

BRAND MANUAL

The Official Brandbook for FluoroSeal

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PREFACE



Brand is the sum of impressions

*This is the FluoroSeal Brand Manual.
It explains what our brand stands for
and how it is expressed.*

A brand is a promise that conveys value, creates identification, has high recognition value and creates a strong bond with customers, employees and partnerships.

As an industrial manufacturing company, our products and employees are at the core of our brand. Everything we do and the way we behave affects our company image. All these actions determine what kind of associations our customers and other stakeholders attach to FluoroSeal.

The principles of our brand identity are detailed in this Brand Manual. It includes basic elements - logo, colors, typography, graphics, imagery, key visuals and icons - in addition to design principles for prominent applications in our corporate design.

Every interaction with our stakeholders gives us the opportunity to further strengthen the FluoroSeal brand. To make our brand powerful, the FluoroSeal brand needs to be understood, identified with and applied consistently. These guidelines are designed to ensure we all understand the FluoroSeal brand in a uniform way in all our market areas. They are designed to help, guide and inspire you to build and develop a clear, consistent and successful FluoroSeal brand.

If you have any questions regarding the guidelines and the FluoroSeal brand, do not hesitate to contact:

FluoroSeal Group Marketing and Communications
marketing@fluorosealgroup.com

1 BRAND

Brand identity is a set of associations we want our stakeholders to attach to FluoroSeal. These associations can also be seen as our promises to our customers. Brand identity reflects FluoroSeal's strategy and values and it should drive all brand building activities.

MISSION, VISION & VALUES

We manufacture high-quality industrial valves using advanced metallurgical methods and innovative valve designs based on our extensive expertise for clients in the oil and gas, chemical, petrochemical, mining, and water industries (among others). We offer them exceptional product reliability, competitive prices and low cost of ownership.

This is our value proposition, we value the end product.

To work in partnership with our customers to help them achieve their goals. Providing them a full range of standard and customized industrial valves, manufactured to the highest quality standards and delivered for the best possible value.

We will constantly innovate and improve, creating durable, reliable, low-emissions valves.

This is our mission, the reason we exist.

To be a world-leader in the creation of innovative, low-emissions industrial valves by creating products that help our clients reduce their environment impact.

This is our vision. It sets out where we are going and what we strive to achieve.

These are our values:

QUALITY

We create and deliver added value.
We go beyond expectations.
We focus on being the best in class.

CUSTOMER COMMITMENT

Customer focus is our key principle.
We work as a team to provide greater value.
We proactively engage with our customers.

INNOVATION

Innovation is at the heart of everything we do.
Continuous learning ensures high competence.
We develop customer-driven, innovative solutions.

INTEGRITY

We act with integrity for long-term success.
We are accountable for our actions.
We act in the best interests of our stakeholders.

RESPONSIBILITY

We lead by example and act ethically.
We deliver what we promise.
We take the initiative.

LEGACY

We value a culture of hard work and tenacity.
We boost our reputation through collaboration.
We combine legacy and customer commitment to create real resonance and relevance.

BRAND IDENTITY & BRAND ESSENCE

Brand identity is a set of associations we want our stakeholders to attach to FluoroSeal. It reflects our values, and it should drive all brand building activities.

Pioneer

We aspire to be a pioneer in the development of new innovations, including state-of-the-art technologies, methods, designs and business models.

Global Expertise

We understand global megatrends. We act locally and globally. We are close to our customers and are approachable at all times.

Enthusiasm

Everything we do and say, we act with great enthusiasm. We pay attention to detail, produce products of the highest-quality, and provide excellent customer service. We are proactive in every way.

Strive for Excellence

We understand our customers' needs and consistently provide performance oriented solutions of the highest quality to the industries we serve.

Brand essence is a summary of what we want FluoroSeal to stand for. It is the core idea that drives our entire company, and encapsulates the soul of FluoroSeal.

At the core of the FluoroSeal brand, we are unified under one message:

“BUILDING VALUE TOGETHER”

We believe great ideas stem from great partnerships. We build value by partnering with our customers so that they can concentrate on their core business while we take care of their product needs.

It means that our customers' customers, as well as people working in chemical, petrochemical, mining, food processing, fertilizer, and power generation industries (among others) - are positively impacted by our end products, made in-house at the highest standard.

FluoroSeal believes that through more collaborative partnerships, we can all work to build a better future together.

TONE OF VOICE

In a product and customer-oriented brand like FluoroSeal, the people who work for us are our brand. Therefore, our people are our most important communicators. FluoroSeal's tone of voice in all communications can be described as:

PERSONAL

Our products are tailor-made to each customer, so we should treat them with a personal touch as well.

KNOWLEDGEABLE

We are experts in our industry and our people are some of the best and brightest at what they do. Naturally, we have both answers and opinions. We comprehend the big picture well and are highly capable of giving valuable insights and advice to our customers. If we don't know the answer, we know where to get it.

RESPECTFUL

Being experts doesn't give anyone a right to be arrogant. We greatly value our peers, customers and other stakeholders and understand that our business is not a one man show

TONE OF VOICE (CONTINUED)

PROFESSIONAL

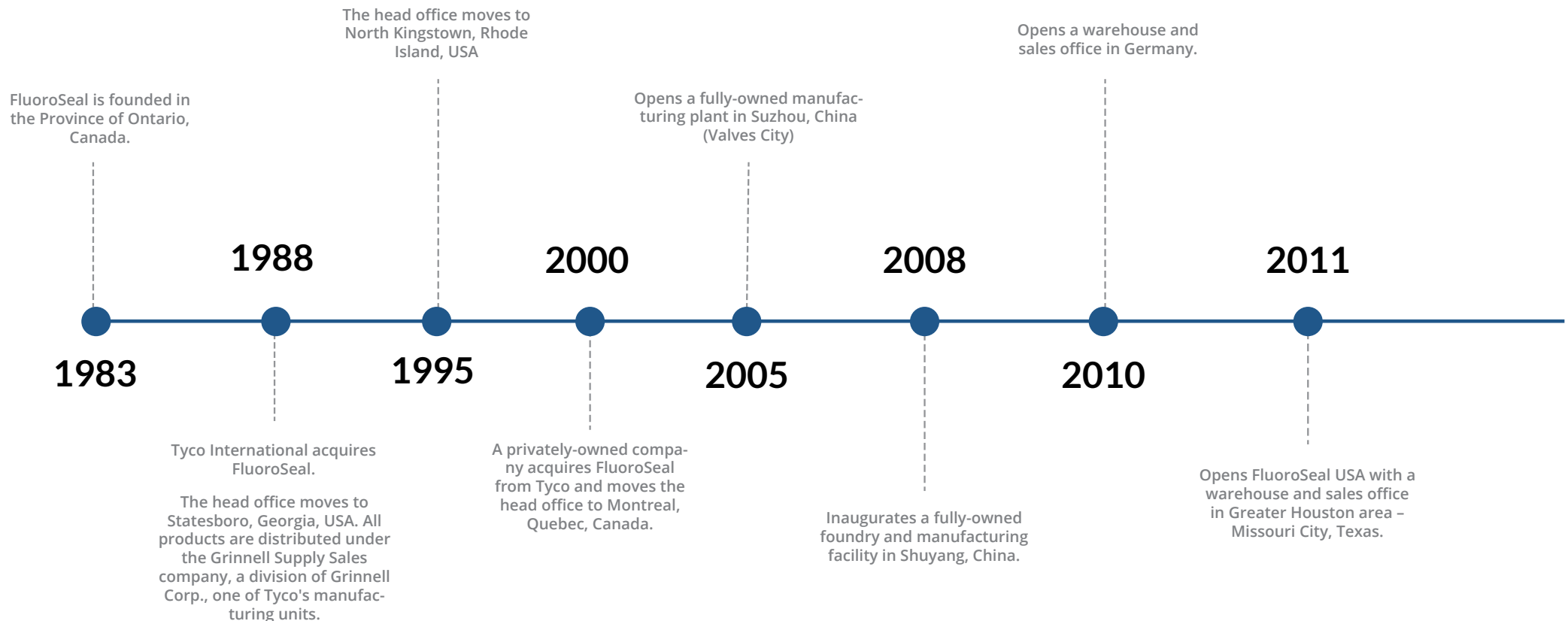
This applies to the way we behave and communicate, as well as the quality of the products we create and deliver.

OPEN

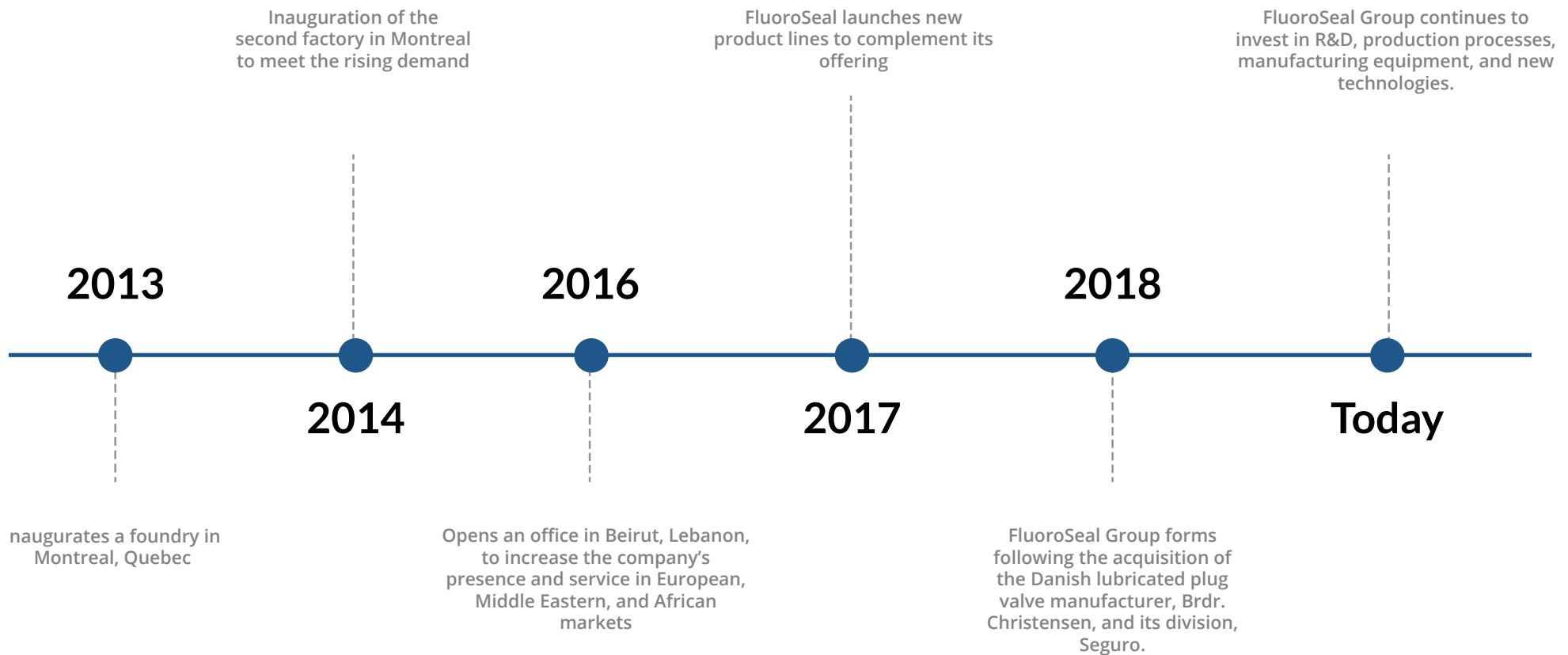
We are honest, authentic and easy to approach. We take responsibility for any issues or mistakes, and we follow through. We are straightforward - we mean what we say, and we say what we mean.



FLUOROSEAL COMPANY STORY



FLUROSEAL COMPANY STORY (CONTINUED)



2 VISUAL ELEMENTS

These are the visual tools you'll need to create and build the FluoroSeal brand.

Our visual identity consists of the FluoroSeal logo, blue, gray and black as main colors, strong and personal Lato typography that has the same design language as our logo, icons, and imagery style that tells a success story about our customers and our way of working.

OUR LOGO

The design

The curved pipes in the FluoroSeal logo convey our fluidity as a business, representing our ability to adapt and evolve to changing environments and business needs, while staying ahead with our extensive network of innovative solutions.

It also illustrates our capacity to continuously refresh, reinvest and redesign new and improved solutions for our customers.

Our logo is the visual embodiment of our company name, and is the most important visual element of the FluoroSeal brand identity.



LOGO: COLOR VERSIONS

The FluoroSeal logo has two equal dominant versions: Blue and White.

Master Logo



The blue version of the FluoroSeal logo is the master logo and should be used when the background is light in color including light photo backgrounds.

Negative Logo



The negative version of the FluoroSeal logo should be used when the background is corporate blue in color.

Mono Logo



The mono version of the FluoroSeal logo is limited to use when it is not possible to print in color.

LOGO VARIATIONS

The FluoroSeal logo is available in two variations:

Depending on the size and proportion of the available space, please follow our guidelines for correct logo usage.

Inline versions

The inline versions of the FluoroSeal logo are used whenever it is possible to do so, especially where vertical space is insufficient.

Icon version

The abbreviated icon version of the FluoroSeal logo can be used in rare applications where our business name or our logo is already present, such as on a PowerPoint slide or as the profile image for FluoroSeal's social media channels.

The logo elements should never be changed. Position, size and colour along with the spatial and proportionate relationships are predetermined and should not be altered in any way.

Inline Versions with/without Tagline



Icon Version



LOGO MISUSE

To maintain the recognition and integrity of our brand, do not modify the FluoroSeal logo in any way, or associate it with conflicting elements.

Here are some samples of logo applications that are strictly prohibited. Always use FluoroSeal master artwork files when reproducing our logo.

Exceptions

The FluoroSeal icon logo can only be used on digital and print applications with approval from FluoroSeal Communications and Marketing team.

For more information about our logo, please contact marketing@fluorosealgroup.com



NO Do not change placement of elements



NO Do not place logo on brightly colored backgrounds



NO Do not change change the typeface of any part



NO Do not use logo on busy or patterned



NO Do not change the weight, size or style of the typography



NO Do not stretch or distort logo in any way



NO Do not add other elements to the logo



NO Do not change logo color



NO Do not shear the logo



NO Do not rotate the logo at any angle



NO Do not outline the logo



NO Do not use gradients on the logo

LOGO PLACEMENT

Placement

The preferred placement of the FluoroSeal logo is at the top center of all branded material. In instances where this is not possible, it may also sit in the bottom left or right corner.

Clear Space

To ensure the logo is always legible, a clear space surrounding the logo is defined and shown as per the guideline opposite. The amount of clear space required is proportionate to the size of the logo.

This is the minimum protection area that is absolutely required between the logo and other elements. No graphics or text should appear in this space. Please follow at all times to ensure the best reproduction and visual consistency of the FluoroSeal logo.

Minimum Size

The logo should always be used at a legible size. Where possible, set the logo to more than the minimum width of 25mm (or 95px). Please note the minimum logo width of 25mm is only advised when absolutely necessary due to small formats.

Logo with Tagline



clear space

Logo without Tagline



COLOR PALETTE: PRIMARY

The primary FluoroSeal colors are Corporate Blue, Marine Blue and Light Blue. FluoroSeal is a predominantly blue and white brand.

The FluoroSeal blues are used in our visual elements:

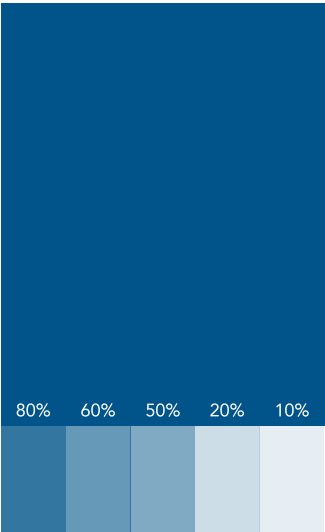
- Logo
- Typography
- Slogan
- Icons

The FluoroSeal Corporate Blue and white are also used as background colors in applications.

Primary Background Colors



FluoroSeal Corporate Blue

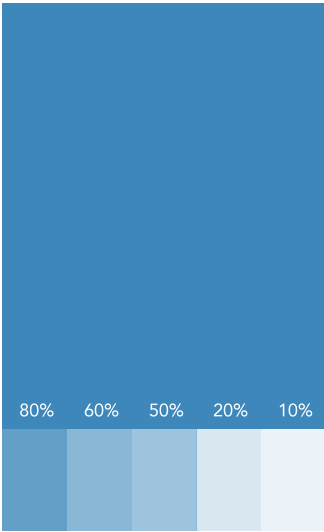


C	100	R	0	HEX	
M	48	G	85		#00558C
Y	6	B	140		
K	30				

Pantone Coated 7462 CP
Pantone Uncoated 294 UP

PMS 7462 C

FluoroSeal Marine Blue

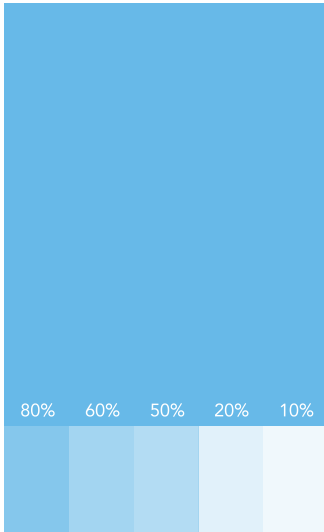


C	72	R	97	HEX	
M	31	G	138		#5E8AB4
Y	3	B	180		
K	12				

Pantone Coated 646 CP
Pantone Uncoated 646 UP

PMS 646 C

FluoroSeal Sky Blue



C	59	R	105	HEX	
M	11	G	179		#69B3E7
Y	0	B	231		
K	0				

Pantone Coated 292 CP
Pantone Uncoated 292 UP

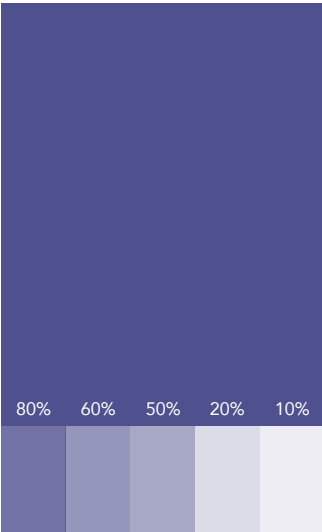
PMS 292 C

COLOR PALETTE: SECONDARY

Three additional colors add freshness, life and balance to our identity when appropriate. They are used to complement the primary color palette in small portions in backgrounds and in additional visual elements, such as icons. Additional colors should not be mixed.

A good principle is: one additional color at a time (e.g. when creating PowerPoint slides).

FluoroSeal Purple

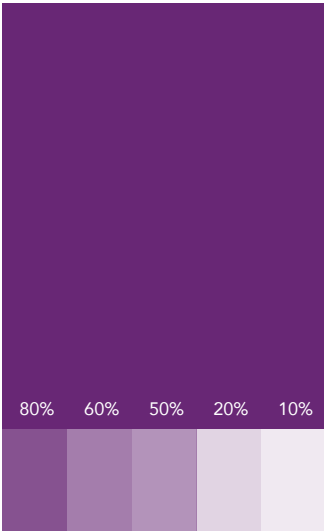


C	81	R	83	HEX
M	74	G	84	#535486
Y	16	B	134	
K	0			

Pantone Coated 7673 CP
Pantone Uncoated 7673 UP

PMS 7673 C

FluoroSeal Plum

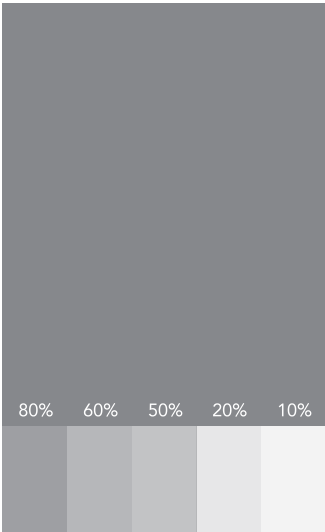


C	67	R	100	HEX
M	95	G	47	#642F6C
Y	4	B	108	
K	16			

Pantone Coated 520 CP
Pantone Uncoated 2695 UP

PMS 520 C

FluoroSeal Slate



C	23	R	136	HEX
M	16	G	139	#888B8D
Y	13	B	141	
K	46			

Pantone Coated Cool Gray 8 CP
Pantone Uncoated 424 UP

PMS Cool Gray 8 C

COLOR USAGE

The primary FluoroSeal color combination is blue and white. The background color for applications calls for the predominant use of FluoroSeal's primary color palette of blues and white.

A Principles of Using FluoroSeal Colors

Key visual elements (logos and icons) can only be used in primary colors and White. FluoroSeal primary color palette and White (#ffffff) are the main background colors to use.

Use secondary colors as the background color when it is important to differentiate the application (e.g. use FluoroSeal purple for visitor cards).

Use a mix of primary and secondary colors to add freshness and life to the FluoroSeal identity, however, please use one additional color at a time. Use the secondary colors to balance designs.

Use White between primary and secondary colors.



TYPOGRAPHY: CORPORATE TYPEFACES

Lato

Lato was chosen for its unique character, blending professional with a high degree of technical precision, humanism and good readability. Highly versatile, Lato comes in five upright weights.

Lato Regular
Lato Italic
Lato Bold
Lato Bold Italic
Lato Black
Lato Black Italic

Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz!@#%&*()
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz!@#%&*()
Black	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz!@#%&*()

Lato font family is a web ready typeface that is used readily for all digital applications.
 Download: <https://fonts.google.com/specimen/Lato>

Open Sans

Open Sans is a humanist sans serif typeface commissioned by Google.

Featuring wide apertures and tall lower-case letters, Open Sans is clean and highly legible on screen and at small sizes with five upright weights.

Open Sans Light
Open Sans Light Italic
 Open Sans Regular
Open Sans Italic
 Open Sans Semibold
Open Sans Light
Open Sans Extrabold
Open Sans Extrabold Italic

Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz!@#%&*()
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz!@#%&*()
Semibold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz!@#%&*()
Extrabold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz!@#%&*()

Open Sans font family is a web ready typeface used readily for all digital applications.
 Download: <https://fonts.google.com/specimen/Open+Sans>

CORPORATE TYPEFACES: SIZE USAGE

Heading Examples - Lato Black / Bold / Regular

SAMPLE HEADLINE

Lato Black / 35 Size pt / 34 Leading pt

Sample Headline

Lato Bold / 30 Size pt / 29 Leading pt

SAMPLE HEADLINE

Lato Regular / 25 Size pt / 24 Leading pt

SAMPLE HEADLINE

Lato Bold / 15 Size pt / 14 Leading pt

Copy Examples - Avenir Black / Medium / Regular / Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed sed laoreet neque. Aliquam sagittis aliquet ligula.

Open Sans Regular / 12 Size pt / 16 Leading pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed sed laoreet neque. Aliquam sagittis aliquet ligula a feugiat. Maecenas tempus venenatis quam.

Open Sans Light / 10 Size pt / 14 Leading pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed sed laoreet neque. Aliquam sagittis aliquet ligula a feugiat. Maecenas tempus venenatis quam.

Open Sans Semibold / 8 Size pt / 12 Leading pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed sed laoreet neque. Aliquam sagittis aliquet ligula a feugiat. Maecenas tempus venenatis quam.

Open Sans Bold / 6 Size pt / 10 Leading pt

SYSTEM FONT

Where Lato and Open Sans are not available, for example, in certain Microsoft Word and PowerPoint documents, please use the standard system typeface - Arial

Do not introduce other fonts.

Arial

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz!@#%&*()

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz!@#%&*()**

SYSTEM FONT: SIZE USAGE

Heading Examples - Arial Bold / Regular

SAMPLE HEADLINE

Arial Bold / 35 Size pt / 34 Leading pt

Sample Headline

Arial Bold / 30 Size pt / 29 Leading pt

SAMPLE HEADLINE

Arial Regular / 25 Size pt / 24 Leading pt

SAMPLE HEADLINE

Arial Bold / 15 Size pt / 14 Leading pt

Copy Examples - Arial Bold / Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed sed laoreet neque. Aliquam sagittis aliquet ligula.

Arial Bold / 12 Size pt / 16 Leading pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed sed laoreet neque. Aliquam sagittis aliquet ligula a feugiat. Maecenas tempus venenatis quam.

Arial Regular / 10 Size pt / 14 Leading pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed sed laoreet neque. Aliquam sagittis aliquet ligula a feugiat. Maecenas tempus venenatis quam.

Arial Bold / 8 Size pt / 12 Leading pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed sed laoreet neque. Aliquam sagittis aliquet ligula a feugiat. Maecenas tempus venenatis quam.

Arial Regular / 6 Size pt / 10 Leading pt

TYPOGRAPHY IN PRINT

1. Lato for headlines and subtitles

For headlines and subtitles, use Lato Bold. The color applied is predominantly in FluoroSeal primary color palette, black or white. Secondary colors can also be used. Please carefully consider the use of color in headlines and remember to use only one secondary color at a time.

2. Lato is used in introductory text

For introductory paragraphs, use Lato Bold Italic. The color of the text can be in FluoroSeal primary or secondary color palette.

3. Open Sans for body text

For body texts, please use Avenir Light, Regular, or Avenir Medium. The color of the text can be in FluoroSeal primary color palette, black and white.

4. Open Sans for Informative elements

For informative elements such as small texts (10pt or less), symbols, captions or textboxes, please use Open Sans Regular, Italic, Bold and Bold Italic. Text color can be in FluoroSeal primary and secondary color palettes in order to highlight important information or elements such as numbered lists.

5. Lines used alongside text

Thin lines can be used alongside headlines, subtitles, introductory paragraphs and body text to divide, group or clarify information.

Headline

subtitle

*Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut
laoreet dolore magna*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et

TYPOGRAPHY ON THE WEB

Lato and Open Sans are the typefaces used on our website.

1. Lato for headlines and subtitles

For headlines and subtitles, use Lato Bold. The color applied is predominantly in FluoroSeal primary color palette, black or white. Secondary colors can also be used. Please carefully consider the use of color in headlines and remember to use only one secondary color at a time.

2. Lato for introductory text

For introductory paragraphs, use Lato Bold Italic. The color of the text can be in FluoroSeal primary or secondary color palette.

3. Open Sans for body text

For body texts, please use Open Sans Light, Regular, or Bold. The color of the text can be in FluoroSeal primary color palette, black and white.

4. Open Sans for informative elements

For informative elements such as small texts (10pt or less), symbols, captions or textboxes, please use Open Sans Light, Regular, or Bold. Text color can be in FluoroSeal primary and secondary color palettes in order to highlight important information or elements such as numbered lists.

5. Lines used alongside text

Thin lines can be used alongside headlines, subtitles, introductory paragraphs and body text to divide, group or clarify information.

6. Lato used in navigation bar

For navigation menus, Lato Bold should be used with dividing lines in between to separate menu items.

HOME

| MENU

| MENU

| MENU

Headline

subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio

ICON STYLE

FluoroSeal employs solids single-color glyph icons for simplicity and strong emphasis.

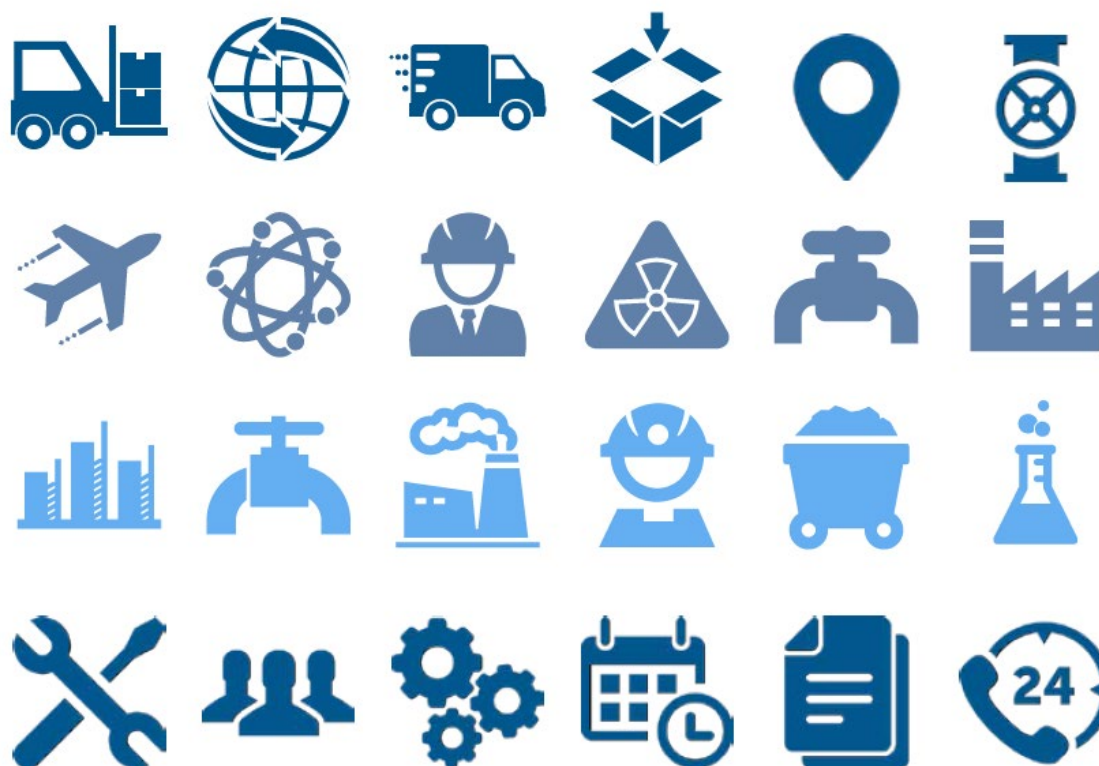
Icons offer audiences a visual expression of our products, industries in which we serve, what we stand for, tools we use, and so much more.

Simple, light and friendly, they communicate core ideas as well as FluoroSeal brand components.

While each icon is visually distinct, all icons should always have a consistent size and visual style.

To ensure our icons remain clear and useful to audiences, please apply only one single color from our color palette to each individual icon, and / or icon group.

Choose from FluoroSeal's extensive primary and/or secondary color palettes.



3 IMAGERY

FluoroSeal's imagery concept consists of three levels of pictures.

Level I - Product Showcase
Level II - Reference Imagery
Level III - People

IMAGERY CONCEPT

The Imagery of FluoroSeal

FluoroSeal imagery embodies our brand essence, identity and core values. Our image is modern, clear and substantiates our high-quality product promise and strong customer commitment.

Our brand image character is predominantly technical, high-quality with aspects of authentic human interaction within industries such as manufacturing, industrial and production environments. In doing so, our products and people become the centerpoint, showcasing the “big picture” of what FluoroSeal truly represents - great pride in our high-quality products, our global workforce and our valued customers.

Based on our brand value commitment, we show professional people - our employees and customers - in real work situations, locations and activities.

General Image Style

Our image style is characterized by light saturation and cool chromacity combined

with an overall elegant touch of silver and gray, just like our products.

The focus of each image is distinguished by depth of field, high contrast and clear compositions in which the key aspect of each image is highlighted, such as our equipment, products, plants or people. The technical silver and gray look of each image pairs vividly with the FluoroSeal primary and secondary color palettes.

For subjects with detailed aspects, we use depth of field to place key focus on the core element of the image.

Our range of primary and secondary colored accents and hues support our corporate design.

Image Levels I, II and III

FluoroSeal brand imagery is categorized into three different levels of photography. Each with a different focus and purpose. You will find these levels detailed in the following pages.



LEVEL I: PRODUCT SHOWCASE

High-Quality Products

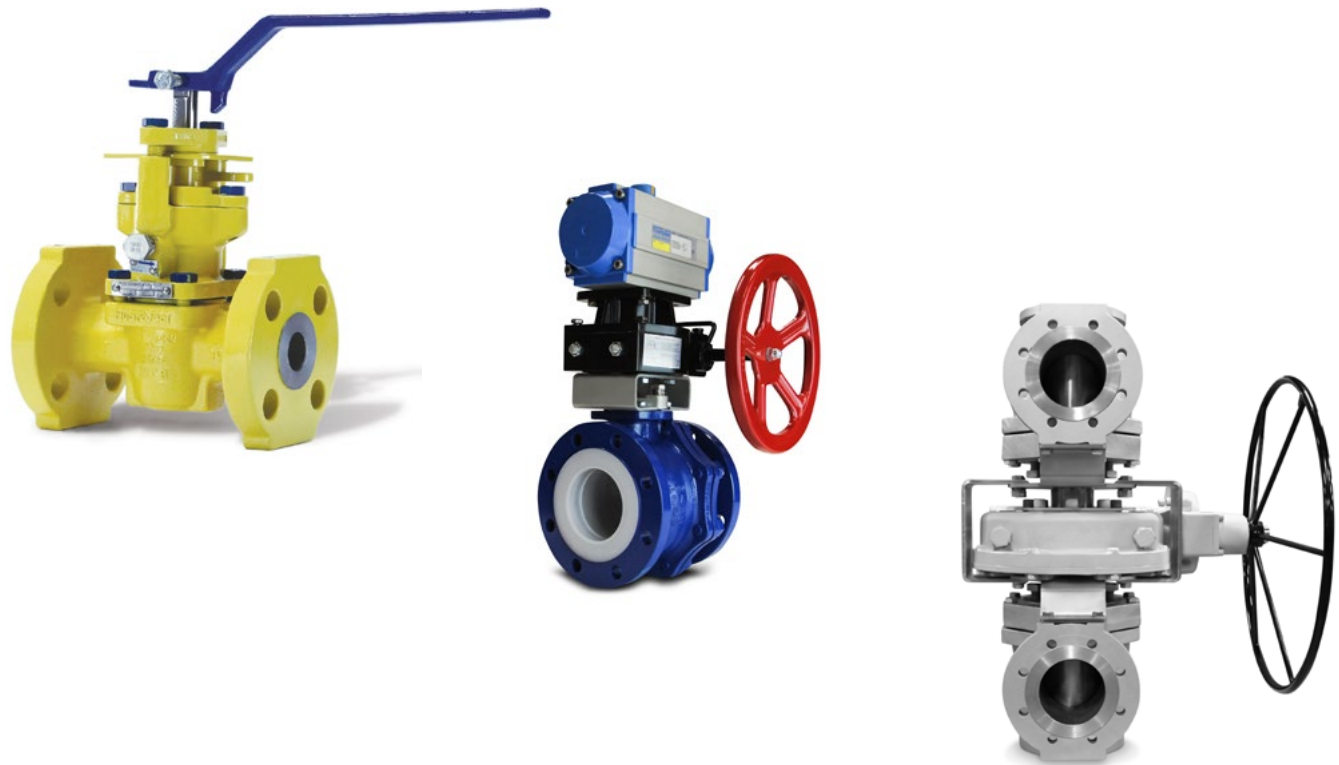
Level I imagery showcases our products in the clearest detail in high resolution on a crisp white backdrop, reflecting the high quality of our products. Backgrounds and items that are not directly associated with the product should always be omitted.

Important product details are highlighted and in clear focus.

Level I imagery is used heavily in digital/print materials and throughout our website.

Examples of use:

- Product Catalogs
- Customer Proposals
- In-depth product pages on our website
- Product-driven print/digital campaigns



LEVEL II: REFERENCE IMAGES

Solutions and Environments

Level II imagery are straightforward reference images that showcase our products as a solution or in applications that are in direct context to their industrial field of application and can include FluoroSeal customer environments.

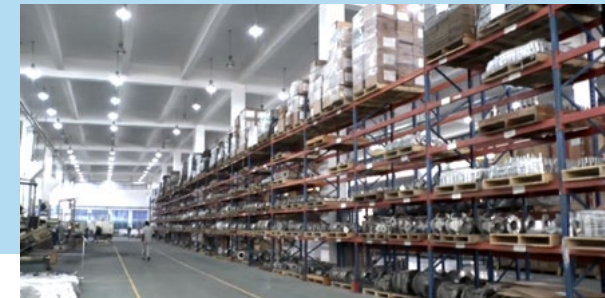
Images are predominantly focused on locations, plants, large equipment and general buildings. Branding is discrete.

If possible, people should not be present in the images.

Focus and composition of photography should always be visually interesting, such as a tasteful play on modern perspectives, lines, symmetry, etc. Images can also be lightly used in digital/print materials and on our website.

Examples of use:

- Website home page
- Industry reports
- Cover and hero images
- Case studies
- Customer profiles



LEVEL III: PEOPLE

Building Value Together

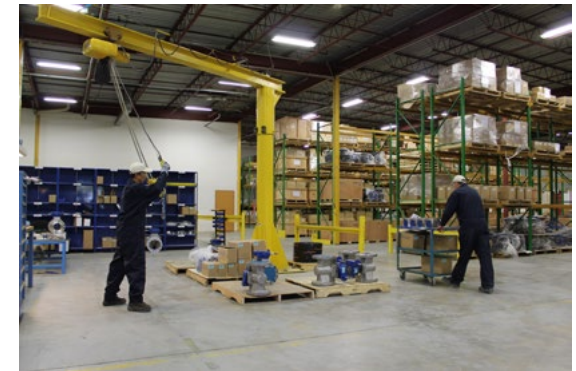
Level III imagery shows FluoroSeal people in real-work situations, “Building Value Together”. Authentic locations, people and situations, no staged impression.

The key focus is on FluoroSeal professionals interacting with products, equipment, teams, customers or partners - displaying FluoroSeal’s technical competence and commitment through our people, focused on their work, which communicates our core values most precisely.

Level III imagery focuses on our global workforce who drive our innovation and high performance, and thus, echo our brand essence and identity. Images can be lightly used in digital/print materials and on our website.

Examples of use:

- Careers branding and HR initiatives
- Campaigns focused on innovation and development



COLOR FILTERS

In instances where FluoroSeal imagery is used as a generic background which plays a secondary role, we can apply the 'FluoroSeal Color Filter Photo Treatment' for versatility. The result is a new custom image with a FluoroSeal look and feel.

Corporate Blue #00558C

Purple #535486

Plum #642F6C

Sky Blue #69B3E7

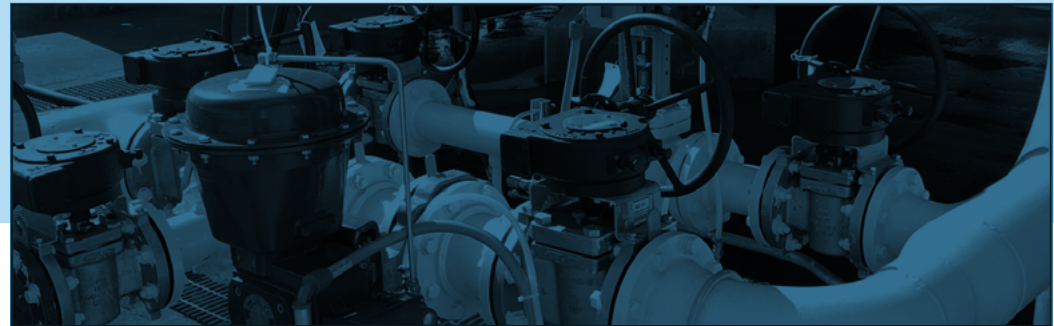
Creation Method

The secret to applying the FluoroSeal Color Treatment is by using popular graphical software such as: PhotoShop or Illustrator. Converting to grayscale requires only the first step.

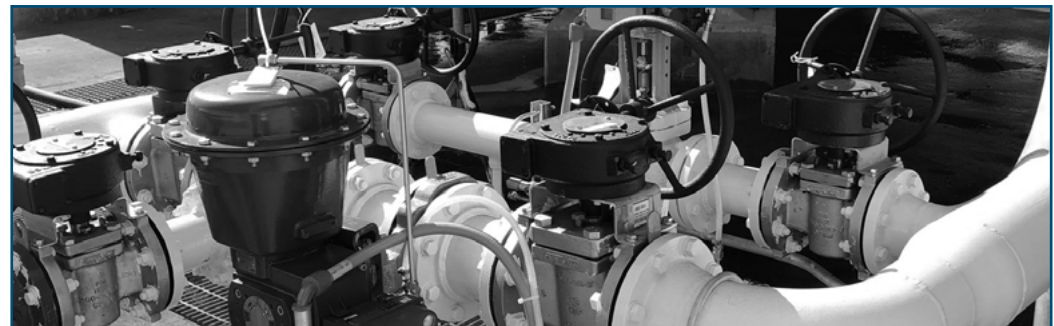
Step-by-Step Guide:

- Convert the image into grayscale.
- Adjust brightness / contrast levels as needed
- Create a new adjustment layer on top of the grayscale photo, and choose 'Multiply.'
- Apply the color code into the color preferences.

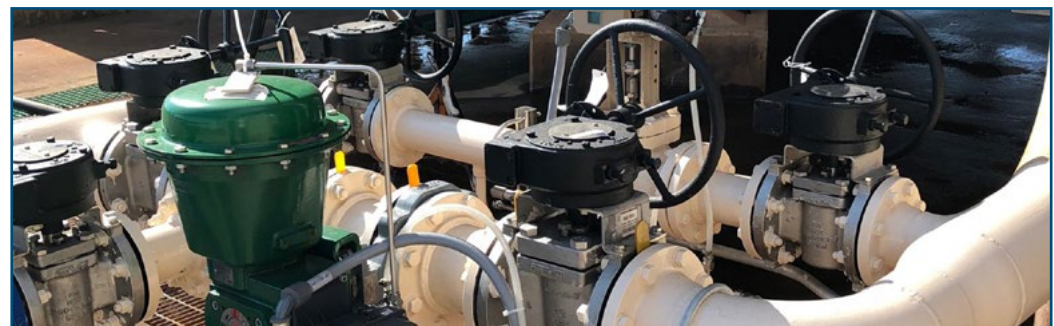
Once the blue filtered image has been created, make sure to flatten the layers before sending to ensure the desired results are achieved.



Grayscale

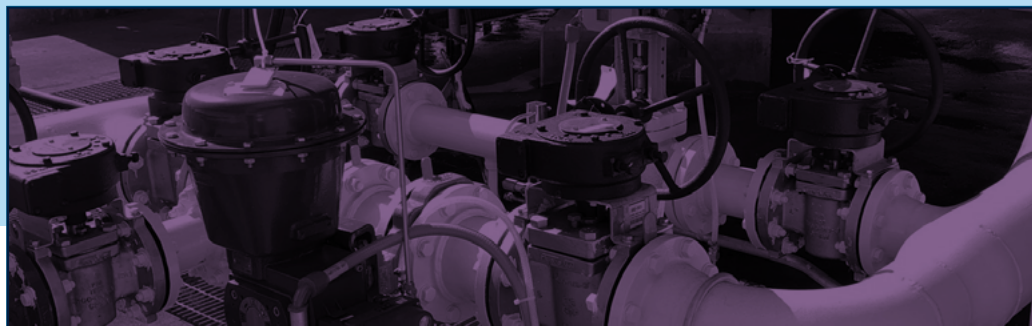


Original

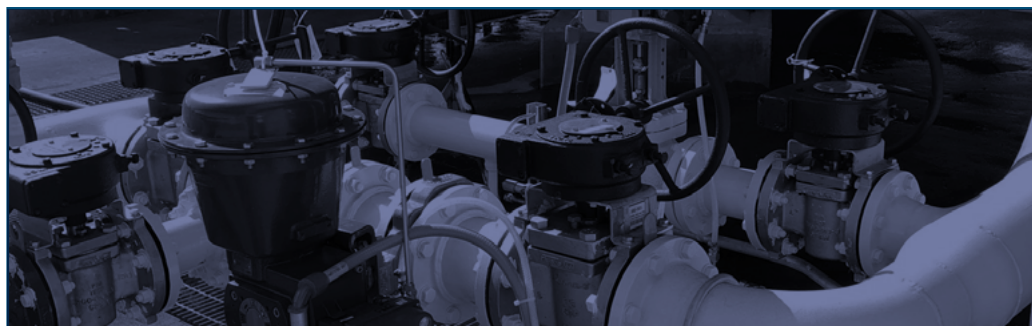


COLOR FILTERS (CONT.)

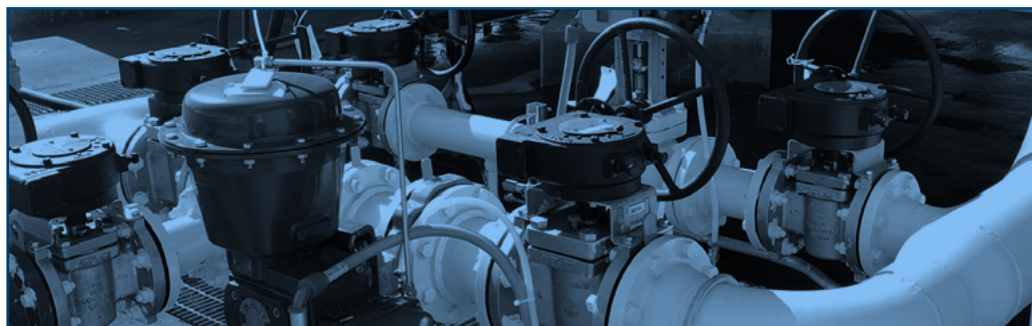
FluoroSeal Plum Overlay



FluoroSeal Purple Overlay



FluoroSeal Sky Blue Overlay



4 APPLICATIONS

To ensure consistency and recognition factor for FluoroSeal, our stationery is designed as a basis for a uniform appearance across the board, including letterheads, business cards, envelopes and email signatures.

STATIONERY SHOWCASE

This showcase illustrates the approved layouts with the primary elements of the FluoroSeal for letterheads, business cards, email signatures and envelopes.

Parameters of each layout is described in detail in this section, including dimensions, weight, paper type, and format.



BUSINESS CARDS

Parameters

Dimensions:

- Imperial - 3.5 x 2" (inches)
- Metric - 88.9 x 50.8 mm (millimeters)

Paper type:

300gsm silk finish, matte.

Printing:

The "bleed area" is an extra 1/8" of space for design elements or backgrounds that extend beyond the finished edges of the business card. The dimensions of the card including bleed is 3.75 x 2.25" which will be trimmed down to the finished dimensions above after printing.



LETTERHEADS

Parameters

ANSI - Letterhead (US letter)

- Imperial - 8.5 x 11" (inches)
- Metric - 215 x 280 mm (millimeters)

DIN - Letterhead (A4)

- Imperial - 8 17/64 x 11 11/16 (inches)
- Metric - 210 x 297 mm

Paper type:

Bond, uncoated writing paper for excellent writability and printability. High thickness at 75gsm or above offers stability.

Color:

Bright white.

Margins:

- Top: 3/8" or 9.53mm
- Sides: 1/4" or 6.35mm
- Bottom: Same as sides



EMAIL SIGNATURE

Parameters

Dimensions:

- 613px width
- 150px height

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FLUOROSEAL GROUP

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ENVELOPES

Parameters

ANSI - #10 Envelopes

Dimensions:

- Imperial - 4 1/8" by 9 1/2" (inches)
- Metric - 104.78 x 241.3 mm

DIN - DL Envelopes

Dimensions:

- Imperial - 4 5/16 x 8 5/8 (inches)
- Metric - 109.54 x 219.08 mm

Paper type:

Surfaced enhanced white wove paper, used with offset lithographic printing, which is smooth and ideal for heavy ink designs. 80gsm and above.

Color:

Bright white

Sealing method:

Moistened glue, or peel-off-sticker.



ENVELOPES (CONTINUED)

Parameters

ANSI - #10 Left Window Envelopes

Dimensions:

- Imperial - 4 1/8 x 9 1/2 (inches)
- Metric - 104.78 x 241.3 mm

Window Size: 1 1/8 x 4 3/4 (inches)
28.58 x 120.65 mm

Window Placement:

From Left: 7/8" (22.23 mm)
From Bottom: 1/2" (12.7 mm)

Paper type:

Surfaced enhanced white wove paper, used with offset lithographic printing, which is smooth and ideal for heavy ink designs. 80gsm and above.

Color:

Bright White.

Sealing method:

Moistened glue, or peel-off sticker.



ENVELOPES (CONTINUED)

Parameters

ANSI - 9x12 Catalog Envelopes

Dimensions:

- Imperial - 9 x 12 (inches)
- Metric - 228.6 x 304.8 mm

DIN - C4 Catalog Envelopes

Dimensions:

- Imperial - 9 1/64 x 12 3/4 (inches)
- Metric - 229 x 324 mm

Paper type:

Surfaced enhanced white wove paper, used with offset lithographic printing, which is smooth and ideal for heavy ink designs. 80gsm and above.

Color:

Bright white

Sealing method:

Moistened glue, or peel-off-sticker.





For more information about FluoroSeal Brand Guidelines, please do not hesitate to contact:

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