

FermionX

MANUFACTURING

TECHNICAL BRAND GUIDELINES

Logo guidelines

The FermionX logo

The FermionX Wordmark is created from the font Futura Medium. This is a bespoke version with the kerning reduced and the 'F', 'i' and 'x' altered to make it unique.

Clear space

To preserve the FermionX logo integrity always maintain a minimum clear space around the logo.

This clear space isolates the logo from competing graphic elements such as copy, photography, other logos and background patterns.

The minimum clear space for the FermionX logo is defined as the height of the 'F' as shown.

Minimum size

To ensure that the impact of the logo is not diminished and that it is legible when reproduced, the logo needs to be no smaller than the minimum size of 30mm for print and 150 pixels on screen.



MANUFACTURING



Logo guidelines

Incorrect usage

Incorrect use of the FermionX logo compromises its integrity and effectiveness. The examples of logo misuse here are not comprehensive, they are only a small sample of possible misuses.

To ensure accurate, consistent reproduction of the logo, never alter, add to, or attempt to recreate it. Always use the logo in its original supplied format.

The logo should always stand out on its background. The preferred, two colour version of the logo should be used where possible but where this is not possible then an alternate, single colour version should be used. This single colour version should only be used in white.



Do not change size of icon, name or distance apart in relation to each other



Do not add drop shadow



Only place logo on a background where it reads clearly



Brand colours

The FermionX colour palette comprises of three primary colours and utilises white as a base.

The three prime colours are teal, as a nod to FermionX's origins in C-Tech Electronics, navy, derived from the branding of the new website, and black used for text clarity.

Web

**R: 0
G: 117
B: 129**

Print

**C: 98
M: 28
Y: 42
K: 16**

#007581



Web

**R: 39
G: 46
B: 57**

Print

**C: 32
M: 19
Y: 0
K: 78**

#272e39



Typography

Typefaces

Our brand revolves around a consistent use of typography.

We use Open Sans for all our body copy. It is a clean and modern sans-serif typeface especially designed for legibility across print, web and mobile interfaces.

Open Sans is excellent for any type of use. It's incredibly readable in small sizes and also works well when printed in huge letters.

Open Sans

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Open Sans Regular

abcdefghijklmnopqrstuvwxyz

Open Sans Italic

Open Sans Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Open Sans Bold

abcdefghijklmnopqrstuvwxyz

5pt - Open Sans is incredibly readable in small sizes

6pt - Open Sans is incredibly readable in small sizes

7pt - Open Sans is incredibly readable in small sizes

The quick
brown fox
jumps
over the
lazy dog

Imagery

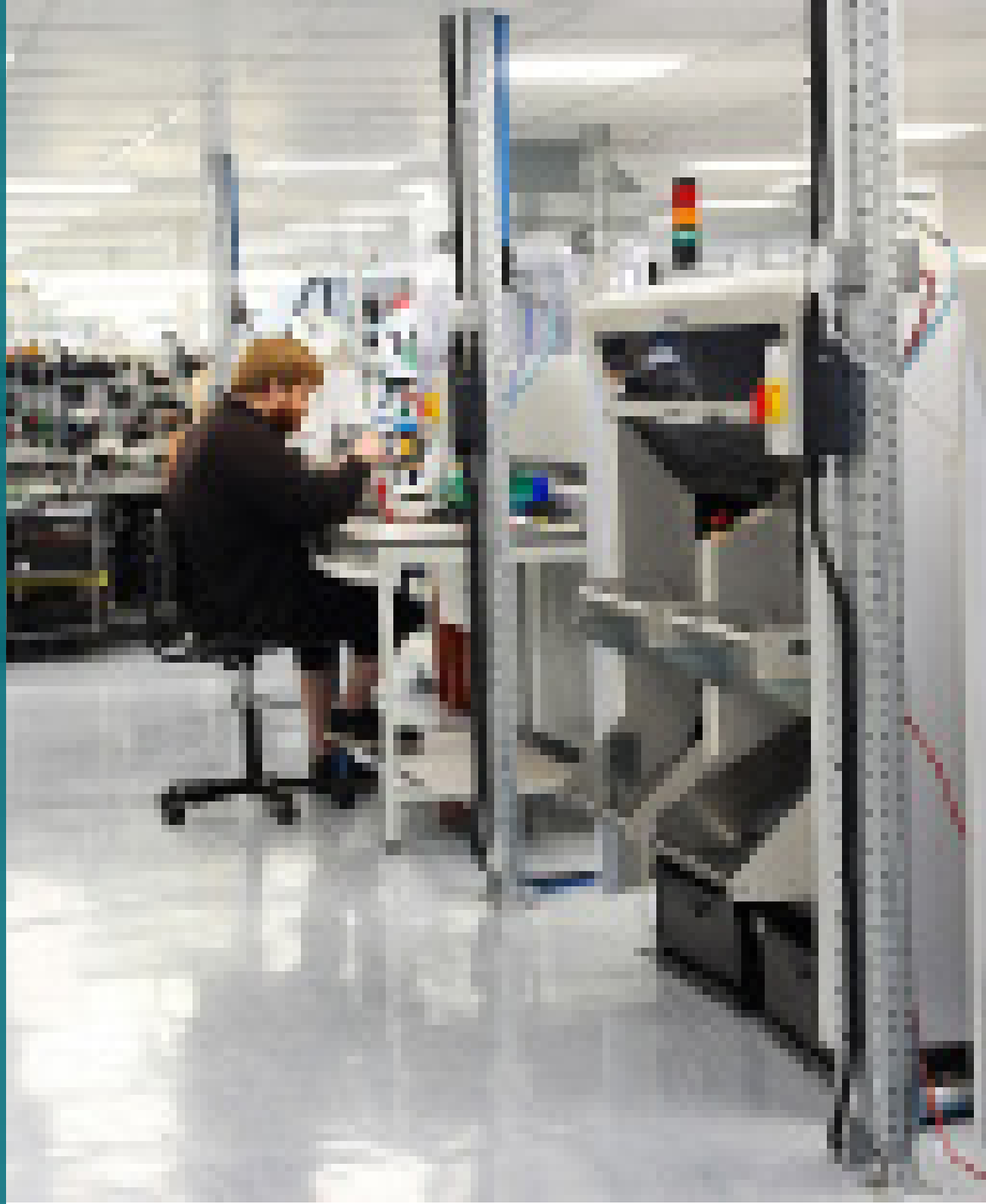
Use of images

We want to be known for the part we play in getting products to market. We want to invoke a more emotive feeling when people see our ads, land on our website or visit our premises.

We don't want to be just another CEM with images of PCBs and electronics. The imagery we use showcases who we are as a business, using photos of our premises and team, as well as driving the emotive reaction through visuals of the end products.

Where possible (and agreed) with our partners we should request to use their finished product imagery.

If this is something we're unable to do, we will use stock imagery that is as close to the product we support as possible.



Icons

Image support

Icons can also be used to support real imagery for some of the topics with infographics used to support facts and figures.



IDEA



DESIGN FOR
MANUFACTURE



PREP FOR
PRODUCTION



SUPPLY CHAIN
MANAGEMENT

MANUFACTURE



QUALITY
CONTROL



YOUR
FINISHED
PRODUCT

Advertising

Brand consistency

Consistent brand identity is crucial across all advertising platforms on and off line so that our adverts are instantly recognisable.

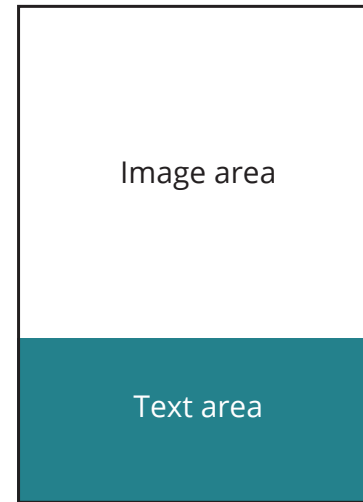
This will be done with more emphasis on imagery and shorter, snappier use of headings and text. An area ratio of two thirds imagery, one third text which will reflect the style of the Sales Pack & Brand Guide.

Where possible, we want to avoid adverts that are smaller than a half page, due to the nature of the imagery and the impact we want it to achieve.

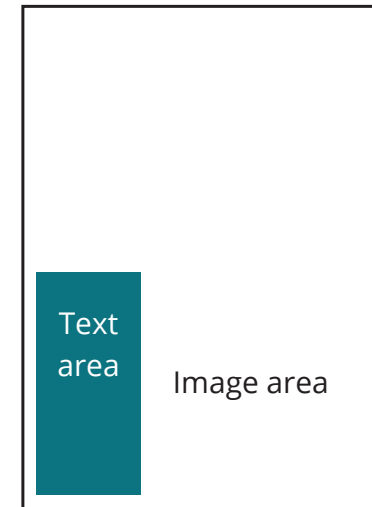
Contact details

When displaying company contact details it is important that they are always displayed in this order.

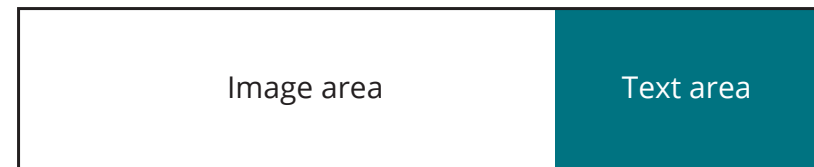
The block can be justified left, right or centred depending on how it sits with the other text.



A4 FULL PAGE
210 X 297MM



**A4 HALF PAGE
HORIZONTAL**
180 X 124MM



WEB BANNER AD

Tel: +44 (0)1903 524600
Email: sales@fermionx.com
www.fermionx.com

left justified

Tel: +44 (0)1903 524600
Email: sales@fermionx.com
www.fermionx.com

right justified

Tel: +44 (0)1903 524600
Email: sales@fermionx.com
www.fermionx.com

centred