

BRAND GUIDELINES

AUGUST 2021





OUR BRAND STORY

Our mission is to create a safer and more productive steep-slope logging industry throughout the world by developing products designed to reduce injuries in high-risk logging operations.

We believe every person working in the logging sector has the right to work in safe conditions and return home unharmed – every single day.

MISSION

We are a Forestry Solutions brand operating on a global stage developing and commercialising world leading innovative technologies. Our focus is on safe, efficient and effective solutions for the Forest Industry and the communities we serve.

VISION

We will be a global leader in steep slope solutions with an extraordinary focus on:

- Safe
- Efficient
- Effective and environmentally friendly technology serving our global communities.

We grow and engage our people by:

- Embracing technology
- Nurturing idea's
- Respecting each other's views
- Enjoying what we do
- Protecting our heritage

VALUES

ZERO HARM

- Everyone Home Safe Every Day
- Follow Procedures at All Times
- Have The Courage to Intervene

"We are totally committed to ensuring everyone returns home safe every day. We achieve this by following procedures at all times and having the courage to intervene when anybody's safety is at risk".

INNOVATION

- Challenge the Status Quo
- Open Our Minds
- Strive for Simplicity

"We create innovation by challenging the status quo with open minds and continually striving for simplicity".

TEAM WORK

- Our Strength is in Our Team
- Respectful Communication
- Encourage & Support Each Other

"Our greatest strength is in our team. We pride ourselves in honest respectful communication, encouraging and supporting each other no matter what challenges we face".

ACCOUNTABILITY

- Define
- Achievable
- Measurable

"Before we take action we make sure it is clearly defined, the desired outcome is achievable and able to be measured".

EXCELLENCE

- Pride
- In everything we do
- Second to none

"Taking pride in everything we do, we continually strive to achieve excellence by delivering results that are second to none".

PASSION

- Belief
- Motivated
- Clear Vision

"We are passionate and believe in what we do. We come to work every day motivated with a clear vision of what we need to accomplish to turn our passion into positive results."

CORE ELEMENTS

At the core of our brand's visual identity are a few elements that provide recognition and differentiation in every piece of communication. In this chapter you'll find information on these core visual elements to guide communications of the FFE brand in a unified and consistent manner.

LOGO

The FFE logo is the main identifier for our brand and should appear on all brand communications and touch-points e.g. print, digital and machines. The primary version set out below is always used in the first instance. However the secondary versions can be used if required (see following pages). This logo is a registered trademark, as indicated by the R mark, and holds special significance for our brand.

The Southern Cross is an important part of New Zealand history, symbolising navigation. To us, this represents never losing sight of our mission, and navigating challenges in order to achieve our vision.

Our name arose serendipitously. While testing the first grapple carriage prototype, a native New Zealand falcon (kārearea) flew overhead, and the Falcon brand was born.

PRIMARY LOGO

FFE Blue on white is the preferred logo version. This is the primary logo and should be used in the first instance.



COLOUR VARIATIONS

The reversed white logo can be used on an FFE blue, black or dark grey background. The logo should be white with red stars.



The 1 colour variations are for applications where colour printing is unavailable.

FFE
FALCON
FORESTRY EQUIPMENT

FFE
FALCON
FORESTRY EQUIPMENT

CORE ELEMENTS

SECONDARY LOGO - STACKED

Use this logo in marketing material where there is limited space to communicate the brand offering e.g. small advertisements



COLOUR VARIATIONS

The reversed white logo can be used on an FFE blue, black or dark grey background. The logo should be white with red stars.



The 1 colour variations are for applications where colour printing is unavailable.



SECONDARY LOGO - STRAP

Use this logo in marketing material where there is limited space to communicate the brand offering e.g. small advertisements



COLOUR VARIATIONS

The reversed white logo can be used on an FFE blue, black or dark grey background. The logo should be white with red stars.



The 1 colour variations are for applications where colour printing is unavailable.



CORE ELEMENTS

MINIMUM SIZE

To ensure legibility the logos should not be used smaller than the minimum sizes set out below.



INCORRECT USAGE

For both building brand awareness and protecting the trademark of our brand, it's important to retain consistent and correct use of all our logos.

In general, do not alter any of the logos in any way.

The following examples illustrate possible misuses and simple rules to follow. These examples apply across our entire suite of logos.



Do not stretch, distort or rotate the logo



Do not alter the logo colours



Do not alter the typography style



Do not outline the logo



Do not use the reversed white logo on a background which does not reflect the FFE brand (colour and imagery)



Do not place logo on busy backgrounds or incompatible colours where it becomes illegible

COLOUR PALETTE

Colour is a powerful means of recognition, helping establish a clear identity and distinction for FFE and our products.

PRIMARY COLOURS

At the heart of our brand is FFE blue. As luck would have it, this was the only colour our founder, Dale Ewers, had in his garage from his stock-car racing hobby. The first prototype was painted this colour, and every machine we've created since. FFE blue should be presented as the dominant colour throughout our communications.

C100 – M80 – Y9 – K0
RGB 0, 76, 151
#004C97

C0 – M0 – Y0 – K100
RGB 0, 0, 0
#000000

C20 – M0 – Y0 – K85
RGB 42, 54, 61
#2A363D

C0 – M0 – Y0 – K0
RGB 255, 255, 255
#FFFFFF

C9 – M6 – Y6 – K0
RGB 225, 225, 225
#E1E1E1

SECONDARY COLOURS

Our secondary colours are used as accents, providing an opportunity to add interest and variation, but their presence should not detract from the brand's impact.

C50 – M10 – Y100 – K0
RGB 137, 169, 42
#89A92A

C0 – M100 – Y85 – K6
RGB 212, 0, 36
#D40024

C100 – M55 – Y0 – K70
RGB 0, 29, 65
#001D41

C70 – M0 – Y15 – K0
RGB 0, 179, 207
#00B3CF

TYPOGRAPHY

Typography provides a strong, unifying element, helping us to convey a consistent brand voice. Our font is Roboto. Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves, with a natural reading rhythm that makes it approachable and human.

ROBOTO CONDENSED

The condensed version of Roboto is reserved for headings and larger text. It should be used with slightly increased letter spacing. Roboto condensed is a google font and can be downloaded from:

<https://fonts.google.com/specimen/Roboto+Condensed>

ROBOTO CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Roboto

The regular Roboto family can be used in a variety of weights and styles for body copy and smaller headings. Roboto is a google font and can be downloaded from:

<https://fonts.google.com/specimen/Roboto>

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Roboto light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

These fonts are for external brand applications only. To avoid compatibility problems use the system font Arial for internal communications (e.g. word documents) or presentations (e.g. powerpoints).



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LOGO HIERARCHY OVERVIEW

	FFE LOGO BRAND CARRIER This is the main brand carrier logo and should appear on ALL brand communications and touchpoints – ie. print, digital, and machines. This version is always used in the first instance, however where the application requires it, the strapline version can also be used (with Falcon Forestry Equipment text).	FALCON LOGO PRODUCT IDENTIFIER This logo (without product name) only appears in this format on FFE machines as a clear identifier that the machine is a Falcon product. Whenever this logo is used, the FFE logo must also be used.	PRODUCT LOGO PRODUCT DIFFERENTIATOR These logos are used to differentiate Falcon products. They may appear anywhere a product is being referenced i.e. print, digital, and machines. Whenever this logo is used, the FFE logo must also be used.
			
MACHINES	ALWAYS	ALWAYS	ALWAYS Use on black background with safety stripes.
PRINT	ALWAYS	NEVER	OPTIONAL Use where a product is referenced i.e. product brochures.
DIGITAL	ALWAYS	NEVER	OPTIONAL Use where a product is referenced i.e. product brochures.



Logo Guide

Congratulations on your new logo! We're just as excited as you are for it to be out in the world.

However we realise all the different file types in this package can be a bit confusing. We hope this guide will help you to understand each file type and when to use it.

If you're still not sure or need a different file type please get in touch.

Downing

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VECTOR FILES

Vector graphics are created using mathematically defined lines and shapes to make an image. This means vector graphics are infinitely scalable without pixelation.



AI

ADOBE ILLUSTRATOR

PRINT

AI is an editable vector-based file format by Adobe. It is the standard source file for your logo. Some print shops will request this file.

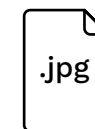


EPS

ENCAPSULATED POST SCRIPT

PRINT

An editable vector-based file format. Some print shops will still request this file.



JPG

JOINT PHOTOGRAPHIC EXPERTS GROUP

DIGITAL

A popular image format commonly used for photos and web graphics. Can be compressed to smaller file sizes than PNG, doesn't support transparent backgrounds.



PDF

PORTABLE DOCUMENT FORMAT

PRINT DIGITAL

An editable vector-based file format. Its universal file format makes it extremely versatile. It's typically used for printing and easily sharing documents online.

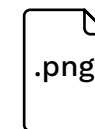


SVG

SCALABLE VECTOR GRAPHIC

DIGITAL

SVGs are great for websites or apps to keep logos and icons sharp and are infinitely scalable without pixelation.



PNG

PORTABLE NETWORK GRAPHIC

DIGITAL

Great for web graphics and digital displays. Supports transparent backgrounds, but file sizes are typically larger than JPG.

COLOUR SPACE



RGB

RED, GREEN, BLUE

DIGITAL

The colour space for digital displays. RGB files are used for the digital purposes such as web graphics or photographs. Printing RGB files can result in inaccurate colours. Use CMYK or Pantone files for printing purposes.



CMYK

CYAN, MAGENTA, YELLOW, BLACK

PRINT

Cyan, Magenta, Yellow and Black are the four basic ink colours used for printing. These colours are combined in various ways to produce a wide range of secondary colors. CMYK files are for projects that will be printed. They are not for screen use.



Pantone

OFFSET PRINT (SPOT COLOUR)

PRINT

Pantone is a standardized system for colour. Unlike CMYK, A Pantone or spot colour is a single colour created from a precise mixture of inks. Their colour accuracy is superior to CMYK, but can be more costly.