

Basic elements / **Logo**

Basic elements / **Logo**

- / The logo of Festo is a concise word trademark that represents the entire company. The construction of the logo is not open to interpretation, and it is used without the slightest variation in form or colour.



General requirements

The logo always appears as follows:

- **as an integral unit**
without distortion,
- **horizontal**
without rotation,
- **in the colours**
Caerul or Aterul,
- **flat**
without contours, shading or 3D effects,
- **static**
without animation,
- **uniform**
in terms of colour, size and position.

FESTO



FESTO

FESTO

FESTO

FESTO

FESTO

FESTO

FESTO

FESTO

FESTO



Negative examples

Basic elements / **Logo**

The Logo must not be modified.
Don't use it with additions such as
“Digital” or “Didactic”. Any combinations with country codes, text or graphical elements are not permitted.

FESTO
Digital

FESTO ★

FESTO ES

50 100

FESTO gether

FESTO



No modifications of the logo

Spelling of the company name “Festo”

Each and every day at Festo, we pursue the goal of making tomorrow’s working world more productive.



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

Each and every day at **FESTO**, we pursue the goal of making tomorrow’s working world more productive.



The logo must not be integrated into a text.

Each and every day at Festo, we pursue the goal of making tomorrow’s working world more productive.



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

Each and every day at FESTO, we pursue the goal of making tomorrow’s working world more productive.



No spelling with block capitals.

**Spelling of the company name
“Festo”**

Products from Festo
Festo products



The company name Festo always stands alone.

Festo-products
Festoproducts



The company name must not be modified or combined with other terms – only in exceptional cases the use of apostrophes is possible (Festo's product range).

Colour

The colour is essential for the recognition of the logo. The logo is depicted in the colour Caerul.

If Caerul cannot be used, Aterul is applied in exceptional cases, e.g. for black and white media.



Colour

FESTO

FESTO

Caerul

Aterul

Printing

Spot colour (1C)

EPS, PDF (vector)

HKS 47 K

Pantone Process Blue C

Pantone Black C

Four-colour printing,
digital printing (4C)

EPS, PDF (vector)

CMYK 100 / 10 / 0 / 0

CMYK 0 / 0 / 0 / 100

Screen

Presentations

PNG (pixel)

RGB 0 / 145 / 220

RGB 0 / 0 / 0

Web

SVG (vector)

HEX #0091DC

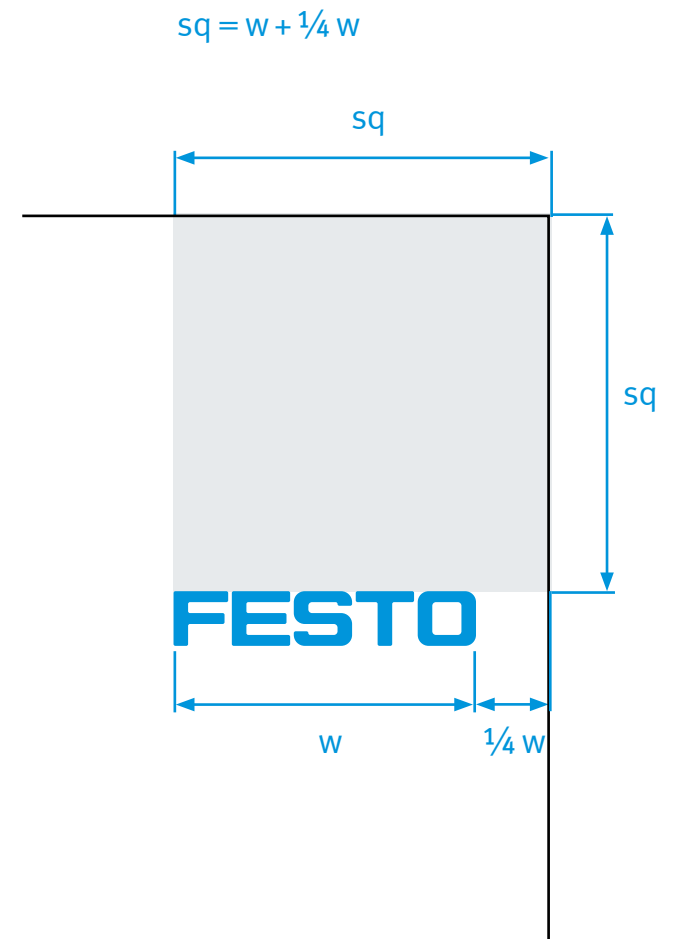
HEX #000000

Positioning

The position of the logo within the format is precisely defined by a virtual square. The side length of the square is $1\frac{1}{4}$ times the logo width.



Distance top right:
virtual square



Sizes

Logos with specified widths are used in print media: 10, 15, 20, 25, 30, 40, 50, 60, 80 and 100 mm.

For printed material in the format A4, A5, A6 and A7 logos are available in the appropriate size and with the required distance. The logo sizes are adapted to the formats of the media. As well as ensuring efficient use of the logo, this also guarantees consistent visual presentation in all types of media. If for example several brochures are arranged next to one another, then the size of the logo is uniform.



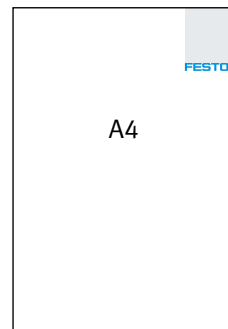
Basic elements / Logo

Dimensions in mm

DIN format	A0	A1	A1	A2	A3	A4	A4 Sq.	A5	Lang	A6	A7	A8	A9
Format width	841	594	594	420	297	210	210	148	105	105	74	52	37
Format height	1189	841	841	594	420	297	210	210	210	148	105	74	52
Logo width (w)	100	100	80	60	50	40	40	30	30	25	20	15	10
Square (sq)	120	120	100	75	62,5	50	50	38	38	32	26	20	15

US format	Tabloid	Letter
Format width	279	216
Format height	432	279
Logo width (w)	50	40
Square (sq)	62,5	50

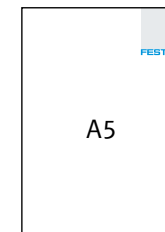
Examples
(dimensions in mm)



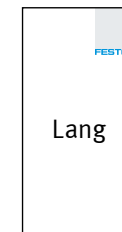
210 x 297



210 x 210



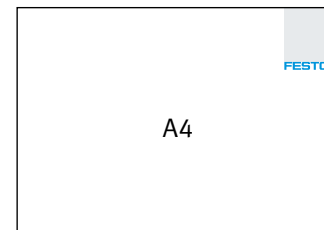
148 x 210



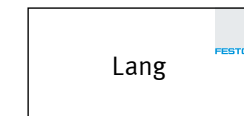
105 x 210



105 x 148



297 x 210



210 x 105

Basic elements / Logo

Examples, brochures



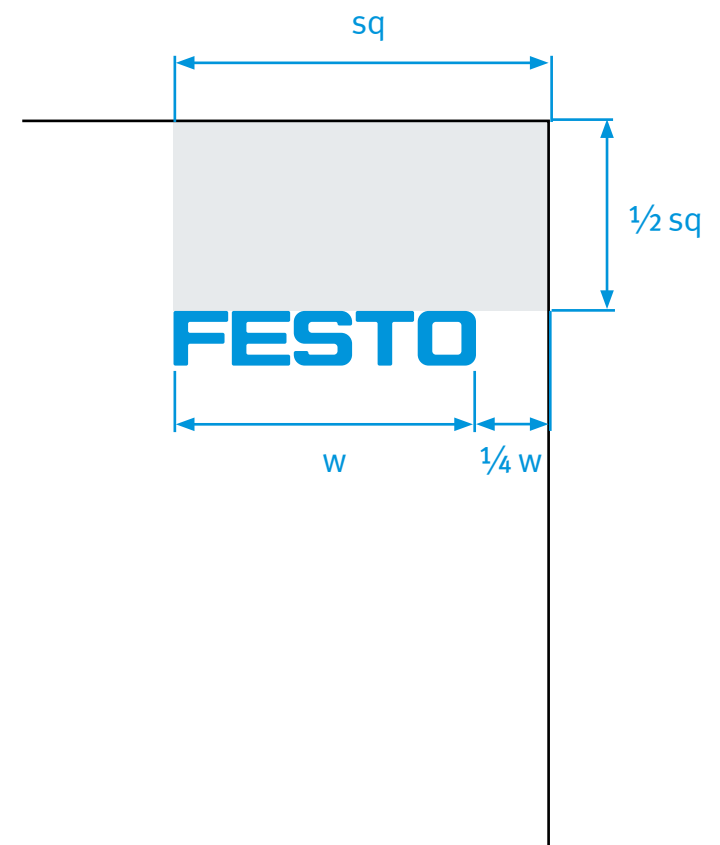
**Exceptional case: very narrow
landscape formats**

With an aspect ratio of **min. 3:1**, the distance of the logo to the upper edge is reduced ($\frac{1}{2}$ virtual square). The size of the logo is based on the specifications of the standard formats.



Only with an aspect ratio
of min. 3:1

Distance top right:
half virtual square



Minimum clearance area

The virtual square does not apply when the logo is required to appear within a limited space, e.g. on a nameplate or in perimeter advertising.

In such cases, a clearance of exactly one logo height is maintained to the sides.

$x = \min. h$



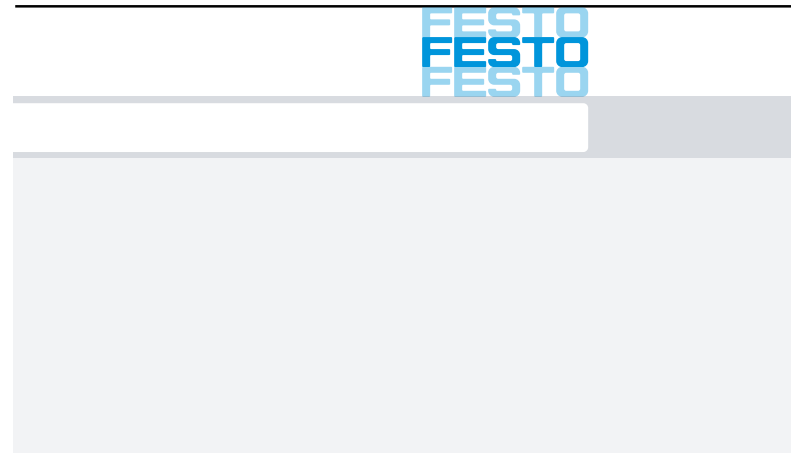
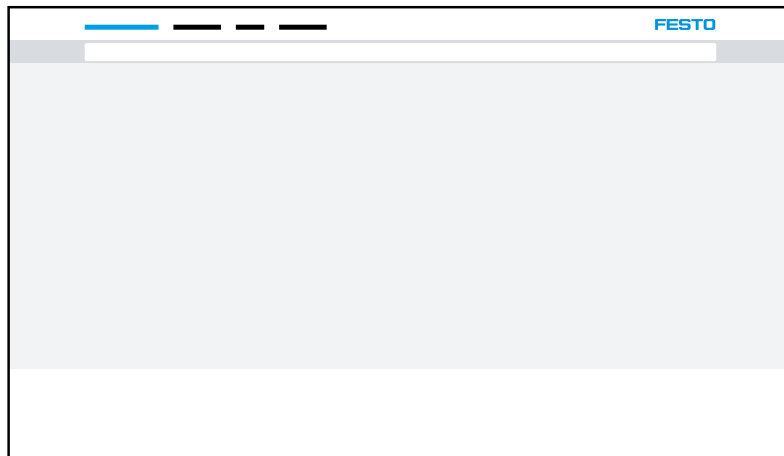
Minimum clearance: logo height



Distance too small

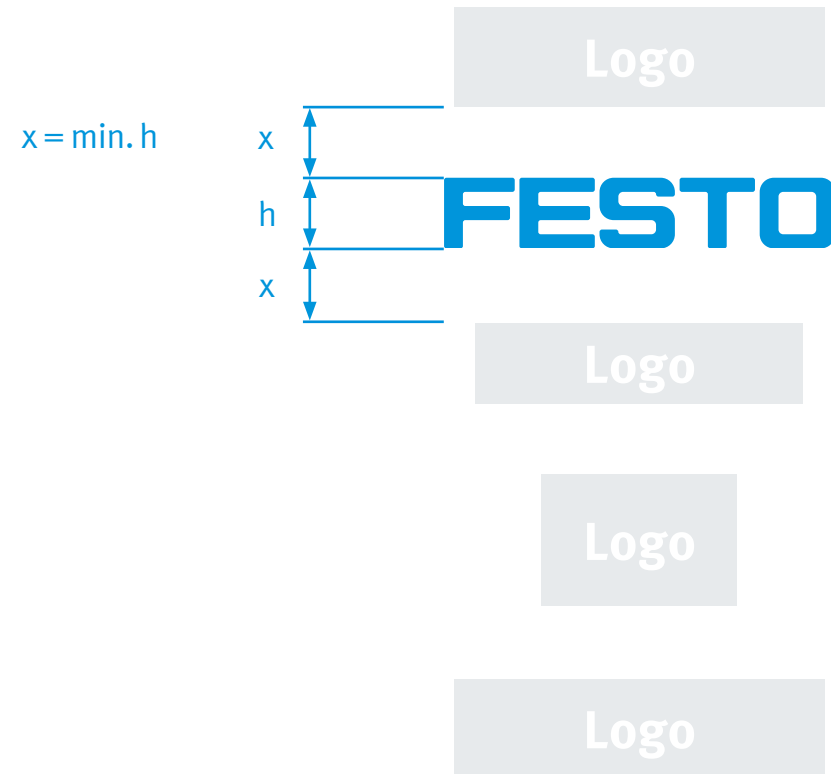
Basic elements / **Logo**

Example, web



Basic elements / **Logo**

If the Festo logo appears in conjunction with a serial of other logos (e.g. as a reference for third parties), the minimum distance of one logo height must be observed.



Co-branding

If the Festo logo is depicted with a partner logo, ensure that there is sufficient spacing between the two logos. They have to be visually balanced in terms of size and placement.

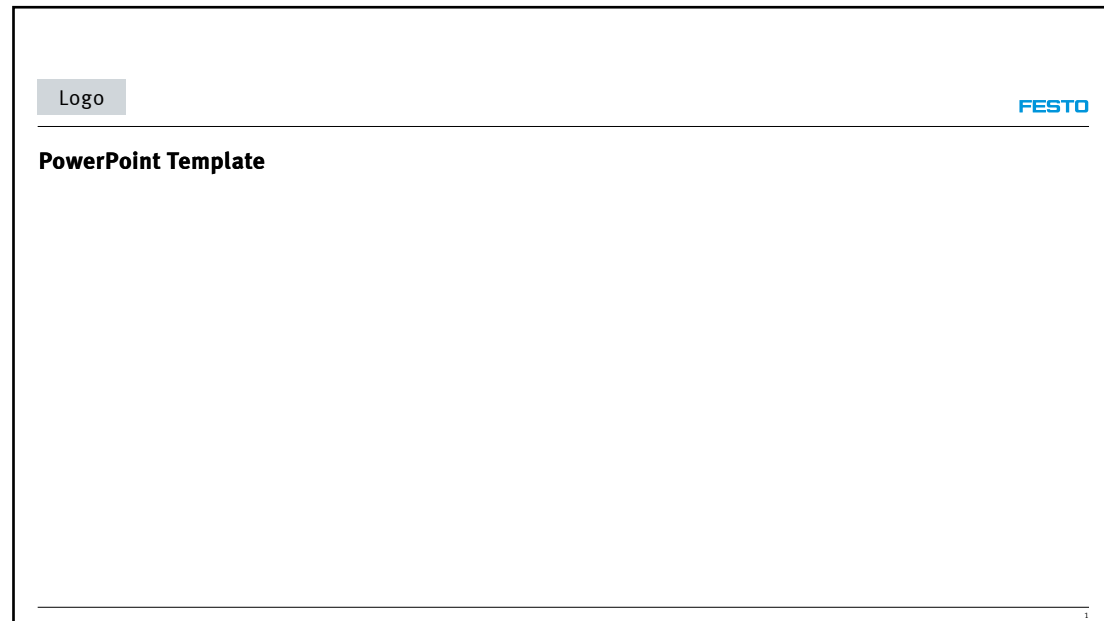


Sufficient distance between Festo logo and partner logo



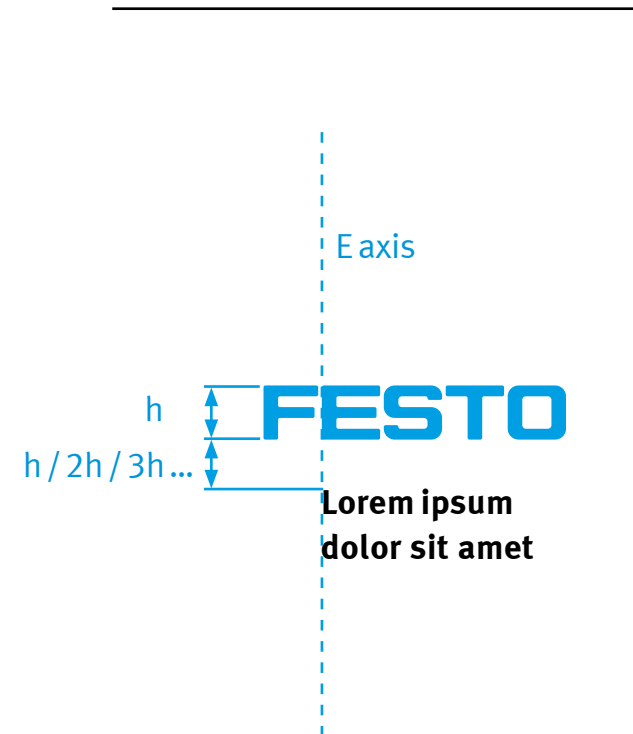
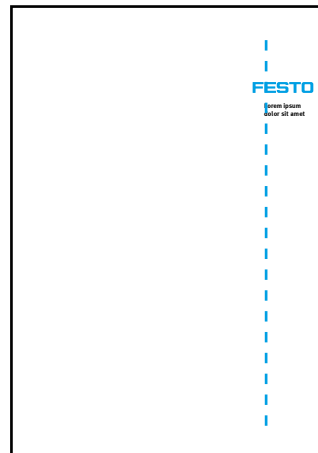
No “merging” of the logos

Example, PowerPoint



Alignment of text

The following text is aligned along the E axis of the logo, at a distance of at least one logo height.



Basic elements / Logo

Examples



Background

To ensure that the logo is used effectively, it is very important that it is set against an adequately contrasting background. An unsuitable surrounding can impair the effect of the logo or in extreme cases even make it unrecognizable.



Negative example: contrast too low
(background Black 60 %)

Basic elements / **Logo**

High-contrast colour effects can be achieved by using the background colours black, white or the bright grey and blue hue values.

As a general rule, the opacity of the background should be either between 0 and 20 % or between 80 and 100 %.



Black



Black 80 %



Black 20 %



White

* Canul can only be used if it is printed as a spot color (and not as halftone in four-color printing), otherwise it is too dark as a background color for the logo.



Festo Grey 3
(Canul) *



Festo Grey 4



Festo Grey 5
(Sucanul)



Festo Blue 4

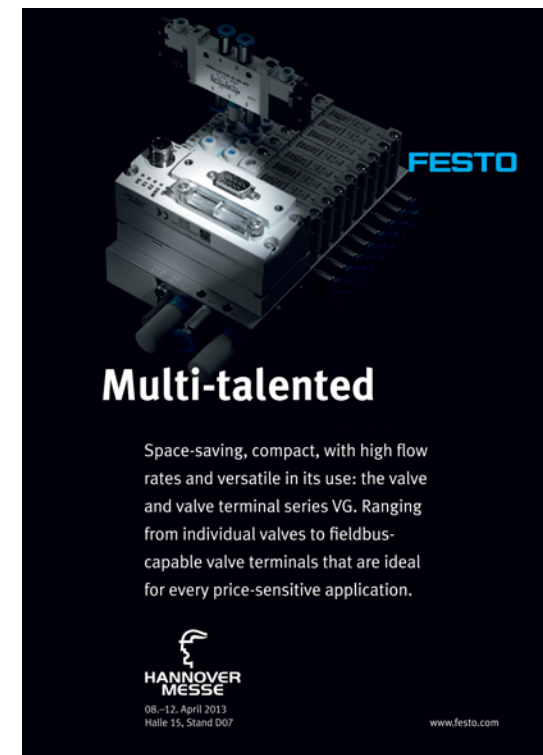


Festo Blue 5

Basic elements / **Logo**

When used within an picture, the logo may only be positioned against a very light or very dark area that must not contain high-contrast details, as it would then not stand out sufficiently against such an uneven background.

The remaining surrounds of the logo, e.g. the entire upper right-hand area of the picture, should likewise not contain significant visual content, as this would detract from the logo's effectiveness.



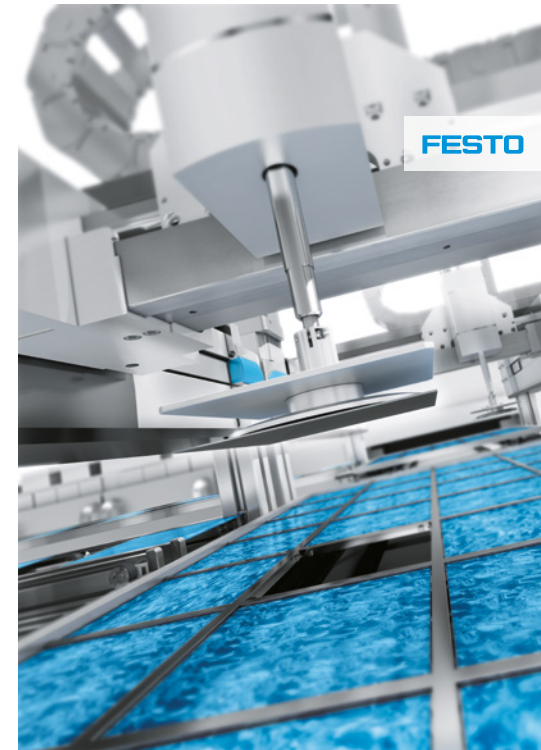
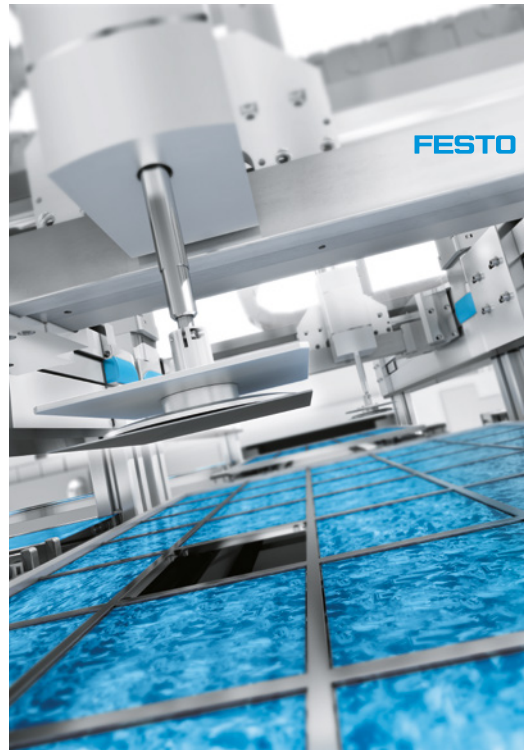
Basic elements / **Logo**



Negative examples: contrast too low

Basic elements / **Logo**

The Festo logo stands always freely and is never framed.



No additional boxes or frames

Responsible for the content

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

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.