

■ FOLSEN BRAND STANDARDS

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■ LOGOTYPE USAGE

Our logotype has been created as a unique piece of artwork which should not be changed or distorted in any way.

Font of logo: Arial Black with individual transformation



Also both parts of the logo can be used as a separate brand names (example 1 and 2).



The official slogan for Folsen:



■ COLOURS

The primary colours for the Folsen logotype are Blue and Light Green. The logotype must appear in this form in all corporate applications.



Originals colours of logotype:

■ For Blue use
Pantone 300 coated
Pantone 300 uncoated
CMYK C 100 M 54 Y 00 K 00
RGB R 0 G 99 B 176

■ For Green use
Pantone 375 coated
Pantone 375 uncoated
CMYK C 48 M 00 Y 100 K 00
RGB R 157 G 194 B 0

PROFESSIONAL BONDING SOLUTIONS

Original colour of slogan:

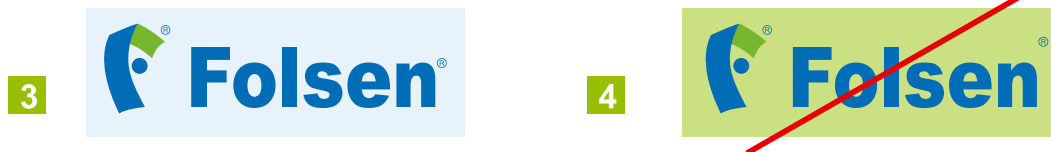
■ For Gray use
Pantone Cool Gray 10 C coated
Pantone Cool Gray 10 C uncoated
CMYK C 00 M 00 Y 00 K 70
RGB R 104 G 103 B 108

■ COLOURS

A black version of the logotype may be used when colour is not available, for example on fax or newspaper advertisements (example 2).



Logotype can be used on the light blue backgrounds (example 3). Preference is always given to logo on a white background. Logotype should not be used on another raster (halftone) background (example 4).



The logotype may be reversed out of a dark background when colour is not available (example 5). Also is possible to use the logo Folsen in white version on a blue (Pantone 300) or light green (Pantone 375) backgrounds (example 6 and 7).



■ SIZE

When increasing or decreasing the proportion of the logo must be respected.



■ LOGOTYPE IMPLEMENTATION

■ BUSINESS CARD



Colours: printed in CMYK

■ C:100 M:54 Y:0 K:0

■ C:48 M:0 Y:100 K:0

■ C:0 M:0 Y:0 K:70

Fonts: Frank Regular

■ **FONT FOR WEB AND
PRINTED MARKETING**

1. Font: PF Din Text Cond Pro

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789!?!?
%&\$@*{(|\}
ÖöÜüıŞşĞğÇç

WISER MAN
0123456789@!£\$
box of tricks
SUGAR?
Queen & Country

2. TDS blank example:



professional bonding solutions

04117, 04118 packaging tapes



Description:

Self-adhesive tape with BOPP backing and natural rubber adhesive base in solvent. This tape is suited for use on hand dispensers and automatic sealing machines. The adhesion and elasticity characteristics, together with the brilliance and transparency, typical of Polypropylene films, make it ideal for all applications in the packaging sector. Once applied, ideal for storage in extreme temperature conditions and high moisture environments.

Technical Details:	Properties	Unit	Spec.
	Backing thickness	µm	25
	Total thickness	µm	42
	Tensile strength	N/cm	38
	Elongationat break	%	130
	Peel adhesion	N/cm	1,9
	Application temperature	°C	2 to 45
	Service temperature	°C	-25 to 65

Color:	transparent, brown, white
Test Method:	AFERA
Shelf Life:	12 months when stored in original carton at 23 °C and 65 % relative humidity.

Availability: 38 mm x 66 m, 48 mm x 66 m, 75 mm x 66 m

Remark: Above figures are for reference and cannot be treated as warranties. Customers are advised to test the material to determine the suitability against intended applications.

IMPORTANT NOTICE TO PURCHASER

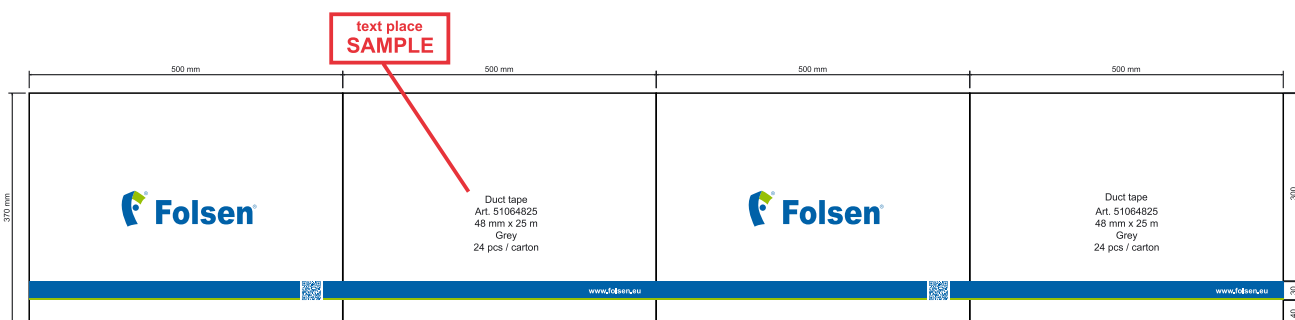
All statements technical information and recommendations contained herein are based on tests we believe to be reliable, but the accuracy or completeness thereof is not guaranteed and the following is made in lieu of all warranties, express or implied. Seller's and manufacturer's only obligation shall be to replace such quantity of the product proved to be defective. Neither seller nor manufacturer shall be liable for any injury, loss or damage, direct or consequential, arising out of the use of or the inability to use the product. Before using, users shall determine the suitability of the product for their intended use, and assume all risk and liability whatsoever in connection therewith. No statement or recommendation not contained herein shall have any force or effect unless in an agreement signed by officers of seller and manufacturer.

www.folsen.eu

■ PACKAGING STANDARDS

■ OUTER PACKAGING STANDARDS

1. Logo – Arial black with individual transformation
2. Carton material – 3 or 5 layer cardboard
3. Carton color - white
4. Product description print on small side of carton
(if print is not possible than sticker label 10cm x 15cm):
 - Product name
 - Article
 - Size
 - Color
 - Number of rolls per carton
5. Font of print - Arial
6. Colors of print: Pantone 300 U, Pantone 375 U
7. Print on long side of carton:
 - Folsen logo
 - Line with QR code (www.folsen.eu)
8. Print on short side of carton:
 - e-mail address: (www.folsen.eu)
9. Carton is sealed with transparent packaging tape



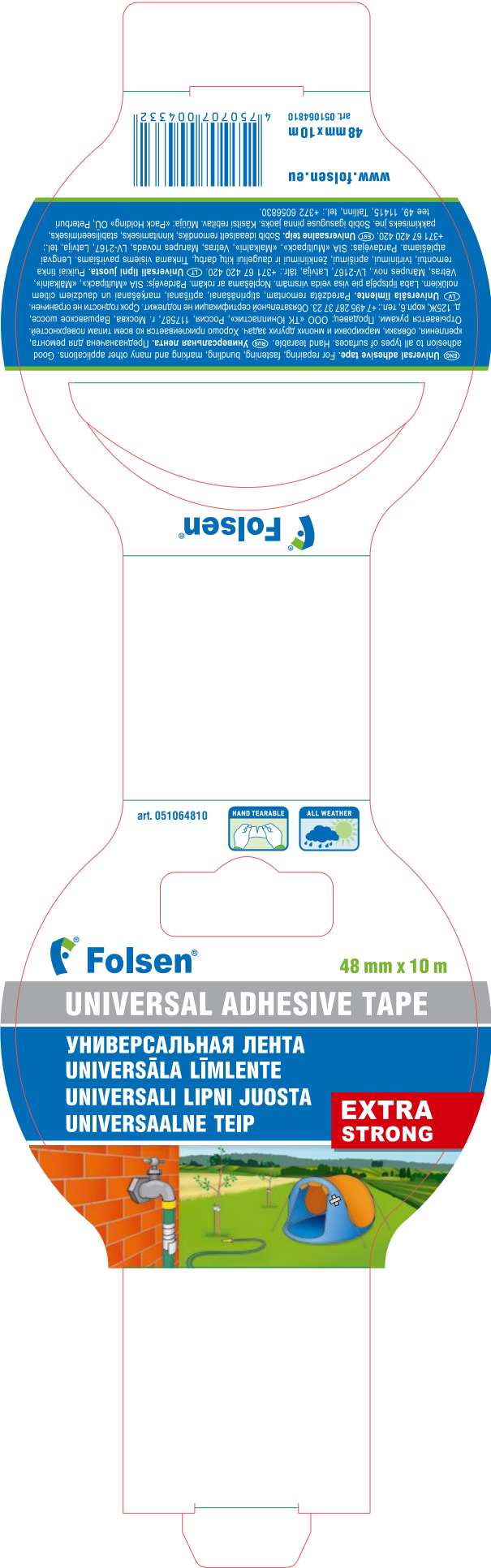
PRODUCT PACKAGING



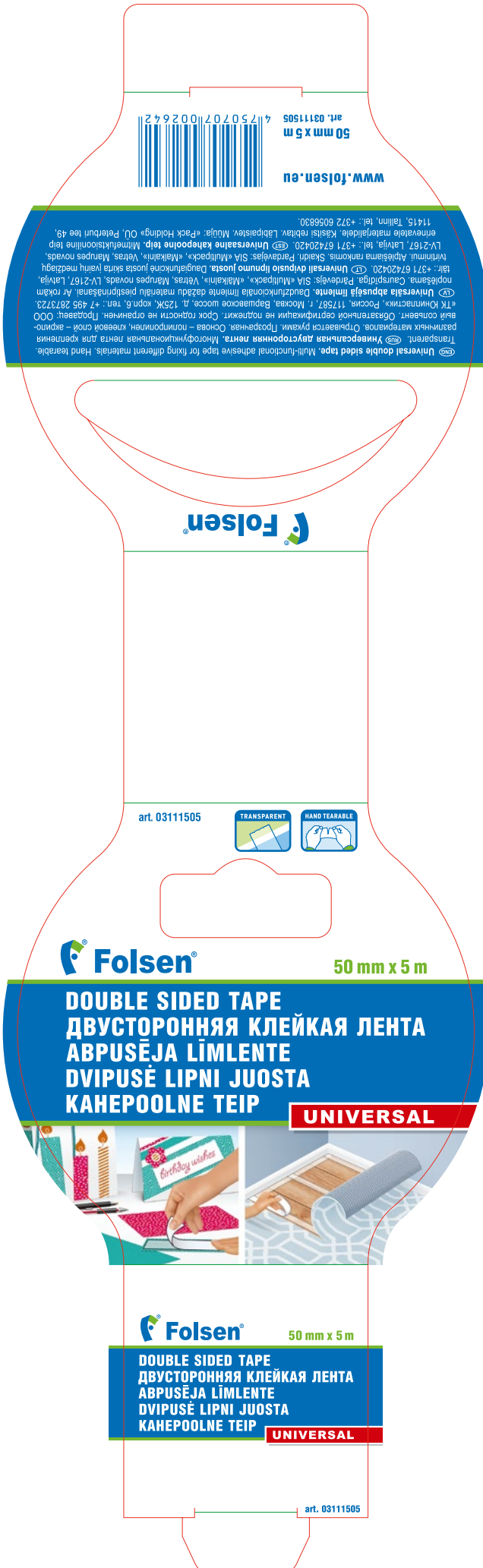
COLORS

-  CMYK
-  Pantone 375 U
-  Pantone 300 U

PRODUCT PACKAGING



©	
	CMYK
	Pantone 375 U
	Pantone 300 U



PRODUCT PACKAGING

COLORS

-  CMYK
-  Pantone 375 U
-  Pantone 300 U

■ PRODUCT PACKAGING

	 EXTRA STRONG	 HAND TEARABLE	 INDOOR	 OUTDOOR	 4 1750707100274 1
	<p>HEAVY DUTY DUCT TAPE</p> <p> ВЫСОКОПРОЧНАЯ УНИВЕРСАЛЬНАЯ ЛЕНТА AUGŠTAS IZTURĪBAS UNIVERSĀLA LĪMLENTE YPAČ TVIRTA UNIVERSALI JUOSTA UNIVERSAALNE NIISKUSKINDEL TEIP </p> <p>Art. 052044850</p>				
<p>48 mm x 50 m</p>		<p>www.folsen.eu</p>			

■ Pantone 375 ■ Pantone 300 ■ Black

	 EXTRA STRONG	 HAND TEARABLE	 INDOOR	 OUTDOOR	 4 1750707100275 8
	<p>HEAVY DUTY DUCT TAPE</p> <p> ВЫСОКОПРОЧНАЯ УНИВЕРСАЛЬНАЯ ЛЕНТА AUGŠTAS IZTURĪBAS UNIVERSĀLA LĪMLENTE YPAČ TVIRTA UNIVERSALI JUOSTA UNIVERSAALNE NIISKUSKINDEL TEIP </p> <p>Art. 052064850</p>				
<p>48 mm x 50 m</p>		<p>www.folsen.eu</p>			

■ Pantone 375 ■ Pantone 300 ■ Pantone Cool Gray 10