



Format Factory

Brand Manual

Brand Manual

CORPORATE DESIGN MANUAL

NOVEMBER 2021



Corporate Identity of Format Factory

Table of Contents

| | | |
|--------------------------------|-----------|----|
| Introduction | — — — — — | 05 |
| Format factory's Company Brand | — — — — — | 06 |
| Company's Goal | — — — — — | 07 |
| Corporate Logo | — — — — — | 08 |
| Corporate Typography | — — — — — | 14 |
| Corporate Color Style | — — — — — | 18 |
| The Look and Feel | — — — — — | 20 |
| Website | — — — — — | 30 |
| Corporate Swags | — — — — — | 32 |



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



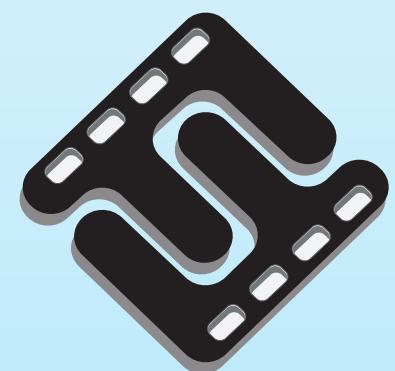
FORMAT FACTORY



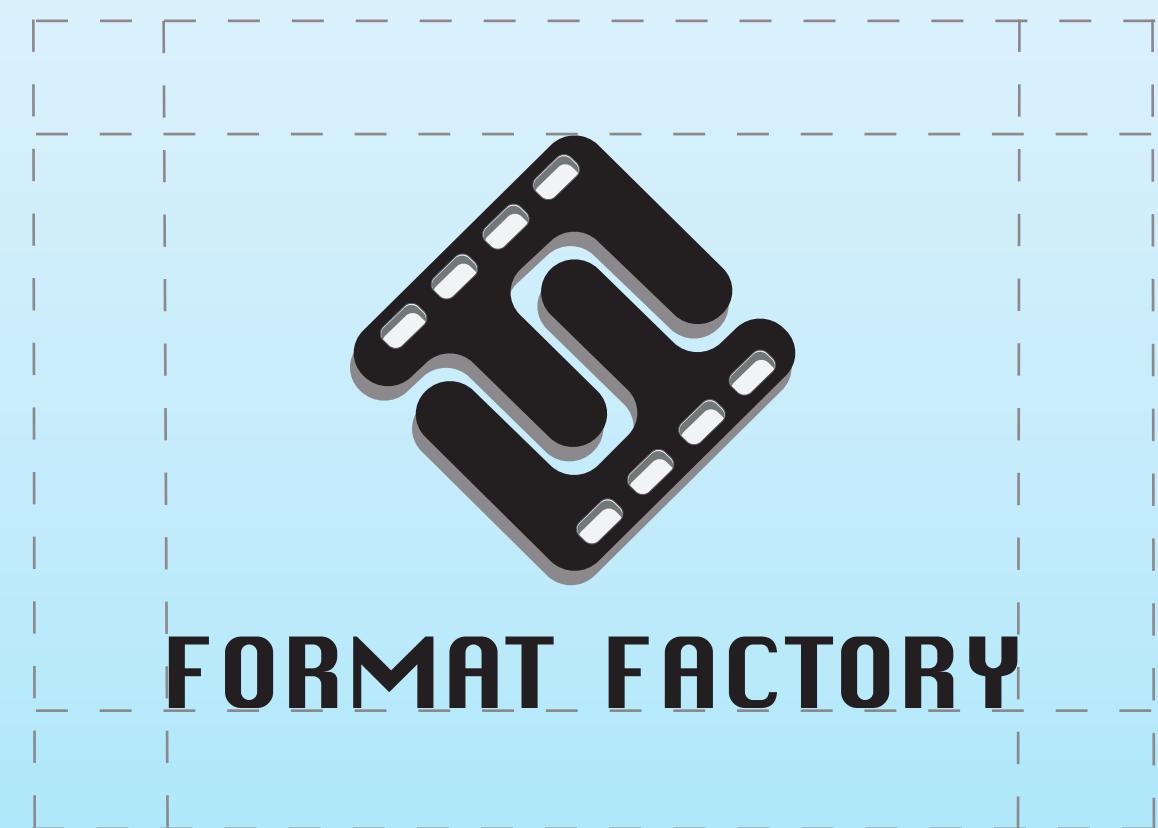
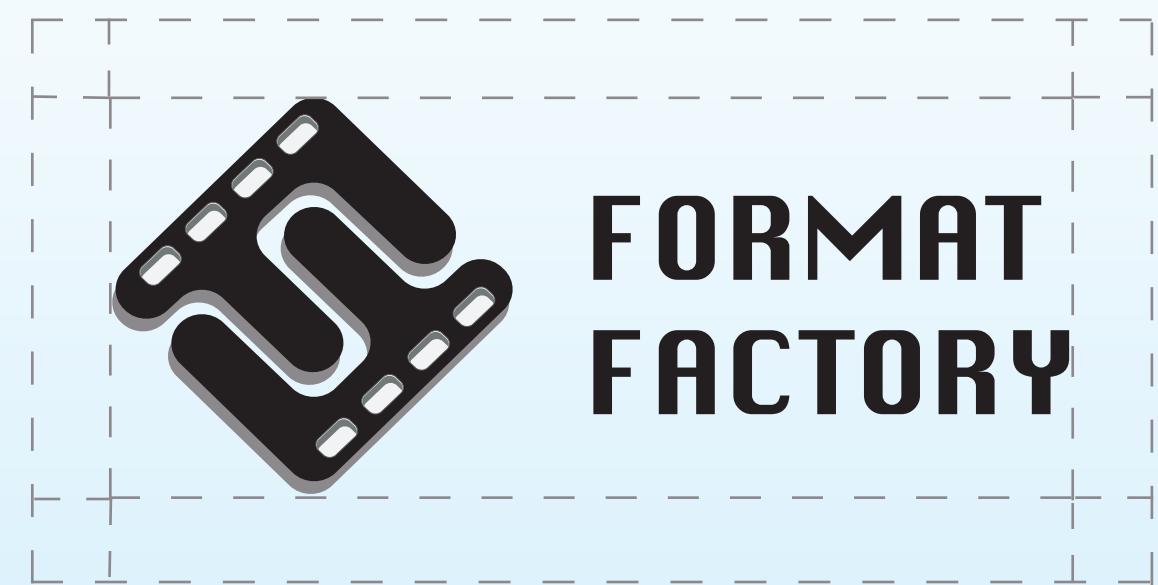
Secondary Logo



**FORMAT
FACTORY**



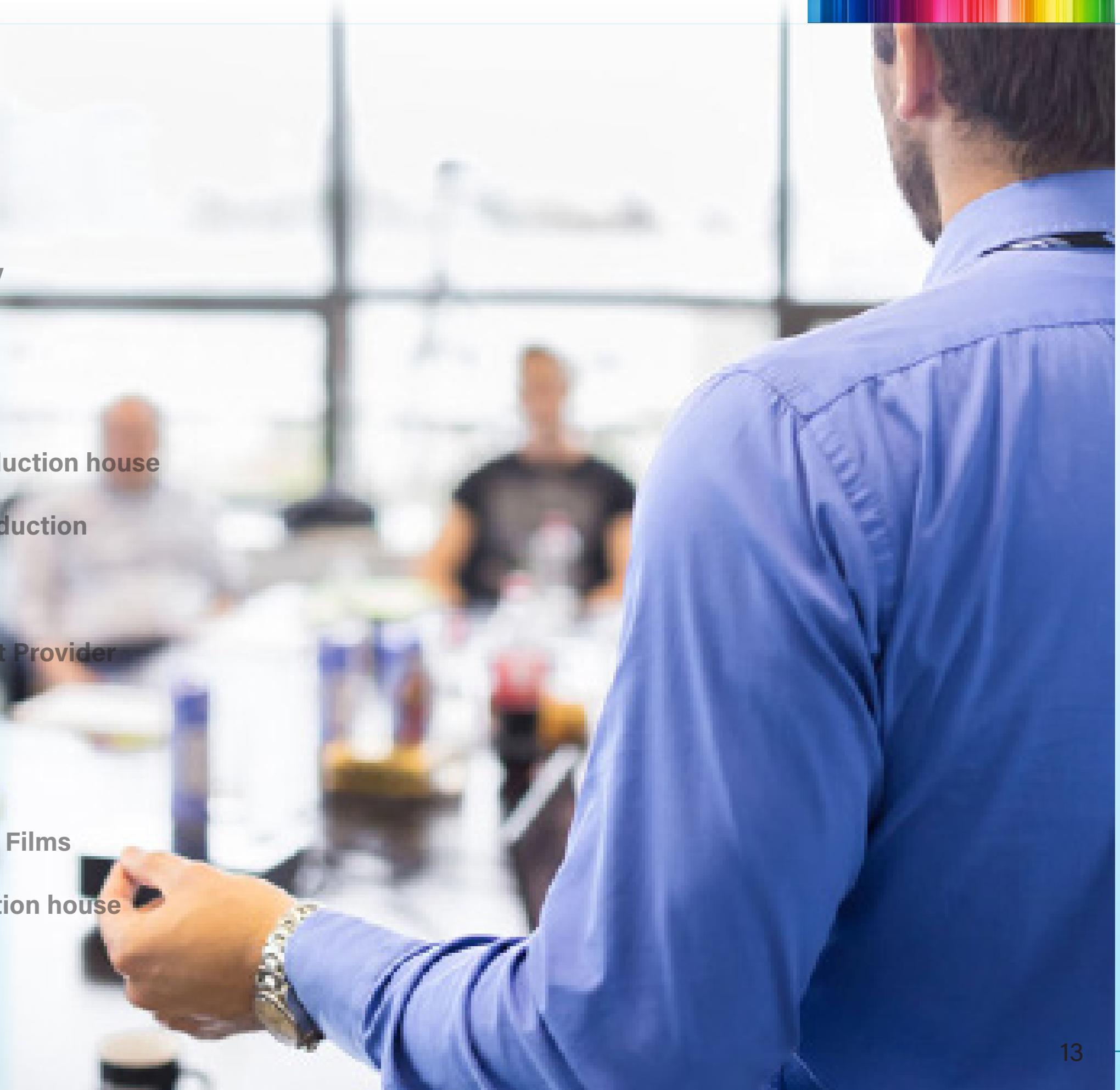
Logo Clear Space





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

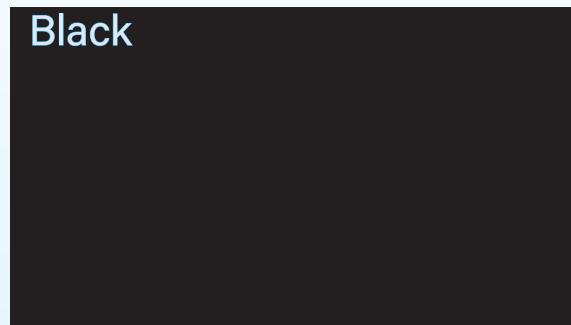
Thin

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

A G E N O R



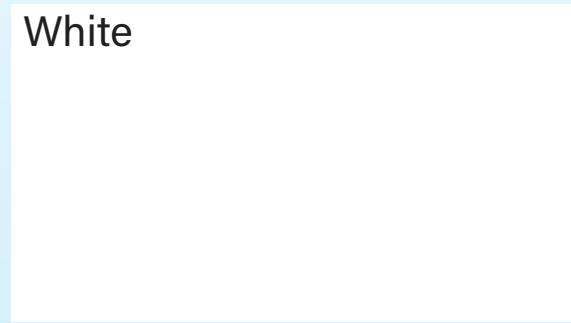
Corporate color



HEX #000000

RGB 0,0,0

CMYK 0,0,0,100

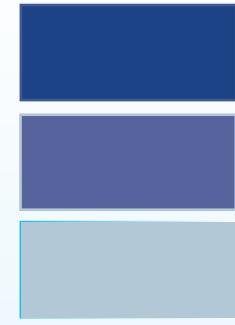


HEX #FFFFFF

RGB 255,255,255

CMYK 0,0,0,0

Dark Cornflower

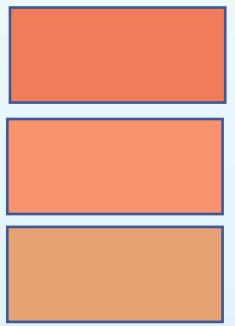


HEX #023E8A

RGB 02,62,138

CMYK 99,55,00,46

Pumkin Orange

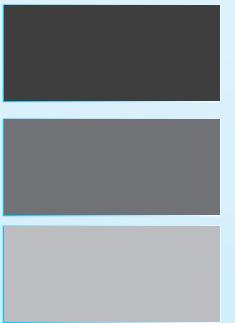


HEX #F47721

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



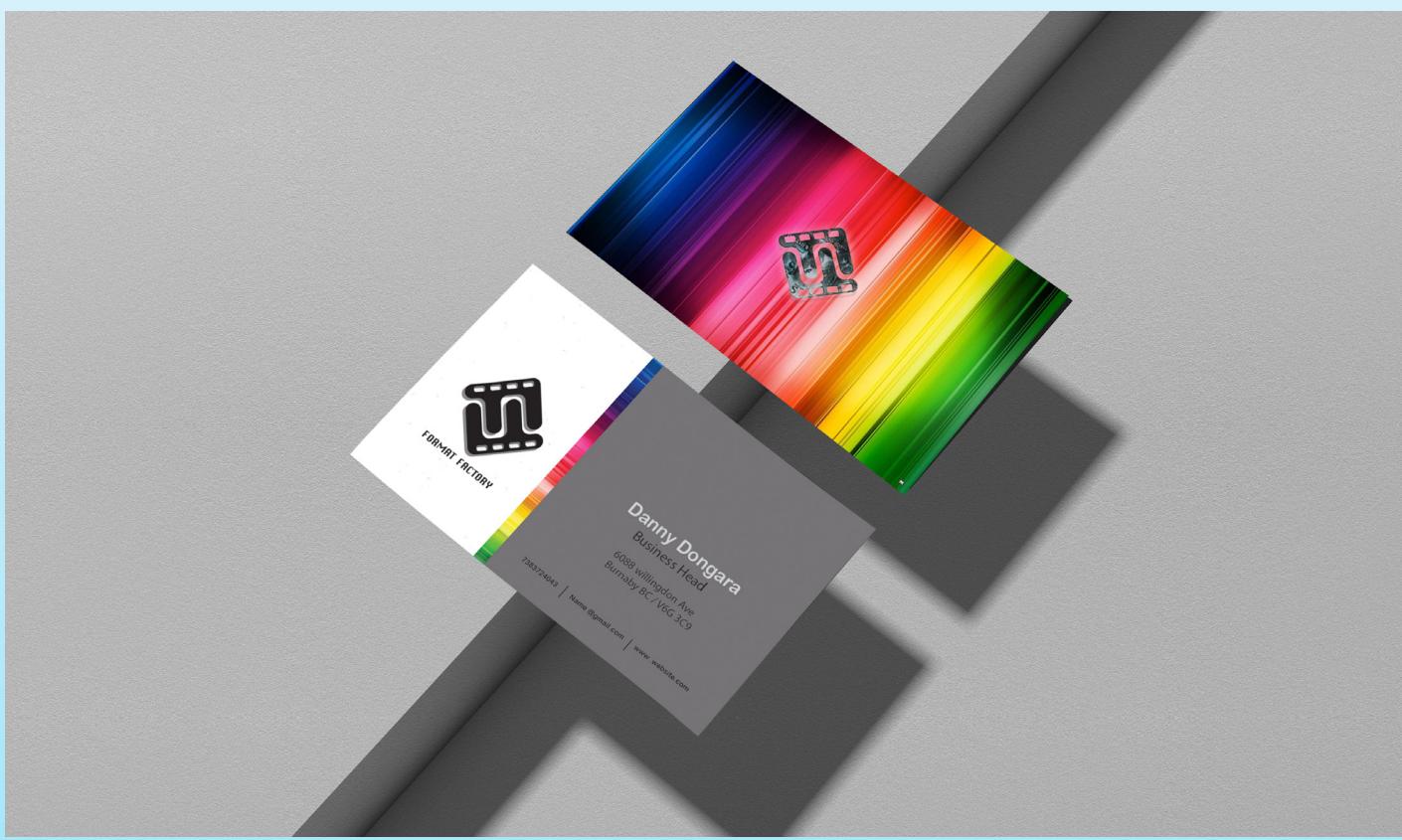
*Corporate
Business card
postcard
Letter head
Trade booth backdrop
Banner
Flyer
Swags*

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 is also present in the top right corner. The main background image is a dark, moody office scene with a neon sign that reads "WHAT IS YOUR STORY?". Below the image, there are four categories: "FICTION", "REALITY", "FACTUAL", and "LIFESTYLE". Under each category, there are three promotional posters for TV shows: "VADHAM", "SCAM 1992", and "CRIMINAL JUSTICE". At the bottom of the page, a copyright notice reads "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





Format Factory

Brand Manual

Brand Manual

CORPORATE DESIGN MANUAL

NOVEMBER 2021



Format Factory

Brand Manual

Brand Manual

CORPORATE DESIGN MANUAL

NOVEMBER 2021

Corporate Identity of Format Factory

Table of Contents

Introduction

Corporate Logo

Corporate Typography

Corporate Color Style

The Look and Feel

Corporate Swags

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.



Format Factory 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.

Logo Introductions

Logo introd

*Introduction
Construction
Clear space
Application
Correct logo*

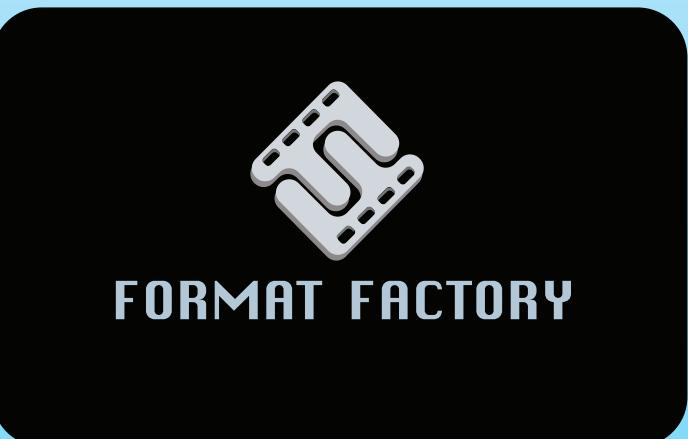
The Logo is the key building block of the identity, the primary visual element that identifies the brand. The signature is the combination of the symbol itself &the company name they have a fixed relationship that should never be changed in any way.



FORMAT FACTORY



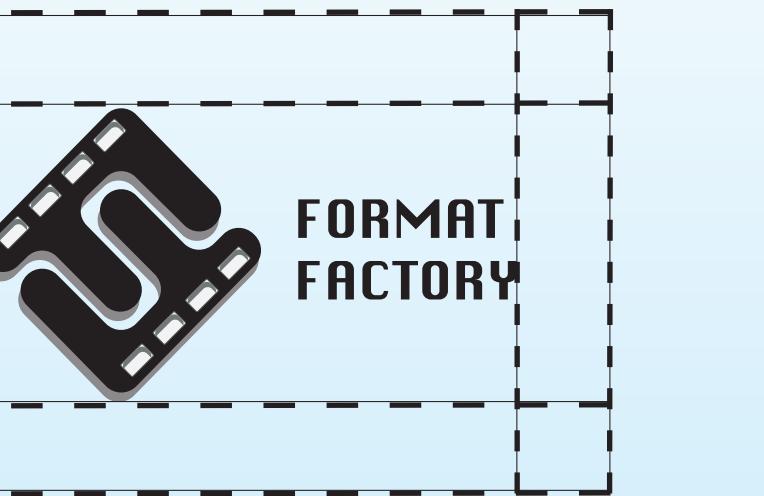
**FORMAT
FACTORY**



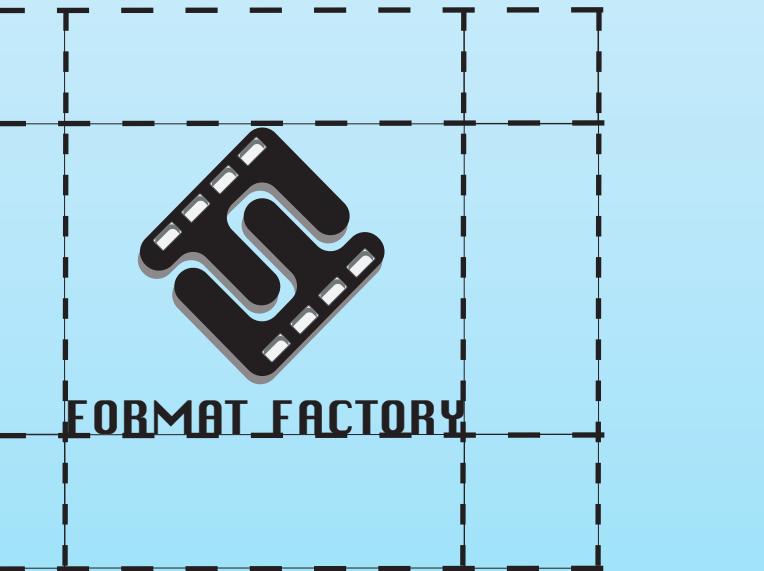
FORMAT FACTORY



Logo Clear Space



Secondary Logo



FORMAT FACTORY

Key words

Media

Story teller

Story

Production house

TV Show

Content Developer

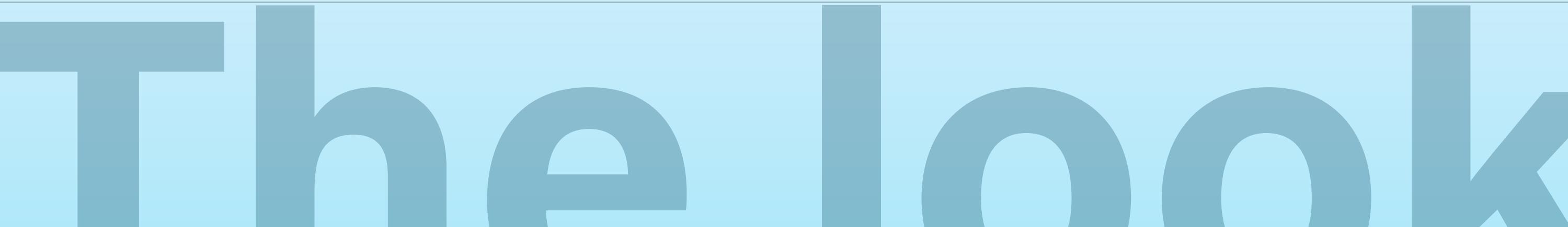
Format



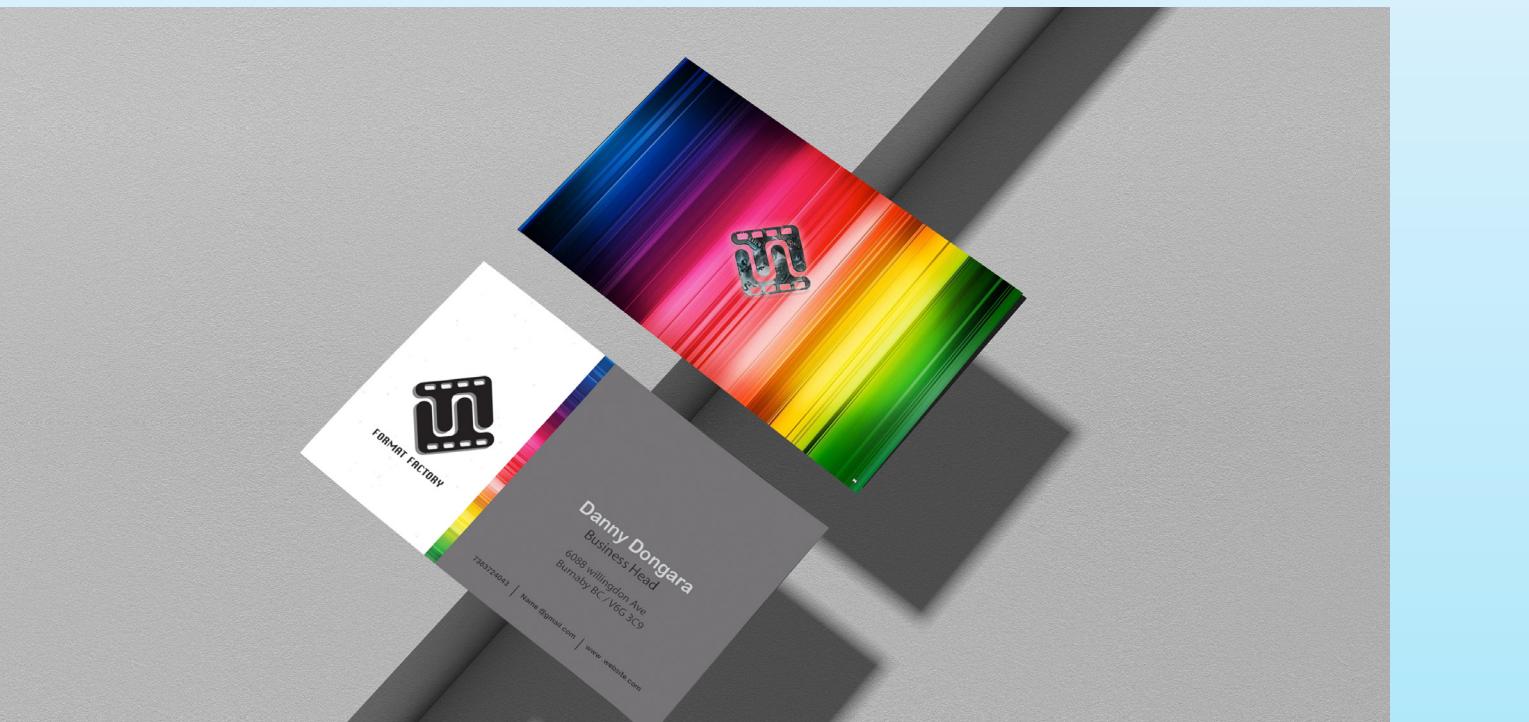
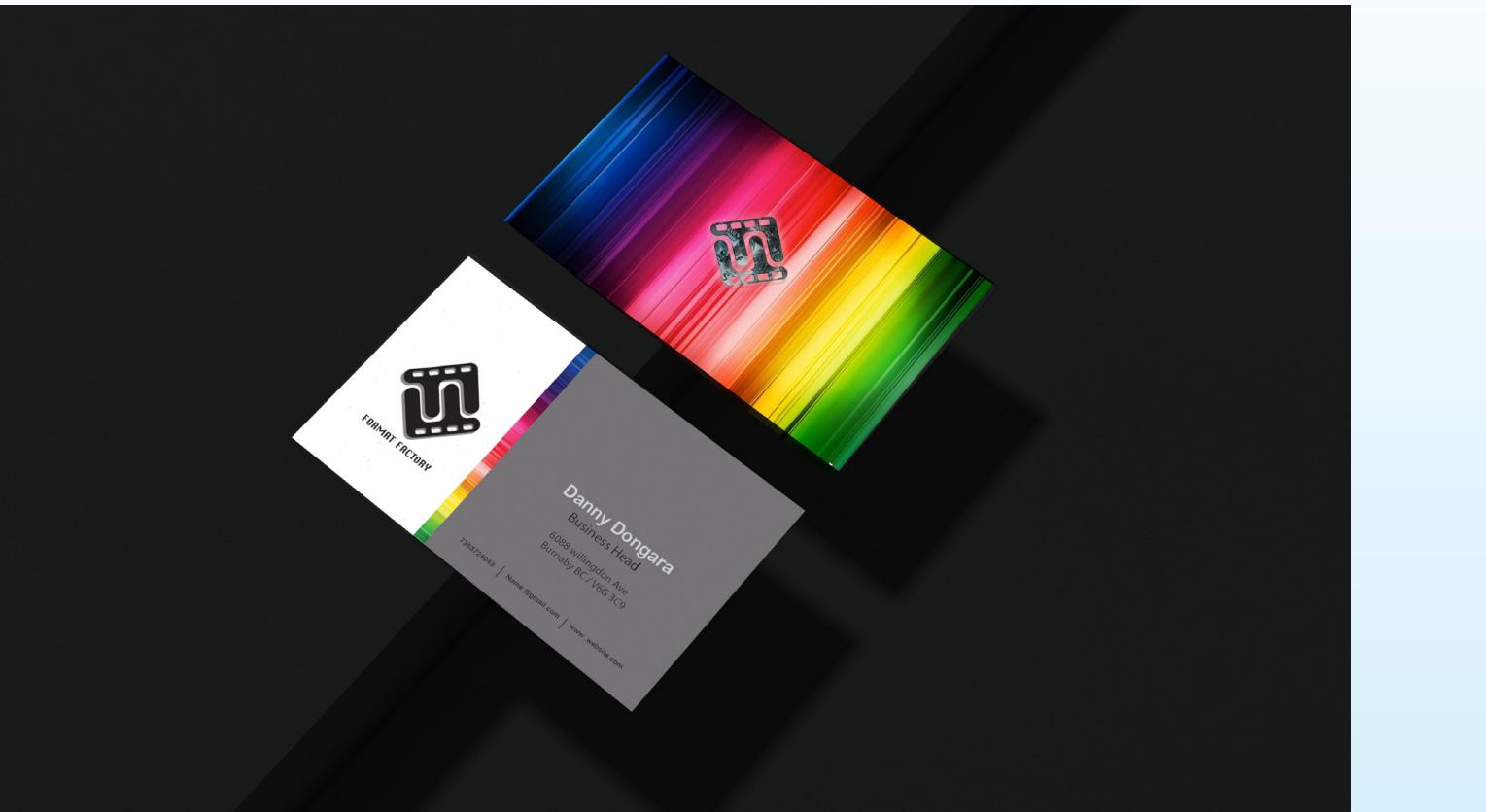
*Corporate font
Secondary font
& Hierarchy*

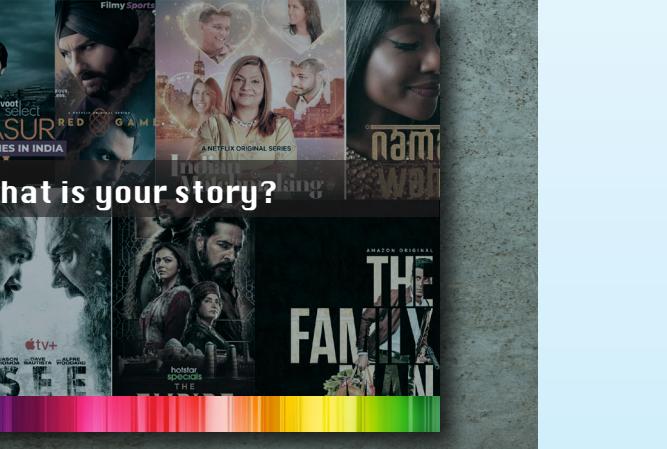
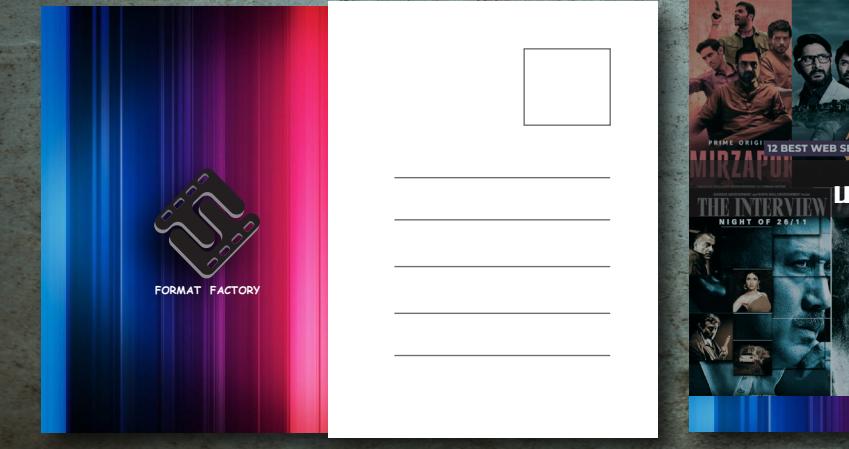
Twerefacce

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



The Hello Look





FORMAT FACTORY

Company Profile

At Format factory we are storytellers, and we believe in telling great stories. We are the first of its kind, global content and IP creation studio, dedicated to handpick and bring forth the most entertaining and enthralling stories. We focus and invest in content creation and then partner with varied distribution platforms to get our creative output to consumers globally.

WHAT IS YOUR STORY?

Duration: 15 sec x 45"

Duration: 20 sec x 45"

"We invite content creators to come forward and collaborate to benefit from the impressive growth that the media market is experiencing in recent years. The global viewing habits and the technology advance media platforms clearly indicate the renaissance of storytelling happening right here right now."

For Distribution Queries please contact :
Info@formatfactory.ca
WWW.formatfactory.ca

FORMAT FACTORY

Company Profile

At Format factory we are storytellers, and we believe in telling great stories. We are the first of its kind, global content and IP creation studio, dedicated to handpick and bring forth the most entertaining and enthralling stories. We focus and invest in content creation and then partner with varied distribution platforms to get our creative output to consumers globally.

WHAT IS YOUR STORY?

Duration: 15 sec x 45"

Duration: 20 sec x 45"

"We invite content creators to come forward and collaborate to benefit from the impressive growth that the media market is experiencing in recent years. The global viewing habits and the technology advance media platforms clearly indicate the renaissance of storytelling happening right here right now."

For Distribution Queries please contact :
Info@formatfactory.ca
WWW.formatfactory.ca

