FILON®

BRAND GUIDE MAR 26



These guidelines have been designed to guide and inspire the visual identity of the **FILON®** brand. All links to assets and files have been provided wherever possible. If you have any questions regarding the use of our brand please contact sales@filon.co.uk

ON PURPOSE ON BRAND

FILON®
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BRAND ASSETS

1.1 LOGOS
MAIN LOGO

The **FILON®** logo has been designed to be simple and striking with an extra bold, sans-serif typeface.

The logo should be used proudly in all top-level communications, and for accessibility reasons, should always be seen in FILON BLUE or WHITE with the only exception being if needed in black & white print where it should be black.





1.2 LOGOS
LOGO FORMATS

At **FILON®**, being “on” means being fully committed to our customers, every time, in every way. **FILON®** is the partner who’s always with you.

ON YOUR SIDE – working in true partnership.

ON TIME – delivering when it matters most.

ON SPEC – products that meet every detail.

ON POINT – expertise that solves problems fast.

Where appropriate our main logo can appear with the subline “**ON YOUR SIDE”.** This can be used to help strengthen a message, or be used as a standalone brand statement.

In some circumstances we may need to make it more clear what we do. We add the descriptor line “GRP CONSTRUCTION PRODUCTS” to provide additional context to our offering. This is used sparingly and only where the logo may appear in isolation, entirely out of context. For example, on sponsorship signage at a football match.

Please note: At small sizes, the context line may become difficult to read, so avoid using it in situations where legibility becomes an issue.









1.3 LOGOS
LAYOUT

There are some situations where imagery or graphics may have strong leading lines that we can use to emphasis the line “ON YOUR SIDE”. This adds visual interests and can be used to create more dynamic layouts when appropriate.





1.4 LOGOS
EXCLUSION ZONE

In order for our logos to have the appropriate space and breathing room to confidently stand out we ensure they're placed with an exclusion zone surrounding the design.

To calculate the minimum exclusion zone of our logo, use the 'O' from the wordmark. On the side with the trademark, you can ignore the trademark symbol and work from the 'N'.



1.5 LOGOS
LOGO USE

- Do not stretch or warp the compositionof our logo.
- Do not use any new colours outside of our own palette.
- Do not use colour options with little contrast against the background. Always ensure our logo is legible.
- Do not add unnecessary effects to our brand logo.









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BRAND COLOURS

2.1 COLOUR
PRIMARY

Our brand colours are simple and sophisticated. Our identity is led with a modern blue that we use as our primary colour across all communications.

This blue is complemented with the use of a light teal and grey, as well as tints in 20% increments and a linear gradient to provide some colour flexibility.

FILON BLUE

HEX 1B266E

C	91	R	27
M	78	G	38
Y	0	B	110
K	44		

PANTONE: PMS 2746

Tints 100% – 20%

FILON TEAL

HEX 3AD2DB

C	63	R	58
M	0	G	210
Y	20	B	219
K	0		

Tints 100% – 20%

FILON GREY

HEX E9E9E9

C	10	R	233
M	7	G	233
Y	8	B	233
K	0		

Tints 100% – 20%

TEAL GRADIENT

HEX 3AD2DB

C	63	R	58
M	0	G	210
Y	20	B	219
K	0		

Variable direction linear gradients

2.2 COLOUR
SECONDARY

Our secondary colours are to be used to subtly complement our main colours. Use the colours sparingly in designs, to ensure that our primary colours are the stars of the show. These colours can be used to differentiate data in graphs or charts, for dividing information in infographics and in instances where alternate colours help complement a specific message.

FILON GREEN

HEX C3D200

C	32	R	195
M	0	G	210
Y	100	B	0
K	0		

Tints 100% – 20%

FILON YELLOW

HEX FFDD00

C	0	R	255
M	10	G	221
Y	100	B	0
K	0		

Tints 100% – 20%

FILON ORANGE

HEX FF7426

C	0	R	255
M	65	G	116
Y	85	B	38
K	0		

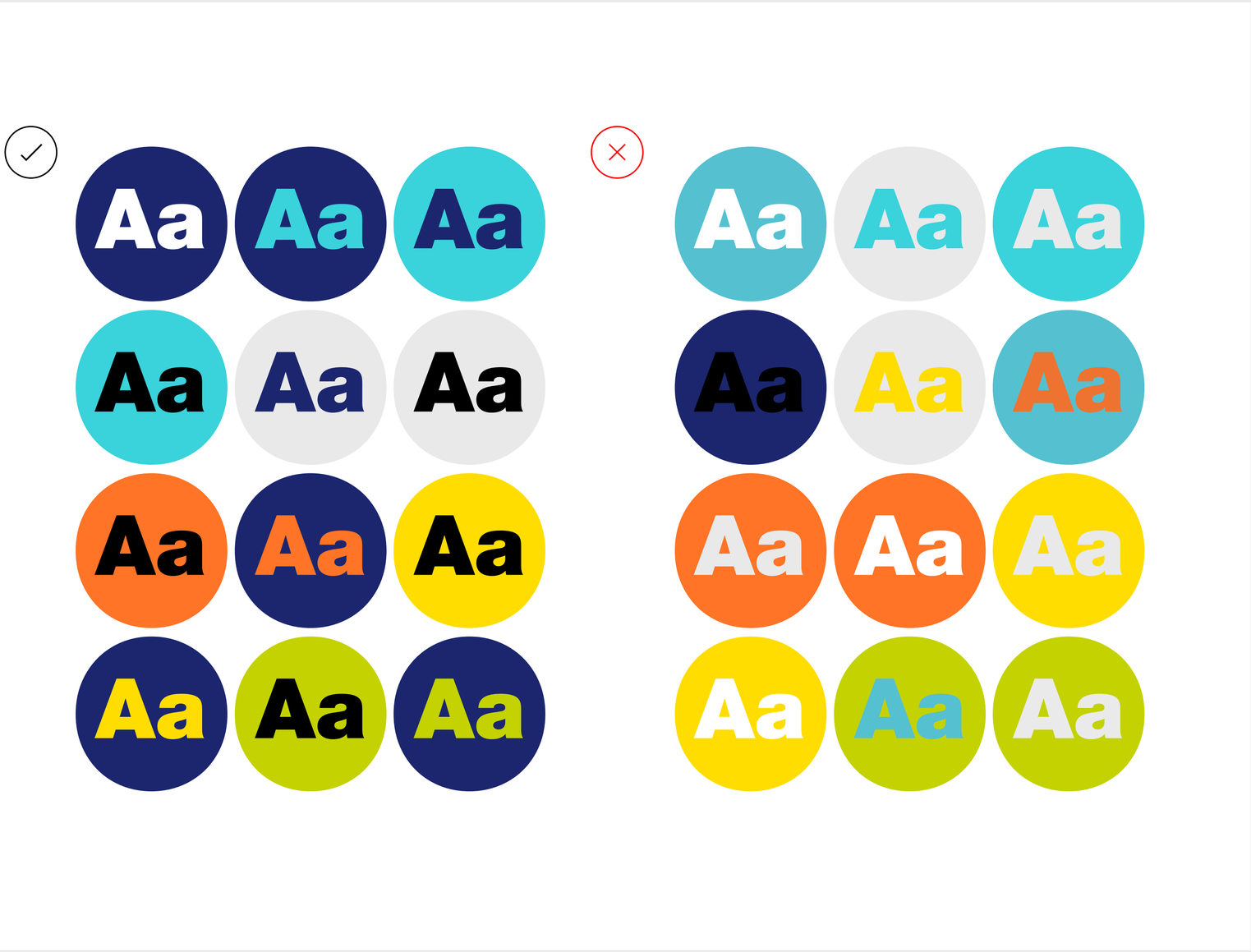
Tints 100% – 20%

2.3 COLOUR PAIRINGS

Using a diverse range of colours is encouraged to create interesting and ever-changing collateral. This page shows examples of how our primary colours can be used together to create complementary pairings.

We should however avoid using certain combinations (shown right), to maintain better accessibility standards.

Please avoiding using multiple secondariness together. For example, do not use FILON ORANGE text over and FILON GREEN background.



TYPOGRAPHY

3

3.1 TYPOGRAPHY
BRAND TYPEFACE

Our brand typeface is:
Montserrat

Montserrat is a popular sans-serif typeface, due to its excellent readability, versatility and minimalist design, Montserrat is a popular choice for many brands, so we must use it in a consistent and considered way to ensure we maintain our unique identity.

Although not a fixed rule, when styling our typography, aim to skip several weights to create constrast. For example, when setting headlines, instead of using Bold for a headline and Regular for the subline, aim to contrast Black weights with Thin weights to create dynamic and visually interesting messaging that feels like **FILON®.**

In some instances using Thin weights at very small scales may become challenging to read. In this case substitute Thin with the Light weight.

Because Microsoft doesn't have Monserrat as a default font we use Aptos in our email comms.

Montserrat is available on Google Fonts.
Click here to activate

Montserrat Thin
01234567890 abcdefghijklmnopqrstuvwxyz

Montserrat Light
01234567890 abcdefghijklmnopqrstuvwxyz

Montserrat Regular
01234567890 abcdefghijklmnopqrstuvwxyz

Montserrat Bold
01234567890 abcdefghijklmnopqrstuvwxyz

Montserrat Black
01234567890 abcdefghijklmnopqrstuvwxyz

THANK YOU

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