

## Basic elements / **Font**

## Basic elements / **Font**

/ The corporate font of Festo is a key element of the corporate appearance and ensures recognition value – along with the logo and the colours. The use of only two font styles emphasises the reduced, clear orientation of the Corporate Design of Festo.



### **The corporate font**

For all applications in general the corporate font Meta Plus LF is used, in the font styles Regular and Bold.

As soon as Meta Plus LF can no longer be used, e.g. for technical reasons, the updated version is available:

Festo Regular and Bold

- same typeface
- enlarged character set
- some modified characters
- with OpenType function
- screen optimised
- usable in all areas (Office, Print, Web etc.)

---

Meta Plus LF Regular /  
Festo Regular

A B C D E F G H I J K L M N O P Q R S  
T U V W X Y Z a b c d e f g h i j k l m  
n o p q r s t u v w x y z 0 1 2 3 4 5 6  
7 8 9 ! ? & § € \$

---

Meta Plus LF Bold /  
Festo Bold

**A B C D E F G H I J K L M N O P Q R S**  
**T U V W X Y Z a b c d e f g h i j k l m**  
**n o p q r s t u v w x y z 0 1 2 3 4 5 6**  
**7 8 9 ! ? & § € \$**

### Non-latin fonts

Suitable corporate fonts are available for many languages. The worldwide use of these visually adapted fonts ensures the recognisability of the Festo brand and is mandatory.

The use of other non-licensed fonts is not permitted.

---

#### Festo Chinese S

Simplified Chinese

自动化技术背后的推动力  
自動化技术背后的推动力

---

#### Festo Chinese T

Traditional Chinese (Taiwan)

自動化技術背後的推動力  
自動化技術背後的推動力

---

#### Festo Japanese

自動化技術の背後にある原動力  
自動化技術の背後にある原動力

---

#### Festo Korean

자동화 기술의 원동력  
자동화 기술의 원동력

---

#### Festo Thai

แรงผลักดันเบื้องหลังเทคโนโลยีระบบอัตโนมัติ  
แรงผลักดันเบื้องหลังเทคโนโลยีระบบอัตโนมัติ

---

#### Festo Vietnamese

Động lực thúc đẩy công nghệ tự động hóa  
Động lực thúc đẩy công nghệ tự động hóa

---

#### Festo Arabic

القوة الدافعة وراء تكنولوجيا الأتمتة  
القوّة الدافعّة وراء تكنولوجيا الأتمتة

---

#### Festo Hebrew

הכוח המניע את טכנולוגיית האוטומציה  
הכוח המניע את טכנולוגיות האוטומציה

## Basic elements / **Font**

Arial Unicode is used for other non-latin fonts.

### Arial Unicode

---

અદૃત્રહાએંઓખ્રગઘછજઝજ્રબ્રઠ્ડતથધનફભમયર

**External use**

For collaboration with providers and partners, the desktop fonts (ttf) can be downloaded from the Brand Portal. The use of the fonts by third parties is only permitted on behalf of Festo.

### **Webfonts**

For web applications the corporate fonts are used as centrally hosted web fonts (woff/woff2).

Contact person:

Daniel Figueras Hernandez,  
IT E-Business Content,  
[daniel.figueras@festo.com](mailto:daniel.figueras@festo.com)

In exceptional cases Festo web fonts can also be hosted externally.

If required, the web fonts will be provided for this purpose. Please contact:

Simon Pertschy,  
Corporate Brand Management,  
[simon.pertschy@festo.com](mailto:simon.pertschy@festo.com)

---

Festo Regular (woff/woff2)

A B C D E F G H I J K L M N O P Q R S  
T U V W X Y Z a b c d e f g h i j k l m  
n o p q r s t u v w x y z 0 1 2 3 4 5 6  
7 8 9 ! ? & § € \$

---

Festo Bold (woff/woff2)

**A B C D E F G H I J K L M N O P Q R S**  
**T U V W X Y Z a b c d e f g h i j k l m**  
**n o p q r s t u v w x y z 0 1 2 3 4 5 6**  
**7 8 9 ! ? & § € \$**

### **Substitute font**

When exchanging open documents with external partners who do not have our corporate fonts installed on their computers, the font Arial is used as a substitute.

The same applies to sending e-mails in the program Microsoft Outlook.

Arial Regular

A B C D E F G H I J K L M N O P  
Q R S T U V W X Y Z a b c d e f g  
h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ! ? & § € \$

Arial Bold

**A B C D E F G H I J K L M N O P**  
**Q R S T U V W X Y Z a b c d e f g**  
**h i j k l m n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9 ! ? & § € \$**

### General requirements

- font colour: Aterul
- no text in Caerul (exception: call to action)
- mixed case, no text in capital letters
- no effects (italics, underlining, spaced or shading)

The quick  
brown fox  
jumps  
over  
the lazy  
dog

~~The quick  
BROWN FOX  
*jumps*  
over  
the lazy  
dog~~



## Typographical guidelines

### Our business sectors

Festo is a worldwide leader in automation and a world market leader in technical training and development. Get to know our two business sectors better.



Standard: Headlines in Bold /  
copy text in Regular

### Our business sectors

Festo is a worldwide leader in automation and a world market leader in technical training and development. Get to know our two business sectors better.



No other font styles

Festo is a worldwide leader in automation and a world market leader in technical training and development. Get to know our two **business sectors** better.



Mark ups in copy texts with Bold style and  
the colour Aterul

Festo is a worldwide leader in automation and a world market leader in technical training and development. Get to know our two *business sectors* better.



No mark ups with Italic style

## Typographical guidelines

Festo is a worldwide leader in automation and a world market leader in technical training and development. Get to know our two business sectors better.



Text flush left, alignment ragged right  
Generous line spacing  
Short lines and paragraphs

Festo is a worldwide leader in automation and a world market leader in technical training and development. Get to know our two business sectors better.



No justification or centred style

Festo is a worldwide leader in automation and a world market leader in technical training and development. Get to know our two business sectors better.

→ Our business sectors



Font generally in Aterul; exceptional case  
(Call-to-Action): Caerul

Festo is a worldwide leader in automation and a world market leader in technical training and development.  
Get to know our two business sectors better.



No copy text in Caerul

## Basic elements / Font

### Structure

A text can only be easily read if it is given a clear structure. To achieve this, a distinction is made between the text types in terms of content and visual from:

- **Heading**
- **Introduction**
- **Body text**
- **Picture caption**

The logo is given the most prominent position on a title page.  
The headings in immediate proximity of the logo are therefore no more than 2/3 of the logo height.

No more than four different type sizes are used on the one layout page.



### Enumerations

Enumerations can stand out from the remaining text and thus acquire emphasis. This can be used for descriptions of product characteristics, for example, or for a list of terms that are to be impressed on the reader.

Enumerations are presented with bullet points. They are not used within body text.

### Example

---



**Parallelgreifer DHPS**  
Großer Ovalkolben für hohe Greifkraft bei geringem Bauvolumen. Selbstzentrierende Greifbacken, belastbare und präzise T-Nut-Führung.

**Merkmale**

- Innen- und Außengreifen
- Optionale Greifkraftsicherung
- Wahlweise doppelt- oder einfachwirkend

**Technische Daten**

- 6 Baugrößen mit Gesamthub bis 50 mm
- Öffnungs-/Schließzeiten ab 8 ms



**Radialgreifer HGRC und Winkelgreifer HGWC**  
Sicherer Betrieb über die gesamte Lebensdauer durch robustes Zahnstange/Ritzel-Prinzip, spielfreigelagerte Greifbacken.

**Merkmale**

- Konstante Greifkraft über die gesamte Bewegung
- Innen- und Außengreifen
- Integrierte Dauerschmierung

**Technische Daten**

- 3 Baugrößen mit Gesamtöffnungswinkel von 30°, 80° und 180°
- Öffnungs-/Schließzeiten ab 35 ms

### Spelling of the company name

In texts the company name “Festo” is always written out in the same font.

The company name always appears with upper and lower case letters.

Epudaec Festo temodi sit audae  
estiae eos nimus consend elenditas  
reptae nonecum evendi qui dolum.



In texts the company name is always written out in the same font.

Epudaec **FESTO** temodi sit audae  
estiae eos nimus consend elenditas  
reptae nonecum evendi qui dolum.



The logo must not be integrated into a text.

### Cooperation with Festo

Epudaec Festo temodi sit audae  
estiae eos nimus consend elenditas  
reptae nonecum evendi qui dolum.



In written form the company name always appears with upper and lower case letters.

### Cooperation with FESTO

Epudaec FESTO temodi sit audae  
estiae eos nimus consend elenditas  
reptae nonecum evendi qui dolum.



No spelling with block capitals.

## Basic elements / **Font**

The company name must not be modified or combined with other terms.

### Products of Festo



The company name Festo always stands alone.

### Festo-products Festoproducts



No connection with other terms – only in exceptional cases the use of apostrophes is possible (Festo's product range).

**British English**

Documents and presentations produced in English for international use are to be in British English.

Exceptions here are countries where Festo is present but where the English used is different from British English. In such cases, external and internal communications within that country can reflect the language typically used in that specific country.

**Responsible for the content**

Corporate Brand Management  
Festo SE & Co. KG  
Ruiter Strasse 82  
73734 Esslingen  
Germany

[cd@festo.com](mailto:cd@festo.com)

**Before use, please check  
the actuality of the guideline  
on the Brand Portal  
<https://brandportal.festo.com>**

**Scope of validity**

This guideline is valid for all  
companies of the Festo Group.