



# BRAND GUIDELINES

# UNDERSTANDING OUR **GROUP BRAND**

The FluoroSeal Group brand represents our unified efforts to **build value together** by leveraging the distinctive strengths of our proud network of divisional companies to provide world-class products and innovative solutions to our customers

The logo for FluoroSeal, featuring the word "FluoroSeal" in a blue, sans-serif font with a stylized underline.The logo for BRDR. CHRISTENSEN, featuring a red circle with "BC" inside, followed by the text "BRDR. CHRISTENSEN" in a black, sans-serif font.The logo for SEGURO, featuring a blue circle with a white "S" inside, followed by the text "SEGURO" in a black, sans-serif font.

Together, we are

# FLUROSEAL GROUP

## ABOUT THIS GUIDE

As someone who embodies communications about FluoroSeal Group and our products, you play an important role. You are our brand's ambassador. You shape how people see us, how they understand what we do, and how they connect with every aspect of the FluoroSeal Group experience. Making sure you accurately and consistently express our brand is a big responsibility.

**These guidelines are here to help you.**

From understanding our brand and expression attributes to knowing how to best apply our logo and visual style, this is your source for the guiding principles and specific rules we live by. Our hope is that it makes creating FluoroSeal Group communications easier and more efficient while giving you a framework for focusing your productivity and creativity.

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

FluoroSeal Group Marketing and Communications  
[marketing@fluorosealgroup.com](mailto:marketing@fluorosealgroup.com)

# GETTING TO KNOW THE **GROUP**

Our brand is a living, breathing thing. It is powerful. It is important. It is at the heart of everything we do. Our Group brand platform is the most fundamental expression of who we are, what we do and why we do it. These elements are the foundation of our messaging and a unifying force across all of our communications worldwide.

Take the time to understand our Brand. And use this platform to shape and inform your work.

# FLUOROSEAL GROUP

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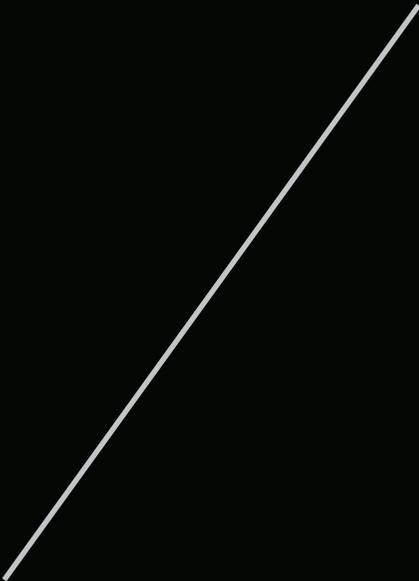
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# 01 BRAND



Brand identity is a sum of impressions that we want our stakeholders to attach to the FluoroSeal Group. The strongest brands in the world have a powerful advantage in the marketplace. We are proud of our Brand - remember that our Brand identity and assets extend our promise to our customers, and reflect our Group strategy and values that unify our brand building efforts.

# OUR GROUP

## OUR BRAND PERSONALITY

We believe great ideas are born from great partnerships.

From manufacturing high-quality valves to delivering technical support and complementary services worldwide, from Canada to Europe and Asia, we're putting our commitment for collaboration to work.

As a world-leader in the creation of industrial valves, we strive to provide our customers with the highest standards of quality, safety and service. We believe that when committed people work together, we generate more value at every level and build a better world for everyone.

## OUR LEGACY

Deeply embedded in our 63-year history is a culture of hard work, honesty and getting the job done right.

Our survival is no accident. Hard work and unfaltering tenacity led us from humble beginnings to a become a global operation with over 600 employees. FluoroSeal Group is - and will continue to be - part of a story much bigger than itself.

## OUR BRANDS

FluoroSeal Group is a growing global force.

Our group was formed in 2018 when Brdr. Christensen and Seguro joined the FluoroSeal family, increasing our manufacturing capacity and product range. We now have three defined divisions: FluoroSeal for the chemical, petrochemical, mining and related industries; Brdr. Christensen for oil and gas; and Seguro for water and waste-water management. Our expertise dates back to 1958, allowing us to marry history with innovation, and tradition with ambition. Together, we meet complex client needs and lead the valve market into the future.

FluoroSeal Group's cross-functional team includes metallurgists, engineers, quality-assurance specialists, designers and an international salesforce. Headquartered in Canada, we have fully-owned foundries and manufacturing plants in Canada, Denmark, China and Ukraine. Our global reach gives us the capacity to offer an extensive range of valves on demand, at competitive prices, in a wide range of exotic alloys.

# OUR GROUP BRANDS

## FLUROSEAL GROUP



### COMPANY OVERVIEW

Head Office: Canada  
 Founded: 1983  
 Employees: 500

### KEY INDUSTRIES

Chemical  
 Fertilizers  
 Food & Processing  
 Mining  
 Petrochemical  
 Pharmaceutical  
 Power Generation  
 Pulp & Paper

### MAIN PRODUCTS

Actuators  
 Ball Valves  
 Butterfly Valves  
 Cast Steel Valves  
 Non-Lubricated Plug Valves



Head Office: Denmark  
 Founded: 1958  
 Employees: 150

Oil  
 Gas

Lubricated Plug Valves



Seguro was founded in 1972 as a product division under Brdr. Christensen. Since 2018, Seguro became a new division of Fluro-Seal Group focused on the water industry

Waste-water  
 Water Management

Rubber Sealed Gate Valves



# MEET OUR BRANDS



FluoroSeal is a world-leader in high-quality industrial valve production. We use advanced metallurgy methods and innovative valve designs based on our in-depth application knowledge, for clients in the chemical, petrochemical, mining, food processing, fertilizer, and power generation industries (among others). We offer them exceptional product reliability, competitive prices and low valve maintenance costs.



Brdr. Christensen is a world-leader in the creation of industrial valves. We deliver valves to all the world's major oil and gas companies, where they're used on land sites, offshore and on large gas transmission and compressor stations. Founded in 1958 in Haslev, Denmark, we have over 60 years' experience and numerous industry certifications. In 2018, we became part of a family when we joined the FluoroSeal Group.



Seguro is a leader in the creation of industrial valves for the water industry. We create high-quality valves for water and waste-water management. Seguro began as a single-product brand in the 1970s, making a rubber-sealed gate valve. We joined the FluoroSeal Group in 2018, and now make a range of valves and complementary products for municipal and industrial clients. The word seguro means safe in Spanish, and that's what we provide for our customers: safety, reliability and quality.

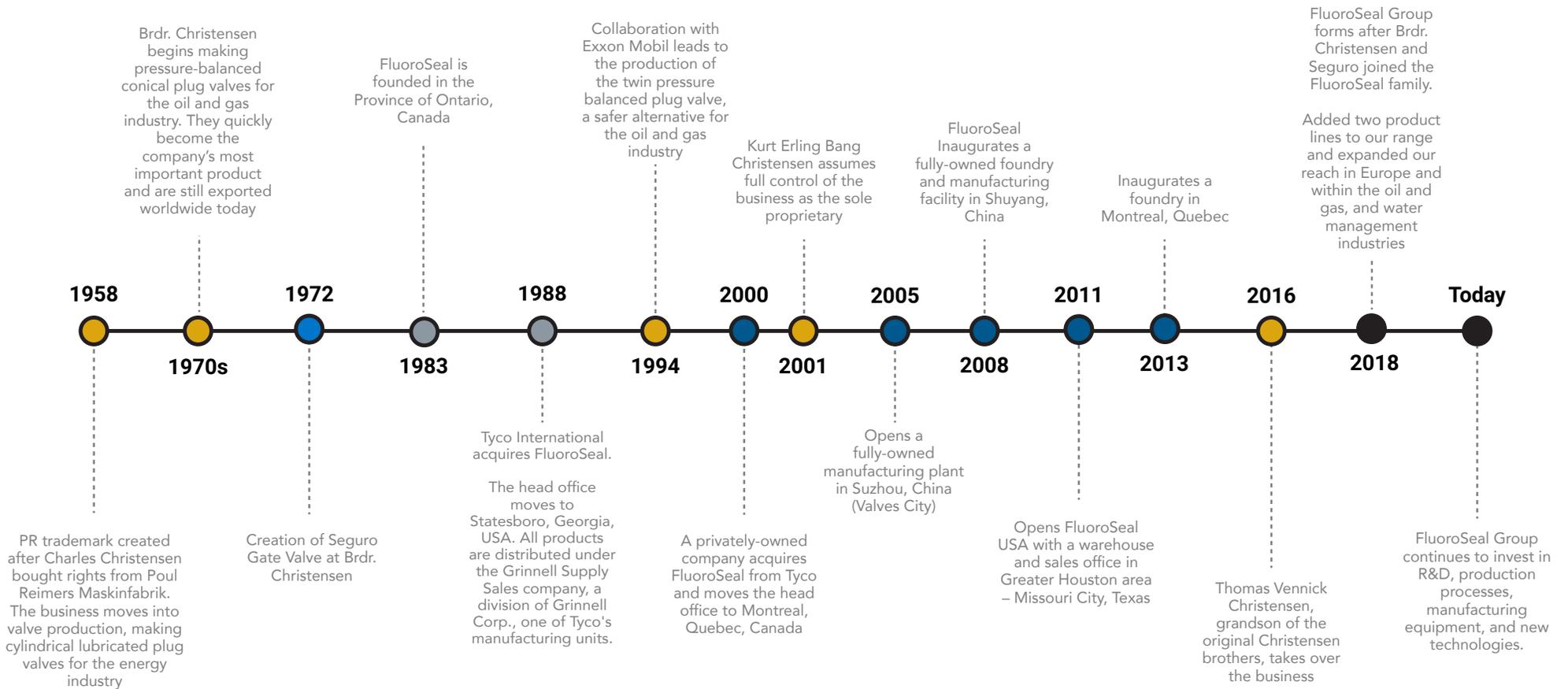
# OUR WORLD PRESENCE



## LEGEND

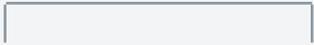
-  FLUROSEAL GROUP
-  **FluroSeal**
-   BRDR. CHRISTENSEN
-   SEGURO

# OUR COMPANY STORY



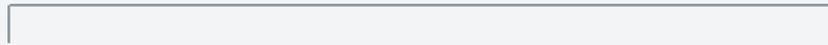
# EVOLUTION OF THE FLUOROSEAL BRAND

17 YEARS



1983

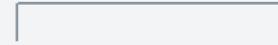
15 YEARS



FluoroSeal Specialty Valves

2000

TODAY



FluoroSeal  
Specialty Valves

2015

# EVOLUTION OF THE BRDR. CHRISTENSEN BRAND

2 YEARS



1958

60 YEARS



**BRDR. CHRISTENSEN**  
CREATING QUALITY VALVES WORLDWIDE

1960

TODAY



**BRDR. CHRISTENSEN**  
PROVEN RELIABILITY FOR THE OIL & GAS

2021

# EVOLUTION OF THE SEGURO BRAND

46 YEARS

2 YEARS

TODAY

**SEGURO**  
A RUBBER SEALED GATE VALVE

1972

**SEGURO**  
A RUBBER SEALED GATE VALVE

2018

 **SEGURO**  
The Water Valve Experts

2021

# OUR MISSION, VISION AND CORE VALUES

## OUR VALUE PROPOSITION

*We value our end product.*

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.

## OUR MISSION

*This is the reason we exist.*

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.

## OUR VISION

*This sets out where we are going and what we strive to achieve.*

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.

## OUR CORE VALUES

*FluoroSeal Group is a unified global force built up over more than 60 years of successful operations. We live by six core values:*

<b>Quality</b>	We create and deliver added value. We go beyond expectations. We focus on being the best in class.
<b>Customer Commitment</b>	Customer focus is our key principle. We work as a team to provide greater value. We proactively engage with our customers.
<b>Integrity</b>	We act with integrity for long-term success. We are accountable for our actions. We act in the best interests of our stakeholders.
<b>Responsibility</b>	We lead by example and act ethically. We deliver what we promise. We take the initiative.
<b>Innovation</b>	Innovation is at the heart of everything we do. Continuous learning ensures high competence. We develop customer-driven, innovative solutions.
<b>Legacy</b>	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 AND ESSENCE

## OUR BRAND IDENTITY

*We are FluoroSeal Group. We represent the merging of legacy and modernity through our passion for innovation.*

Brand identity is a set of associations we want our stakeholders to attach to FluoroSeal Group. 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 are proactive in every way. We pay attention to detail, produce products of the highest-quality, and provide excellent customer service

### Strive for Excellence

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

## OUR BRAND ESSENCE

*FluoroSeal Group is a unified global force built up over more than 60 years. Brand essence is a summary of what we want FluoroSeal Group to stand for. It is the core idea that drives our entire company, and encapsulates the soul of our Group:*

The FluoroSeal culture is product and client-oriented, allowing us to meet complex needs with ease. We can easily deliver to customers swiftly during emergencies and unscheduled shutdowns without compromising quality. The industries we work in are complex and ever-changing, and so are we. We're innovators, constantly seeking opportunities to refine our existing products and create new ones. Flexible and bureaucracy-free, we're able to respond quickly to change and make crucial decisions when it matters.

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

**“BUILDING VALUE TOGETHER”**

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 creating more collaborative partnerships, we can all work to build a better future together.

# 01 TONE OF VOICE (PT. 1)

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

## 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.

## PERSONAL

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

## 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.

## 01 TONE OF VOICE (PT. 2)

### 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 direct and straightforward - we mean what we say, and we say what we mean.



# 02

# VISUAL ELEMENTS

Our brand visual elements form the graphic representation of our company and the values for which we stand for. Apart from making our communication material look consistent, the FluoroSeal Group brand identity embodies all our core values across all aspects of our business.

Our corporate logo, colors and typography form the pillars of the identity of the company. Their characteristics ensure an individual and consistent image of the company on the market.

## OUR GROUP LOGO

### THE DESIGN

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

The FluoroSeal Group logo is a 'chapeau', representing our umbrella-level organization that brings together three divisional companies overseen by the same CEO and Senior Management Team and operating under one overall strategy.

### WHEN TO USE IT

The FluoroSeal Group logo may be used to support any corporate and sales activities when promoting products and services from our three brands, namely FluoroSeal, Brdr. Christensen and Seguro. Each brand continues to maintain its own brand identity, so only use the FluoroSeal Group logo to support any activities in which they are acting in unison.

Details of our multiple logo versions can be seen overleaf.

# FLUROSEAL GROUP

# FLUROSEAL GROUP

# LOGO VERSIONS (PT. 1)

## APPLICATIONS

*Our approved master and grayscale versions of the FluoroSeal Group logo can be seen here. Always use specific logo artwork provided.*

### Master Logo

The black version of the FluoroSeal Group logo is the Master Logo and should be used when the background is white or light in color, including light photo backgrounds. Due to the solid black color of our master logo, it also doubles up as a monochrome logo.

### Grayscale Logo

The grayscale version of the FluoroSeal Group logo is used when co-branding with FluoroSeal, Brdr. Christensen and Seguro. Specific co-branding instructions will be further detailed in the following pages.

## MASTER / MONOCHROME LOGO

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**FLUROSEAL GROUP**

## GRAYSCALE LOGO

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**FLUROSEAL GROUP**

## LOGO VERSIONS (PT. 2)

### APPLICATIONS

*Our approved negative and grayscale versions of the FluoroSeal Group logo can be seen here. Always use specific logo artwork provided.*

#### Negative Logos

The white version of the FluoroSeal Group Logo should be used when applied on an FluoroSeal Group color palette background or on darker photo backgrounds where the logo is visible in its entirety.

### NEGATIVE LOGOs

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**FLUROSEAL GROUP**



**FLUROSEAL GROUP**



**FLUROSEAL GROUP**

# LOGO MISUSE

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

Here are some samples of FluoroSeal Group logo applications that are strictly prohibited. Always use FluoroSeal Group master artwork files when reproducing our logo. For more information about our logo, please contact the FluoroSeal Group Marketing and Communications team.

**FLUOROSEAL GROUP**

**Do not** change placement of elements

**FLUOROSEAL GROUP**

**Do not** shear the logo

**FLUOROSEAL GROUP**

**Do not** stretch or distort the logo

**FLUOROSEAL GROUP**

**Do not** change logo typeface

**FLUOROSEAL GROUP**

**Do not** outline the logo

**FLUOROSEAL GROUP**

**Do not** change logo color

**FLUOROSEAL GROUP**

**Do not** change typeface weight or size

**FLUOROSEAL GROUP**

**Do not** place on bright colors

**FLUOROSEAL GROUP**

**Do not** rotate the logo at any angle

**FluoroSeal GROUP**

**Do not** add other elements to the logo

**FLUOROSEAL GROUP**

**Do not** place on busy backgrounds

**FLUOROSEAL GROUP**

**Do not** use gradients on the logo

# LOGO PLACEMENT

## PLACEMENT

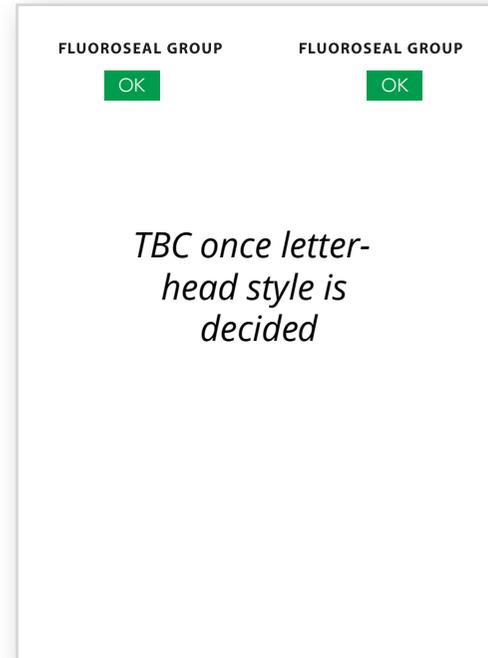
The preferred placement of the FluoroSeal Group logo is at the top left or right corners of all branded material. In instances where this is not possible, it may also sit in the bottom left or right corner.

## CLEAR SPACE

To ensure the FluoroSeal Group logo is always legible, a clear space surrounding the logo is defined and shown as per the guideline opposite. 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 Group 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 1 inch (2.5cm). Please note the minimum logo width is only advised when absolutely necessary due to small formats.



# LOGO CO-BRANDING - HORIZONTAL (PT. 1)

## MULTIPLE LOGO LOCKUPS

*FluoroSeal Group has unified its brand architecture by implementing a 'partnered brands approach'. This emphasizes the fact that we are a group of coordinated organizations, working to achieve the same goals in support of the larger FluoroSeal Group brand value proposition.*

Approved horizontal lockup options can be found in this section.

## OPTION 1 - WITH/WITHOUT TAGLINE

### FLUROSEAL GROUP



### FLUROSEAL GROUP



# LOGO CO-BRANDING - HORIZONTAL (PT. 2)

## OPTION 2 - WITH/WITHOUT TAGLINE



## OPTION 3 - WITH/WITHOUT TAGLINE



# LOGO CO-BRANDING - HORIZONTAL (PT. 3)

## OPTION 4 - CHARCOAL / SILVER



## OPTION 5 - CHARCOAL / SILVER



## OPTION 6 - CHARCOAL / SILVER



# LOGO CO-BRANDING - HORIZONTAL (PT. 4)

## OPTION 7 - CHARCOAL / SILVER

FLUROSEAL GROUP



FLUROSEAL GROUP



## OPTION 8 - CHARCOAL / SILVER



FLUROSEAL GROUP



FLUROSEAL GROUP

## OPTION 9 - CHARCOAL / SILVER



FLUROSEAL GROUP



FLUROSEAL GROUP

# LOGO CO-BRANDING - REBRANDED & VERTICAL

## MULTIPLE LOGO LOCKUPS

Approved vertical lockup options can be found in this section.

### OPTION 1 - REBRANDED, GROUP TAGLINE

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### OPTION 2 - WITHOUT / WITH GROUP (LINE, CHARCOAL, SILVER)

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FLUROSEAL GROUP

# LOGO CO-BRANDING - VERTICAL (PT. 2)

## OPTION 3 - WITHOUT / WITH GROUP (CHARCOAL, SILVER)

FluoroSeal

FluoroSeal



## OPTION 4 - WITHOUT / WITH GROUP (CHARCOAL, SILVER)

FluoroSeal

FluoroSeal



FLUROSEAL GROUP

FLUROSEAL GROUP

## OPTION 5 - CHARCOAL / SILVER

FluoroSeal

FluoroSeal



FLUROSEAL GROUP

FLUROSEAL GROUP

## OPTION 5 - CHARCOAL / SILVER

FluoroSeal

FluoroSeal



FLUROSEAL GROUP

FLUROSEAL GROUP

# COLORS PALETTE: PRIMARY

## OFFICIAL GROUP COLORS

Our primary FluoroSeal Group colors have been carefully selected to demonstrate our technical aesthetic with each color hand-picked from the FluoroSeal Group logo and prime products manufactured by companies within the FluoroSeal Group. Our primary colors are: Charcoal, Silver and Bright White.

The FluoroSeal Group primary color palette is used in all branded visual elements, including logo, icon, typography and icons.

According to:  
PANTONE Color Bridge Coated  
PANTONE Color Bridge Uncoated

## BACKGROUND COLORS

The FluoroSeal Group primary colors can also be used as background colors in applications when complemented by the negative logo, with the exception of Bright White.

All primary colors and standard black can also be used for text. Black can also be used to accompany FluoroSeal Group primary colors.

## COMPLEMENTARY HUES

FluoroSeal Group hues can be applied alongside primary colors at 10%, 20%, 50%, 60% and 80%. To do so, simply adjust transparency or opacity settings.

### FG Charcoal

C	86	R	33	HEX
M	70	G	35	#212322
Y	69	B	34	
K	95			

Pantone Coated 419 CP  
Pantone Uncoated 419 UP  
PMS 419 C



### FG Silver

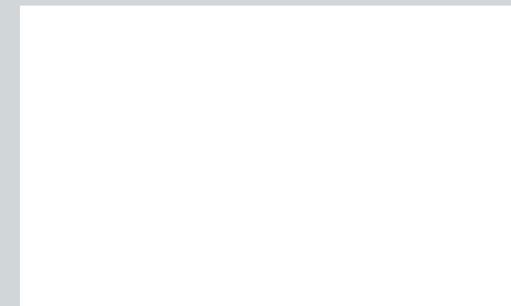
C	20	R	151	HEX
M	14	G	153	#97999B
Y	12	B	155	
K	40			

Pantone Coated Cool Gray 7 CP  
Pantone Uncoated 423 UP  
PMS Cool Gray 7 C



### Bright White

C	0	R	255	HEX
M	0	G	255	#FFFFFF
Y	0	B	255	
K	0			



# COLORS PALETTE: SECONDARY

*The secondary FluoroSeal Group colors are a mix of Silver, Cyan and Brdr. Christensen Yellow.*

The FluoroSeal Group secondary color palette is to be used minimally.

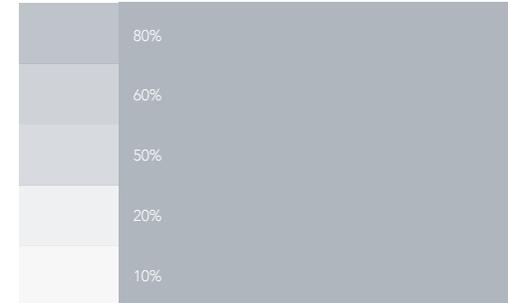
FluoroSeal Group Silver is used only to add balance to complement the primary color palette. The other two secondary colors are used to add freshness and life in small portions in backgrounds and visual elements such as icons.

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

## FG Light Silver

<b>C</b>	21	<b>R</b>	162	<b>HEX</b>	
<b>M</b>	11	<b>G</b>	170	<b>#A2AAAD</b>	
<b>Y</b>	9	<b>B</b>	173		
<b>K</b>	23				

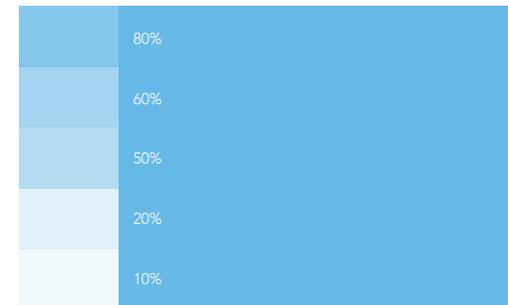
**Pantone Coated** 429 CP  
**Pantone Uncoated** Cool Gray 5 UP  
**PMS** 429 C



## FG Cyan

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

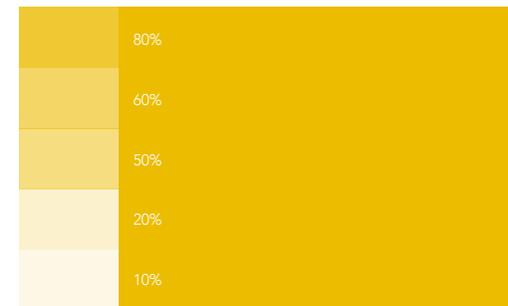
**Pantone Coated** 292 CP  
**Pantone Uncoated** 292 UP  
**PMS** 292 C



## Brdr. Christensen Yellow

<b>C</b>	2	<b>R</b>	218	<b>HEX</b>	
<b>M</b>	22	<b>G</b>	170	<b>#DAAA00</b>	
<b>Y</b>	100	<b>B</b>	0		
<b>K</b>	8				

**Pantone Coated** 110 CP  
**Pantone Uncoated** 7405 UP  
**PMS** 110 C



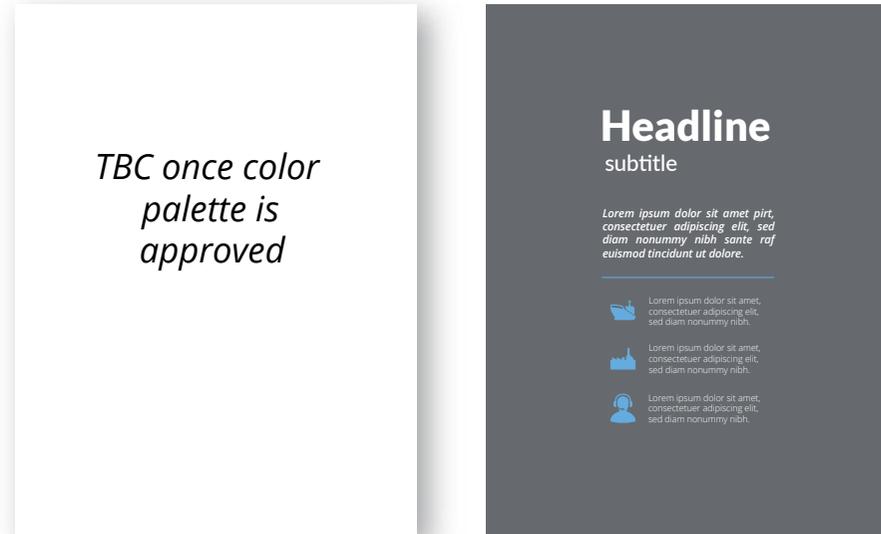
# COLOR USAGE

*The primary FluoroSeal Group color combination is our primary color palette paired with white or black text, which includes background colors when paired with the FluoroSeal Group negative logo.*

## PRINCIPLES FOR USING COLORS

Primary colors and black are the main background colors to use.

Use secondary background colors to balance and add freshness to designs (e.g. table of contents, visitor card, or presentation appendices).



# TYPOGRAPHY: CORPORATE TYPEFACE 1

*Typography is a central design element in the FluoroSeal Group brand identity system. Lato and Open Sans are our corporate typefaces, providing an approachable and modern aesthetic to our brand's written communication.*

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 nine upright weights - each with an italic version - however we will use only five. Lato is used by FluoroSeal Group as a headings, headlines and subtitles.

Size usages can be seen in the following pages.

## WEB FONT

The Lato font family is a web-ready typeface used readily for all digital applications. It is widely available across most platforms.

It can be downloaded at:  
<https://fonts.google.com/specimen/Lato>

### Corporate Typeface

# Lato

- Lato Light
- Lato Light Italic*
- Lato Regular
- Lato Italic*
- Lato Medium
- Lato Medium Italic*
- Lato Bold
- Lato Bold Italic*
- Lato Black
- Lato Black Italic*

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

# TYPOGRAPHY: CORPORATE TYPEFACE 2

*Open Sans is our corporate typeface for body text.*

Open Sans is a humanist sans-serif typeface commissioned by Google. Featuring wide apertures and tall lower-case letters, the typeface is clean and highly legible on screen and at small sizes. This font has five upright weights.

Size usages can be seen in the following pages.

## WEB FONT

The Open Sans font family is a web-ready typeface used readily for all digital applications. It is widely available across most platforms.

It can be downloaded at:  
<https://fonts.google.com/specimen/Open+Sans>

### Corporate Typeface

# Open Sans

Open Sans Light  
*Open Sans Light Italic*  
 Open Sans Regular  
*Open Sans Italic*  
**Open Sans Semi-Bold**  
***Open Sans Semi-Bold Italic***  
**Open Sans Bold**  
***Open Sans Bold Italic***  
**Open Sans Extrabold**  
***Open Sans Extrabold Italic***

Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz!@#%&*()
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz!@#%&*()
Semi-Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz!@#%&*()
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz!@#%&*()
Extrabold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz!@#%&*()

# CORPORATE TYPEFACES: SIZE USAGE

## Heading Examples - Lato

---

# SAMPLE HEADING

Lato Black / 35 Size pt / 34 Leading pt

## Sample Heading

Lato Bold / 25 Size pt / 24 Leading pt

## SAMPLE HEADING

Lato Medium / 20 Size pt / 19 Leading pt

## SAMPLE HEADING

Lato Regular / 15 Size pt / 14 Leading pt

## Body Text Examples - Open Sans

---

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

Open Sans Light / 12 Size pt / 16 Leading pt

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

Open Sans Regular / 10 Size pt / 14 Leading pt

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

Open Sans Semi-Bold / 8 Size pt / 12 Leading pt

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

Open Sans Bold / 6 Size pt / 10 Leading pt

# TYPOGRAPHY: DIGITAL AND PRINT

## 1. Lato is used in headlines and subtitles

Use Lato in Regular, Medium, Bold or Black for headings, headlines and subtitles. The color applied is predominantly in FluoroSeal Group primary color palette, black or white. Secondary colors cannot be used.

## 2. Open Sans is used for introductory paragraphs

For introductory paragraph, use Open Sans Italic, Semi-Bold Italic or Bold Italic. Text color can be in FluoroSeal Group primary color palette, black or white depending on background.

## 3. Open Sans is used in body text

For body text, use Open Sans Light, Regular or Semi-Bold. Text color can be in FluoroSeal Group primary color palette, black or white.

## 4. Lines are 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 pirt, consectetur adipiscing elit, sed diam nonummy nibh sante raf euismod tincidunt ut dolore.*



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

### Headline subtitle

*Lorem ipsum dolor sit amet pirt, consectetur adipiscing elit, sed diam nonummy nibh sante raf euismod tincidunt ut dolore.*



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

# TYPOGRAPHY: SYSTEM TYPEFACE

*Open Sans is installed on most systems. When Open Sans is not available or applicable (for example, in certain Microsoft Word and PowerPoint documents), please use the standard system typeface - Arial.*

This font is also used within and outside of the organization, including our group email signatures (see page 53).

## System Typeface

# Arial

- Arial Regular
- Arial Italic*
- Arial Bold**
- Arial Bold Italic***

Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz!@#%&*()
Bold	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b> <b>abcdefghijklmnopqrstuvwxyz!@#%&amp;*()</b>

# SYSTEM TYPEFACE: SIZE USAGE

## Heading Examples - Arial

# SAMPLE HEADING

Arial Bold / 35 Size pt / 34 Leading pt

## Sample Heading

Arial Bold / 25 Size pt / 24 Leading pt

## SAMPLE HEADING

Arial Regular / 20 Size pt / 19 Leading pt

### Sample Heading

Arial Regular / 15 Size pt / 14 Leading pt

## Body Text Examples - Arial

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

Arial Regular / 12 Size pt / 16 Leading pt

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

Arial Regular / 10 Size pt / 14 Leading pt

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

Arial Bold / 8 Size pt / 12 Leading pt

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

Arial Bold / 6 Size pt / 10 Leading pt

# ICON STYLE

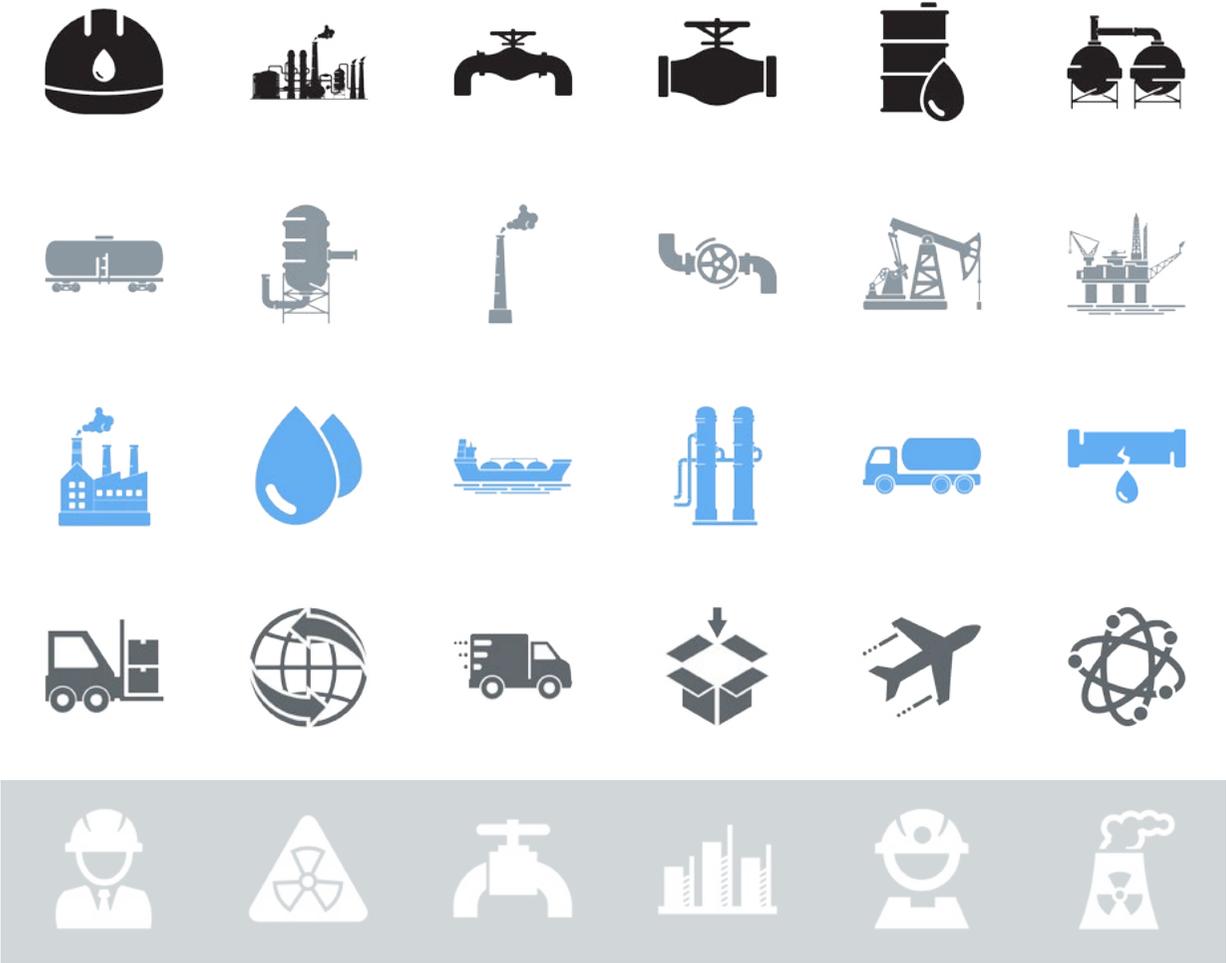
*FluoroSeal Group employs solid single-color glyph icons for simplicity and strong emphasis.*

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, FluoroSeal Group icons communicate core ideas as well as FluoroSeal Group 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 Group's extensive primary and/or secondary color palettes.



# 03 IMAGERY

FluroSeal Group imagery embodies our our brand identity and core values. We place a high value on the quality of photography used to support our corporate brand, including three levels.

- Level I - Applications
- Level II - People
- Level III - Products

# IMAGERY CONCEPT

## IMAGERY OF FLUROSEAL GROUP

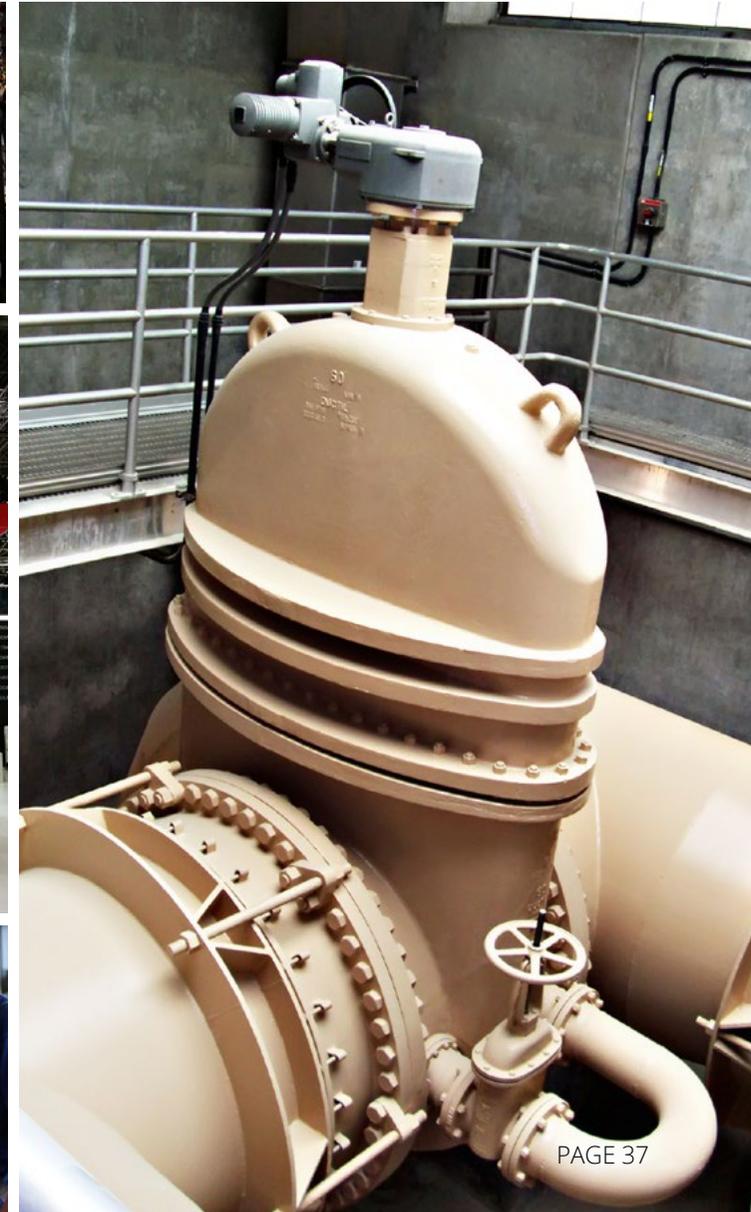
*Photography is one of the primary ways we add color and personality into our communications. Photos should always be professional and of high-quality. Amateur photos can be used for publications such as internal communications, news and blogs.*

Black and silver-colored accents support the corporate design. However, they are not obligatory. In this case, the naturalness of the motif has priority. In pictures with people, one must pay attention to natural skin tones.

We use a broad range of compelling images that convey the meaning of our corporate tagline **“Building Value Together”** to a wide external and internal audience. We convey this via people-oriented imagery to put a “human face” to our work, not just static imagery of machinery, equipment and plants. Images should be targeted and well-chosen, indicating the location and / or particular industry involved (i.e., manufacturing, petrochemical, food processing, etc).

Photography used in FluoroSeal Group publications generally falls into three categories:

- Level I - Applications
- Level II - People
- Level III - Products



# LEVEL I: APPLICATIONS

## APPLICATION IMAGERY

*These images present places where our products, applications and services are typically used or are being rendered. This reflects our expertise in our core markets and underlines our focus on customer success.*

The goal of level I imagery is to achieve a visual representation of product advantages in a realistic environment as well as for the observer to relate to the application scenarios.

## IMAGERY STYLE

- Clear product focus
- Interesting angles and perspectives
- Rich in contrast
- Increased use of depth of field to highlight data

## WHEN TO USE

- Cover pages and opener motifs for product communications
- Topics covering case studies and product portraits
- Website hero banners



## LEVEL II: PEOPLE

### BUILDING VALUE TOGETHER

*These pictures show people working to build value together in different spaces ranging from the manufacturing floor and engineers to our corporate office.*

This image category conveys our brand values most concisely. We display our technical competence through people, focused on their work. We display meeting situations with customers in open and authentic atmospheres. Each photo is a story showcasing how FluoroSeal Group employees work to produce the highest-quality products and showcase our innovation and customer commitment at each location.

The personal service perspective is a key aspect in the images.

### IMAGERY STYLE

- Clear focus on people
- Interesting angles and perspectives
- Authentic locations, situations and people, no staging
- People interacting with products, tools and other persons
- Employee snapshots of everyday life at work

### WHEN TO USE

- Consulting, service and training communications
- Employer branding and HR initiatives
- Topics covering innovation and development



# LEVEL III: PRODUCTS

## PRODUCT PHOTOGRAPHY

*Our product photography reflects the high-quality of our products. The focus is on the clear, didactic presentation of product properties and materiality. A high-quality overall impression should be created.*

Items that are not needed directly for the product's use should be omitted. Important details are highlighted or are in focus.

## IMAGERY STYLE

- Clear perspectives, especially frontal perspective and top view
- Balanced lighting conditions with restrained highlights
- Light backgrounds with tones of color from brand
- Discreet, realistic shadowing
- Sharp pattern and high depth of focus

## WHEN TO USE

- Product information such as data sheets, product catalogs
- In-depth product information pages on the website
- Trade shows and exhibition booth signage
- Product-driven campaigns



# IMAGERY COLOR FILTERS

*In cases where FluoroSeal Group imagery is used as a background, we can apply the FluoroSeal Group photo treatment. The result is a new custom image with a FluoroSeal Group look and feel.*

## CREATION METHOD

The secret to applying the FluoroSeal Group Color Photo Treatment is by using popular graphical software, Adobe PhotoShop.

Use Grayscale instead of Silver, Light Silver or Charcoal.

## STEP-BY-STEP GUIDE

1. Convert the image into grayscale. Image > Mode > Grayscale.
2. Create a brightness/contrast levels as needed.  
Layer > New Adjustment Layer > Brightness/Contrast.
3. Create a rectangle in the exact same dimensions of the image.
4. Apply the color code of FluoroSeal Group Cyan as solid fill.
5. Adjust the transparency between 10-80%.
6. Apply to the original image, and viola!

Original Image



Grayscale



Cyan 60%



Brdr. Christensen Yellow 60%



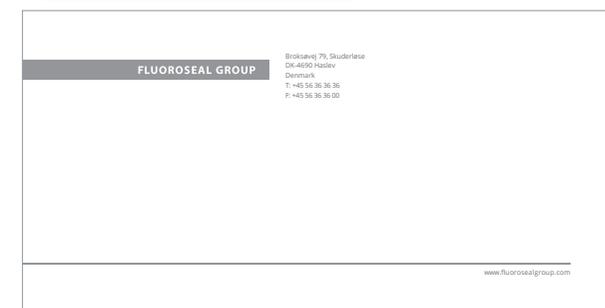
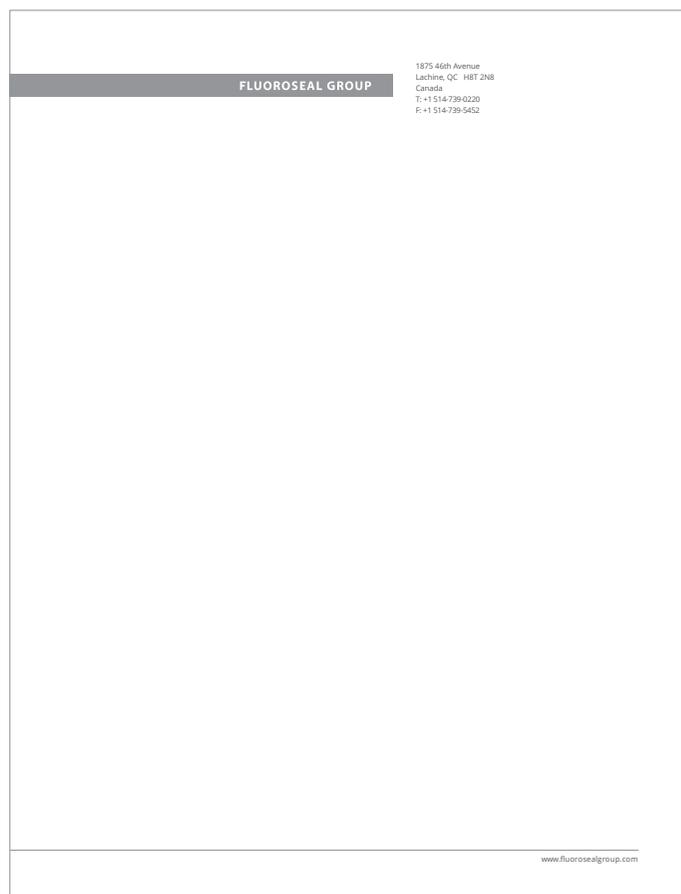
# 04 APPLICATIONS

To ensure consistency across the FluoroSeal Group brand, our stationery set is designed as a basis for 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 Group brand for corporate 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 CARD

## PARAMETERS

---

### Dimensions:

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

### 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.

**THOMAS HUGHES**  
REGIONAL SALES MANAGER

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C: +1 514-232-8523  
F: +1 514-739-5452  
thughes@fluorosealgroup.com

1875 46th Avenue  
Lachine, QC H8T 2N8  
Canada

FOR ALL INQUIRIES:  
sales@fluorosealgroup.com

www.fluorosealgroup.com

**FluoroSeal**  
Specialty Valves

**BC BRDR. CHRISTENSEN**  
PROVEN RELIABILITY FOR THE OIL & GAS

**SEGURO**  
The Water Valve Experts

FLUOROSEAL GROUP

**FLUOROSEAL GROUP**

# GROUP LETTERHEAD

## PARAMETERS

---

### ANSI - Letterhead (US letter)

#### Dimensions:

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

#### Paper type:

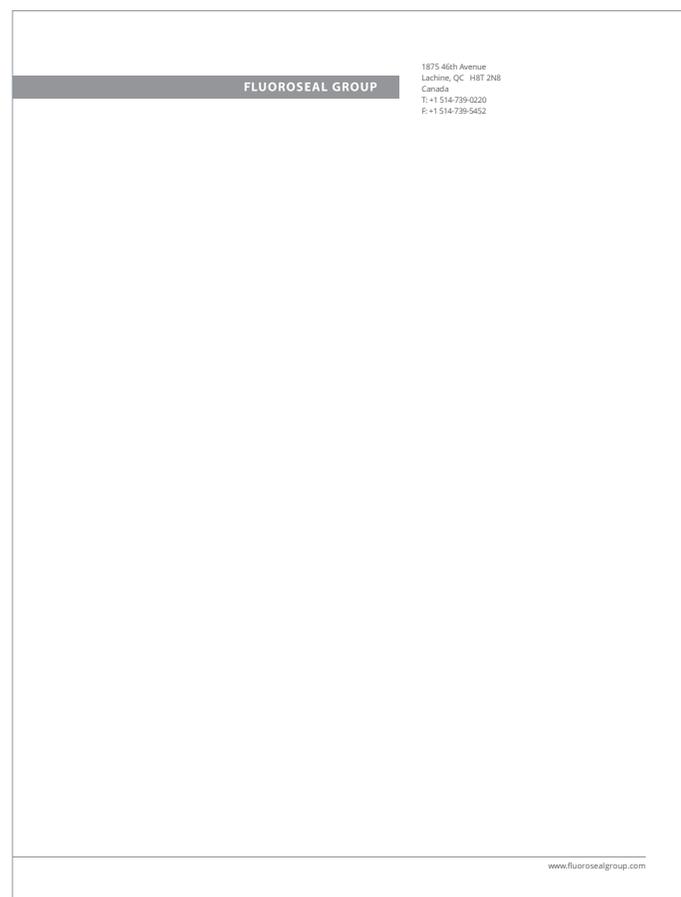
Bond, uncoated writing paper for excellent writability and printability. High thickness at 75gsm or above offers stability.

#### Color:

Bright White

#### Margins:

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



# GROUP LETTERHEAD

## PARAMETERS

---

### DIN - Letterhead (A4)

#### Dimensions:

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

#### Paper type:

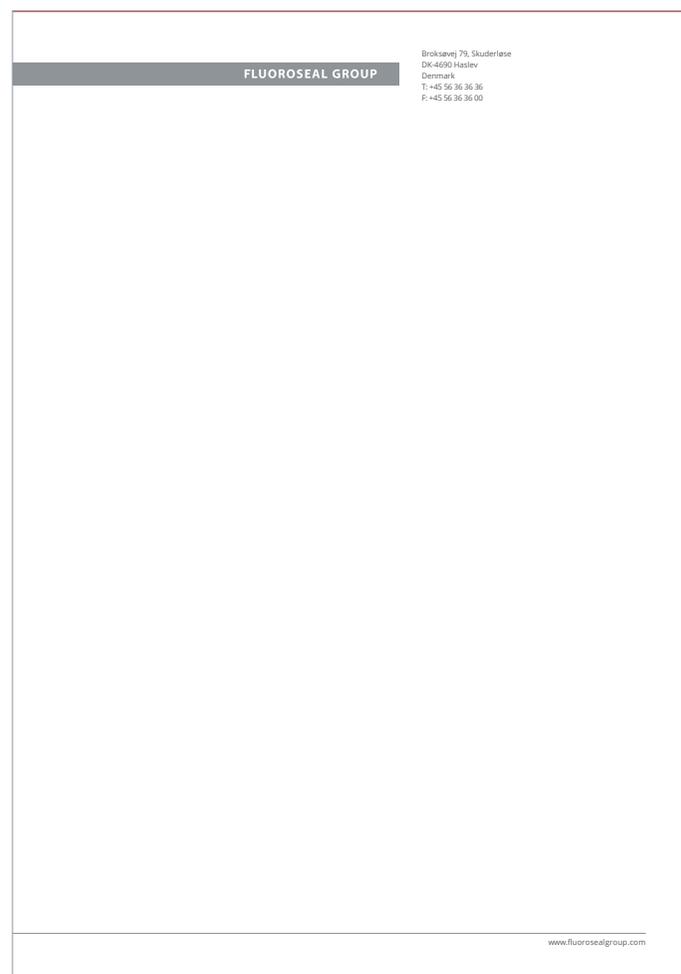
Bond, uncoated writing paper for excellent writability and printability. High thickness at 75gsm or above offers stability.

#### Color:

Bright White

#### Margins:

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



# GROUP ENVELOPES

## PARAMETERS

---

### ANSI - 9x12 Catalog Envelopes

#### Dimensions:

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

#### Paper type:

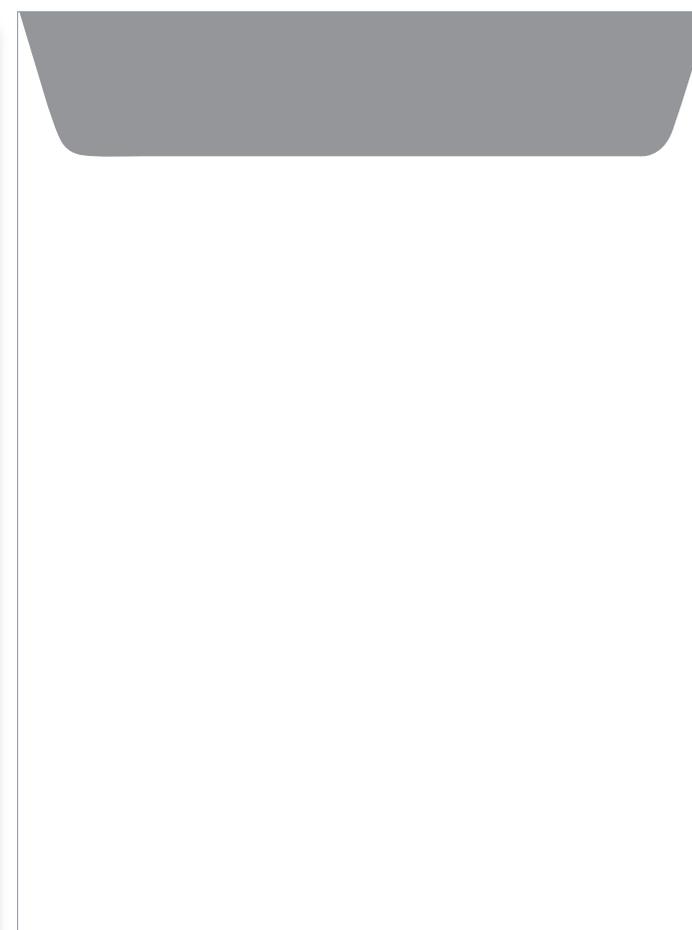
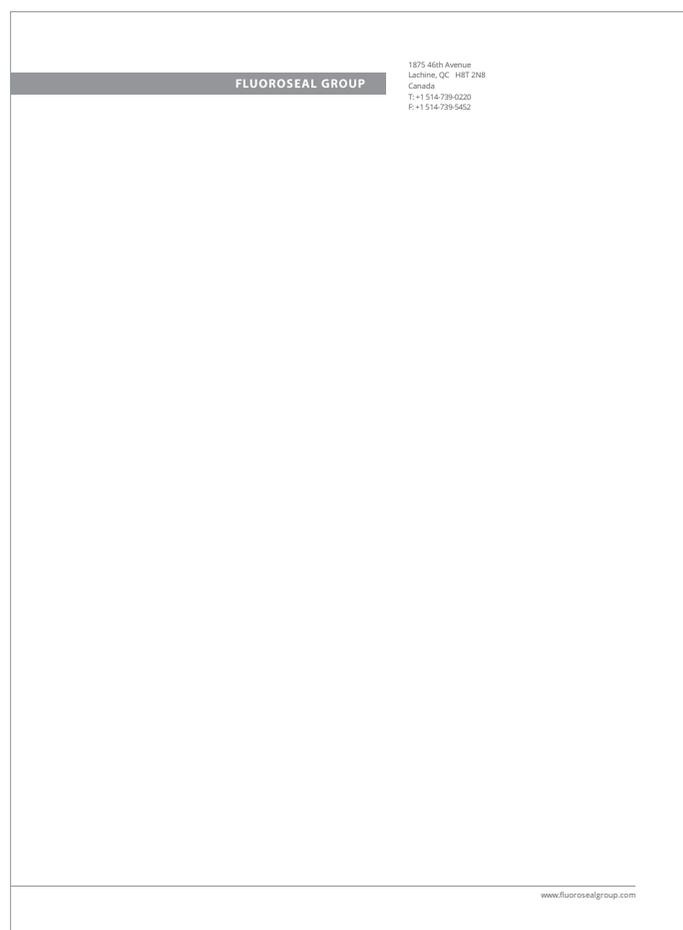
Surfaced enhanced white wove paper, used with offset lithographic printing, which is smooth and ideal for heavy ink designs. 80gsm and above.

#### Color:

Bright White.

#### Sealing method:

Moistened glue, or peel-off sticker.



# GROUP ENVELOPES

## PARAMETERS

---

### DIN - C4 Catalog Envelopes

#### Dimensions:

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

#### Paper type:

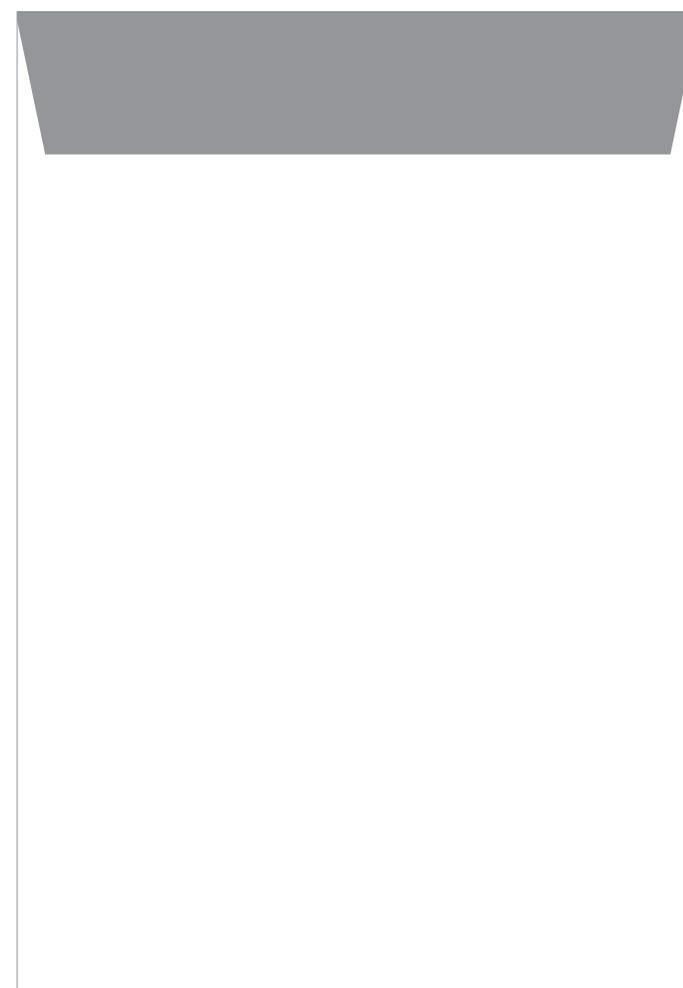
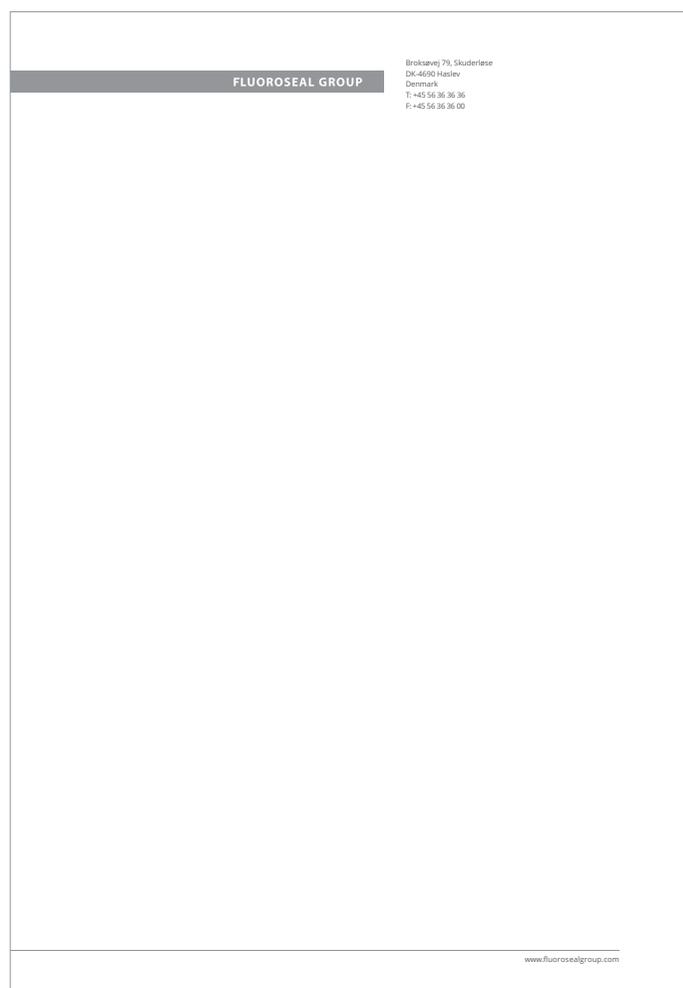
Surfaced enhanced white wove paper, used with offset lithographic printing, which is smooth and ideal for heavy ink designs. 80gsm and above.

#### Color:

Bright White.

#### Sealing method:

Moistened glue, or peel-off sticker.



# GROUP ENVELOPES

## PARAMETERS

---

### ANSI - #10 Envelopes

#### Dimensions:

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

#### Paper type:

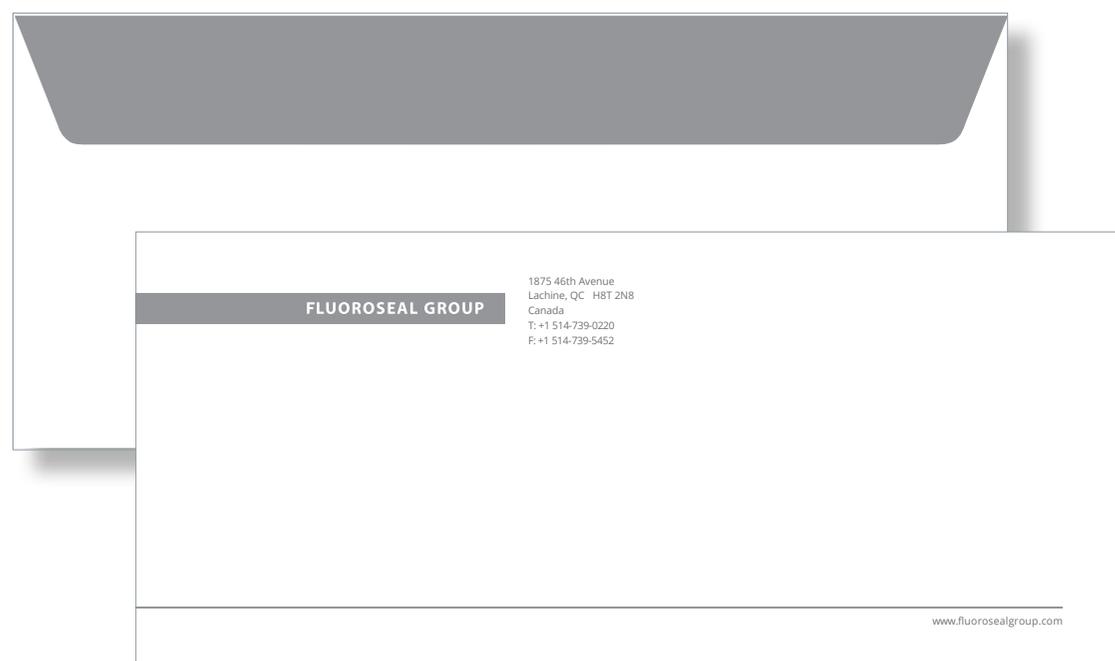
Surfaced enhanced white wove paper, used with offset lithographic printing, which is smooth and ideal for heavy ink designs. 80gsm and above.

#### Color:

Bright White.

#### Sealing method:

Moistened glue, or peel-off sticker.



# GROUP ENVELOPES

## 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:

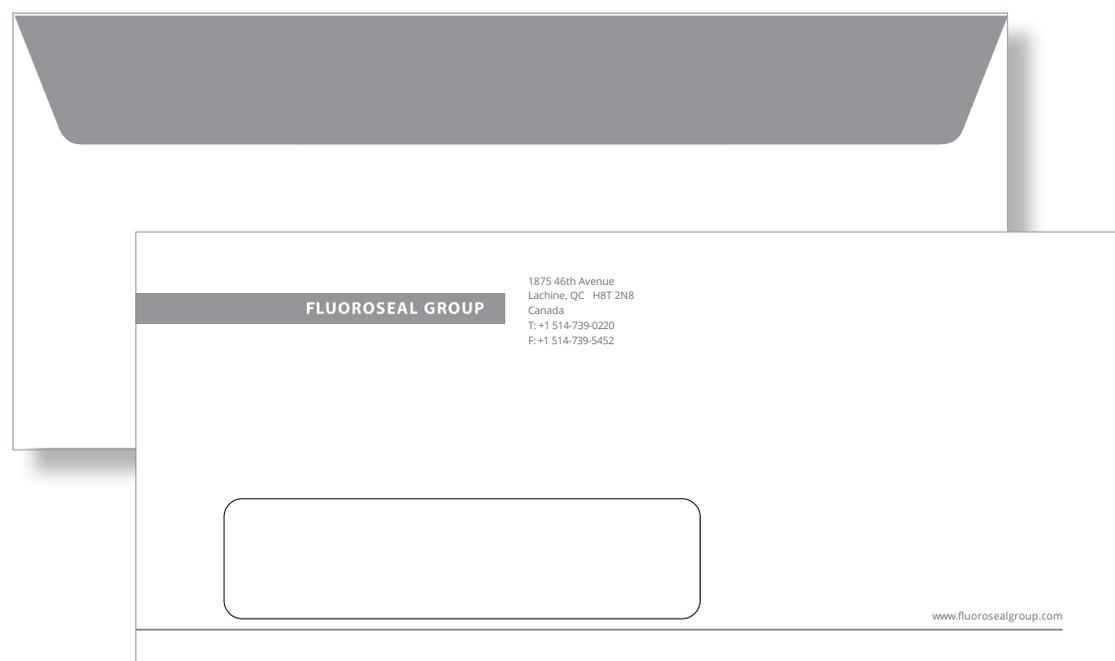
Surfaced enhanced white wove paper, used with offset lithographic printing, which is smooth and ideal for heavy ink designs. 80gsm and above.

#### Color:

Bright White.

#### Sealing method:

Moistened glue, or peel-off sticker.



# GROUP ENVELOPES

## PARAMETERS

---

### DIN - DL Envelopes

#### Dimensions:

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

#### Paper type:

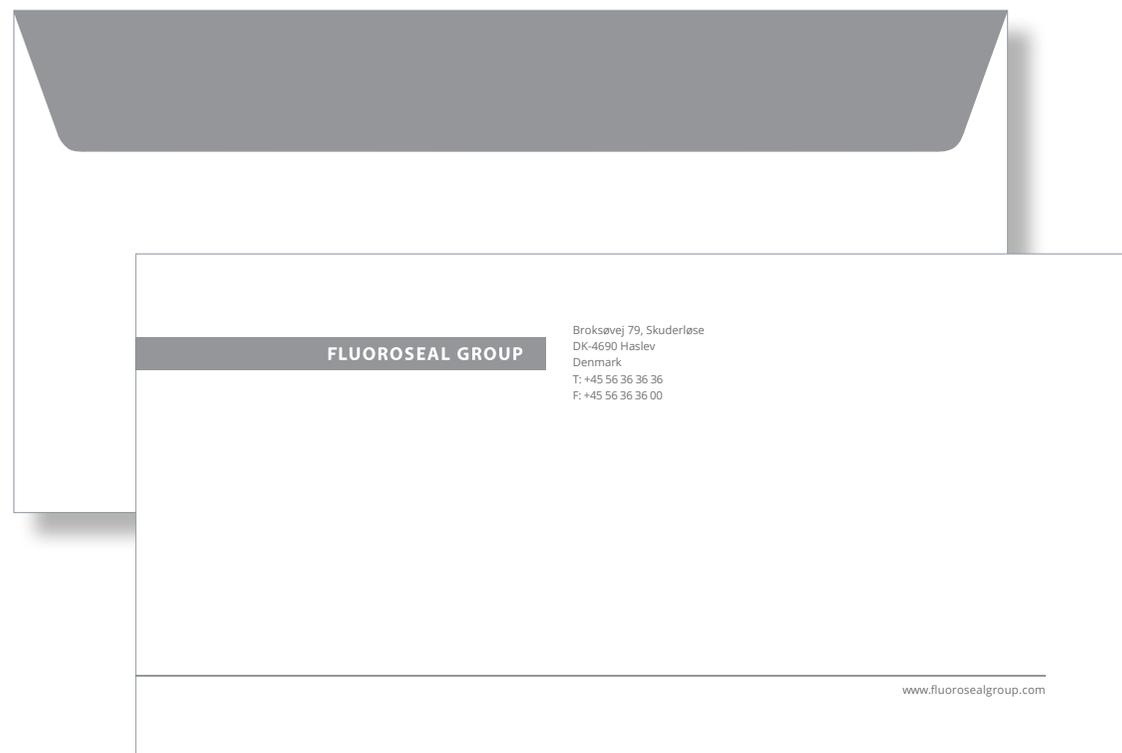
Surfaced enhanced white wove paper, used with offset lithographic printing, which is smooth and ideal for heavy ink designs. 80gsm and above.

#### Color:

Bright White.

#### Sealing method:

Moistened glue, or peel-off sticker.



# GROUP ENVELOPES

## PARAMETERS

---

### DIN - DL Left Window Envelopes

#### Dimensions:

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

Window Size: 1 3/8 x 3 1/2 (inches)  
35 x 89 mm

#### Window Placement:

From Left: 47/64" (19 mm)  
From Bottom: 45/64" (18 mm)

#### Paper type:

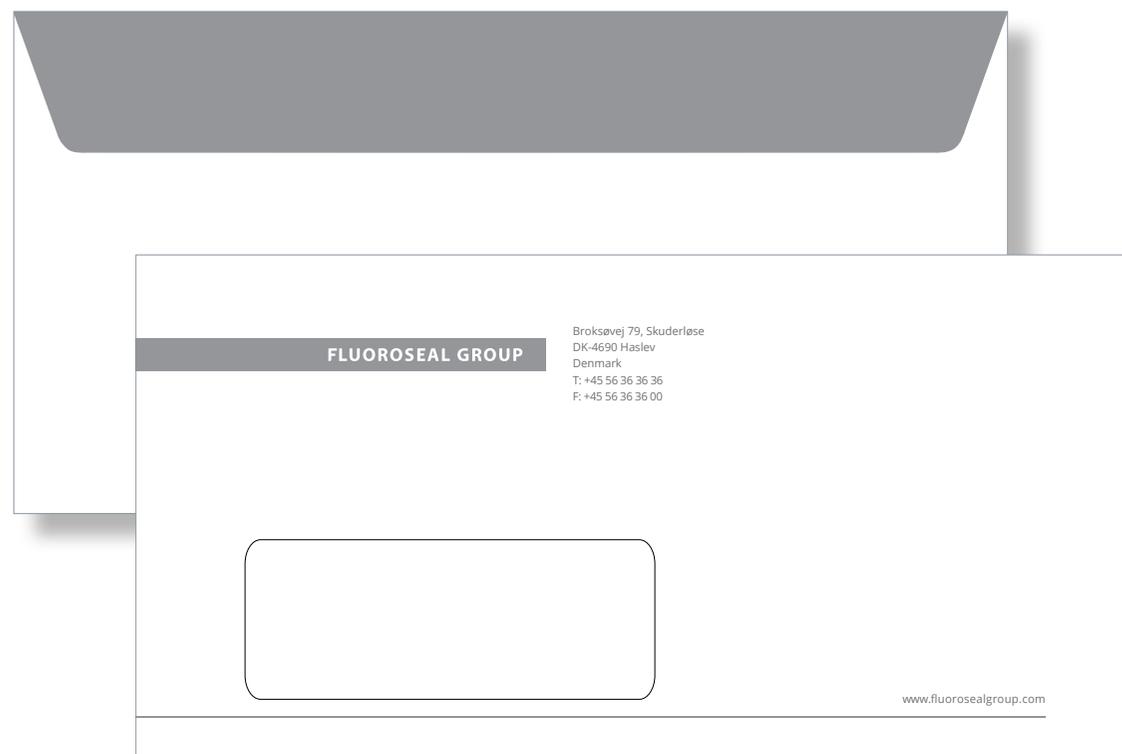
Surfaced enhanced white wove paper, used with offset lithographic printing, which is smooth and ideal for heavy ink designs. 80gsm and above.

#### Color:

Bright White.

#### Sealing method:

Moistened glue, or peel-off sticker.



# GROUP EMAIL SIGNATURE

Emails are corporate communications and should utilize formal spelling and punctuation. Text messaging styles and abbreviations should not be used.

## PARAMETERS

---

### Dimensions:

- 600px width
- 150px height

### Typeface:

Arial 8-10pt in black.

### Background:

FluroSeal Group emails should be sent on a plain white background. No colored or patterned backgrounds are to be used.

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FLUROSEAL GROUP

Send quotation requests to: [sales@fluorosealgroup.com](mailto:sales@fluorosealgroup.com)

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# 05

# WRITING STYLE GUIDE



Set a standard for the writing and design of FluoroSeal Group documents, either for general use or for technical purposes. Consistency creates a cohesive experience that clients expect everytime they interact with our organization and ensures a unified brand.

The names depicted herein this section are fictitious and are solely used as examples.

# EDITORIAL GUIDE - GENERAL

## NAME OF THE ORGANIZATION

The formal title of the organization is: FluoroSeal Group. This is the way we sign off in formal written correspondence. For more general use, the term FluoroSeal Group is preferred and may be abbreviated to FG after its first use in a document.

COMPANY	CORRECT USAGE	ABBREVIATION
FluoroSeal Group	FluoroSeal Group	FG FluoroSeal Gp.
FluoroSeal Inc.	FluoroSeal Inc FluoroSeal	FS
Brdr. Christensen	Brdr. Christensen	BC
Seguro	Seguro	N/A

## CAPITALIZATION

The names of people, their official titles, names of FluoroSeal divisional companies - proper names - should always begin with capitals - e.g:

*Mr. / Mrs. / Ms. Pamela Jensen*  
*Plant Manager*  
*FluoroSeal Headquarters*

*Class 150*  
*API 598*  
*ASME B16.5*  
*Brdr. Christensen*

The simple rule is that if it is the official name of a person, organization, place or standard, capitals should be used.

## ACRONYMS

An acronym is an abbreviated name. Acronyms must always be spelled out in full in the first instance, followed by the acronym in parentheses. The acronym can be used thereafter and must always be capitalized.

*API, ASME, DIN, EPA, ISO, MSS, PED*

## DATES

Date format differs from one country to another. In the table below, we present the date June 30, 2019, in three formats and show where each is used.

FORMAT	EXAMPLE	COUNTRIES
Year-Month-Day	2019-06-30	Canada, ISO Standard
Day-Month-Year	30-06-2019	UK, Australia, New Zealand
Month-Day-Year	06-30-2019	United States

In practice, all three date formats are used in Canada. Because of the potential confusion this may cause, we recommend the usage of Year-Month-Day within Canada, as 06-08-2019 can cause confusion between August 6 and June 8.

Suffixes, such as *th* (e.g. 30th), are not to be used.

## TIMES

Times should be written in numerals, with a colon (:) between the hour and the minutes and followed by a.m. or p.m.

8:35 a.m.  
1:45 p.m.

# EDITORIAL GUIDE - GENERAL

## EMPHASIS

Use **bold** for emphasis, rather than italics or underlining.

## SPELLING

Generally, words should be spelt in the form in which they appear in the Oxford Dictionary. Where there is more than one acceptable spelling, normally the simpler one is preferred: program, focused.

As FluoroSeal Group is an international organization, we interact with employees and customers from all over the world. As a general rule, we use American spelling (e.g: color, flavor, humor, analyze) in Canada and North America. For correspondence with all other regions, we use British English spellings. To avoid spellcheck problems when using Microsoft Word, set your default spelling to English (American) or English (British) accordingly.

## LANGUAGE

The use of plain, everyday English is encouraged in our written communications and publications. Obviously, in documents requiring technical terminology, such language as necessary is appropriate. In general, writing should be:

- In the active voice, rather than passive
- Of consistent tense (present, past, future)
- Comprised of short, clearly intelligible sentences.

## REFERENCE STYLES

FluoroSeal Group's preferred referencing style (for sourcing purposes and for use in articles for publication) is the APA (American Psychological Association) Sixth Edition style

APA is based on the older Harvard style, and is commonly used in business. At its simplest, APA provides for *'in text'* citations, e.g.

*According to the Nielson Global Consumer Confidence Survey of 2010 [...]*

OR

*Nielson Global Consumer Survey of (2010) argued that ....*

With a list of references appearing at the end of the article, please list all source documents in the following formats:

TYPE	ORDER
Articles	Author surname and first initial, year of publication, title of article, journal title, volume number, page number.
Books	Author surname and first initial, year of publication, title of book (edition), location of publisher: name of publisher.

In Microsoft Word, you may select a bibliography style template from the dropdown list in the References tab: (APA Sixth Edition). Further information is available at:

<https://lib.sfu.ca/help/cite-write/citation-style-guides/apa/apabusiness>

## CORPORATE TYPEFACES

FluoroSeal Group corporate fonts, Lato and Open Sans, are used for all day-to-day materials produced, such as letters, memoranda, newsletters, presentation materials etc. Arial is used as an alternative font if Lato and Open Sans are not available. **No other fonts may be used.**

A number of FluoroSeal PowerPoint presentation templates have been designed for use in official presentations. The templates are available by contacting FluoroSeal Group Marketing and Communications.

# EDITORIAL GUIDE - CONTACT INFO

The following guide illustrates how to write our contact info consistently in all company publications including catalogs, business cards, websites, email signatures, etc.

## ADDRESSES

As a general rule, addresses should always be single-spaced. Addresses on envelopes are commonly typed in all capital letters; however, addresses on letters and elsewhere should appear in sentence case as it improves readability.

No punctuation marks should be used unless it is part of the location name (for example, *Martha's Vineyard*).

## UNITED STATES ADDRESSES

To write an address located in the United States, the following elements should appear in order:

- Recipient's name (company or person whom will receive the letter)
- Additional information such as Recipient Title, Department or Floor (optional)
- Building, House Number, Street Number followed by Street Type (e.g. *Street, Grove*)
- US municipality (City, Town, Village) followed by one space, then State, then one space followed by ZIP code
- Country (if applicable)

EXAMPLE	ENVELOPE	COMMENTS
Bill Ferguson Quality Assurance 345 Boulevard Street Indianapolis, IN 46201	BILL FERGUSON QUALITY ASSURANCE 345 BOULEVARD STREET INDIANAPOLIS, IN 46201	[Recipient Name] [Additional Information] [Street No] [Street Name] [Municipality] [State] [ZIP code]

## CANADIAN ADDRESSES

To write an address located in Canada, the following elements should appear in order:

- Recipient's name (company or person whom will receive the letter)
- Additional information such as Recipient Title, Department or Floor (optional)
- Unit, Building, House Number, Street Number followed by Street Type (e.g. *Avenue*)
- Municipality (City, Town, Hamlet) followed by a comma and one space, then Province or Territory and two spaces followed by Postal Code
- Country (if applicable)

EXAMPLE	ENVELOPE	COMMENTS
George Jensen Accounting 345 Boulevard Court Vancouver, BC V6H 3R9	GEORGE JENSEN ACCOUNTING 345 BOULEVARD COURT VANCOUVER BC V6H 3R9	[Recipient Name] [Additional Information] [Street No] [Street Name] [Municipality] [Province/Territory] [Postal code]

## EUROPEAN ADDRESSES

To write an address located in a European country, the following elements should appear in order:

- Recipient's name (company or person whom will receive the letter)
- Additional information such as Recipient Title, Department or Floor (optional)
- Building, House Number, Street Number followed by Street Type (e.g. *Rue*)
- Postal Code followed by one space, Municipality (City, Town) followed by one space, then Province, State or County - written entirely in all capital letters
- Country in all capital letters

EXAMPLE	ENVELOPE	COMMENTS
Hr. Jensen Edeltraud Regnskab Tietgensgade 137 DK-8800 VIBORG DENMARK	HR. JENSEN EDELTRAUD REGNSKAB TIETGENSGADE 137 DK-8800 VIBORG DENMARK	[Recipient Name] [Additional Information] [Street Name] [Street No] DK-[Postal Code] [City/Town/Locality] [Country]

# EDITORIAL GUIDE - CONTACT INFO

## THE PEOPLE'S REPUBLIC OF CHINA ADDRESSES

To write an address located in China, the following elements should appear in order:

- Recipient's name (company or person whom will receive the letter)
- Additional information such as Recipient Title, Department or Floor (optional)
- Unit, Building, Street Number, Street Name followed by Street Type (e.g. *Lu, Dao*)
- City/Village/Locality (if applicable)
- Postal Code, followed by one space and Province
- Country (if applicable)

EXAMPLE	ENVELOPE	COMMENTS
Hai Dao Mei Accounting Department 45 Zhuhai Lu Qingdao Shi 266033 Shandong P.R. China	HAI DAO MEI ACCOUNTING DEPARTMENT 45 ZHUHAI LU QINGDAO SHI 266033 SHANDONG P. R. CHINA	[Recipient Name] [Additional Information] [Street No] [Street Name] [City/Town/Locality] [Postal Code] [Province] [Country]

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## OFFICIAL WEBSITE URLS

FluoroSeal Group: [www.fluorosealgroup.com](http://www.fluorosealgroup.com) Brdr. Christensen: [www.brdrchristensen.com](http://www.brdrchristensen.com)  
FluoroSeal Valves: [www.fluorosealvalves.com](http://www.fluorosealvalves.com) Seguro: [www.seguro-valves.com](http://www.seguro-valves.com)

# EDITORIAL GUIDE - SALUTATIONS

The following guideline details how to write salutations in various formalities and correspondence and should be followed consistently.

## SALUTATION TYPES

Salutation usage depends largely on the formality of the correspondence and familiarity with the intended recipient.

CORRESPONDENCE TYPE	SALUTATION
Formal	<i>Sir, Dear Sir</i> <i>Madam, Dear Madam</i>
Formal, unknown recipient	<i>To whom it may concern</i> <i>Dear Sir/Madam</i> <i>Dear Sir or Madam</i>
Formal, several women	<i>Mesdames Browning and Simmons</i>
Formal, several men	<i>Messrs. Benjamin and Joseph</i>
Formal, groups	<i>Mr. Smith and Colleagues</i> <i>Mr. Smith and Associates</i> <i>Mr. Smith and Friends</i> <i>Mr. Smith and Family</i>
Less formal	<i>Dear Mr. Olsen</i> <i>Dear Ms. Olsen</i>
Less formal, unknown recipient	<i>Dear J. Russo</i>

## PUNCTUATION USAGE

Depending on the level of formality and region, salutations can be followed by either a comma, colon, or without punctuation. For example:

North America, formal	<i>Dear Mr. Ferguson:</i>
North American, informal	<i>Dear Mr. Ferguson,</i>
United Kingdom, formal	<i>Dear Mr. Ferguson,</i>
United Kingdom, informal	<i>Dear Mr. Ferguson</i>

## SALUTATION CAPITALIZATION

All nouns and titles should be capitalized in the salutation.

*Dear Accounting Department*  
*Dear Plant Manager*  
*Dear Friends*

When writing to an unknown recipient, writers can use either “*To whom it may concern*” (first word capitalized) or “*To Whom It May Concern*” (all words capitalized), depending on the style.

## SALUTATION DIFFERENCES - CANADA, UK and US

	REGIONS	GENERAL RULES	EXAMPLE
	Canada UK	Mr. and Ms. should not be used with titles	<i>Dear Prime Minister</i> <b>(not *Dear Mr. Prime Minister)</b>
	UK	Titles written without periods	<i>Ms Prudence</i> <i>Mr Jones</i> <i>Dr Hughes</i> <i>Sgt Pepper</i>
	US	The President is an exception to the “no Mr. or Ms. with titles” rule	<i>Dear Mr. President</i> <b>(not *Dear Mr. Congressman)</b>

# EDITORIAL GUIDE - SALUTATIONS

## ELECTRONIC CORRESPONDENCE

Emails tend to be less informal relative to letters, and as such, senders are allowed more freedom. However, a number of factors should always be taken into consideration when it comes to salutation usage, including message importance, familiarity level, time of day, context and personal preference.

Below are FluoroSeal guidelines for salutation usage.

RECIPIENT RECOGNITION	FORMALITY	SALUTATION EXAMPLE AND EXPLANATION
<b>Mentioned</b>	Most formal	<i>Dear Mr. Hughes</i> - Reserved for highly formal first correspondence in which the sender is not familiar with the recipient
	↓	<i>Good morning / afternoon Mr. Hughes</i> - Warm and professional, senders must consider time zones and when their recipient is likely to receive the email
		<i>Hello John,</i> - Using the recipient's first name is common. <i>Hello</i> is appropriate given a lower level of formality
	Least formal	<i>Hi John</i> - Salutations with the greeting <i>Hi</i> are relatively informal compared to <i>Hello</i> , and should only be used in very familiar and relaxed contexts
<b>Unmentioned</b>	Most formal	<i>Dear Sir / Madam,</i> - Reserved for highly formal contexts
	↓	<i>To whom it may concern,</i> - Appropriate for initial correspondence with an unknown recipient
		<i>Hello,</i> - Less formal. Can be used in customer correspondence. Do not use <i>Hi</i> when the recipient is unknown
	Least formal	

## ADDRESSING NON-INDIVIDUALS

When addressing a particular organization or department, the email writer can include its name as a substitute for the name of an individual person. For example:

*Dear IBM,  
Good morning, Accounting*

In rare circumstances, emails can also begin with no salutation. This is generally accepted in brief messages that form part of a longer email conversation, corresponders are highly familiar and where participant messages tend to resemble that of instant messaging.



# EDITORIAL GUIDE - PUNCTUATION

## ABBREVIATIONS AND CONTRACTIONS

An abbreviation is a shortened form of a word or phrase that does not include the original word's final letter. Abbreviations should be followed by a full stop. These include:

*e.g. n.b. i.e.*

A contraction is a shortened form of a word that includes the original word's final letter. Contractions can be followed by a full-stop. These include:

*Mr. Mrs. Dr. Sr.*

Contractions are also formed by the joining of two words and the use of an apostrophe to reduce the number of letters (*it's, you're, can't, she's*) though contractions should not be used in formal correspondence. Usage in informal interpersonal communications is acceptable.

## APOSTROPHES

The only times an apostrophe should be used is to either denote ownership: Peter's contract which is referred to as a possessive; or as a contraction: it's for it is, or can't for cannot. An apostrophe should never be used when an s at the end of the word denotes a plural or a collective: vegetables, 1980s.

If ownership resides in a collective, the apostrophe follows the s:

*Employees' responsibility, visitors' pass.*

If a name ends in an s, the apostrophe follows the name without another s being added: Ross' office.

## COMMAS

Commas should only be used between clauses and phrases where usage makes the sentence easier to read and understand. As a general rule, a comma is not used before the word and, although it is acceptable to use it if it makes the meaning clearer: The contract included feasibilities, deadlines, project specifications, and terms and conditions.

Never insert a comma between a subject and a verb as it is completely unnecessary, *e.g. Employees wishing to obtain a visitors' pass, should apply to HR.*

## EXCLAMATIONS AND QUESTION MARKS

A question mark appears at the end of a question, immediately after the last word (without a space in between): *Why do you ask that?*

An exclamation mark, when necessary, also appears immediately after the final word of the sentence. In formal writing, multiple exclamation marks should not be used:

*I see what you mean!!!! DO NOT DO THIS!*

## HYPHENS AND DASHES

A hyphen is a short line, without spaces on either side, used to join two words together: *world-class, market-led.*

A dash is a longer line, with spaces on either side, used to indicate a subsidiary thought: *I believe – and this is my personal opinion – that we should review the previous engagement.*

Please do not use hyphens to break words between two lines of text as this makes reading very difficult. Spacing should be adjusted (in format/paragraph settings) to ensure words are not split between two lines.

# EDITORIAL GUIDE - PUNCTUATION

## COLONS (:)

Colons are used for introducing a list, an indented quotation or a phrase that clarifies or explains the word which precedes it. Colons are also used without spaces to indicate a ratio: 10:1.

## SEMI-COLONS (;)

Semi-colons are used after individual items in a list which has been introduced with a colon; they are used also to help the reader make sense of a break in text when the writer wishes to move to a related issue and wants a break which is greater than a comma but less than a full stop.

## QUOTATIONS

Quotations, if appearing in the body of a sentence, should begin and end with a single quotation mark: The contract stated, 'only with limited liability.'

If quoting reported speech, double quotation marks are used: Roger said, *"Our meeting is at 11.00am."*

If there is a quote within a quote, place the inner one in single quotation marks.

If an entire paragraph or more is to be quoted, the quoted material should appear as a separate paragraph, indented and italicised.

## BULLETS AND DOT POINTS

Bullets are used for dot points. It is best to use either filled dots or squares; as open or unfilled circles or boxes may look like a checklist. When using bullets:

- No full stops or colons to be used after each bullet point (except final)
- Bullet type should be consistent throughout the document
- Sub-bullets should be indicated by a different bullet type and indented
- Each bulleted line should commence with the first word in upper case.

## SYMBOLS

Generally speaking, symbols such as the ampersand (&) should be avoided in text. Exceptions are unit symbols (km), dollar signs (\$), @ in email addresses and the percentage sign (%).

# EDITORIAL GUIDE - UNITS OF MEASUREMENT

When writing units of measurement, quantities written in Arabic numerals (*1, 23, 500*) should always be accompanied by its relative measurement symbol, such as *17.5"* (inches). Meanwhile, quantities should always be written out in full with the name of the unit, such as *nine inches*.

In general publishing rules, numbers from one to nine are written in full. From 10 onwards, Arabic numerals are used.

## Numbers Under 10:

The European team had *two* permanent staff on board.

## Numbers at the beginning of a sentence:

Sixty-two employees attended GIC last year, but this year, there were *90*.

## Fractions:

About *two-thirds* of the group are from accounting.

The exception to this rule pertains to mixed fractions, such as:

The meeting will last for *1 and 1/4 hours*.

## Numbers that require numerals:

We recruited 12 trainees and 18 senior managers in the last six months.

## Unit names in lower case:

The product measures *three inches* in height.

- Note that unit names are not capitalized when written in full, with the exception of degree Celsius and Fahrenheit, such as 95°F.

## Numbers and money:

Amounts of money from \$1 upwards appear as numerals after the dollar sign; amounts up to 99 cents appear with the numerals and the word cents following. Any number of 1,000 or above should have a comma inserted between each group of three figures (e.g.: 1,368; 1,548,622).

The practice of repeating written numbers in figures – five (5) days – is a convention that sometimes is used in legal and technical documents. It is not used in normal, everyday writing.

## METRIC UNITS

In technical writing, unit symbols such as km, and Arabic numerals should always be used. The number should always be followed by a non-breaking space and the unit with no period after it. The units should never be pluralized.

The valve measured *20 cm* in width.

**(Not *20 cm. in width* or *20cms in width*)**

## DEGREE SYMBOL (°)

There is no space between the degree symbol and the number unless the degree symbol is followed by the *C* or *F* for Celsius and Fahrenheit, respectively.

The boiling temperature is *100 °C* or *212 °F*.

**(Not *100°C* or *212°F*)**

Turn the dial *90 °*.

**(Not *90 °*)**

## IMPERIAL UNITS

Several differences are observed when writing imperial units using symbols. Usually, a period should follow the unit symbol. Fluid ounces should be written as *fl. oz.* and feet should be *ft.*

*25 fl. oz.* of hydrogen peroxide (read as 25 fluid ounces of hydrogen peroxide)

*12 ft.* of valve pipes (read as 12 feet of valve pipes)

Feet and inches can also be expressed with prime (') and double prime symbols (") respectively.

*11' 7" high* wall (read as eleven-foot-seven-inch high wall)

*12'* of valve pipes (read as twelve feet of valve pipes)

# EDITORIAL GUIDE - UNITS OF MEASUREMENT

## COMMON METRIC UNITS

QUANTITY	NAME	SYMBOL
<b>Length</b>	Metre	<i>m</i>
	Centimetre	<i>cm</i>
	Kilometre	<i>km</i>
<b>Mass</b>	Gram	<i>g</i>
	Kilogram	<i>kg</i>
	Metric ton	<i>T</i>
<b>Volume</b>	Cubic metre	<i>m<sup>3</sup></i>
	Litre	<i>L</i>
<b>Area</b>	Square metre	<i>m<sup>2</sup></i>
	Hectare	<i>ha</i>
<b>Time</b>	Second	<i>s</i>
	Minute	<i>min</i>
	Hour	<i>h</i>
	Day	<i>d</i>
<b>Temperature</b>	Degree Celsius	<i>°C</i>
<b>Loudness</b>	Decibel	<i>dB</i>
<b>Speed</b>	Metre per second	<i>m/s</i>
<b>Force</b>	Newton	<i>N</i>
<b>Frequency</b>	Hertz	<i>Hz</i>
<b>Pressure</b>	Pascal	<i>Pa</i>
<b>Power</b>	Watt	<i>W</i>

## COMMON IMPERIAL UNITS

QUANTITY	NAME	SYMBOL
<b>Length</b>	Mile	<i>mi.</i>
	Yard	<i>yd.</i>
	Foot	<i>ft. or ' </i>
	Inch	<i>in. or " </i>
<b>Mass</b>	Ton	<i>t.</i>
	Pound	<i>lb. or lbs.</i>
	Ounce	<i>oz. or ozs.</i>
<b>Volume</b>	Cubic foot	<i>cu. ft. or ft<sup>3</sup></i>
	Cubic inch	<i>cu. in. or inch<sup>3</sup></i>
	Gallon	<i>gal.</i>
	Quart	<i>qt.</i>
	Pint	<i>p. or pt.</i>
	Fluid ounces	<i>fl. oz. or oz.</i>
	Dram or drachm	<i>dr. or fl. dr.</i>
<b>Area</b>	Square foot	<i>sq. ft. or ft<sup>2</sup></i>
	Square inch	<i>sq. in.</i>
	Acre	<i>ac.</i>
<b>Temperature</b>	Fahrenheit	<i>°F</i>
<b>Speed</b>	Mile per hour	<i>mph or mi/h</i>
	Foot per second	<i>fps or ft/s</i>
<b>Pressure</b>	Pound per square inch	<i>psi or lbf/in<sup>2</sup></i>

# EDITORIAL GUIDE - FORMAL CORRESPONDENCE

Business or official correspondence hold a very important place in the business world. While email has taken over most of our communication tools, certain situations still require communications to be carried out via formal letter printed on paper.

Letters from FluoroSeal Group should have consistency of structure and appearance. Layout, margins, elements and spacing should follow the guidelines shown here.

### Attention line

The attention line indicates who should receive the letter when the letter is addressed to the organization, or to the recipient's superior. It should be placed between the address and the salutation and begin with Attention or Attn, followed by a colon, a space and the recipient's name. It must be flush with the left margin of the page.

### Subject line

The subject line is optionally included in a letter to give the topic of correspondence. Never follow the subject line with a period. The subject line should be flush with the left margin of the page, between the salutation and the first body paragraph.

### Enclosure notation

Enclosure notations are used to introduce any documents that accompany the letter. It comes after the signature block. Write Enclosures followed by the number of enclosures in parentheses, if there is more than one document.

### Carbon copy notation

Carbon copy notations consists of the names of individuals whom the letter has been sent along with the primary recipient of the letter. This should be denoted in lower case as cc followed by a colon, and should appear last after any enclosure notations.

### Complementary close sign-off options

*Regards, All the best,  
Best wishes*

*Cordially*

*Yours sincerely, Sincerely,  
Yours truly, Yours faithfully,  
Respectfully yours*



### BUSINESS LETTER SAMPLE

Left margin

Right margin

Upper margin

Lower margin

**FLUROSEAL GROUP**

1875 46th Avenue  
Lachine, QC H8T 2N8  
Canada  
T: +1 514-799-0220  
F: +1 514-799-5452

Month Day, Year

[Recipient Name]  
[Company Name]  
[Address Line 1]  
[Address Line 2]  
[Address Line 3]

Attn: [Recipient Name]

Dear Salutation. {Recipient Surname}:  
Subject: [Topic to be discussed]

This is the first body paragraph. The main characteristic of full block business letters is that everything other than the FluoroSeal Group address on the upper right hand corner, is flush with the left margin. Full block letters are more formal than modified block letters.

This is the last body paragraph before the final sign-off. If your letter is only one page, type the complementary close and optional components as shown below. Otherwise, type them on the last page of your letter.

Yours truly,  
[Handwritten signature]

[Sender Name]  
[Sender Job title - Department]  
[FluoroSeal Office / Region]

Encl. (Number)

cc: [Name for copy]

www.flurosealgroup.com

**Font:**  
Open Sans / Arial

**Font Size:**  
11pt

**Font Color:**  
Black

# FLUROSEAL GROUP

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

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