



FRERES

INNOVATION IS OUR TRADITION



BRAND STANDARDS GUIDE

LOGO MARK



TREE AND STRIPES

Three stripes emerge from the bisected silhouette of an evergreen tree, representing the “F” in the Freres name and the layers of wood veneer that make up our products. The mark depicts the process of turning trees into the future’s building materials, while its diagonal aspect signifies movement and progress.

LOGO LOCKUPS

FULL COLOR

PRIMARY TAGLINE

VERTICAL

FRS-logo-stacked-CMYK-2022-03.pdf

FRS-logo-stacked-PMS-2022-03.pdf

FRS-logo-stacked-RGB-2022-03.png

HORIZONTAL

FRS-logo-CMYK-2022-03.pdf

FRS-logo-PMS-2022-03.pdf

FRS-logo-RGB-2022-03.png

ALTERNATE TAGLINE

VERTICAL, ALT TAGLINE

FRS-logo-stacked-alt-CMYK-2021-06.pdf

FRS-logo-stacked-alt-PMS-2021-06.pdf

FRS-logo-stacked-alt-RGB-2021-06.png

HORIZONTAL, ALT TAGLINE

FRS-logo-alt-CMYK-2021-06.pdf

FRS-logo-alt-PMS-2021-06.pdf

FRS-logo-alt-RGB-2021-06.png

BRAND MARK, 1 COLOR

FRS-logo-notext-red-CMYK-2021-06.pdf

FRS-logo-notext-red-PMS-2021-06.pdf

FRS-logo-notext-red-RGB-2021-06.png

Logo files are posted to central Dropbox folder.
See Marketing Director for access.



? WHICH TAGLINE WHEN?

The **primary tagline** should be used by default, and in cases where your audience may not be familiar with your company or product category—or when you want to underscore your focus.

The **alternate tagline** can be used when your audience is already familiar with your product category, and you have the opportunity to instead highlight your brand promise.



LOGO LOCKUPS

ONE COLOR

HORIZONTAL, 1 COLOR

FRS-logo-1color-RGB-2022-03.png

FRS-logo-1color-CMYK-2022-03.pdf

VERTICAL, 1 COLOR

FRS-logo-1color-stacked-RGB-2022-03.png

FRS-logo-1color-stacked-CMYK-2022-03.pdf

HORIZONTAL, WHITE

FRS-logo-white-alt-RGB-2022-03.png

VERTICAL, WHITE

FRS-logo-white-alt-stacked-RGB-2022-03.png

BRAND MARK, 1 COLOR

FRS-logo-notext-1color-RGB-2021-06.png

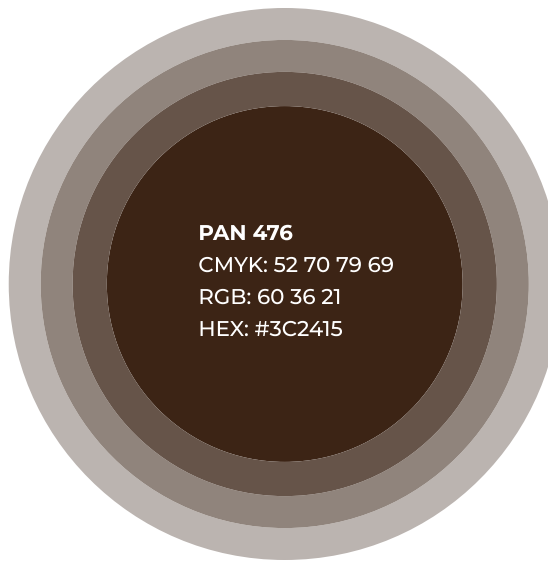
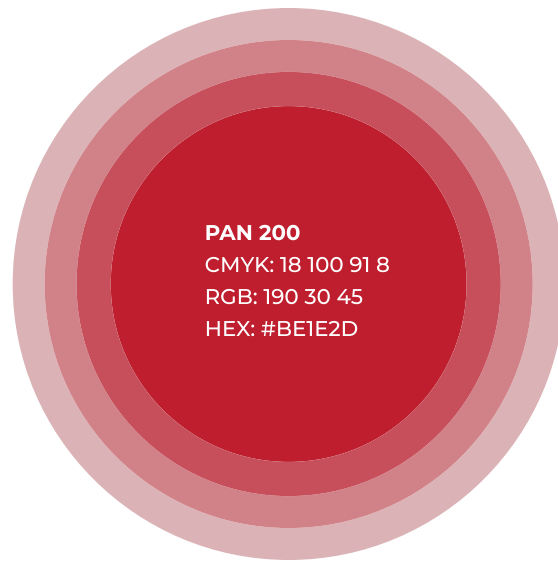
FRS-logo-notext-1color-CMYK-2021-06.pdf

BRAND MARK, WHITE

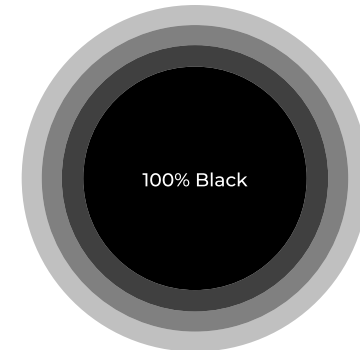
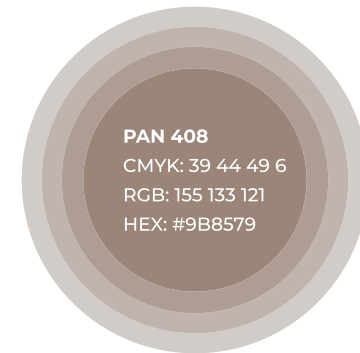
FRS-logo-notext-white-RGB-2021-06.png

BRAND COLORS

PRIMARY



SECONDARY



← PAN 408



TOPIC SUBHEAD HERE

THIS IS OUR HEADLINE FONT

Nunc arcu rhoncus enim tincidunt. Rhoncus habitant nisl sit aenean nisi hac. Vitae sed mattis ipsum mattis congue. Tincidunt in porta nisl viverra cursus morbi amet ut. Netus euismod nulla quis in nam.

This is the font used in paragraph, or body text. Nunc arcu rhoncus enim tincidunt. Rhoncus habitant nisl sit aenean nisi hac. Vitae sed mattis ipsum aliquam mattis congue. Lectus at sodales dui consectetur. Feugiat gravida sodales morbi tellus. Ullamcorper magna cras mattis turpis tellus aenean. Tincidunt in porta nisl viverra cursus morbi amet ut. Netus euismod augue volutpat nulla quis in nam.

ENGINEERED WOOD PRODUCTS

CUSTOM STENCIL R CHARACTER



TOPIC, PRE-SUBHEAD
Univers Bold Condensed
All caps, 35 letterspacing (optical)

HEADLINE
Redzone Black SemiExtd
All caps

INTRO BODY
Montserrat Bold

BODY
Montserrat Medium

TAGLINE, CALLOUTS
Univers Bold Extended
All caps, 35 letterspacing (optical)

Redzone Black SemiExtd

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890**

Montserrat Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Univers Bold Extended

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890**

USAGE GUIDELINES



MINIMUM SIZE

Do not scale logo smaller than 1" wide. Make sure that the logo is not pixellated or blurry when viewed on screen.



MINIMUM CLEAR SPACE

Maintain clear, even spacing in all directions.



MANIPULATION

Do not rotate, stretch, or slant the logo. Don't add a drop shadow, outlines, or other extra effects.

USAGE GUIDELINES

- **Don't create new logo variations**
ex. change font, change text, modify logo elements
- **Logo colors should never be changed**
- **Do not crop the logo**
- **Ensure contrast with background**
- **Don't use old logo versions or taglines**



