



Fortress Fence Products

[B R A N D I N G G U I D E]

Updated September 2011

Brand Management

Fortress Fence Products' logo is the most visible expression of our brand. Consistent application enhances market recognition and corporate identity. The Fortress Fence Products logo and its individual product logos should only be used in the approved methods outlined in this guide.

Fortress Fence Products Logo

The logo should be treated as one object and should not be separated. Certain acceptable exceptions are outlined within this guide.

The logo must not be redrawn or modified in any way and should always include the registration mark.

The logo is available for download at www.fortressfence.com/brand

Logo Formats

EPS: Professional printing (vector)

PDF: Professional printing (vector)

TIFF: Professional printing when programs do not recognize .eps or .pdf file

JPEG: Microsoft PowerPoint, Microsoft Word, Adobe Flash and other applications that are not professionally printed

GIF: Web graphics

FORTRESS FENCE PRODUCTS LOGO



Logo Colors & Backgrounds

The Fortress Fence Products Logo may only be applied in a limited number of colors and backgrounds. Logo application should optimize legibility and follow all guidelines and standards set by Fortress Fence Products.



Logo Usage: Color

Whenever possible, the Fortress Fence Products logo in full color should be used.

When it is not possible, the solid 2-color logo may be used as well as the 1-color black or white logo. The Fortress Fence Products logo may be produced as a blind emboss/deboss.

Logo Usage: On Backgrounds

To preserve legibility, the full color and 2-color logo should only be placed on white or 25% black or less.

When positioning the logo on a colored background, the value of the background determines how the logo is used. When positioned on a color background, the logo should appear in black or white.

Color Palette



**Pantone®
293 C**

C100:M57:Y0:K2
R0:G103:B177
#0067B1



**Pantone®
Hexachrome
Black**

C0:M0:Y0:K100
R0:G0:B0
#000000



**Pantone®
White**

C0:M0:Y0:K0
R255:G255:B255
#ffffff

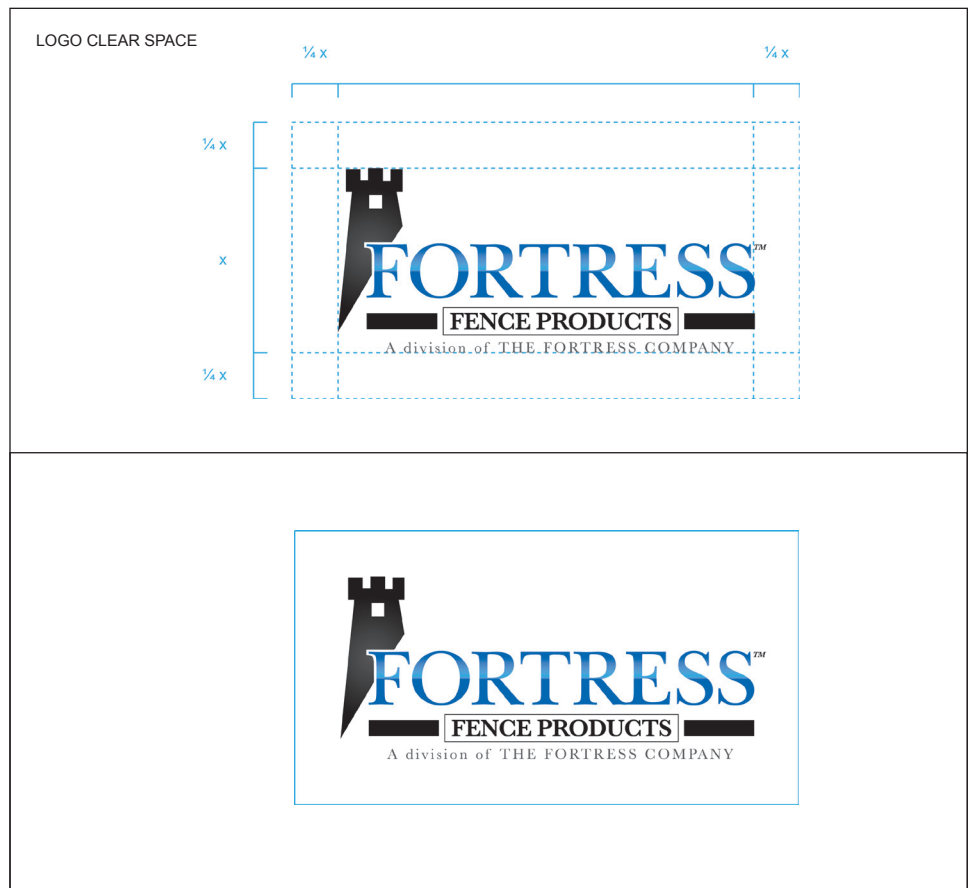
Logo Clear Space

There must always be sufficient space surrounding the logo to avoid competition from other visual elements and maintain its visual impact. Always leave the required clear space around every side of the Fortress Fence Products logo. In all media, the logo must be separated from any company names, logos or product names. Do not place the logo on busy backgrounds.

Logo Clear Space

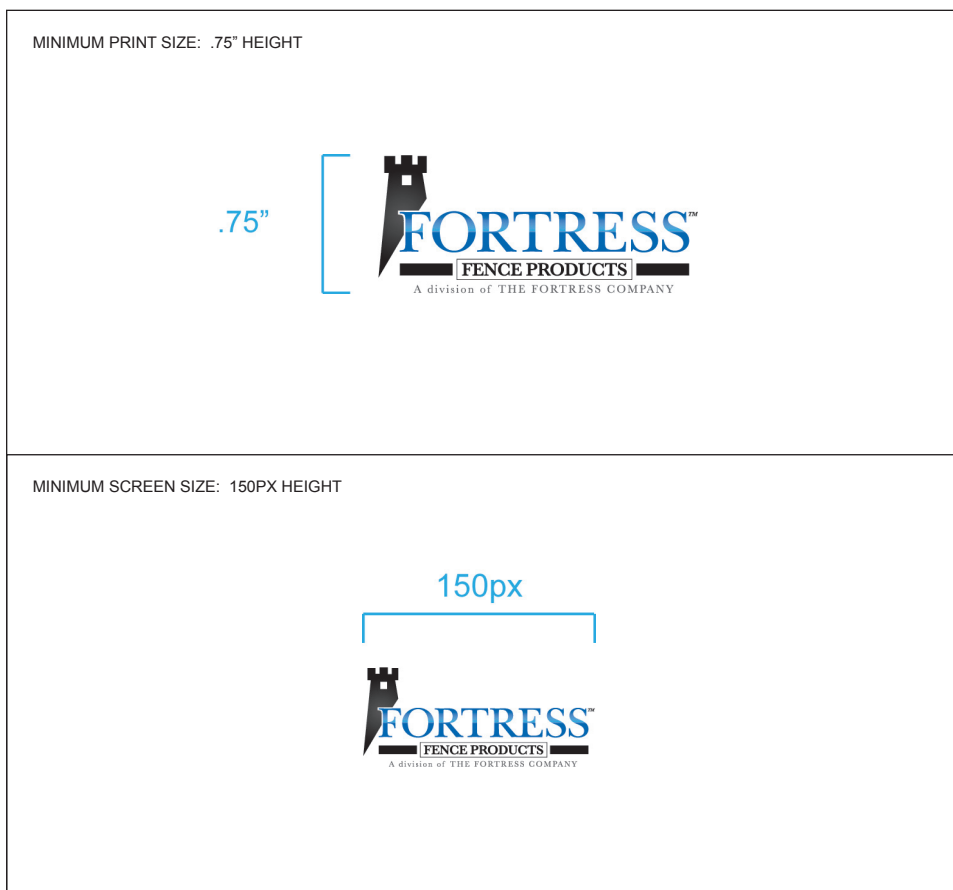
The area of isolation represents the minimum clear space that must be provided at all times. This area is determined by the x-height of the logo and is proportional regardless of logo size.

The minimum clear space is equal to $\frac{1}{4}x$ on all four sides (x equals the height of the logo).



Logo Sizing

The minimum logo sizes described below help to ensure that the logo reproduces with optimal legibility. The Fortress Fence Products logo shown below is the smallest size allowed for general use. Always enlarge or reduce the logo in size proportionally.



Logo Use in Print

To ensure that the logo is sharp and recognizable, it must be reproduced with a minimum height of .75 inches and must include the trademark symbol on all logo applications with the exclusion of any outlined exceptions.

Logo Use on Screen

In electronic applications, the logo should be at least 150 pixels wide. If appearing on a page with other companies, it should be the same size as, or large than, the logos of those companies appearing on the same page.

Typography

Fortress Fence Products' main corporate typeface is Baskerville. An approved complimentary font is Arial.

Typography

Baskerville is the typeface used in Fortress Fence Products' logo. Do not attempt to alter the original logo in any way.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Incorrect Logo Uses

Inconsistent uses of Fortress Fence Products' logo detracts from our brand and recognition. Altering or recreating our logo in any way negates the consistency we strive to achieve. The examples below illustrate some incorrect uses of our logo.



1 Incorrect Colors
Do not use colors that are not approved.

2 Incorrect Background
Do not position the logo near other elements, shapes, textures or busy backgrounds.



3 Incorrect Background
Do not place the logo on a background with a similar color value.

4 Incorrect Placement
Do not skew or rotate the logo. It may only be positioned on a 0 degree horizontal axis.



5 Incorrect Font
Do not redraw or use another font to create Fortress Fence Products logo.

6 Incorrect Sizing
Do not distort the ratio in any way.



7 Incorrect Effects
Do not add drop shadows, transparencies or glows to the logo.

Approved Logo Exceptions

Whenever possible, Fortress Fence Products' logo should be used in its entirety. However, below are approved exceptions for the Fortress Fence Products logo usage.

Embroidery

For embroidery use, you may use Fortress Fence Products' logo as shown without "A division of THE FORTRESS COMPANY".

Extreme Small Size

Fortress Fence Products' logo must be used in its entirety when the requirements are .75" height and larger.

When a smaller logo is required, you may use the logo without "A division of THE FORTRESS COMPANY". The minimum height for this logo is .35". In these instances, the logo may be used without the trademark symbol.

If in the extreme case that a logo is needed that is smaller than .35", the logo may be used without "Fortress Fence Products". In these instances, the logo may be used without the trademark symbol.

EMBROIDERY



EXTREME SMALL SIZE



Appropriate & Authorized Use

Fortress Fence Products' logo is reserved for use by our partners for the purpose of creating brand recognition in ways such as but not limited to ads, promotional items, website, trade show displays, signage etc. Fortress Fence Products' logo and its individual product logos must be used in accordance to the guidelines outlined in this document. All uses of the logos must represent

Fortress Fence Products in a fair and ethical manner. No expressed consent is required for the usage of the Fortress Fence Products logo and its individual product logos as long as the use adheres to the guidelines set in this document. Please contact us at www.fortressfence.com regarding any questions about appropriate logo usage.



Online Usage

When the logo is used on the web, the logo must be at least 150px wide or the same size as other logos if placed on a page with other company logos. It must link to the Fortress Fence Products website (www.fortressfence.com) or a page on Fortress Fence Products site that is appropriate to the usage of the logo.

Tradeshow Usage

When the logo is used on displays and tradeshow signage, the logo must be placed in a manner that is clearly associated with Fortress Fence Products.

Print Usage

When the logo is used for print, a vector logo (.eps or .pdf) should be used at all times. It must adhere to the guidelines in this document and must be clearly associated with Fortress Fence Products.

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www.fortressfence.com