



# **Format Factory**

## **Brand Manual**

# **Brand Manual**

CORPORATE DESIGN MANUAL

NOVEMBER 2021



# Corporate Identity of Format Factory

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# Introductions

*These guidelines describe the visual and verbal elements that represent Format Factory's corporate identity.*

## Introductions

Format Factory is a Studio based out of Vancouver BC Canada. The company's core focus is in producing Global stories Locally. They are storytellers and believe in telling great stories. Format Factory are the first of its kind, Global content and IP creation studio, dedicated to handpick and bring forth the most entertaining and enthralling stories. They focus and invest in content creation and then partner with varied distribution platforms to get our creative output to consumers globally.



Welcome



## Format Factory's Company Brand

We stand for artistic excellence, innovation, and creativity  
We provide original, emotive and edifying quality content  
to be exhibited and distributed through any platform and  
online distribution channels.

Format Factory aims to create, collate and collect platform  
agnostic intellectual properties. The Company enables their  
Partners to participate in content sharing mechanisms, joint  
productions and knowledge sharing initiatives.

## Goal

The Goal of Format Factory is to create, collate and collect  
platform agnostic intellectual properties. The Company  
enables their Partners to participate in content sharing  
mechanisms, joint productions and skill & knowledge  
sharing initiatives.



# Logo Introductions

*Introduction  
Construction  
Clear space  
Application  
Correct logo*

The Logo is the key building block of the identity, the primary visual element that identifies the brand. The signature is the combination of the symbol itself & the company name they have a fixed relationship that should never be changed in any way.



**FORMAT FACTORY**



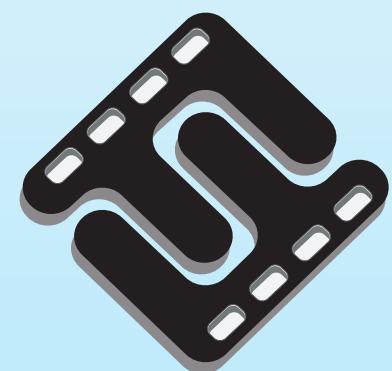
**FORMAT FACTORY**



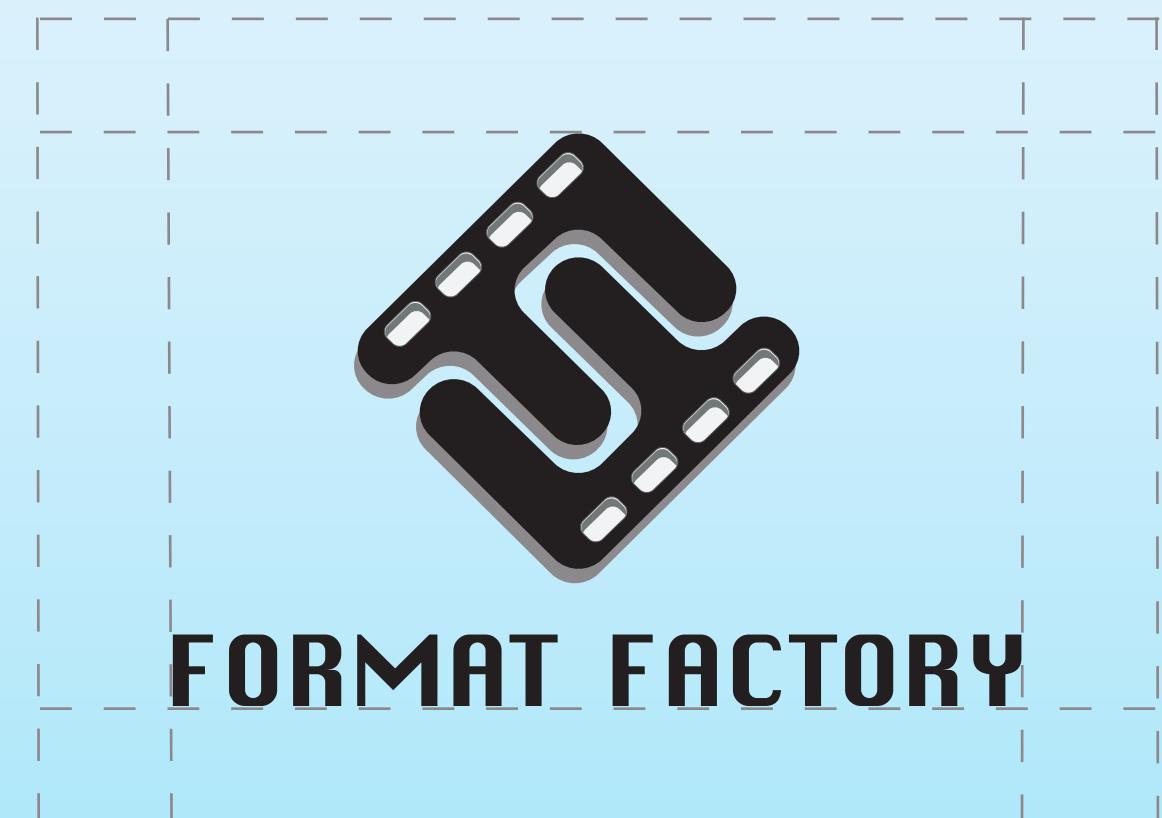
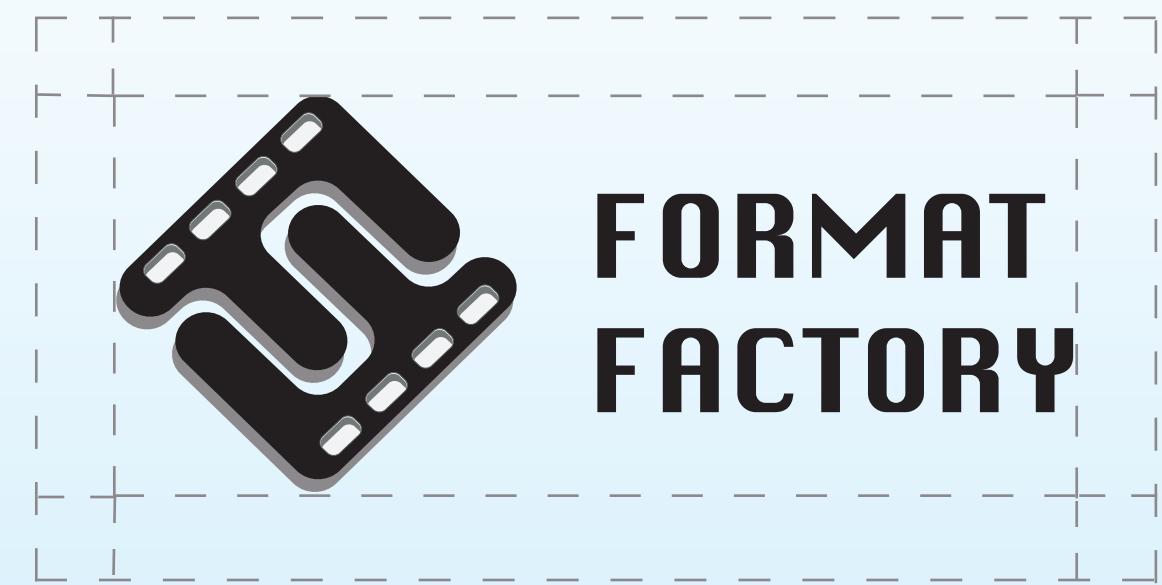
## Secondary Logo



**FORMAT  
FACTORY**



## Logo Clear Space





# Key words

Media	Film Factory
Story teller	Film business
story	Movie Industry
movie	Film Industry
movie maker	Film Budget
TV Shows	Canadian production house
Content Developer	Top Movie Production
Format Factory	Broadcast
Motion Graphics	Global Content Provider
Movie Production Company	Film Show
Film Studio	Film Festival
Film Companies	Contemporary Films
Production Houses	Indian Production house





*Corporate font  
Secondary font  
& Hierarchy*

# AGENOR

**Agenor** is a geometric contemporary sans serif typeface created by **Deepak Dogra** and published by **Graphite**.

typetface



# Corporate font

## Agenor

**Agenor** is a geometric contemporary sans serif font an all caps display typeface family. It comes in five weights and is suitable for headlines, headings, branding, posters, packaging, titles and logos.

Bold

**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**  
**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**  
**1234567890**

Regular

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

Black

**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**  
**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**  
**1234567890**

Light

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

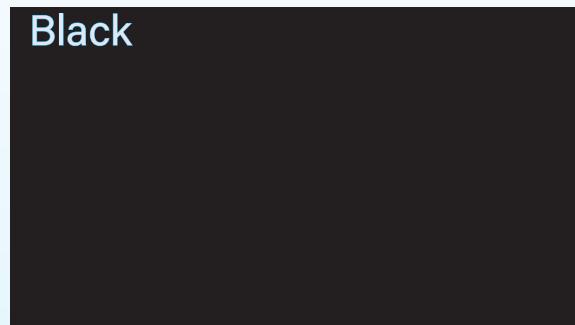
Thin

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

A G E N O R



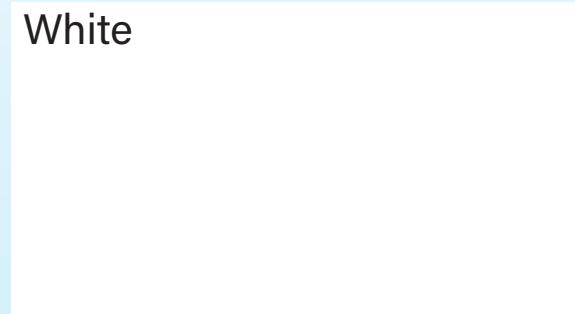
# Corporate color



HEX #000000

RGB 0,0,0

CMYK 0,0,0,100



HEX #FFFFFF

RGB 255,255,255

CMYK 0,0,0,0

Dark Cornflower



HEX #023E8A

RGB 02,62,138

CMYK 99,55,00,46

Pumkin Orange

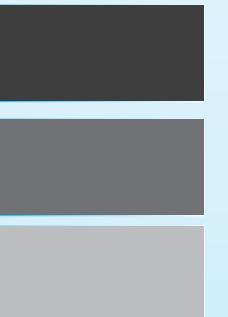


HEX #F47721

RGB 244,119,33

CMYK 0,0,0,100

Slate Grey



HEX #000000

RGB 0,0,0

CMYK 0,0,0,100

C O L O R



*Corporate  
Business card  
postcard  
Letter head  
Trade booth backdrop  
Banner  
Flyer  
Swags*

## **Corporate Look & Feel**

The look



## Business card



## Letter head stationery set





## Postcard



## Flyer





## Trade booth backdrop





## Banner





## Website

The screenshot shows the homepage of the Format Factory website. At the top, there is a navigation bar with the 'FORMAT FACTORY' logo, followed by links for 'Series', 'Movies', 'Investment', 'Production', 'Acquisitions', and 'Contact us'. A magnifying glass icon indicates a search function. The main visual is a dark, moody photograph of an office interior with a neon sign that reads 'WHAT IS YOUR STORY?'. Below this, there are four categories: 'FICTION', 'REALITY', 'FACTUAL', and 'LIFESTYLE'. Under each category, there are three promotional images for different TV series: 'VACHAM', 'SCAM 1992', and 'HOSTAGES' (Season 2). At the bottom, a copyright notice reads 'Copyright © Format Factory 2020'.

FORMAT FACTORY

Series Movies Investment Production Acquisitions Contact us

GOOD VIBES ONLY

WHAT IS YOUR STORY?

FICTION REALITY FACTUAL LIFESTYLE

VACHAM SCAM 1992 HOSTAGES

Copyright © Format Factory 2020



## Swags

### Men's Performance Polo

100% polyester  
Moisture management qualities  
Covered elastic waistband and drawcord

color



In stock: XS (16),  
2XL (16),



### Fleece Pullover Hooded Sweatshirt

100% polyester  
Moisture management qualities  
Covered elastic waistband and drawcord

color



In stock: XS (16), 2XL (16),  
2XL (16), 3XL (32)



### Colorblock Pullover

90/10 poly/spandex jersey material  
100% polyester closed-hole mesh insets  
Stretchy and moisture-wicking designz & Stretch 1/2-Zip

color



In stock: XS (16), 2XL (16),



### Shorts

100% polyester  
Moisture management qualities  
Covered elastic waistband  
and drawcord

color ● ● ●

In stock:  
L (112), M (48), S (224)



### Russell Athletic®Fleece Joggers

9.3 oz., 50% pre-shrunk cotton,  
50% polyester, 3-end fleece  
Dri-Power moisture management  
Side-entry pockets

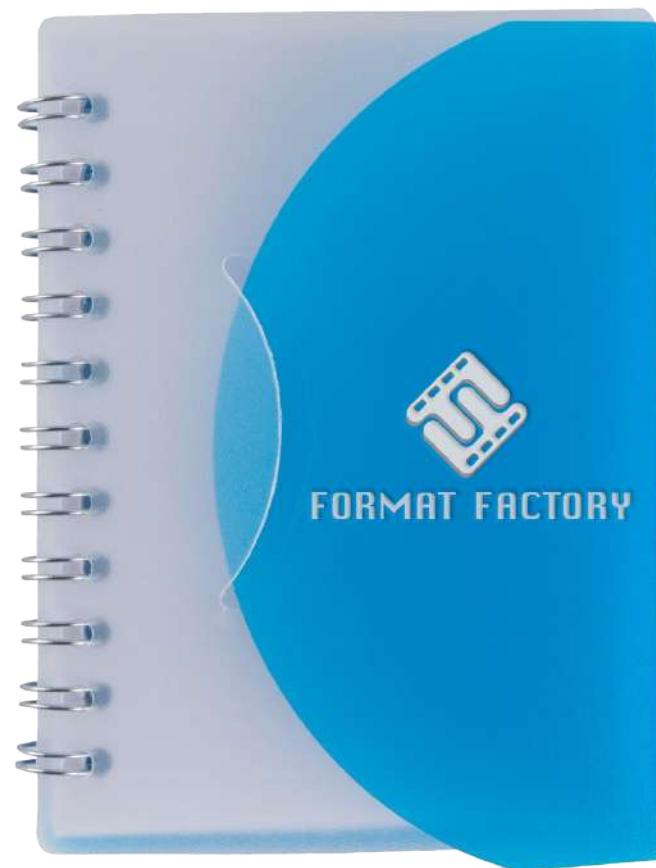
color ● ● ●

In stock:  
L, M, S



### Slope Compu-Messenger Bag

Built-in 15" laptop sleeve ensures extra protection  
Additional rear compartment for extra storage





**Copper Vacuum Insulated Bottle**

17 oz. capacity  
Stainless steel with copper insulation  
Removable screw-on cap  
Keeps drinks hot for 12 hours and cold for 48 hours



### Coffee Mugs

11-oz. capacity, microwave-safe  
Ceramic, with white exterior  
8 colour options for handle & interior  
Customize with photos, text & more





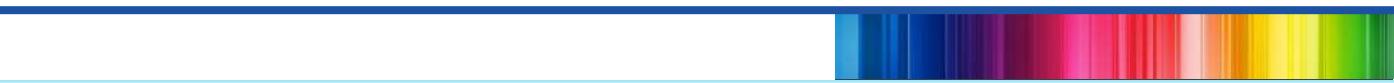
### Sidekick Drawstring Backpack

80g non-woven polypropylene is

eco-friendly

17.5" H x 13" W main compartment





### Domeable Rotate Flash Drive 4GB

Aluminum and ABS plastic  
2.21" H x 0.75" W x 0.43" L dimensions  
4GB memory size



### Flexfit®110®Comfort Fit Visor

97% polyester, 3% spandex  
2.5" crown  
Permacurv®visor



### Clarity Drop 14-Ounce Tumbler

Double-wall stainless steel construction  
Push-on lid  
5.75" H and holds 14oz





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Logo introd

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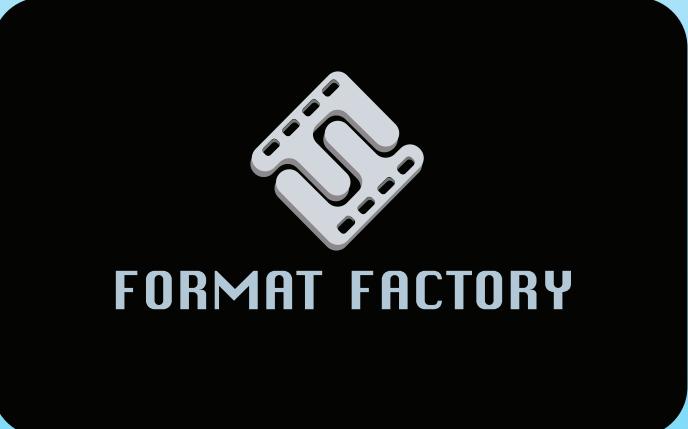
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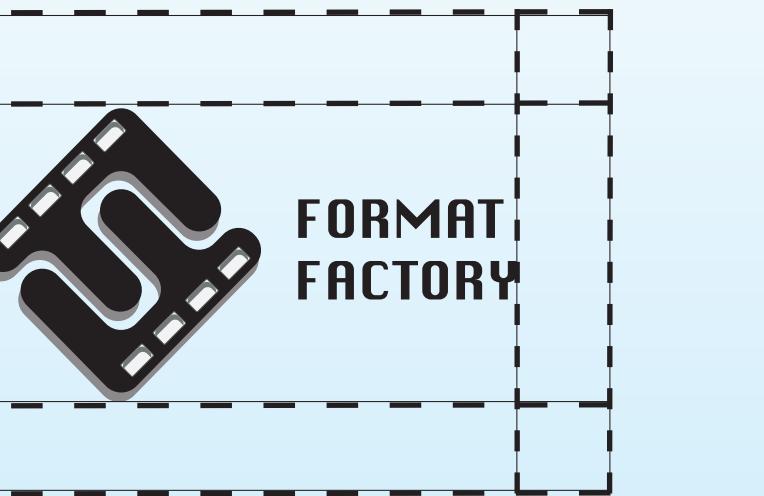
**FORMAT  
FACTORY**



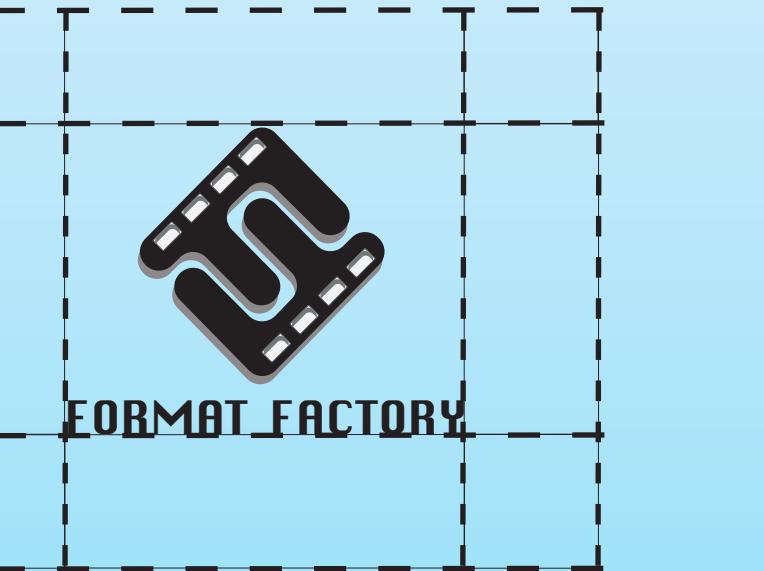
**FORMAT FACTORY**



# Logo Clear Space



# Secondary Logo



FORMAT FACTORY

# **Key words**

**Media**

**Story teller**

**Story**

**Production house**

**TV Show**

**Content Developer**

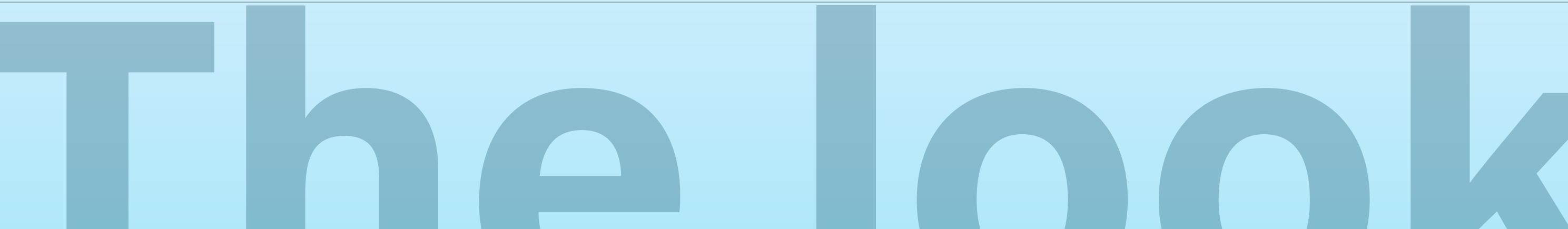
**Format**



*Corporate font  
Secondary font  
& Hierarchy*

Twerefacce

*Corporate  
Business card  
postcard  
Letter head  
Trade booth backdrop  
Banner  
Flyer  
Swags*



The Hello Look

