# LOGOMANUAL

## brand Fortemix

Fortemix

Fortemix Fortelock

Fortemix FORTELOCK DECOR

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⊕ A positive variant
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Ⓜ Monochrome (one -colour) variant A
⚠ Warning

Logotype Fortemix

## 1.1 Basic variants of logotypes

The main element of a uniform visual style is a logo. It consists of two parts - a graphic symbol with Fortemix inscription on a diagonal, a red-white box and the text “Fortemix”. The basic rendering of the logotype color in predefined colors is applied to all printed color materials.

### Basic variant, 2 colors

Logotype ⊕

Logotype ⊖

### Separate symbol, 2 colors

Symbol ⊕

Symbol ⊖

## 1.2 Monochrome variants

The monochromatic (one-color) pattern of the logotype is usually white and black. We prefer company colors in accordance with the graphic handbook.
With regard to the use of a logotype for various material applications and colored substrates, it is recommended to maintain a color contrast. For non-standard applications (extrusion, laser engraving, milling, drilling, etc.) in which contrast is not possible, sufficient material contrast should be maintained and technological applications should be avoided.
Custom hues and shades of material lie within the competence of graphic graphics.

### Basic monochrome variants, 2 colors

Logotype ⊕Ⓜ

Logotype ⊖Ⓜ

Symbol ⊕

Symbol ⊖

## 1.3 Logotype protection zone

The protection zone defines the area of the logotype / logotype that surrounds text or graphic elements. The protection zone helps to maintain consistency, possibilities and good readability in relation to other graphic elements.
An exception to this rule are photographs that do not make it clear in terms of color, texture or excessive contrast (see the chapter ‚Unacceptable variants').

**Suggested logotype protection zone**
– is defined by the X module, which is defined by the size of the graphic symbol.

**The minimal logotype protection zone**
– is defined by 1/2 of the X module.

⚠ *Using the minimum zone protection limits the readability of Fortemix.*

## 1.4 Use of color

The basic color of the logotype in predefined colors for use in color materials enabling the printing in full color or monochrome

**Red**
CMYK: 0/100/66/13
RGB: 206/5/56
PANTONE: 200 C
MACTAC: MACal 8258-03 Carmine Red

**Black**
CMYK: 0/0/0/100
RGB: 0/0/0
PANTONE: Black
MACTAC: MACal 8288-00

## 1.5 The minimum size

Specifies the minimum logotype size in a print or other application.

⚠ *Further reduction is possible only with advanced technology*

Including a Fortemix graphic symbol

A lack of graphic symbol of Fortemix

## 1.6 Proportional dependencies

Define dimensional relationships for use in cases where a repeatable brand design is required, especially in large areas, outdoor advertising, etc. Red numbers are the aspect ratio.

1

0,131

1

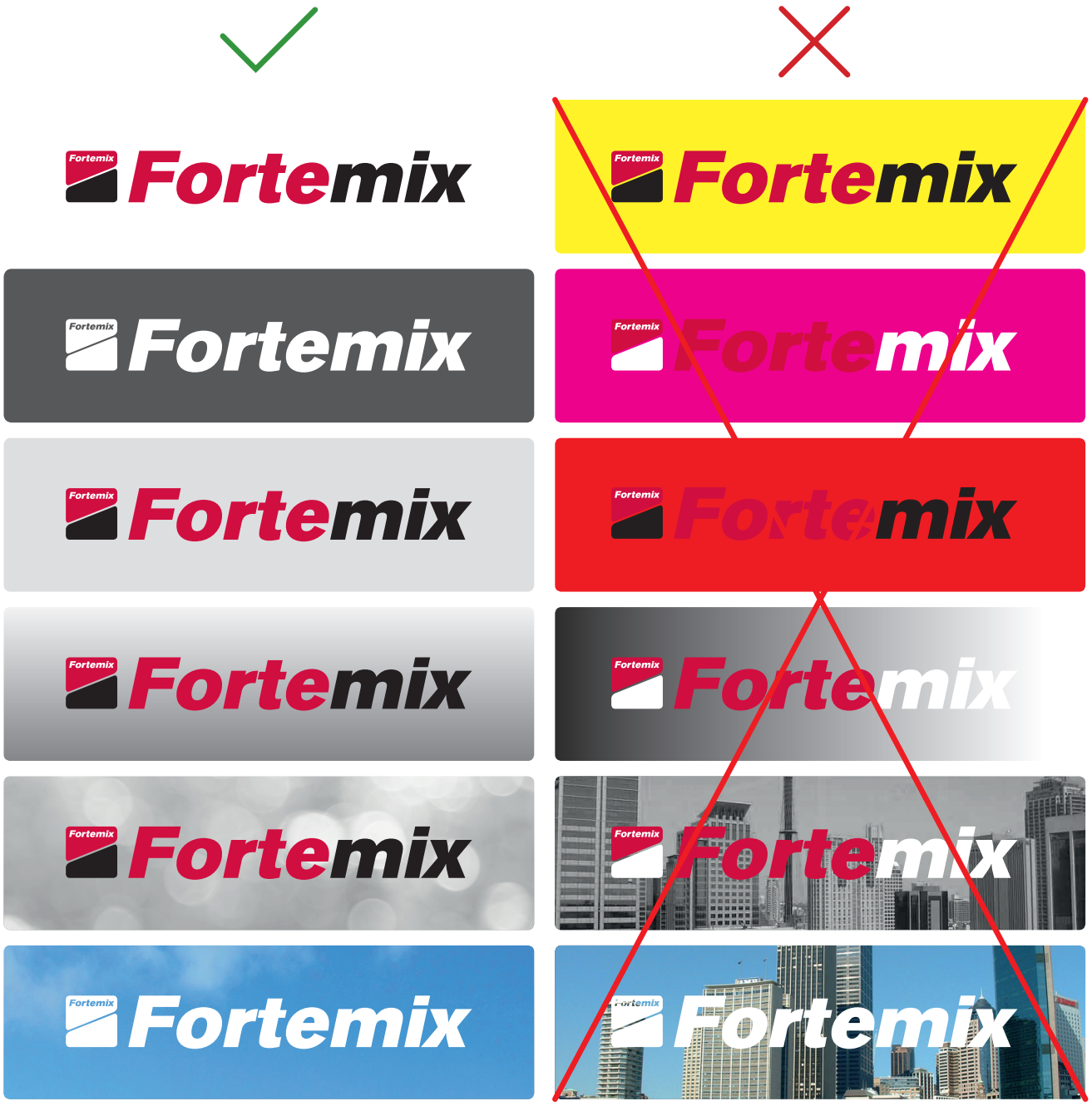
0,155

1

1

## 1.7 Logo in the background

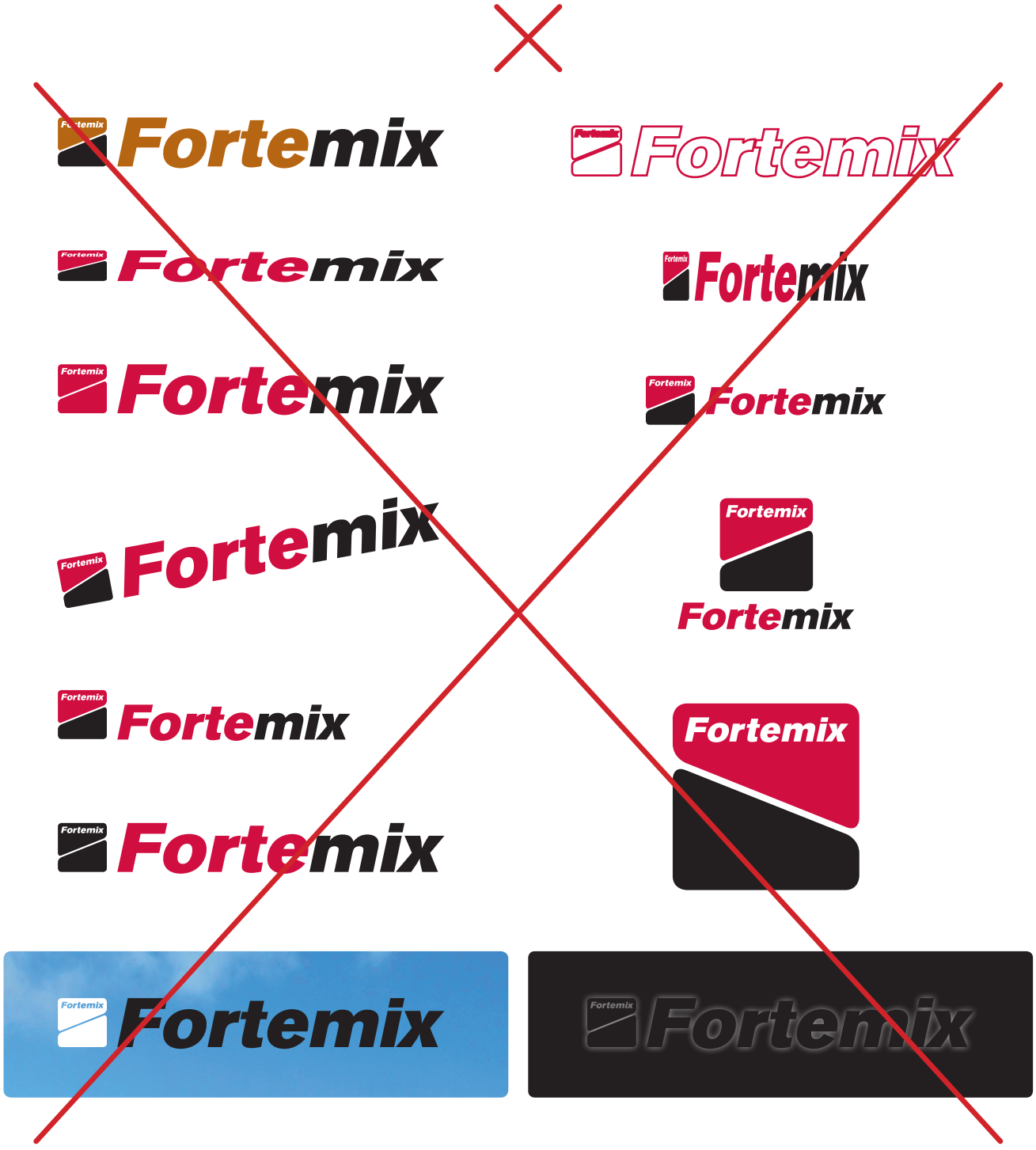
If the use of the logotype on the packaging of the product or product requires placing it on colored substrates in basic or unspecified colors, gradients or photographs, only monochromatic positive or negative variants in white or black are allowed. The exception is the use of full-color versions of the logotype on the first corporate graphics and black and white photos without contrast. When using the image against the background of the logotype, observe the maximum degree of homogeneity of the grid and choose a positive / negative monochrome variant with respect to sufficient color contrast.



## 1.8 Unacceptable variants

When using the logotype and logotype are not allowed: proportional deformation, twisting *, mirror image, logotype with other graphic elements such as contour lines, shadows, effects, etc., which can be manually changed using a specific color scheme (to the mentioned exceptions) on documents that make reading difficult. It is also forbidden to change the position of the symbol in the logotype.

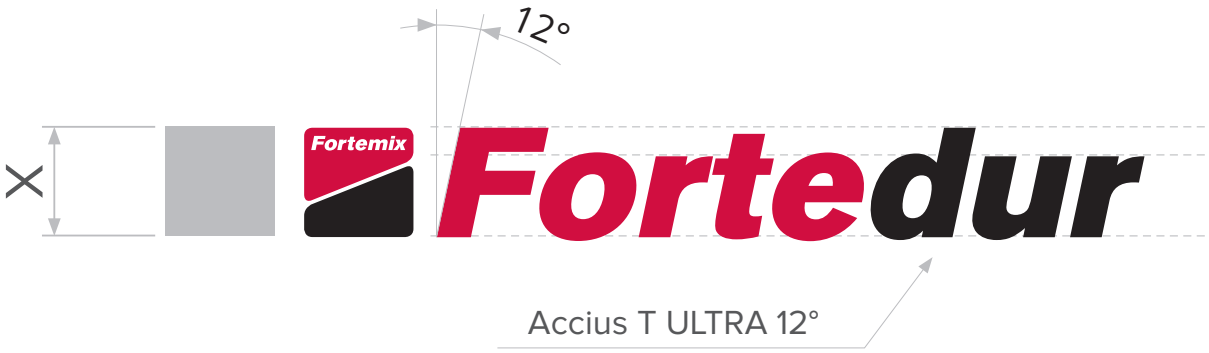
* The logo can be rotated only when the rotation is consistent with the arrangement of the entire compositional unit (vertical flags, natural skew of the car body, etc.). The rotation must then be compatible with the rotation of the surrounding elements.



2 Fortemix line performance

## 2.1 Proportional and typographic relations

The Fortemix product line distinguishes Fortemix subgroups. The name of the product line is written in Accius T in the ULTRA slot by 12 °. The basic pattern is common to part of the Fortemix logo and product line name.



## 2.2 Unacceptable variants of color

*A color rendering in the logotype and product lines is derived from the basic variants from the Fortemix line. Only the prefix “Forte” or “For” is displayed in red. The following mark can be any Fortemix color or a specific color of the product line.*

⚠ *A with the exception of product lines **Fortelock** and **Fortelock DECOR**, Chapters 4 and 7.*

⊕

CMYK: 100/72/0/18

CMYK: 100/0/45/32

CMYK: 0/0/0/68

CMYK: 83/13/100/0

CMYK: 100/10/0/10

CMYK: 0/10/100/0

⊖

## 3.1 Poduct line font

The font line for each product line is Accius T OT in ULTRA. The font is tilted 12 ° to the right.

### Product lines

***Accius T ULTRA*** *12 °*
***a b c č d ď e é ě f g h i í j k l m n ň o p q r ř s š t ť u ú ů v w y ý z ž***
***A B C Č D Ď E É Ě F G H I Í J K L M N Ň O P Q R Ř S Š T Ť U Ú Ů V W Y Ý Z Ž***
***0 1 2 3 4 5 6 7 8 9***

⚠ For product lines, only verse characters (in capital letters) can be used.

***Accius T ULTRA*** *12 °*
***a b c č d ď e é ě f g h i í j k l m n ň o p q r ř s š t ť u ú ů v w y ý z ž***
***A B C Č D Ď E É Ě F G H I Í J K L M N Ň O P Q R Ř S Š T Ť U Ú Ů V W Y Ý Z Ž***
***0 1 2 3 4 5 6 7 8 9***

⚠ For product lines, only verse characters (in capital letters) can be used.

### ALTERNATIVE FONT PRODUCT LINE

***Arial Black*** *12°*
***a b c č d ď e é ě f g h i í j k l m n ň o p q r ř s š t ť u ú ů v w y ý z ž***
***A B C Č D Ď E É Ě F G H I Í J K L M N Ň O P Q R Ř S Š T Ť U Ú Ů V W Y Ý Z Ž***
***0 1 2 3 4 5 6 7 8 9***

⚠ Use the Arial Black font only in cases where Accius T ULTRA does not reflect the company font. For example, Power Point presentations, shared text documents, or software that allows you to work only with system mail.

Logotype Fortelock

## 4.1 Basic variants of logotype

The main element of a uniform visual style is the logo. It consists of two parts - a graphic symbol with the word Fortemix on a diagonally divided green and green field and the inscription “Fortelock”. The basic reproduction of logotype colors in previously faded colors is applied to all color materials printed in technique.

### Basic variant, 2 colors

Logotyp ⊕

Logotyp ⊖

## 4.2 Monochrome variants

The monochromatic (one-color) pattern of the logotype is usually white and black. We prefer corporate coloring according to this graphic manual.
With regard to the use of a logotype for various material applications and colored substrates, it is recommended to maintain a color contrast. For non-standard applications (extrusion, laser engraving, milling, drilling, etc.) In which contrast is not possible, sufficient material contrast should be maintained and technological applications should be avoided.
Non-standard colors and shades of material are within the scope of the graphic competence.

### Basic monochrome variants, 2 colors

Logotype

Logotype

## 4.3 Logotype protection zone

The protection zone defines the area of the logotype / logotype that surrounds text or graphic elements. The protection zone helps to maintain consistency, possibilities and good readability in relation to other graphic elements. The exception to this rule are photographs which do not make it legible in terms of color, texture or excessive contrast (see the chapter ‚Unacceptable variants').

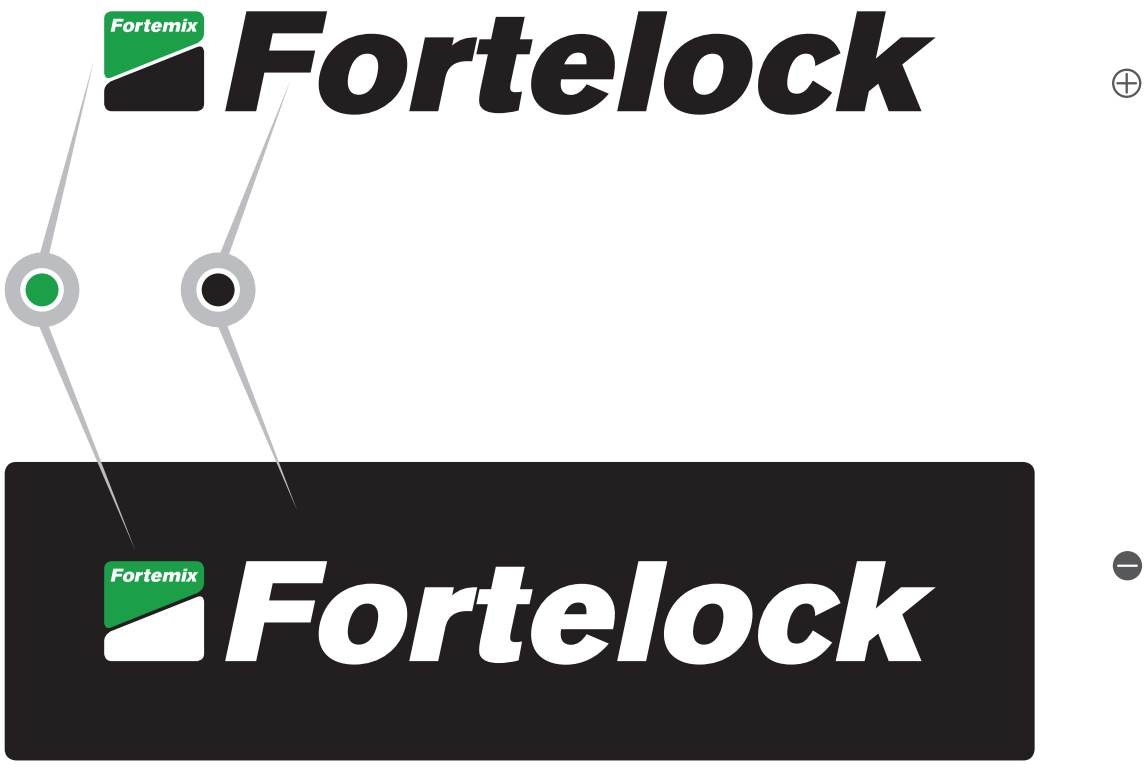
**Suggested logotype protection zone**
– is defined by the X module, which is defined by the size of the graphic symbol.

**The minimal logotype protection zone.**
– is defined by 1/2 of the X module.

⚠ *Application of the minimum protection zone for the Fortelock brand. Another disruption of the protection zone of the sign!*

## 4.4 Color

Basic mapping of logotype colors in specific colors for applications on color materials enabling full color or monochrome printing.




**Green**
CMYK: 83/13/100/0
RGB: 16/150/57
PANTONE: 369C
MACTAC: MACal 8249-04

**Black**
CMYK: 0/0/0/100
RGB: 0/0/0
PANTONE: Black
MACTAC: MACal 8288-00

## 4.5 Minimum size

Specifies the minimum logotype size in a print or other application.

⚠ *Further reduction is possible with advanced imaging and display technologysieving densities above 300 PPI.*

Including a Fortemix graphic symbol

57 mm

A lack of Fortemix graphic symbol

25 mm

## 4.6 Proportional dependencies

Define dimensional relationships for use in cases where a repeatable brand design is required, especially in large areas, outdoor advertising, etc. Red numbers are the aspect ratio.

1

0,124

1

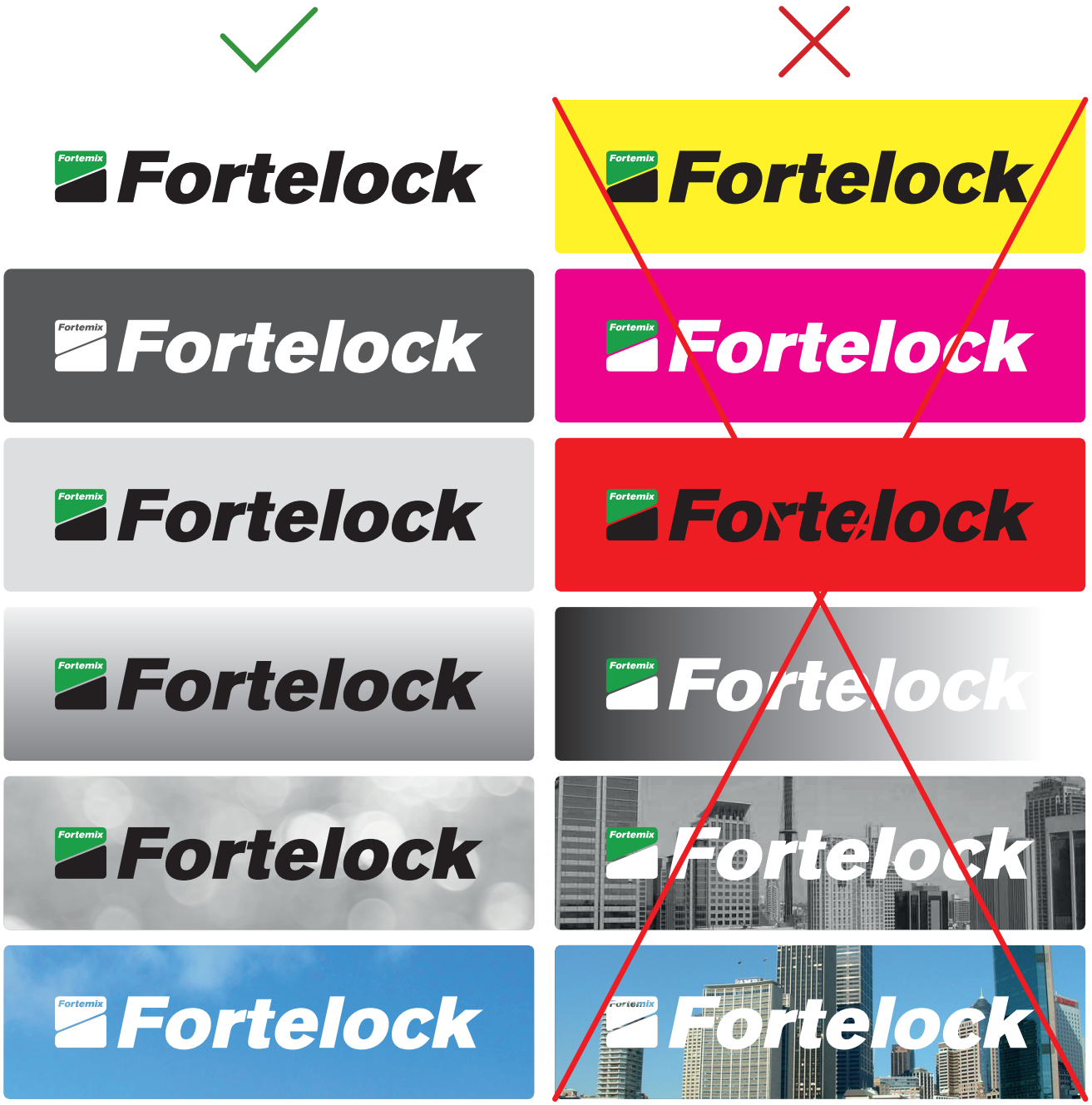
0,146

1

1

## 4.7 Logo in the background

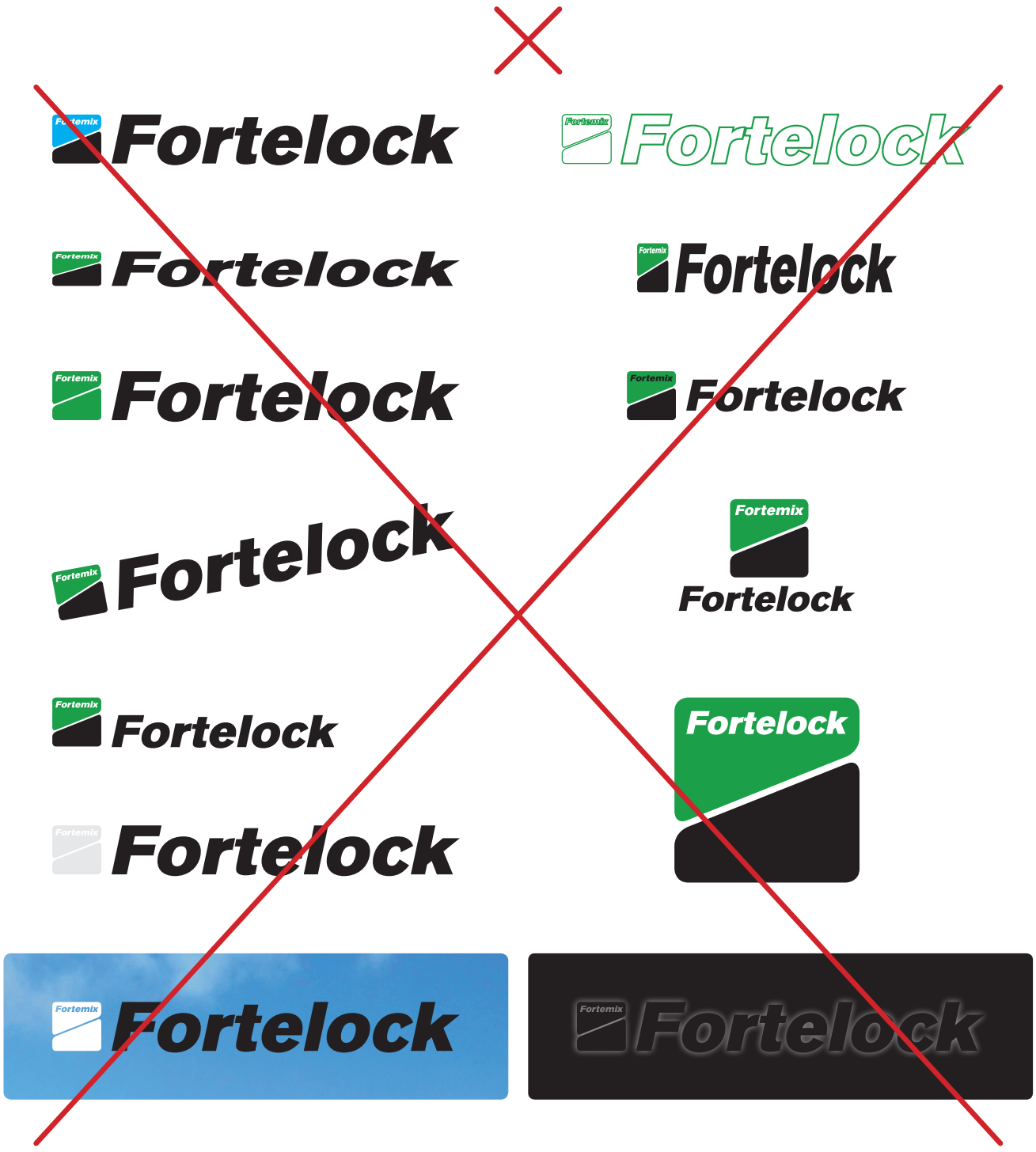
If the use of a logo on a product or product packaging requires placing it on a colored substrate in basic or unspecified colors, gradients or photographs, only monochromatic positive or negative variants in white or black are allowed. The exception is the use of full-color versions of the logotype on the first corporate graphics and black and white photos without contrast.
When using the image against the background of the logotype, observe the maximum degree of homogeneity of the grid and select a positive / negative monochrome variant with respect to the color contrast.



## 4.8 Unacceptable variants

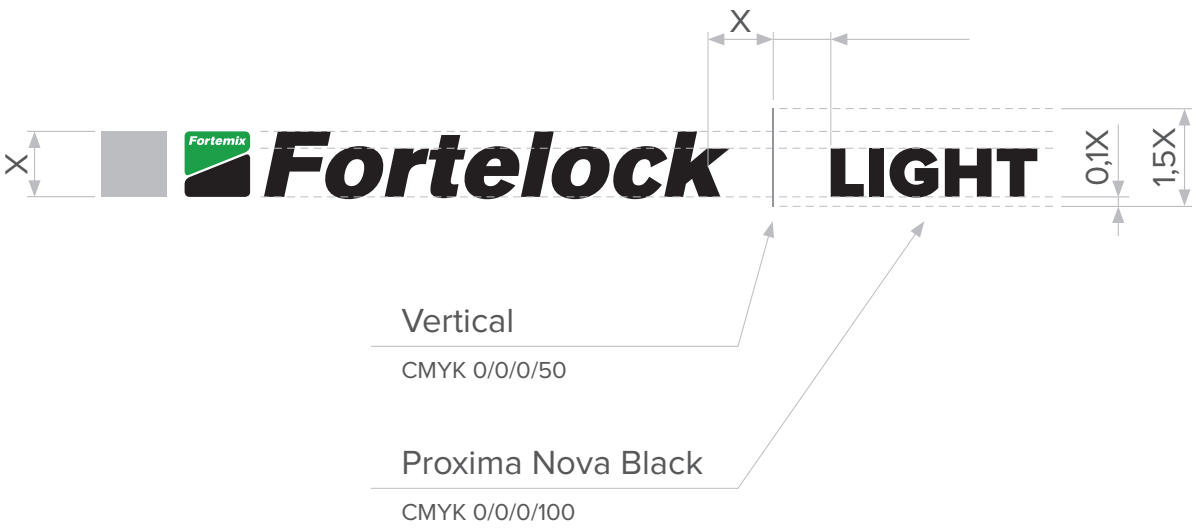
When using the logotype and logotype are not allowed: proportional deformation, twisting *, mirror image, logotype with other graphic elements such as contour lines, shadows, effects, etc., which can be manually changed using a specific color scheme (to the mentioned exceptions) on documents that make reading difficult. It is also forbidden to change the position of the symbol in the logotype.

* The logo can be rotated only when the rotation is consistent with the arrangement of the entire compositional unit (vertical flags, natural skew of the car body, etc.). The rotation must then be compatible with the rotation of the surrounding elements.



## 5.1 Proportional and typographic relations

Fortelock product line distinguishes the Fortelock subgroup. The name of the product line is drawn in Proxima Nova Black and always in capital letters. The basic pattern is common for Fortelock logotype and the product line name. The middle pattern for Fortelock corresponds to the above-mentioned design on the product table. The product line is separated from the vertical from the Fortelock logo.




Fortelock LIGHT

Fortelock INDUSTRY

Fortelock INVISIBLE

Fortelock ECO

## 5.2 Basic color variants

The color rendering of the logotype and product line remains the same for the basic and monochrome versions. Vertical always has 50% coverage in the predominant color.

Basic variants, 2 colors

Monochrome variants, 1 color

## 6.1 Product line font

The font that distinguishes product lines is the Proxima Nova Black

### Product lines

**Proxima Nova Black**
**a b c č d ď e é ě f g h i í j k l m n ň o p q r ř s š t ť u ú ů v w y ý z ž**
**A B C Č D Ď E É Ě F G H I Í J K L M N Ň O P Q R Ř S Š T Ť U Ú Ů V W Y Ý Z Ž**
**0 1 2 3 4 5 6 7 8 9**

⚠ For product lines, only capital letters (uppercase letters) can be used

### ALTERNATIVE PRODUCT FONT

**Arial Black**
**a b c č d ď e é ě f g h i í j k l m n ň o p q r ř s š t ť u ú ů v w y ý z ž**
**A B C Č D Ď E É Ě F G H I Í J K L M N Ň O P Q R Ř S Š T Ť U Ú Ů V W Y Ý Z Ž**
**0 1 2 3 4 5 6 7 8 9**

⚠ Use only Arial Black Letter if the Accius T ULTRA font can not be guaranteed. For example, Power Point presentations, text documents or software that only work with the system.

Logotype Fortelock DECOR

## 7.1 Basic variants of logotype

The main element of a uniform visual style is the logo. It consists of two parts - a graphic symbol with the word Fortemix on a green field, separated from the diagonal arcs and the text part of the FORTLOCK DECOR n capital letters. The basic reproduction of logotype colors in predefined colors is applied to all color materials using dyeing technology

### Basic variant, 2 colors

Logotype ⊕

Logotype ⊖

## 7.2 Monochrome variants

The monochromatic (one-color) pattern of the logotype is usually white and black. We prefer corporate coloring according to this graphic manual.
With regard to the use of a logotype for various material applications and colored substrates, it is recommended to maintain a color contrast. For non-standard applications (extrusion, laser engraving, milling, drilling, etc.) In which contrast is not possible, sufficient material contrast should be maintained and technological applications should be avoided.
Non-standard colors and shades of material are within the scope of the graphic competence.

### Basic monochrome variants, 2 colors

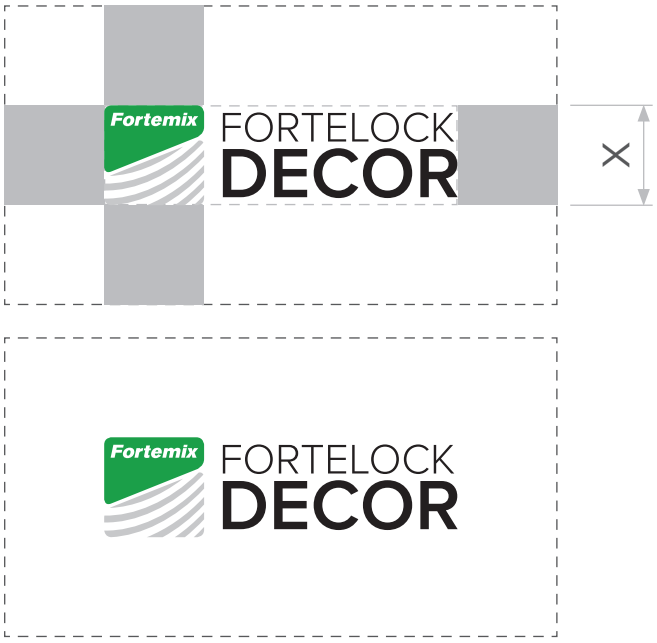
Logotype

Logotype

## 7.3 Logotype protection zone

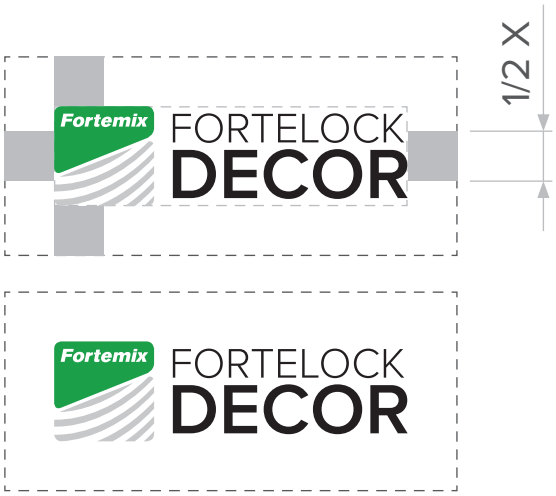
The protection zone defines the area of the logotype / logotype that surrounds text or graphic elements. The protection zone helps to maintain consistency, possibilities and good readability in relation to other graphic elements.
The exception to this rule are photographs which do not make it legible in terms of color, texture or excessive contrast (see the chapter ‚Unacceptable variants').

**Suggested logotype protection zone**
– is defined by the X mode, which is determined by the size of the graphic symbol.




**Suggested logotype protection zone**
– is defined by the X mode, which is determined by the size of the graphic symbol.

⚠ *Use of the character limit and Fortelock zones. Another violation of the protection zone of the mark shows!*



## 7.4 Color

The basic color scheme of the logo in specific colors for use in color materials that enable printing in full color or monochrome

**Green**
CMYK: 83/13/100/0
RGB: 16/150/57
PANTONE: 369C
MACTAC: MACal 8249-04

**Grey**
CMYK: 0/0/0/25
RGB: 208/208/208
PANTONE: Cool Gray 3C
MACTAC: MACal 8288-05

**Black**
CMYK: 0/0/0/100
RGB: 0/0/0
PANTONE: Black
MACTAC: MACal 8288-00

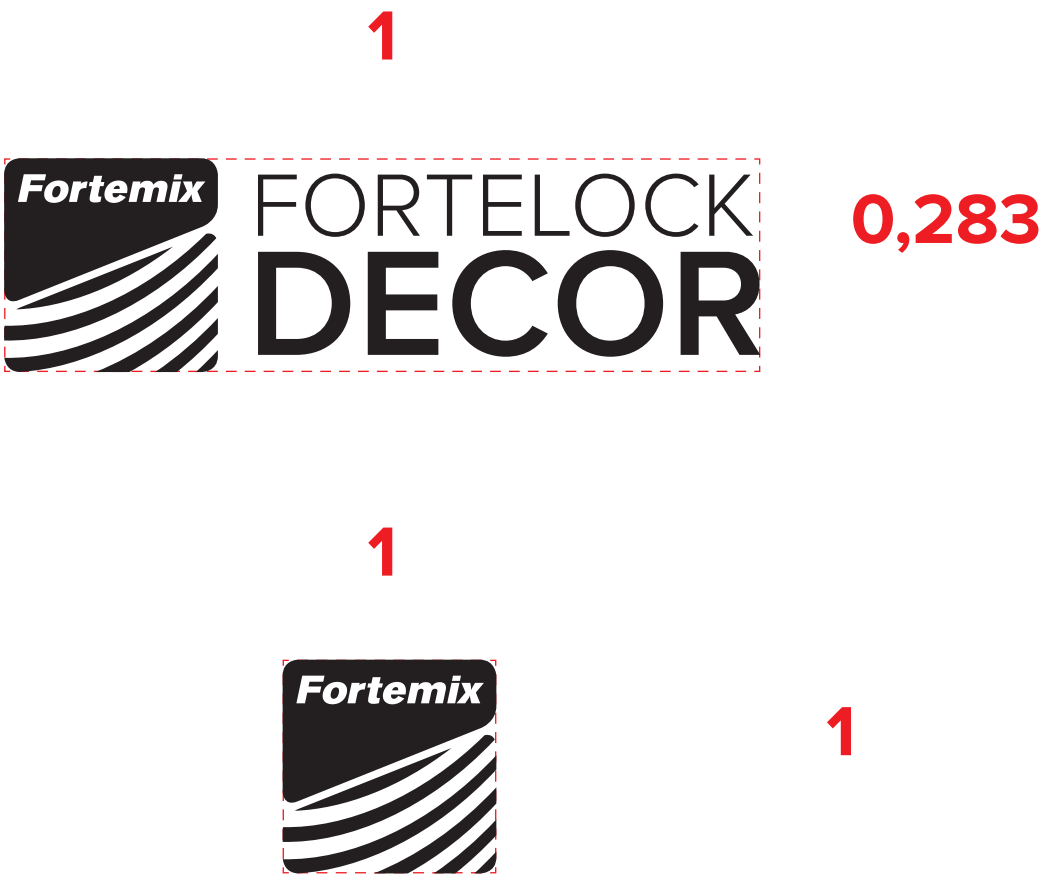
## 7.5 The minimum size

Specifies the minimum logotype size in a print or other application.

⚠ *Further reduction is only possible with advanced imaging technology and displays with a screen density of over 300 PPI.*

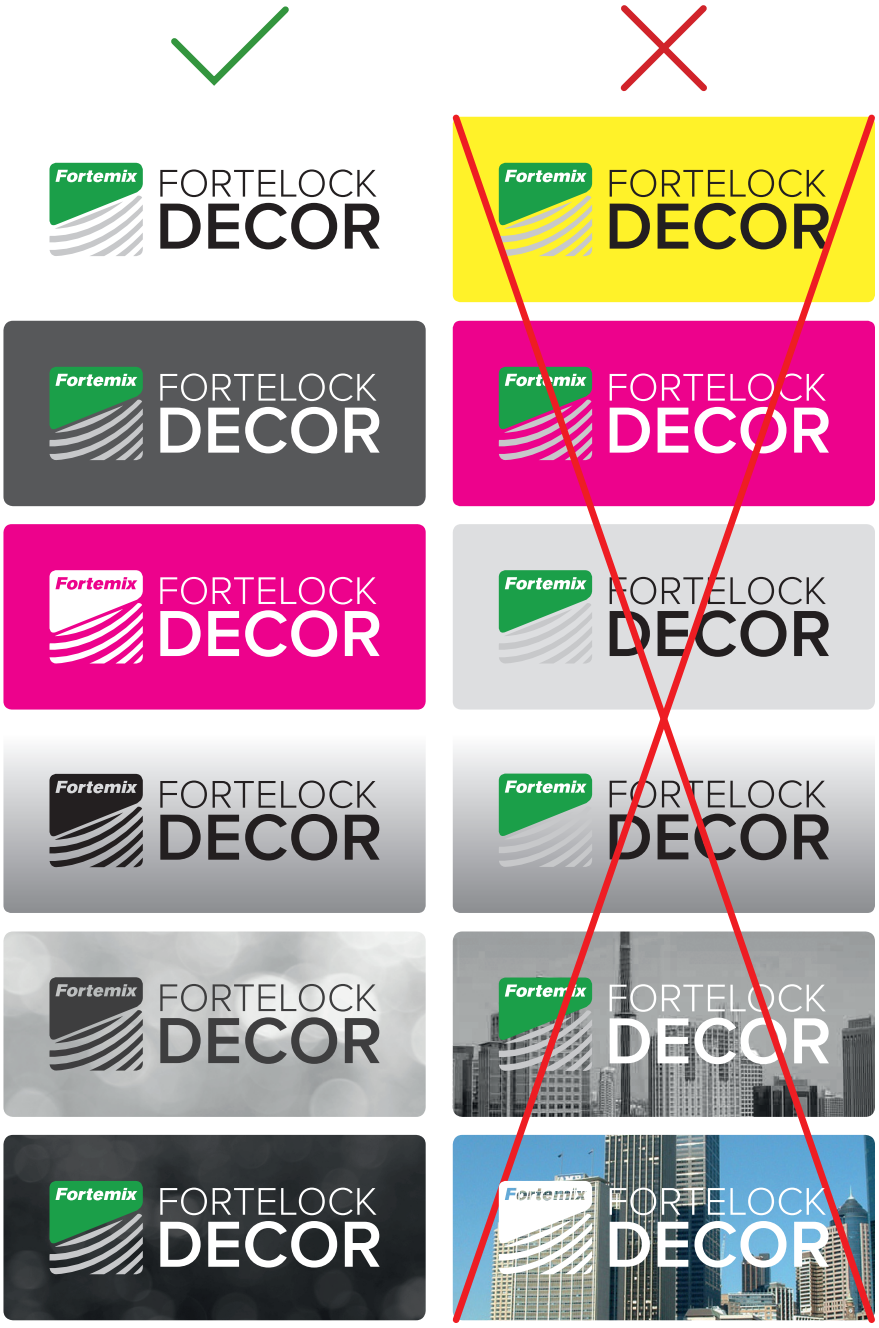
## 7.6 Proportional dependencies

Specify dimensional relationships when re-branding is required, especially in large areas, outdoor advertising, etc. Red numbers determine the aspect ratio.



## 7.7 Logo in the background

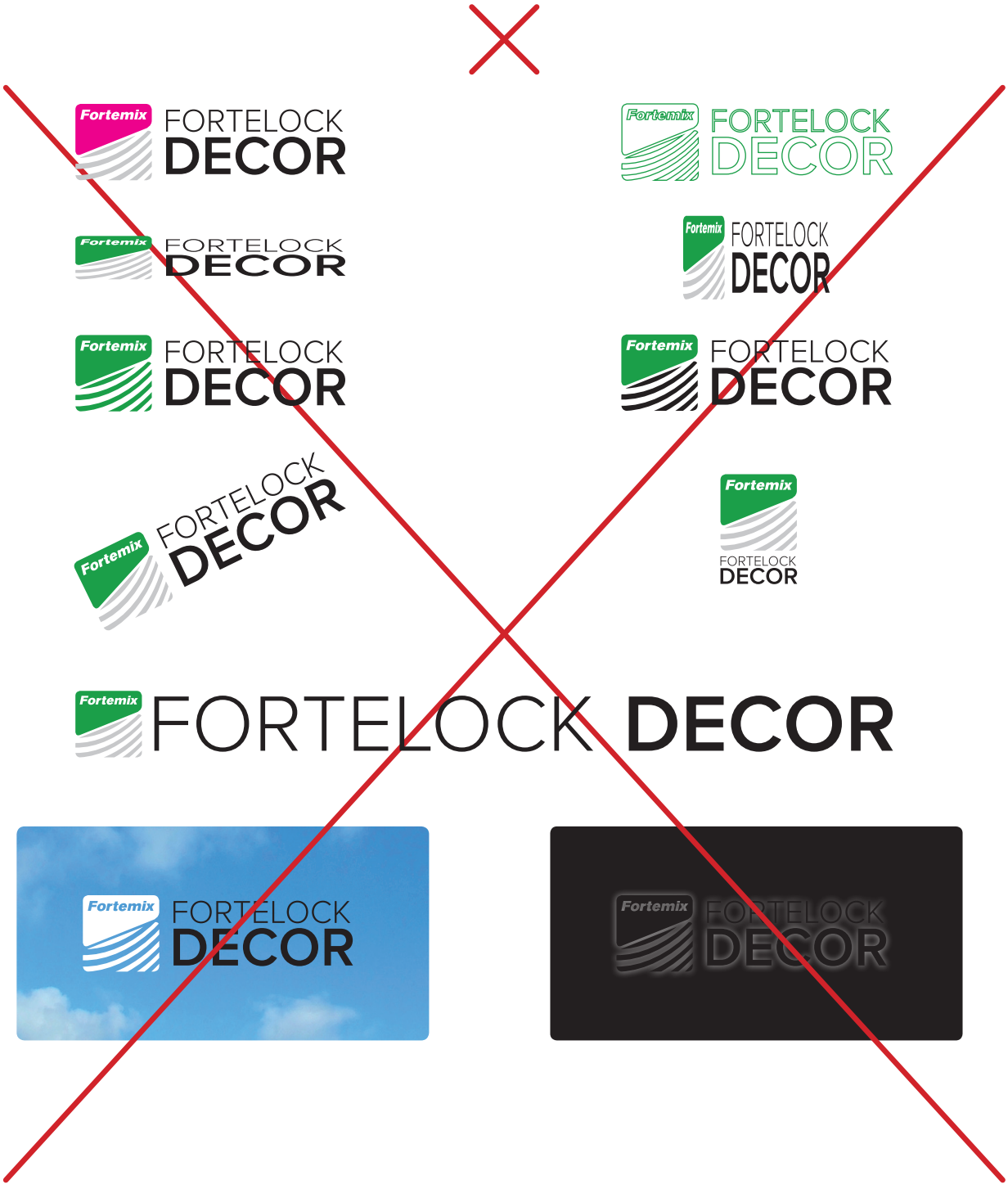
If the use of a logo on a product or product packaging requires placing it on a colored substrate in basic or unspecified colors, gradients or photographs, only monochromatic positive or negative variants in white or black are allowed. The exception is the use of full-color versions of the logotype on the first corporate graphics and black and white photos without contrast. When using the image against the background of the logotype, observe the maximum degree of homogeneity of the grid and select a positive / negative monochrome variant with respect to the color contrast.



## 7.8 Unacceptebale variants

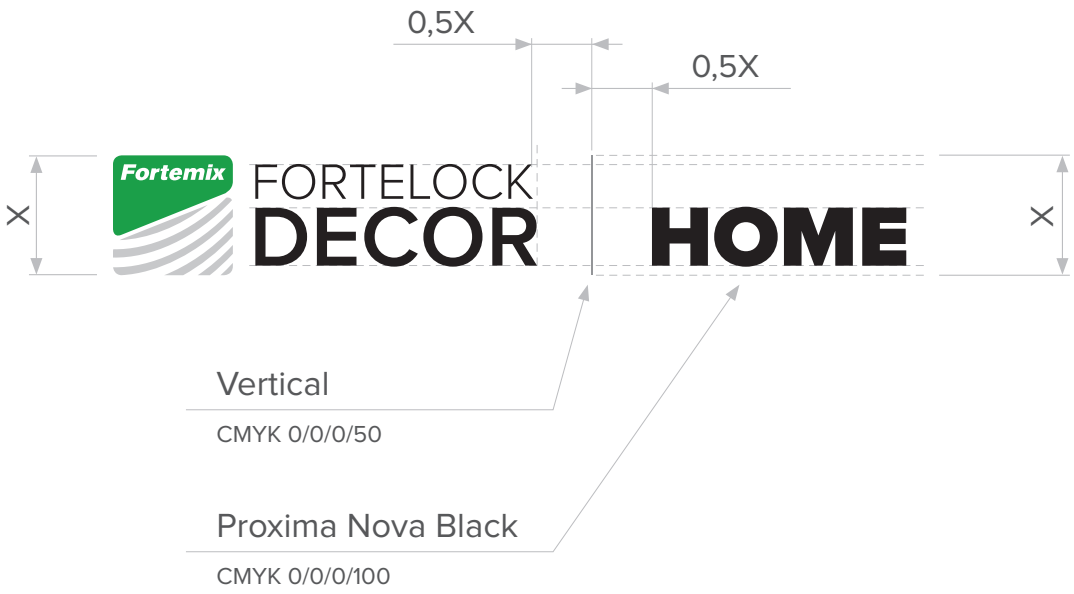
When using logos and logos, distortions, mirror reversals are not allowed to use a logotype with other graphic elements, such as contour lines, shadows, effects, etc., manually change the color scheme (for the listed exceptions), place the logo in documents that they make reading difficult. It is also forbidden to change the position of the symbol in the logotype.

* The logo can be rotated only when the rotation is consistent with the arrangement of the entire compositional unit (vertical flags, car body inclination, etc.). The rotation must then be compatible with the rotation of the surrounding elements.



## 8.1 Proportional and typographic relations

Fortelock product line distinguishes Fortelock subgroup. The name of the product line is drawn in Proxima Nova Black and always in capital letters. The basic pattern is common for Fortelock logotype and the product line name. The middle pattern for Fortelock corresponds to the above-mentioned design on the product line. The basic pattern is common to the Fortelock logotype and the product line name. The middle pattern for Fortelock corresponds to the above mentioned product line pattern. From the Fortelock logotype, the product mark is vertically positioned with 50% coverage of the predominant color.



## 8.2 Unaccepteable color variants

The color rendering of the logotype and product line remains the same for the basic and monochrome versions. Vertical always has 50% coverage in the predominant color.

Basic variants, 2 colors

Monochrome variants, 1 color

## 9.1 Product line font

The line for dividing individual product lines is Proxima Nova in black. The font is the same for the Fortelock and Fortelock DECOR product lines

**Product line**

**Proxima Nova Black**
**a b c č d ď e é ě f g h i í j k l m n ň o p q r ř s š t ť u ú ů v w y ý z ž**
**A B C Č D Ď E É Ě F G H I Í J K L M N Ň O P Q R Ř S Š T Ť U Ú Ů V W Y Ý Z Ž**
**0 1 2 3 4 5 6 7 8 9**

⚠ In the case of product lines, the version of capital letters (uppercase letters) can be used.

# Thank for respecting this advice.

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