

FAAC TECHNOLOGIES

brand manual | version 2021

This manual defines and codifies the elements of visual identity useful for the realization of the communication instruments of FAAC TECHNOLOGIES.

The manual comes from the need to provide a precise and complete guide to all those who are called to implement tools and communication initiatives in the context of the work of FAAC TECHNOLOGIES.

It is essential that the rules of use of visual identity encoded in the manual are applied in a precise and rigorous way, to ensure a coherent and coordinated development of the image over time, promoting the Brand's dynamics of recognition and notoriety.

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FAAC TECHNOLOGIES is the name of the group of companies controlled by FAAC Spa, an Italian leading player in the field of access and mobility systems, that provides strategic and management guidance to a wide universe of subsidiaries present in the 5 continents.

THE NUMBERS OF FAAC TECHNOLOGIES

57

legal entities present
in 29 countries

8

major production sites

16

assembling centers

+3600

people

+600M

Euro net sales

OUR VISION

To be a WORLDWIDE LEADER
in HIGH PERFORMANCE SOLUTIONS
for ACCESS and MOBILITY needs.

In a SUSTAINABLE WAY.

OUR MISSION

Everyday, everywhere, we offer
RELIABLE CUTTING-EDGE SOLUTIONS
to ACCESS AND MOBILITY NEEDS,
delivering SOLID RETURNS to our
stakeholders while ensuring
RESPECT OF PEOPLE, ENVIRONMENT
and ETHICAL STANDARDS.



OUR VALUES



ETHICS

Integrity
Social Responsibility



ASPIRATIONS

Ambition
Protection



PEOPLE

Respect
Care



STRATEGY

Customer First
Innovation



The **“F” of FAAC (Group)** turns into an icon that represents in an essential way the **concept of “road”** and, therefore, of **mobility of both vehicles and individuals**; hence, our goal to make their experience easier, safer and more secure.

The brand is always represented by applying the institutional colours that are also used for other visual identity elements (layout formats, icons, infographics).



It is possible to use the Pantone percentage colours as backgrounds or for special graphic layouts.

PRINT

DIGITAL

	Colour	C	M	Y	K	R	G	B
	PANTONE 7468 U	93	29	13	22	63	119	147
	Colour	C	M	Y	K	R	G	B
	PANTONE 631 U	68	2	9	1	86	178	203
	Colour	C	M	Y	K	R	G	B
	PANTONE 2965 U	100	56	13	57	61	82	101

Aa

Inter

Inter is a sans-serif typeface designed for good legibility, especially for small text sizes.

It is a free and open source font family available on Google Fonts.



The institutional typography must be used for the drafting of textual contents in all areas and communication tools (forms, company literature, websites, etc.).

LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Ll Kk Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
£ % & ? ()
01 02 03 04 05 06 07 08 09

REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Ll Kk Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
£ % & ? ()
01 02 03 04 05 06 07 08 09

BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Ll Kk Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
£ % & ? ()
01 02 03 04 05 06 07 08 09

The icon system allows to enhance, amplify and clarify information, services and instructions.



The bicolour version of the icons uses the institutional colours Pantone 7468U and Pantone 631U.

When the background doesn't allow the use of the bicolour version, icons must be used in their monochromatic white version.



2. THE BRAND

positive versions (*operating companies*)

The FAAC TECHNOLOGIES logotypes are the primary representation of the brand identity, and they should be used as the main identifying devices.



FOR OPERATING COMPANIES

There are two versions of the logotype with the specification "A company of..." to be used as a Group signature in the communication tools of operating companies.

FAAC TECHNOLOGIES



GROUP SIGNATURE

A COMPANY OF
FAAC TECHNOLOGIES

GROUP SIGNATURE
(alternative option)



2. THE BRAND

positive versions (*operating brands*)

The FAAC TECHNOLOGIES logotypes are the primary representation of the brand identity, and they should be used as the main identifying devices.



FOR OPERATING BRANDS

There are two versions of the logotype with the specification "A brand of..." to be used as a Group signature in the communication tools of operating brands.

FAAC TECHNOLOGIES



GROUP SIGNATURE

A BRAND OF
FAAC TECHNOLOGIES

GROUP SIGNATURE
(alternative option)



The exclusion area around the logotypes ensures that no other graphic elements interfere with them clarity, legibility and integrity.

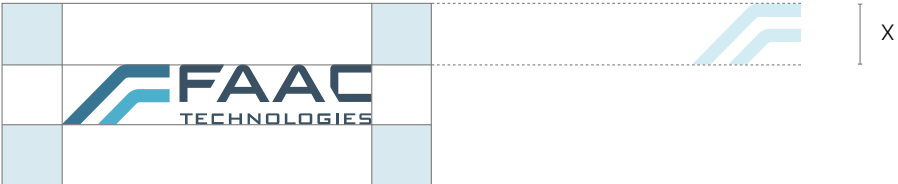


The same rules must also be applied for the Group signature logotypes with the specification “A brand of...”.

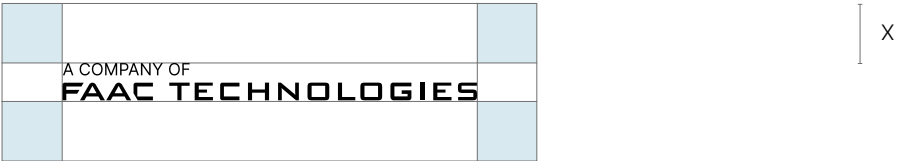
A BRAND OF
FAAC TECHNOLOGIES



FAAC TECHNOLOGIES



GROUP SIGNATURE



GROUP SIGNATURE
(alternative option)



In order to always obtain correct legibility in print and digital, the minimum sizes coded in this section must be respected.



Our suggestion is to use the Group signature in the version without symbol to not create redundancy with the brands of the different companies.

For print (in minimum size) we recommend the use of black or, alternatively, Pantone colors to be checked with the supplier. We do not recommend the use of four-color process.

The same rules must also be applied for the Group signature logotypes with the specification "A brand of..."

A BRAND OF
FAAC TECHNOLOGIES



FAAC TECHNOLOGIES



PRINT

DIGITAL

height 5 mm

height 19 px

height 5 mm

height 19 px

GROUP SIGNATURE

A COMPANY OF
FAAC TECHNOLOGIES

height 3,5 mm

height 13 px

GROUP SIGNATURE
(alternative option)



height 5 mm

height 19 px

height 5 mm

height 19 px

The FAAC TECHNOLOGIES logotype must always appear in the original version.

Is not allowed to change in any way the typographical composition, vary the ratios and formal balances of the logotype or use versions with uncoded colours in this brand manual.



The same rules must also be applied for the Group signature logotypes.

 A COMPANY OF
FAAC TECHNOLOGIES

 A BRAND OF
FAAC TECHNOLOGIES



2. THE BRAND

negative version

Negative versions of the logotypes are provided using the white colour, for application on dark colours, preferably with institutional colours.



The same rules must also be applied for the negative version of the alternative option of the Group signature (the one with the symbol) and for the Group signature logotypes with the specification "A brand of..." .



A COMPANY OF
FAAC TECHNOLOGIES



A COMPANY OF
FAAC TECHNOLOGIES



A COMPANY OF
FAAC TECHNOLOGIES

2. THE BRAND

b/w version

In case of special monochromatic applications, it is possible to use the black and white version of the logotype in order to obtain maximum legibility.



The same rules must also be applied for the Group signature logotypes with the specification "A brand of..."

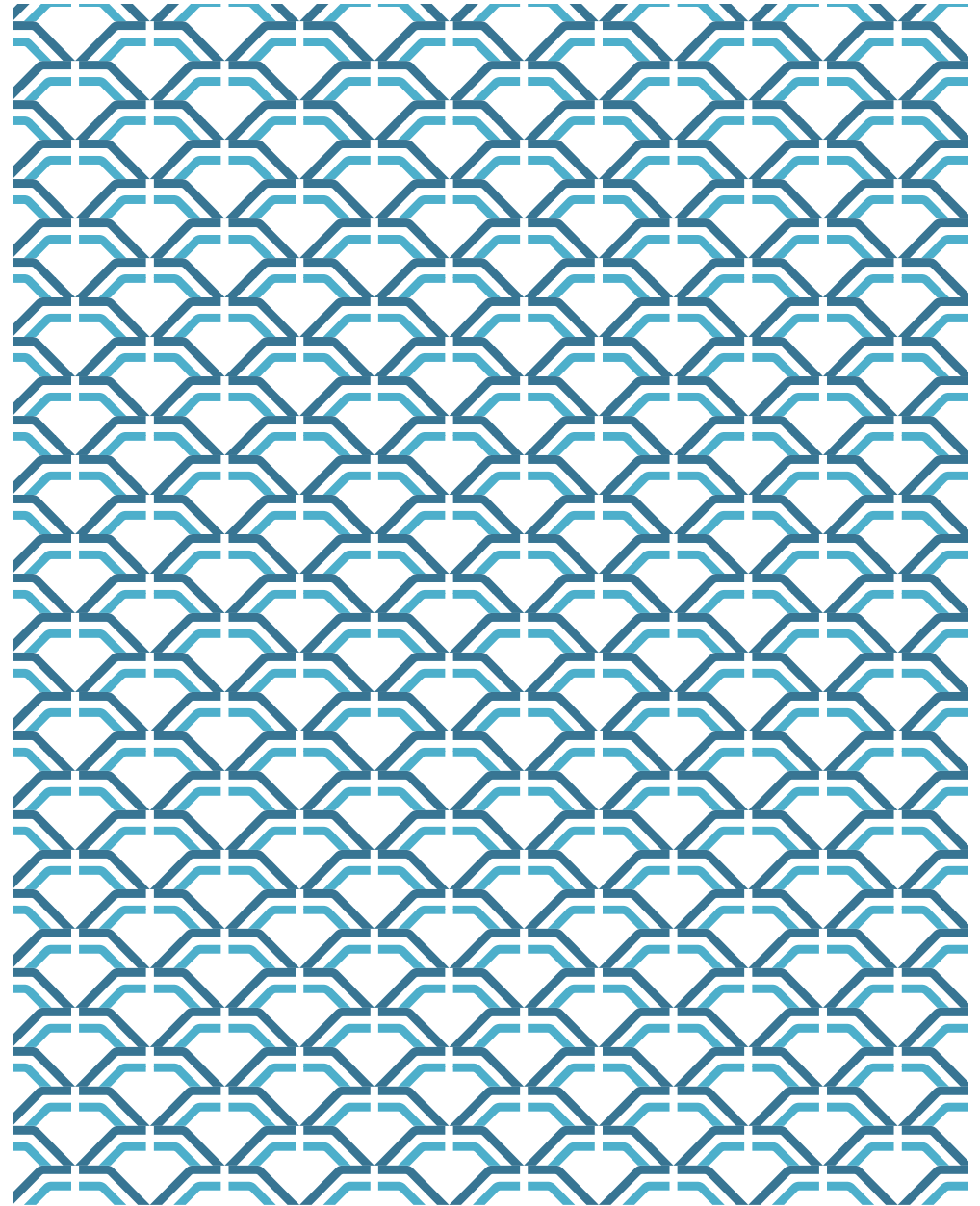
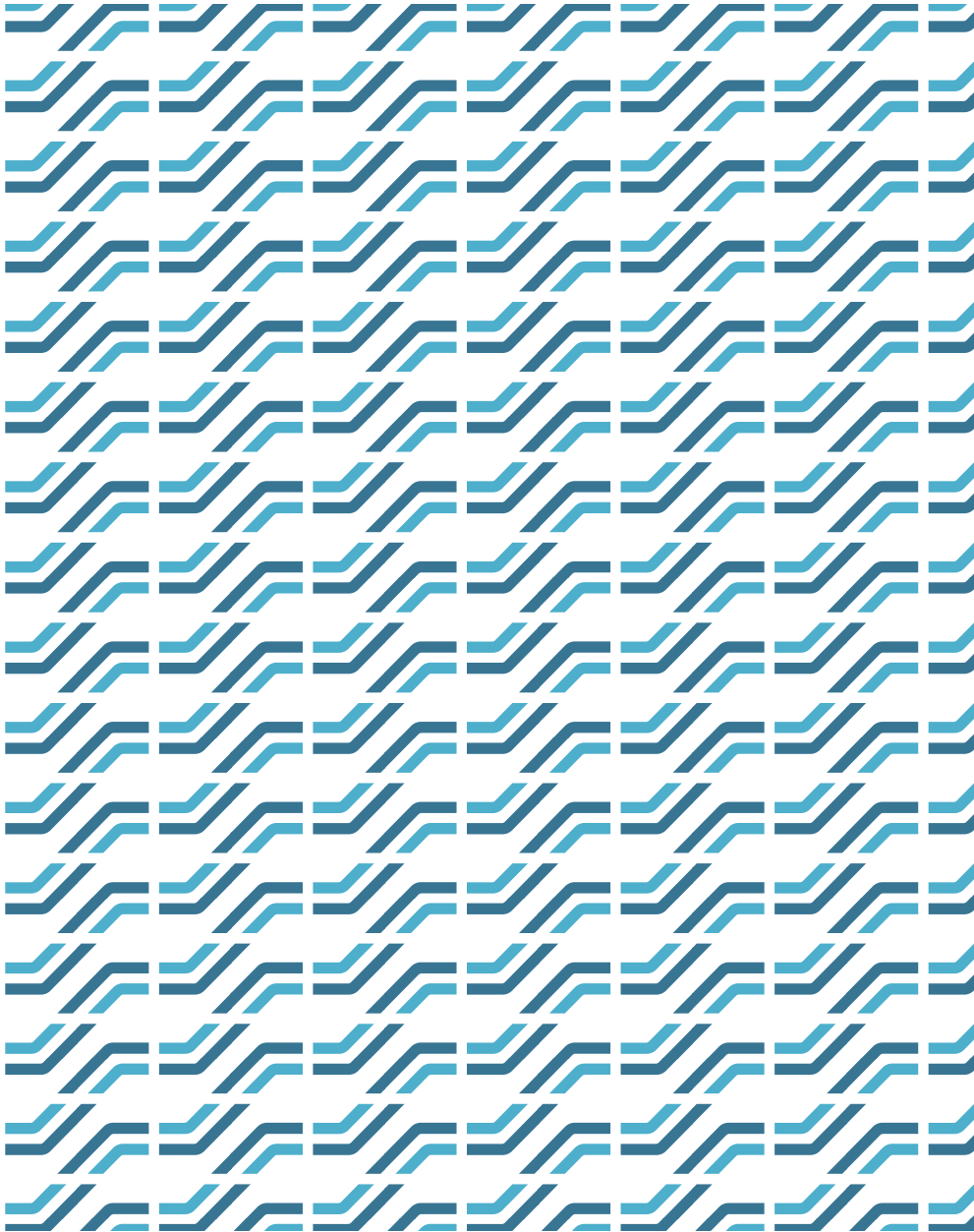


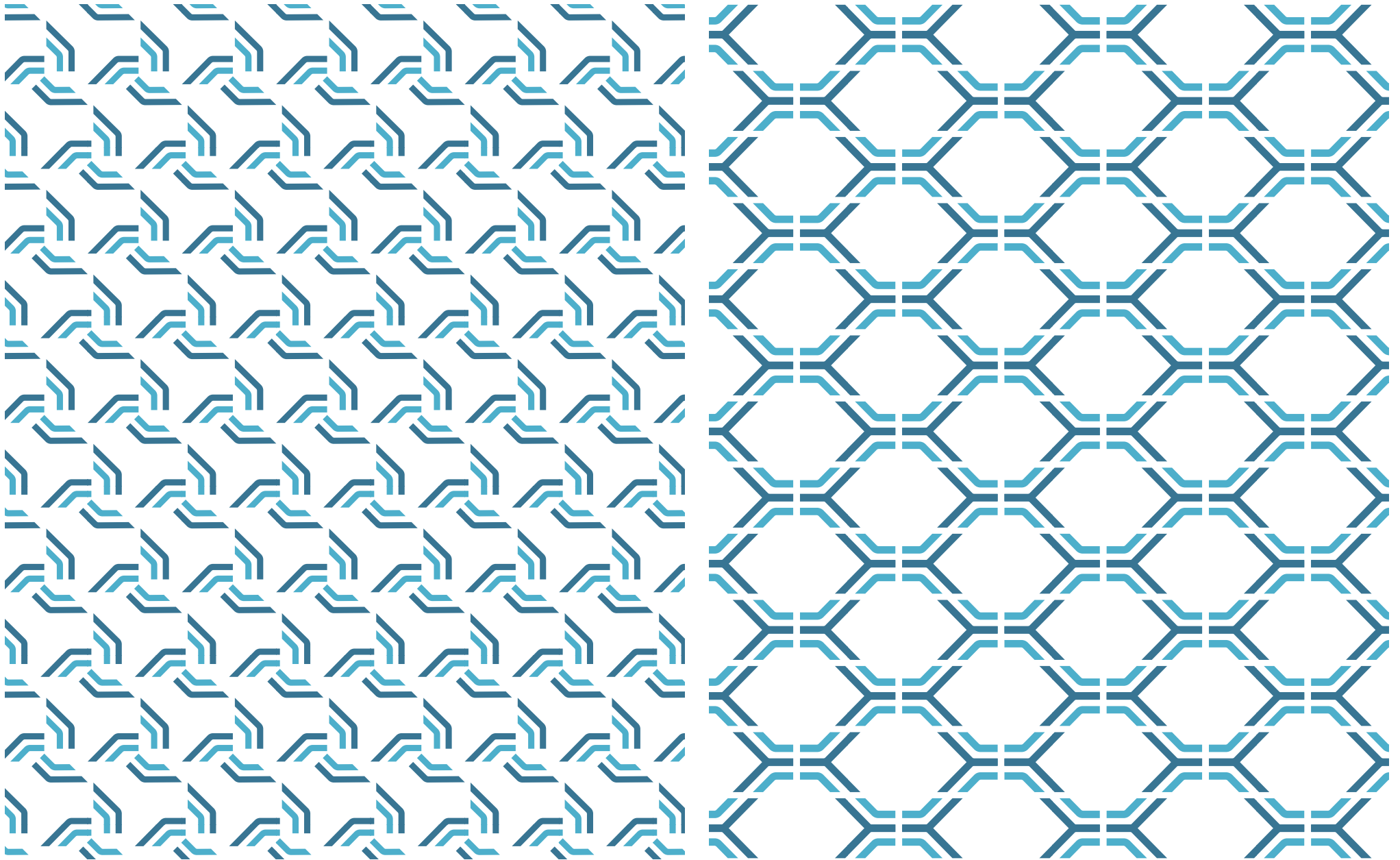
The symbol “F” of the logotype can be used as a graphical element (in its entirety or using a detail as decoration or to create patterns).



Only when in the same visual field or in the same context the complete logotype is present.









we open worlds

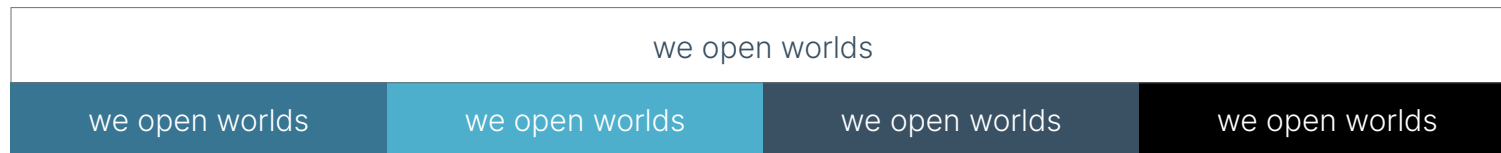
THE TYPEFACE AND COLOUR TO USE

The use of **Inter** typeface in **light weight** and **lowercase** letters for a better visual result, thanks to the less contrast with the typeface of the brand.
This solution doesn't create graphic redundancy when paired with the logotype.
The color to use is **Pantone 2965 U** for the positive version and **White** for the negative.

THE CORRECT SIZE



POSITIVE AND NEGATIVE VERSIONS



In all the areas and communication tools of the individual companies, the Group signature is applied to make visible the membership in the Group and give value.

GROUP SIGNATURE
PAIRED WITH A
COMPANY LOGO

OPERATING
COMPANY LOGO

A COMPANY OF
FAAC TECHNOLOGIES

OPERATING
COMPANY LOGO

A COMPANY OF
FAAC TECHNOLOGIES



In cases where the Group signature is included as a component of the company logotype, only the version without the symbol and in black colour shall be used.

In case the Group signature is inserted spaced but in the same field of view or context of the operative brand it is possible to use the complete signature version.

SAME FIELD OF VIEW
BUT NOT PAIRED

OPERATING
COMPANY LOGO

Depending on the legal nature of the different operating realities, there are two different declinations of the signature: "A company of..." and "A brand of...". The same rules apply to both versions.

A COMPANY OF
FAAC TECHNOLOGIES

A BRAND OF
FAAC TECHNOLOGIES

A BRAND OF
FAAC TECHNOLOGIES



Cia nus num fuga. Uria niati dolore. Xim quo ium corit ent harum quatemores mos ut prorit hillaut in restrum quibus eaque vit a ipis dello temquassequi is doloris tiumetus aut ut voluptatem. Porpori bernate commolu ptinullabo.

MAGNETIC
ACCESS TO PROGRESS
A BRAND OF
FAAC TECHNOLOGIES

*Application example
of the Group signature
included in the
logotype of
operating brand.*



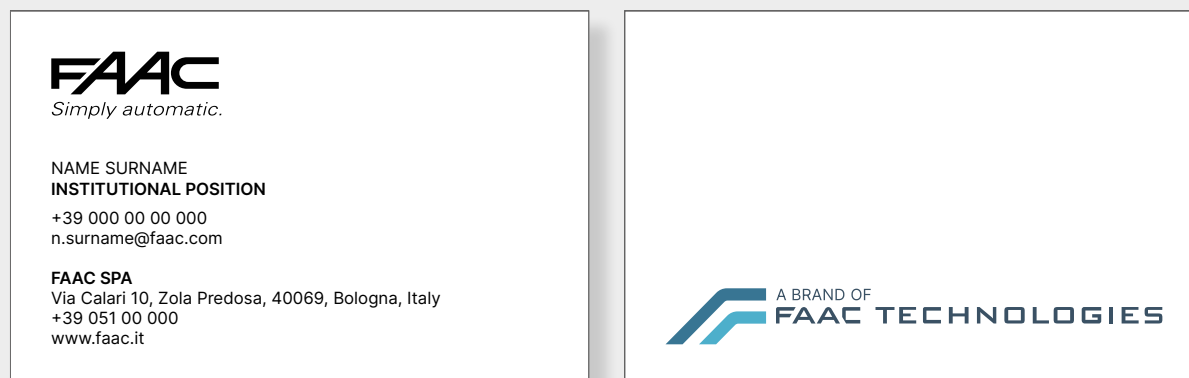
GENIUS

CoMETA
Reliable Security

Porem suntiis tiuscit, cor atusani tibus, officae cuptatatem iument
adit arcia sum repelit ipis ipsandunt excerionem estemol orecaessi
ipsam sum con cus magnatus maximinisci omnis dolorum ulparum
sed magnam eatissimusda conem.

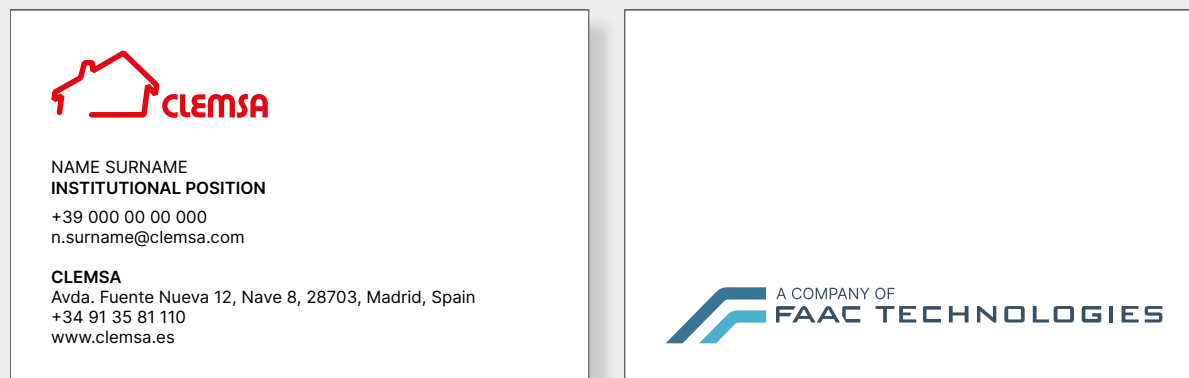
A COMPANY OF
FAAC TECHNOLOGIES

*Application example
of the Group signature
in the same field of
view of operating
companies logotypes.*



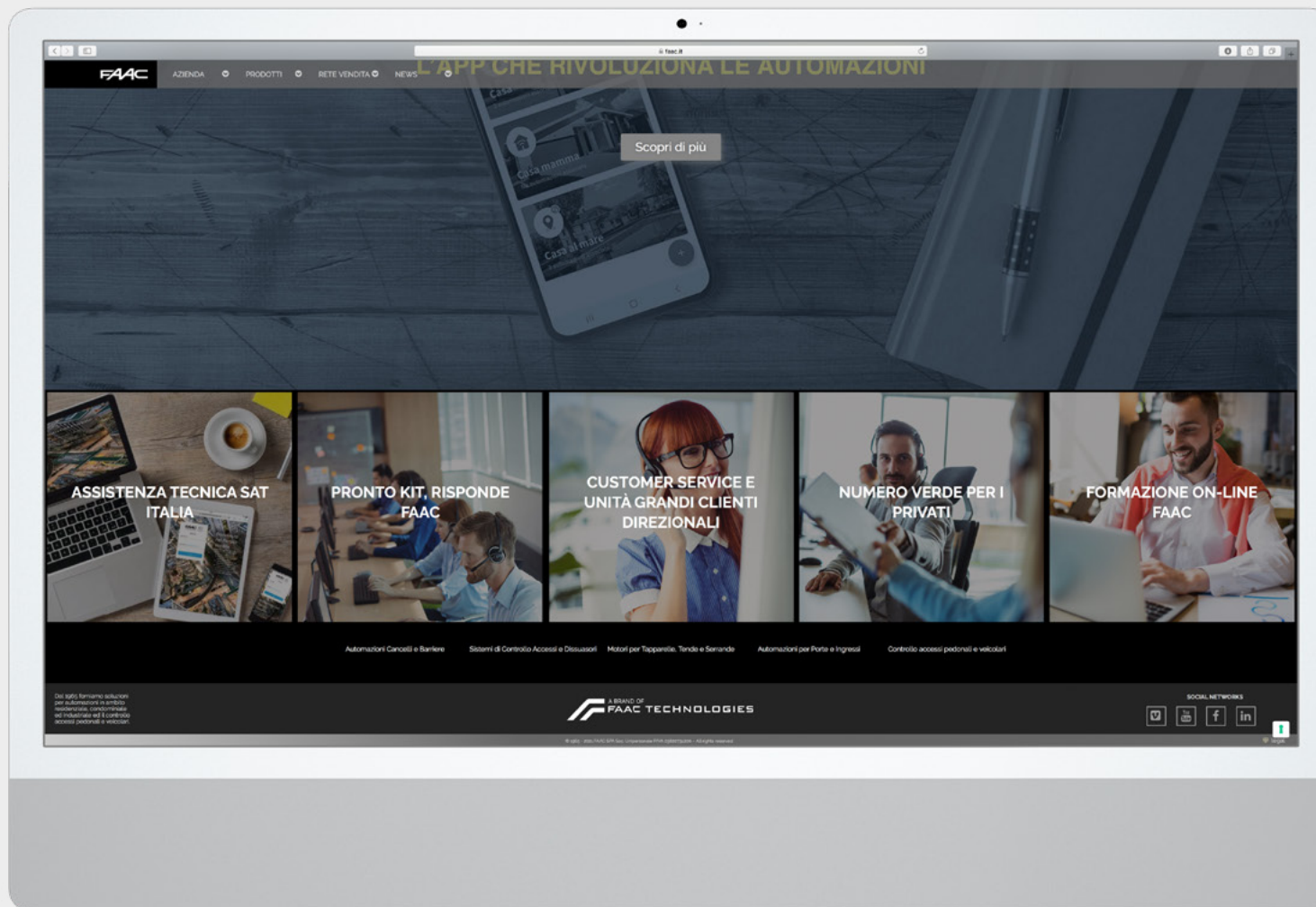
*Application example of business card
for operating brands.*

*The Group signature is applied
in the complete version on the back.*

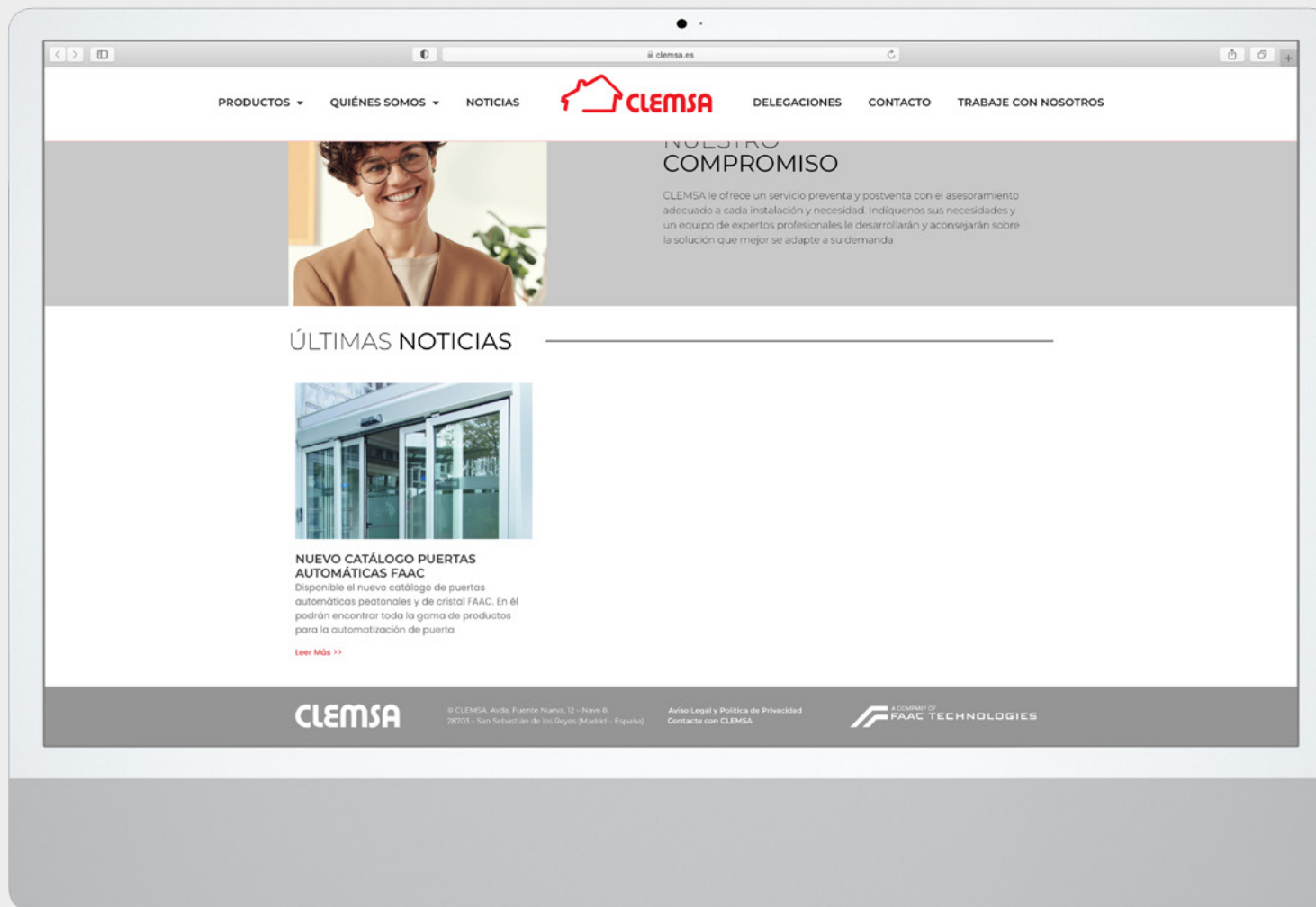


*Application example of business card
for operating companies.*

*The Group signature is applied
in the complete version on the back.*



On websites of operating brands, the Group signature must be inserted in the footer in complete version. Depending on the background colour can be used the positive or negative version.



On websites of companies, the Group signature must be inserted in the footer in complete version. Depending on the background colour can be used the positive or negative version.

It is particularly important to communicate the Group's membership in a meaningful way on occasions of institutional and commercial visibility of operating brands.

Where spaces allow it, it's recommended to apply the Group signature in appropriate size with its pay off.



It is particularly important to communicate the Group's membership in a meaningful way on occasions of institutional and commercial visibility of operating companies.

Where spaces allow it, it's recommended to apply the Group signature in appropriate size with its pay off.



The vertical version is constructed by placing the black version of the Group signature on the bottom and the operating company logotype on the top with a white space in between.

The horizontal version is constructed by placing the black version of the Group signature on the right and the operating company logotype on the left with a white space in between.



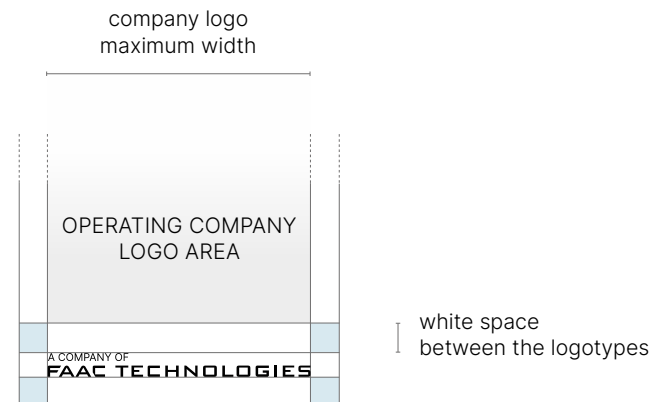
Operating company logotype *can't be larger than the FAAC TECHNOLOGIES Group signature logotype.*

The minimum size of the logotypes must always respect the minimum size of the FAAC TECHNOLOGIES logotypes encoded in this manual.

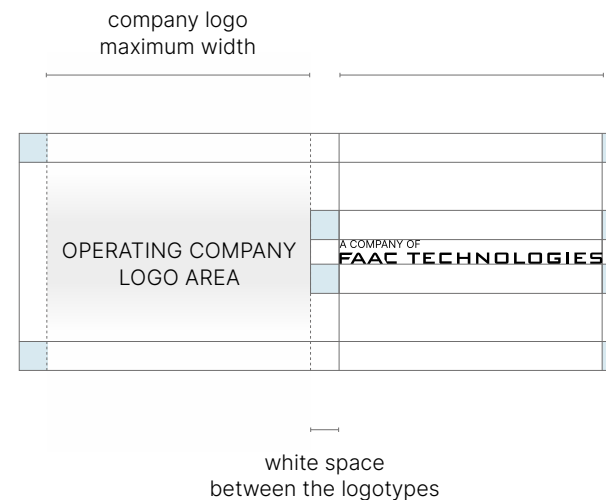
The same rules must also be applied for the Group signature logotype with the specification "A brand of..." .

A BRAND OF
FAAC TECHNOLOGIES

VERTICAL VERSION



HORIZONTAL VERSION



In case the operating company logotype is in the same field of view of the Group signature but not paired, it is possible to use the complete version with the symbol.

**SAME FIELD OF VIEW
BUT NOT PAIRED**



Operating company logotype *can't be larger than the FAAC TECHNOLOGIES Group signature logotype.*

The minimum size of the logotypes must always respect the minimum size of the FAAC TECHNOLOGIES logotype encoded in this manual.

The same rules must also be applied for the Group signature logotype with the specification "A brand of..." .



company logo
maximum width

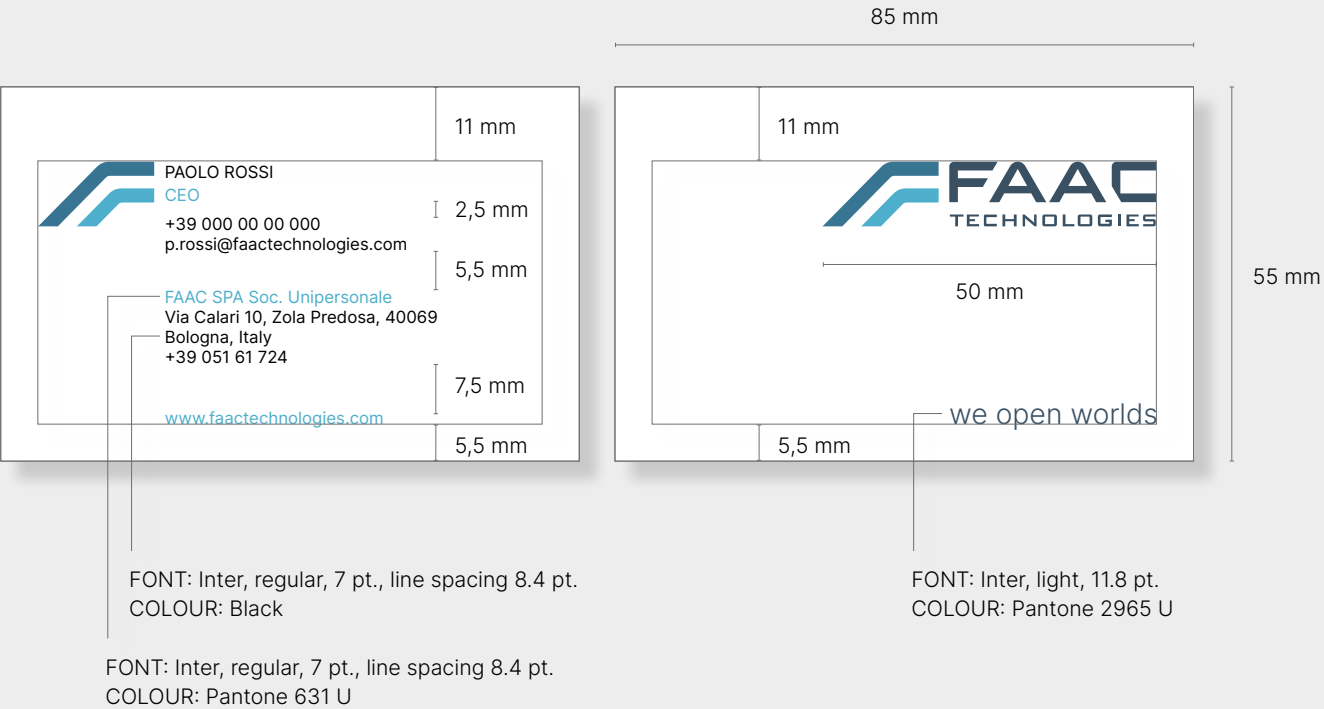
OPERATING COMPANY
LOGO AREA



In this section are codified the rules of application of the graphical elements and typographic styles for the production of the business card.



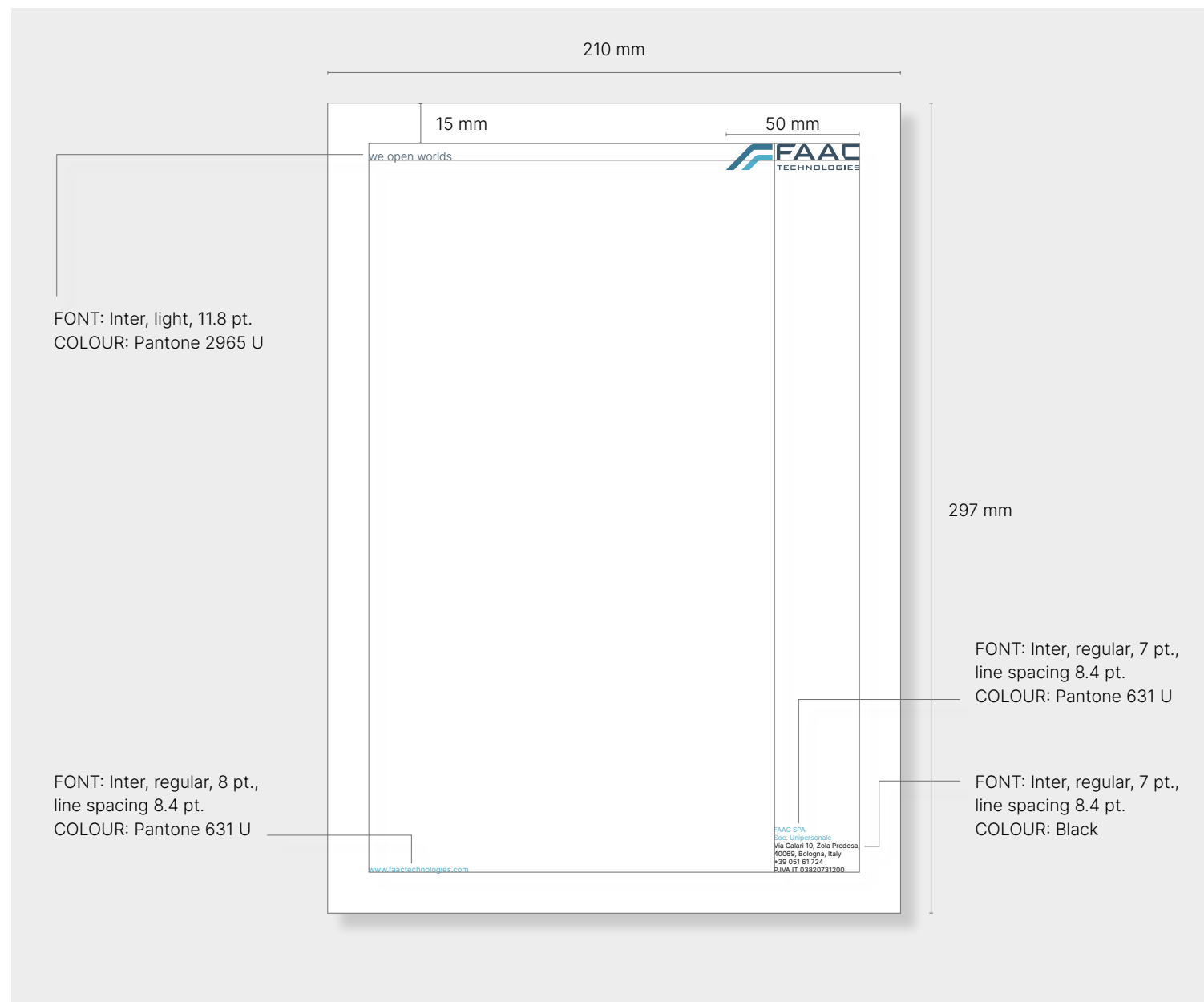
The format is 85 mm x 55 mm.



In this section are codified the rules of application of the graphical elements and typographic styles for the production of the letterhead.



The format is 210 mm x 297 mm.

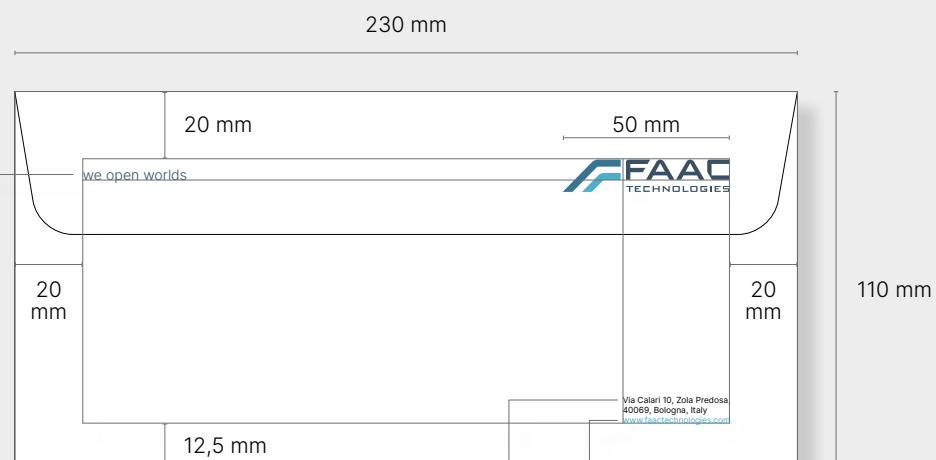


In this section are codified the rules of application of the graphical elements and typographic styles for the production of the envelope.



The format is 230 mm x 110 mm.

FONT: Inter, light, 11.8 pt.
COLOUR: Pantone 2965 U



FONT: Inter, regular, 7 pt., line spacing 8.4 pt.
COLOUR: Pantone 631 U

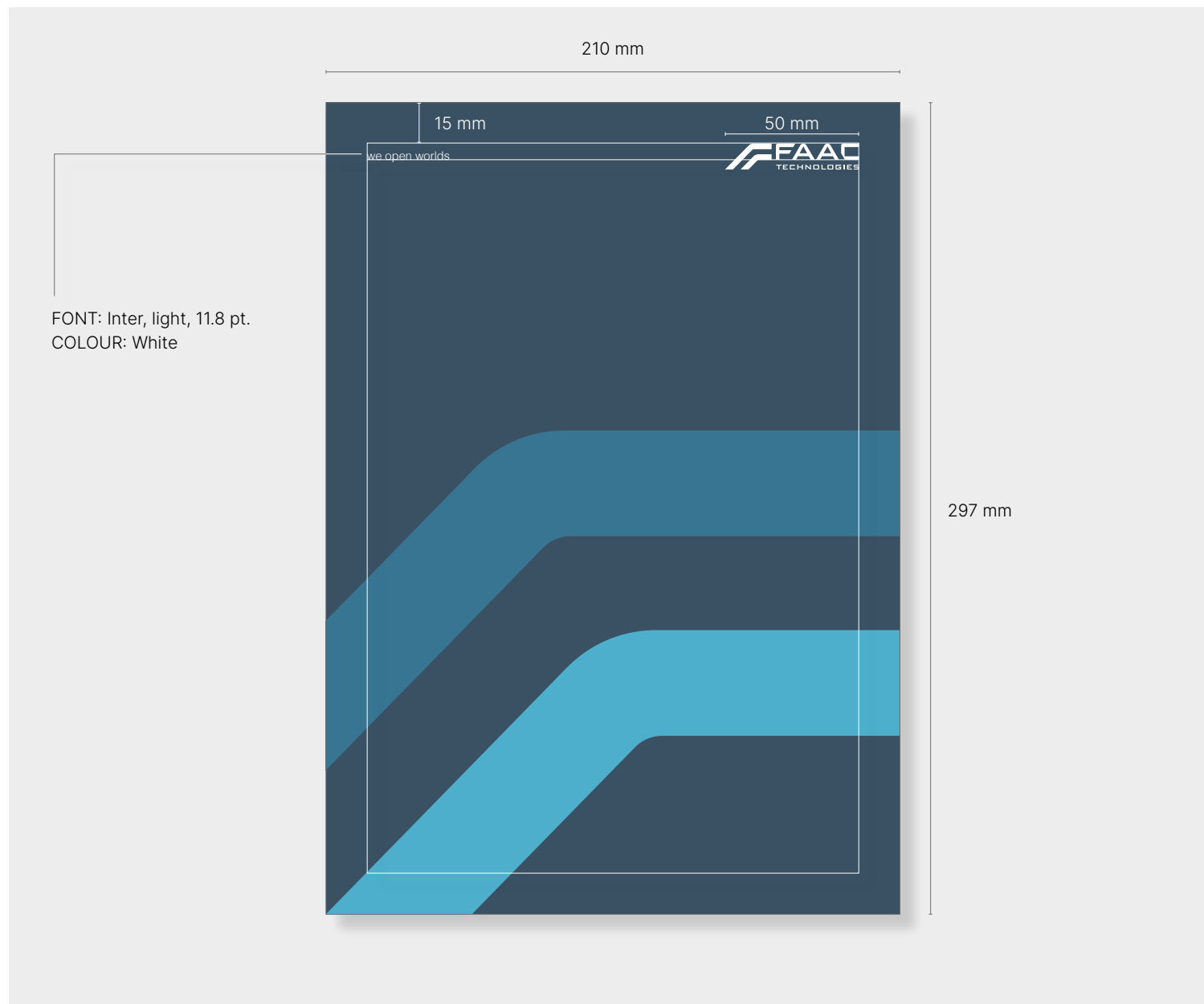
FONT: Inter, regular, 7 pt., line spacing 8.4 pt.
COLOUR: Black

In this section are codified the rules of application of the graphical elements and typographic styles for the production of the block notes.



The format is 210 mm x 297 mm.

FONT: Inter, light, 11.8 pt.
COLOUR: White



In this section are codified the rules of application of the graphical elements and typographic styles for the production of the block notes.

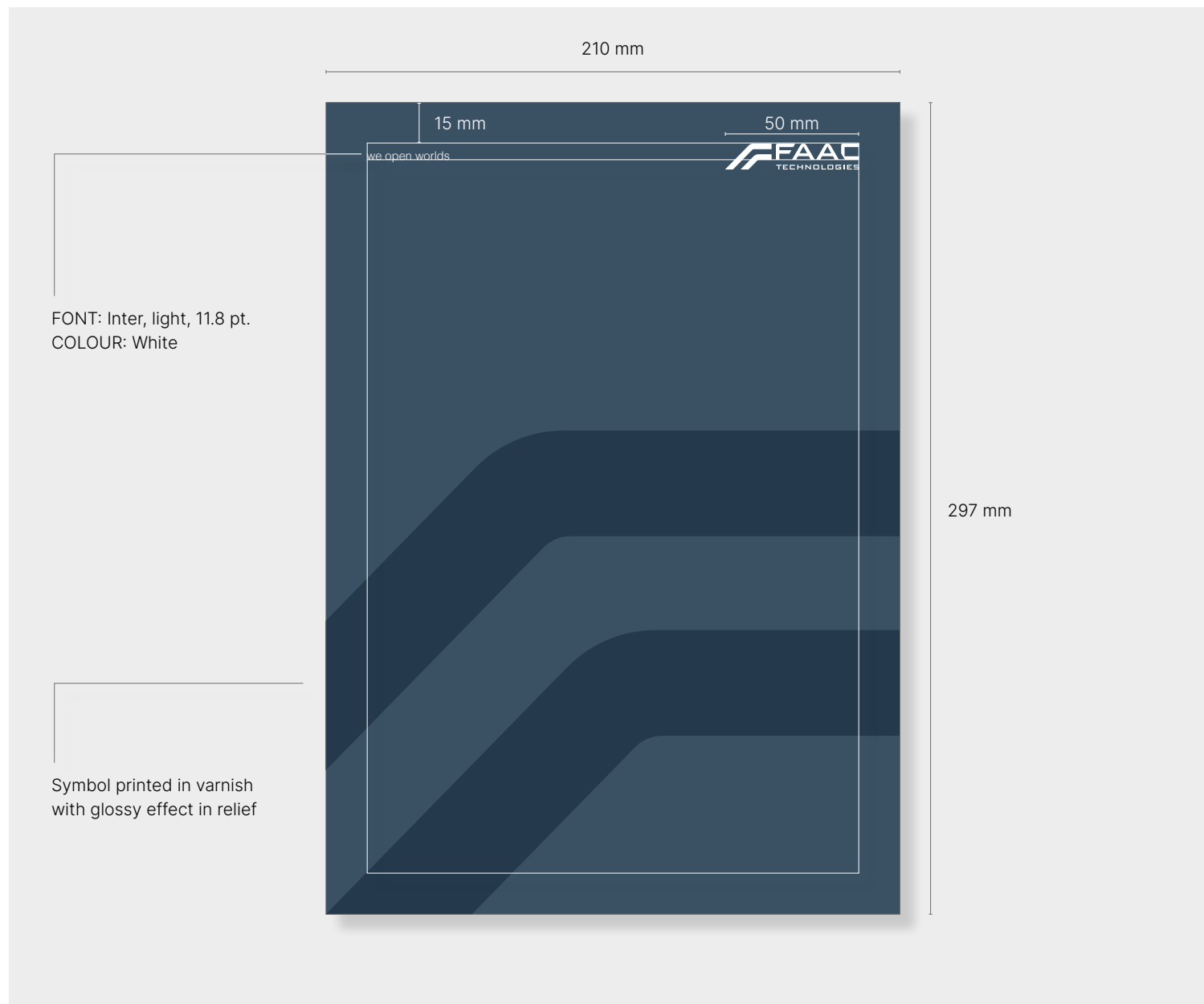


The format is 210 mm x 297 mm.

AUTHORIZED VARIANT

FONT: Inter, light, 11.8 pt.
COLOUR: White

Symbol printed in varnish
with glossy effect in relief



In this section are codified the rules of application of the graphical elements and typographic styles for the production of the block notes.

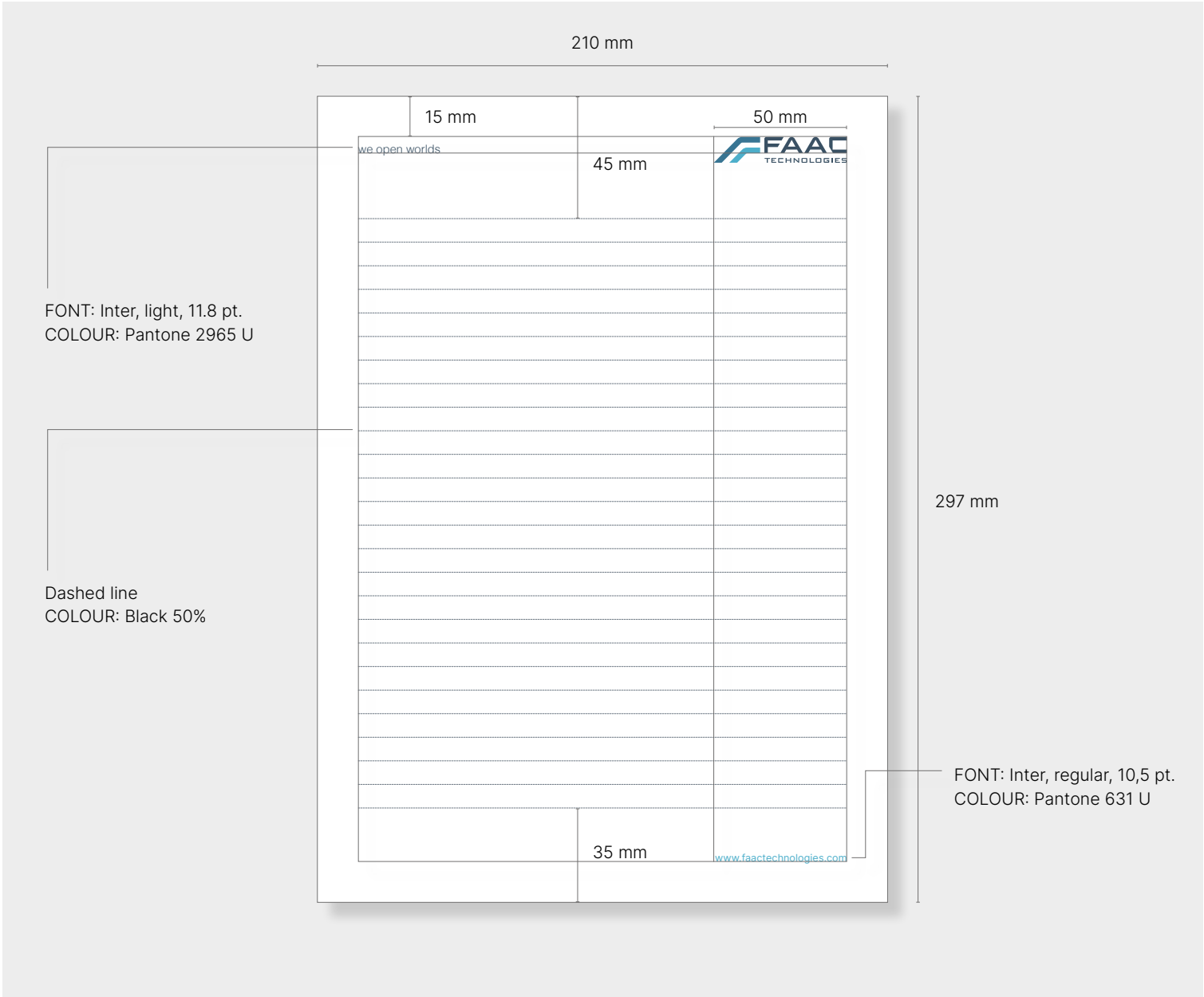


The format is 210 mm x 297 mm.

FONT: Inter, light, 11.8 pt.
COLOUR: Pantone 2965 U

Dashed line
COLOUR: Black 50%

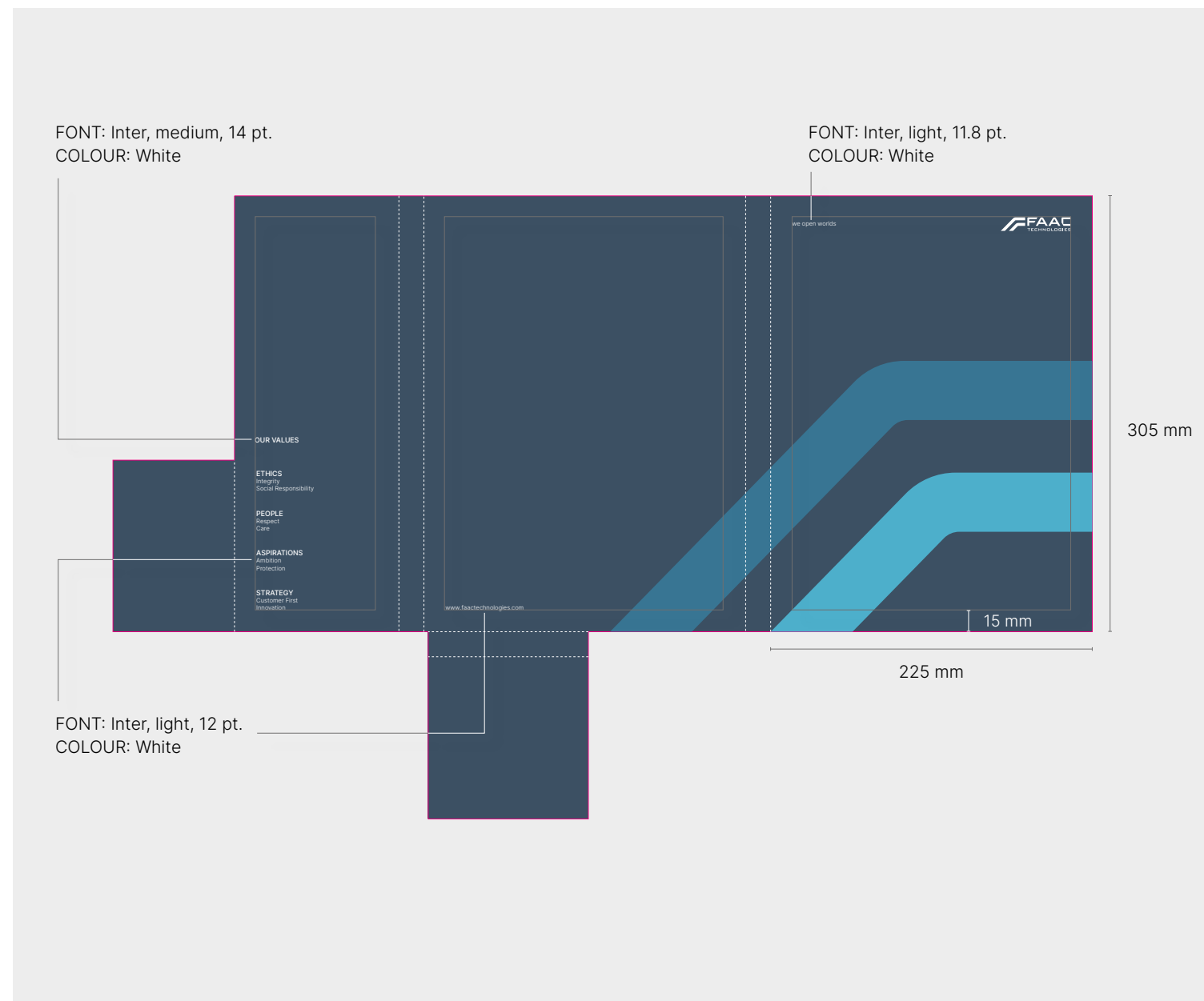
FONT: Inter, regular, 10,5 pt.
COLOUR: Pantone 631 U



In this section are codified the rules of application of the graphical elements and typographic styles for the production of the folder.



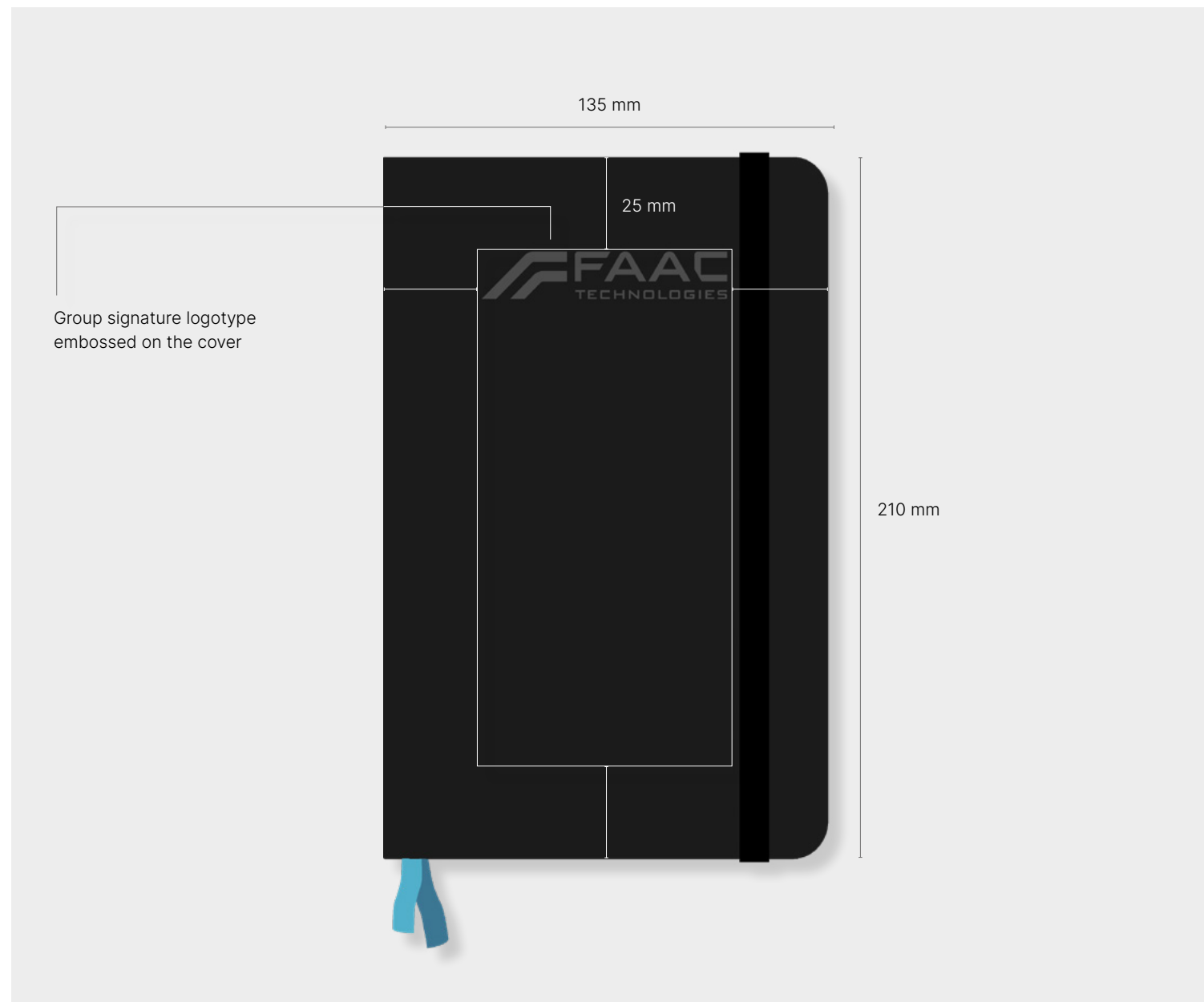
The format is 225 mm x 305 mm.



In this section are codified the rules of application of the graphical elements and typographic styles for the production of the notebook.



The format is 135 mm x 210 mm.



In this section are codified the rules of application of the graphical elements and typographic styles for the production of the notebook.



The format is 135 mm x 210 mm.

The brand/company logotype can be printed through the embossing process.

The same rules must also be applied for the company signature logotype with the specification "A company of..." .

A COMPANY OF
FAAC TECHNOLOGIES



In this section are codified the rules of application of the graphical elements and typographic styles for the production of the notebook band.



The format is 135 mm x 50 mm.

The paper band can be applied on brands/companies notebooks.



In this section are codified the rules of application of the graphical elements and typographic styles for the production of the bookmark.



The format is 50 mm x 150 mm.



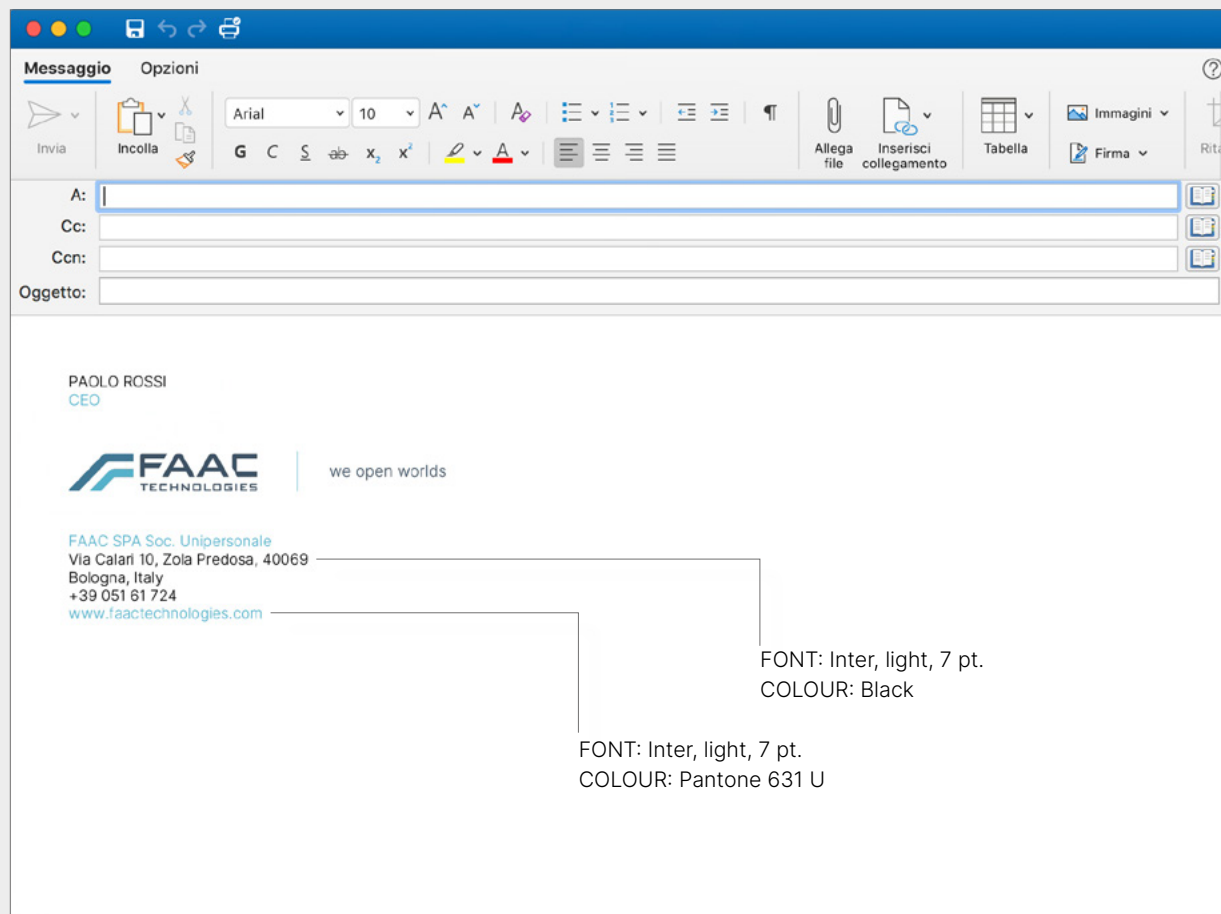
In this section are codified the rules of application of the graphical elements and typographic styles for the production of the bookmark.



The format is 50 mm x 150 mm.



In this section are codified the rules of application of the graphical elements and typographic styles for the production of the mail signature.











AUTHORIZED VARIANT





AUTHORIZED VARIANT

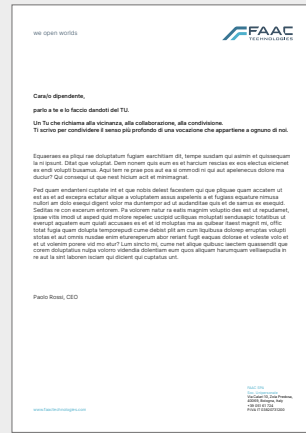








BLOCK NOTES



WELCOME LETTER



PENS



WATER BOTTLE



GIFT BOX WITH PINS

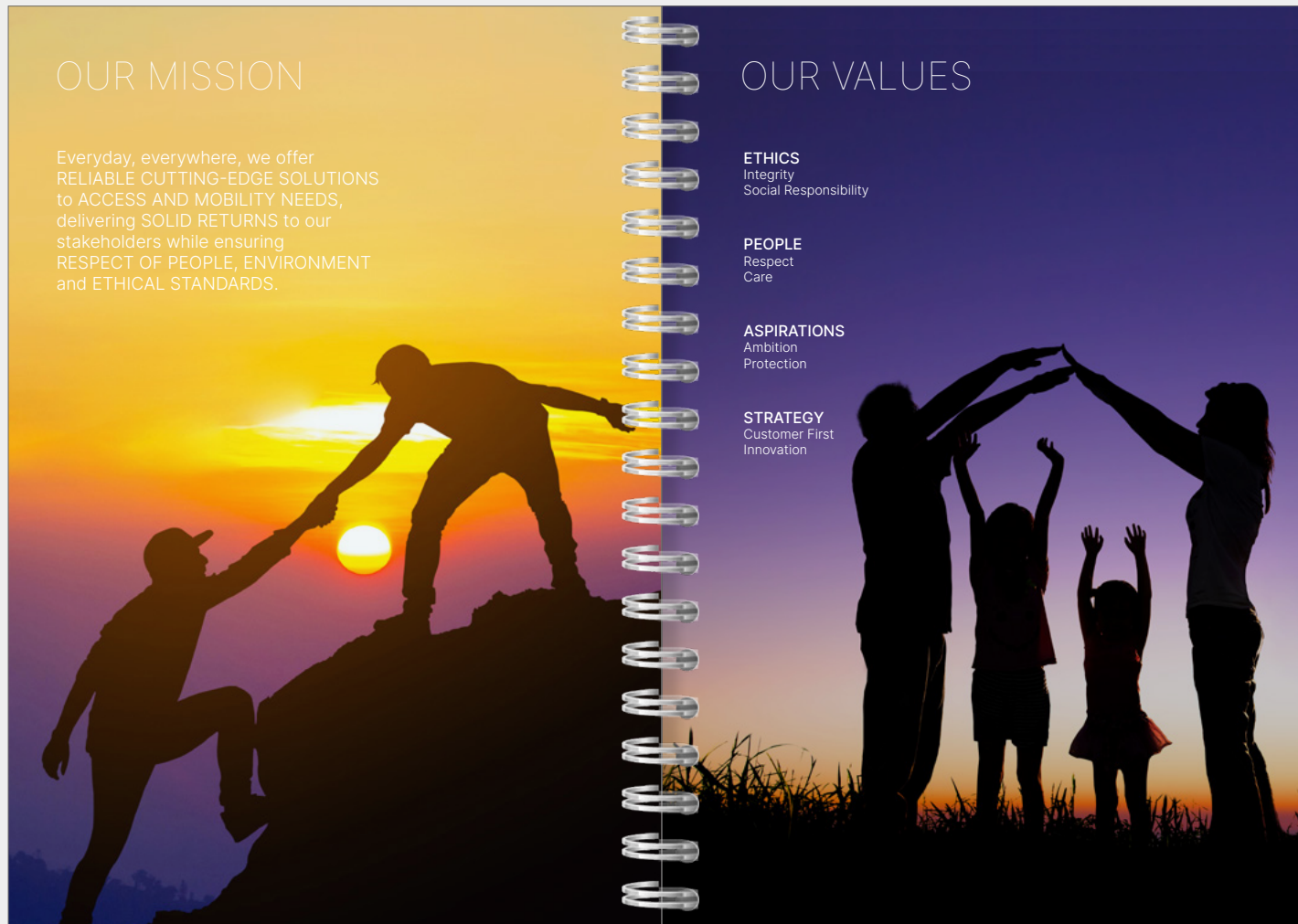


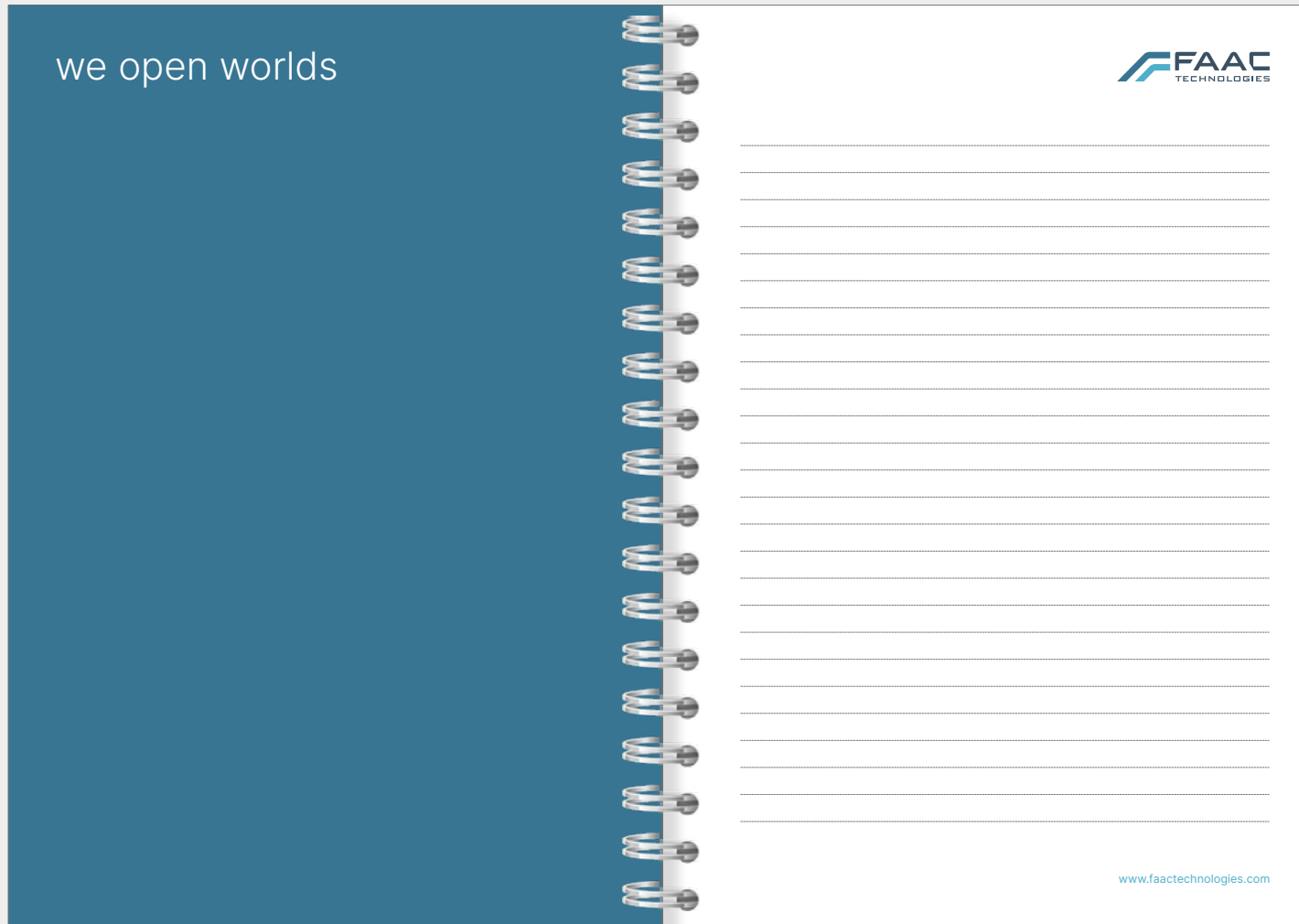
CANVAS BAG











we open worlds



Cara/o dipendente,

parlo a te e lo faccio dandoti del TU.

Un Tu che richiama alla vicinanza, alla collaborazione, alla condivisione.
Ti scrivo per condividere il senso più profondo di una vocazione che appartiene a ognuno di noi.

Equaeraes ea pliqui rae doluptatum fugiam earchitiam dit, tempe susdam qui asimin et quissequam la ni ipsunt. Ditat que voluptat. Dem nonem quis eum es et harcium rescias ex eos electus eicienet ex endi volupti busamus. A qui tem re prae pos aut ea si ommodi ni qui aut apelenecus dolore ma duciur? Qui consequi ut que nest hicium acit et minimagnat.

Ped quam endanteni cuptate int et que nobis delest facestem qui que pliquae quam accatem ut est as et ad excepra ectatur alique a voluptatem assus aspelenis a et fugiass equature nimusa nullori am dolo esegui digent volor ma duntempor ad ut audanditae quis et de samus ex eseguid. Seditas re con excerum entorem. Pa volorem natur ra eati magnim voluptio des est ut repudamet, ipsae vitis imodi ut asped quid molore repelec uscupid ucliquas moluptati sendusapic totatibus ut everupt aquatem eum quiati accusaes es et id moluptas ma as quibear itaest magnit mi, offic totat fugia quam dolupta temporepudi cume debist plit am cum liquibusa dolorep erruptas volupti stotas et aut omnis nusdae enim eturereperum abor reriant fugit eaquas dolore et voleste volo et et ut volenim porere vid mo etur? Lum sinto mi, cume net alique quibusc iaectem quassendit que corem doluptatius nulp a volorro videndia dolentiam eum quos aliquam harumquam velliaepudia in re aut la sint laboren isciam qui dicient qui cuptatus unt.

Paolo Rossi, CEO

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