



Appendix A:

**CORPORATE
VISUAL IDENTITY
SYSTEM**

A vertical black line is positioned to the right of the text "CORPORATE VISUAL IDENTITY SYSTEM".

The Free Form Plastics logo is copyright protected and remains the property of Bourgault Industries Ltd.

USAGE GUIDELINES

- > The Free Form Plastics logo must never be altered except for in size. It may be scaled up or down to suit specific needs, but it must not be distorted in any manner; it must maintain its original integrity based on the stipulations outlined below.
- > Free Form Plastics has the right to refuse Free Form Plastics logo usage.

SPACE AROUND THE LOGO

- > Unless initiated by Free Form Plastics, the area surrounding the logo should be even, unpatterned, and free from typography, illustration, or other graphic elements. The clear space surrounding the Free Form logo should never be less than ¼ the height of the logo. For example, if the logo height is ½ inch, it must have at least ⅛ inch of clear space around it. There should not be any other graphic element behind the Free Form Plastics logo that could change the look of the logo.

LOGO COLORS

The Free Form Plastics logo must always be displayed using the following colors:

Free Form Plastics Colors	
Pantone Spot Color PMS 485 	Pantone Process Black  CMYK: C=0, M=0, Y=0, K=100
Pantone Process Color C=0, M=95, Y=100, K=0 	



LOGO FONTS

- > Times New Roman, Times New Roman Oblique, and Futura Bd Cn BT are the standard and only acceptable fonts for the Free Form Plastics logo. To preserve the appearance of Free Form’s logo, avoid any additional spacing adjustments such as tracking or stretching.

LOGO SIZE

- > The only acceptable alterations to the size of the Free Form Plastics logo are those that are done on a proportional scale.

REVERSING-OUT THE LOGO

- > On a dark background it may be necessary to reverse-out the colors of the Free Form logo. The reversed-out logo must still adhere to the same usage guidelines as the standard Free Form logo.

LOGO USAGE GUIDELINES

- > The Free Form Plastics text should always appear white when reversed-out. The graphic should appear in shades of grey. The preferred background color for the reversed-out logo is black, a shade of grey or red.
- > Never place the Free Form Plastics logo on a color that doesn't provide sufficient contrast.

PRODUCT LABELING

- > The logo usage for product labeling adheres to the same stipulations as described earlier within this document. The positioning of the logo will be entirely up to the individual engineer, as a product's design allow.

LOGO USAGE GUIDELINES

- > Do not place the logo on a patterned background or a background with insufficient contrast.
- > Do not alter parts of the logo in any way.
- > Do not change the colors of the logo.
- > Do not add graphic elements to the logo.
- > Do not change the font of the logo.

STANDARDS

All advertising, marketing communications, and promotions that incorporate the Free Form Plastics logo, and the context in which it appears must be in good taste and must represent the policies and philosophies of Free Form Plastics.

Free Form Plastics will not approve any communications that do not meet these standards.

FINAL REVIEW

Free Form Plastics reserves the right-of-review and right-of-refusal for approval of all marketing communications prior to production and/or publication.

QUESTIONS

If you have any questions regarding the Free Form Plastics Logo Usage Guidelines, please contact Free Form Plastics at: (306) 275-2155.