold down the Shift key while dragging it larger or smaller.

2.0 COLORS



2.1 PRIMARY COLORS

Primary color FFT green



RGB: R 0 / G 157 / B 128
CMYK: C 91 / M 0 / Y 60 / K 0
HEX: #009D80
PANTONE: 3285 C
HKS: 53 K
RAL: 6016 Turquoise green (approx.)

Primary color FFT-Grey



RGB: R 87 / G 87 / B 86
CMYK: C 0 / M 0 / Y 0 / K 80
HEX: #575756
PANTONE: 425 C
HKS: 92 K (annähernd)
RAL: 7022 Umbra gray (approx.)

FFT-GREEN

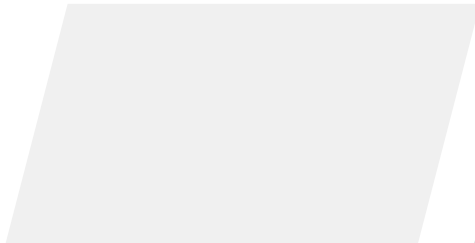
FFT green is a strong and intense color that tends towards turquoise. It has a medium to dark hue with a high degree of saturation. Due to its high degree of attention, the color should be used in a targeted manner to draw the viewer's eye.

FFF-GREY

The FFT gray is a dark shade of gray with a subtle coolness. The color contains no obvious color nuances or undertones, but appears as a pure gray. The FFT gray provides a neutral base to highlight or complement the FFT green.

2.2 SECONDARY COLORS

Secondary color grey tone 1



RGB: R 240 / G 240 / B 240

CMYK: C 0 / M 0 / Y 0 / K 8

HEX: #F0F0F0

PANTONE: cool grey 1 **RAL:**

RAL 9016 Traffic white

Secondary color grey tone 2



RGB: R 208 / G 208 / B 208

CMYK: C 0 / M 0 / Y 0 / K 25

HEX: #D0D0D0

PANTONE: cool grey 4

RAL: RAL 9006 White aluminum

AREAS OF APPLICATION

Two light shades of grey are defined as secondary colors, which can be used as color areas, background colors or info boxes. Full-surface use of the colors is not intended.

Secondary colors are only used in addition to the primary colors and do not replace them. Care must be taken in the design that no intermediate shades are used. Exception: If the gray tone 1 does not provide sufficient contrast to the background due to technical circumstances, it may be rounded up to 10% K (black).

2.3 ACCENT COLORS

Accent color 1



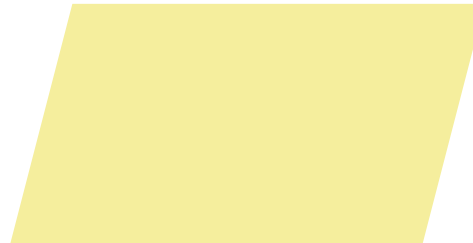
RGB: R 55 / G 175 / B 191
CMYK: C 70 / M 7 / Y 26 / K 0
HEX: #37AFBF

Accent color 2



RGB: R 31 / G 80 / B 157
CMYK: C 94 / M 71 / Y 1 / K 0
HEX: #1F509D

Accent color 3



RGB: R 245 / G 238 / B 158
CMYK: C 7 / M 1 / Y 49 / K 0
HEX: #F5EE9E

Accent color 4



RGB: R 245 / G 158 / B 77
CMYK: C 0 / M 46 / Y 75 / K 0
HEX: #F59E4D

The four defined accent colors supplement the primary and secondary color palette for the following areas of application: These colors may be used as soon as the color selection of the primary and secondary color palette is not sufficient. They can be used specifically for infographics or charts in which many areas need to be differentiated from one another. However, these colors may not be used for external presentation or external advertising purposes.



3.0 CLAIM

/// 3.1 IMPORTANCE

one step ahead in INTELLIGENT production systems

This claim expresses progress and represents our company's state-of-the-art products and production systems. We want our customers and partners to realize that with FFT at their side, they can gain an edge over their competitors. The word "INTELLIGENT" is visually emphasized because future technologies will be increasingly connected, intelligent, autonomous and precise. We do not follow the trends towards more intelligent technologies, we set them.

/// 3.2 VARIANTS

Variant1

one step ahead in INTELLIGENT production systems

LONG FORM

The long form of the claim is written in lower case throughout, only the word "INTELLIGENT" should always be emphasized in capital letters. Arial Regular must be used as the font. The long form of the claim is preferred. It always begins with a small letter. A prerequisite for use is that no text elements are placed in the immediate vicinity. The claim may not be shortened or supplemented.

Shortened variants

one step ahead. / ONE STEP AHEAD.

one step ahead in YOUR CAREER

ABBREVIATED FORM

In addition to the main version, the shortened versions may only be used in the areas of employer branding and recruiting. Oswald or Arial must be used as the font.

/// 3.3 APPLICATION AREAS

The use of the claim is not mandatory, but should always be used if there is sufficient space and the content makes sense. Possible areas of application are listed below. This list serves as a guide and does not claim to be exhaustive.

POSSIBLE APPLICATION AREAS

Printed_media:	Flyers
	magazines
	Advertisements
Advertising_material:	Car_wrapping
	Give-aways
	Notebooks
Online:	Website
Business_printing:	Stationery
	Presentations

Alongside the logo, the claim is a central value-conveying component of the FFT brand and should be used in accordance with this meaning. There is no German translation of the claim. The spelling of the claim is clearly defined and cannot be changed. The font size must not be smaller than point 9 and line breaks in the claim should be avoided.



Important: If the claim is placed on a colored bar, it should always be beveled at the ends at an angle of -14.5 %.



4.0 TYPOGRAPHY

/// 4.1 FONTS

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

The Arial font should be used as body text in all print media, preferably in "Regular" font. For emphasis, individual words or paragraphs may be marked in "Bold" font. The font size can be chosen flexibly, but must never be smaller than 7 pt. Arial is also used as a system font, for example for email signatures, Word templates or presentations.

Oswald Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Oswald Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

The "Oswald" font is used as a markup font for headings, subheadings or text highlights. This font has two weights: "Regular" and "Bold". The colors FFT green, FFT gray and white are permitted for both fonts. A mixture of fonts and font colors within a text field is not permitted.

4.1 Fonts

Raleway Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Raleway Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Raleway Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Raleway SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

WEBFONT / ORNAMENTAL FONT

A license for the Raleway font was acquired for advertising material, marketing and as design elements of the website. This license is reserved exclusively for the marketing work of FFT and may only be used in this context. The use is limited to the following font styles: Light, Regular, Medium and SemiBold.



Important: Always make sure that the font appears on a legible background and provides sufficient contrast.

4.2 Example of application

/// 4.2 EXAMPLE OF APPLICATION

Headlines

OSWALD BOLD - VERSALIA SIZE 17

Intermediate title

OSWALD REGULAR - VERSALIA SIZE 12

Body text

Arial Regular - SIZE 12

Picture description

Arial Regular - SIZE 10

Headline web


RALEWAY LIGHT - SIZE 21

Body text web

Raleway Regular - SIZE 17

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