



***Visual
Identity Manual
Full Gauge Controls***

General Informations

The standardized system of identity that comes in that manual is a technical instrument, providing solutions for so many application of the Full Gauge Controls mark. This manual was created to give you the directions to use correctly the Full Gauge's logo.

Contact

*In case of questions and for approval of the correct use of the Full Gauge Controls mark, please contact the Communication & Marketing department:
marketing@fullgauge.com
+55 51 37783422*



February, 2023

Summary

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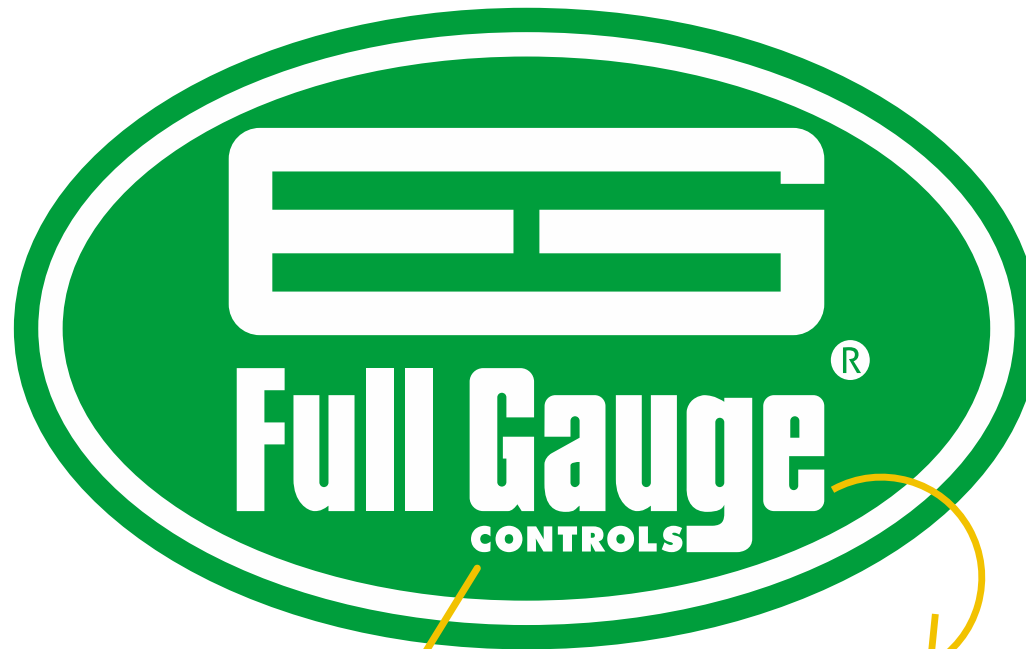
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Typography



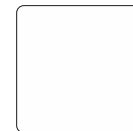
Futura XB IK BT

*Created for
unique and
exclusive use in
the Full Gauge's.*

Standards Chromatic



*Pantone 355 CVC
C100% M0% Y100% K0%
R15 G157 B70
#0F9D46*

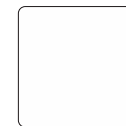


White

Black/white and negative



Black • Black 100%

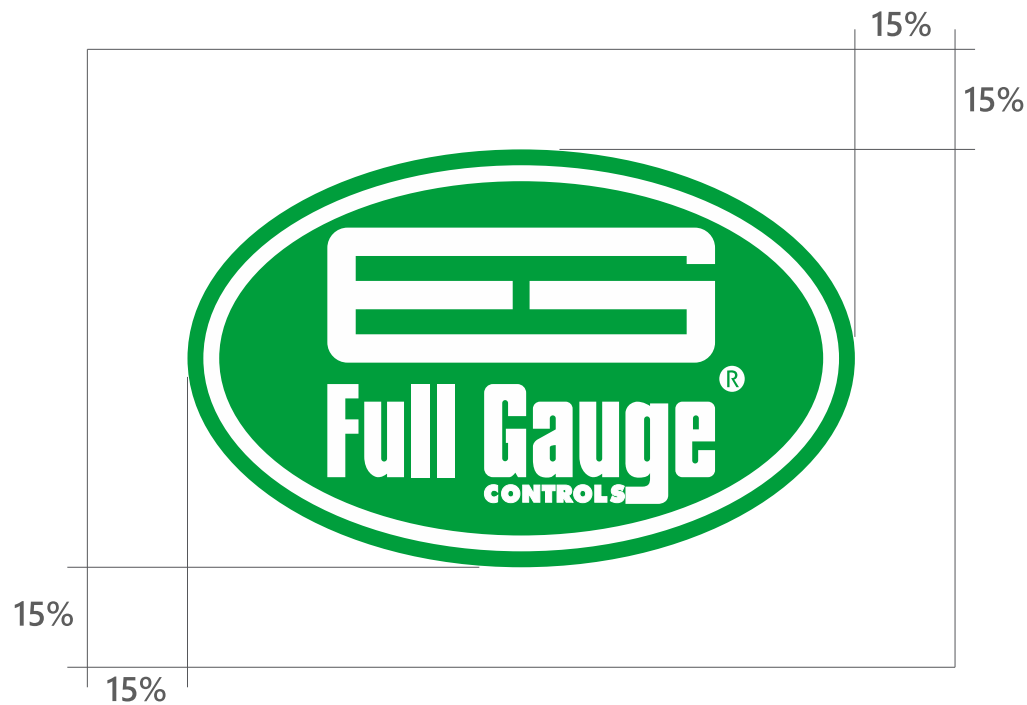


White

NOTE: These logo versions should only be used when it is not possible to apply the standards chromatic (page 4).

Use one of these versions of the Full Gauge Controls mark in laser applications.

Safety Margins

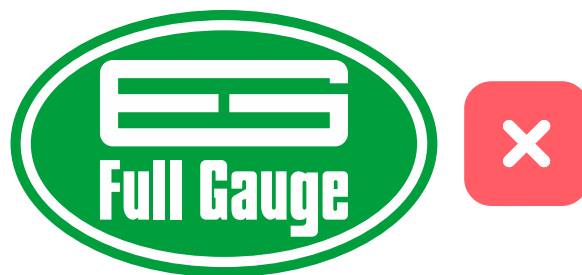
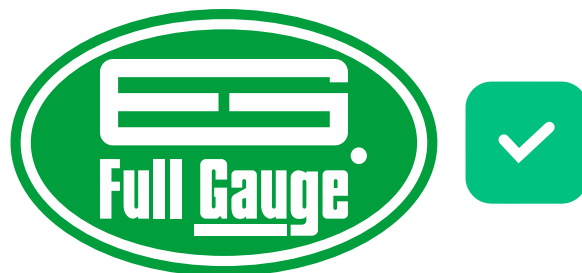


In order to emphasize and to improve the visibility of the mark among other visual or graphical elements, it must always have a minimum space.

That measurement must correspond at 15% of the wide logo.

OBS.: It doesn't work to application in internal circuit.

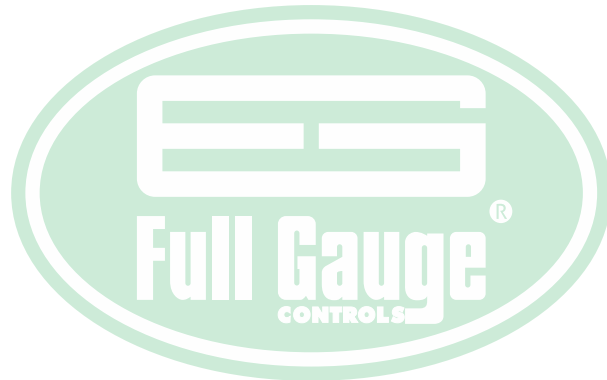
Exceptions



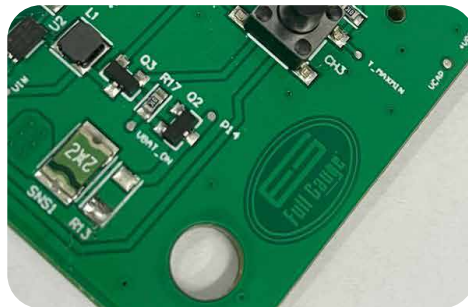
In applications where the words CONTROLS and the ® icon (trademark) become illegible, usually in proportions smaller than 500%, 2cm and 80px width, they must be replaced in these elements, respectively, by a proportional rectangle and circle.

In exceptional cases, like used in high relief, it's allowed to mischaracterize the colors of the use of the Full Gauge Controls logo.

Water mark

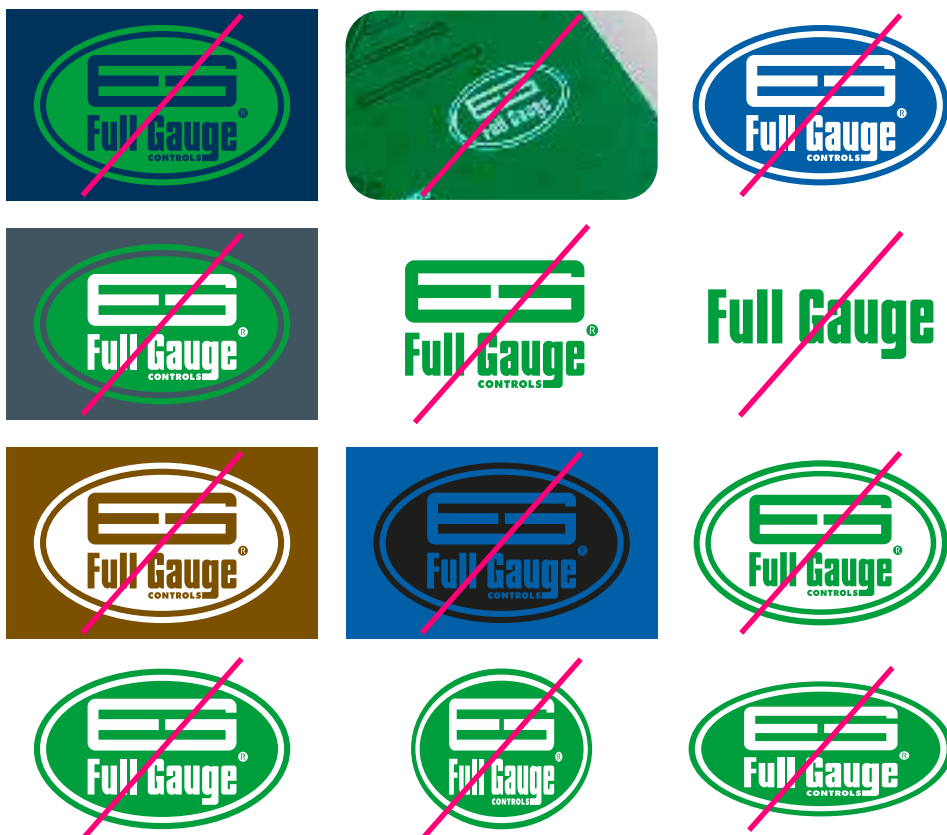


For applications of the Full Gauge Controls mark on paper, the chromatic version with 20% transparency must be used.

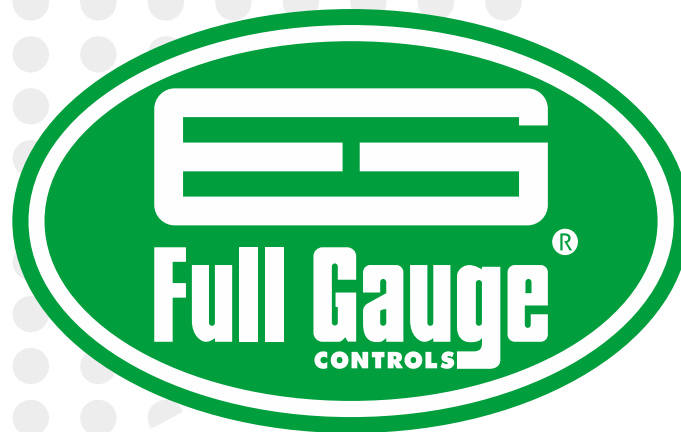


On electronic boards, recording that results in overtones of green is permitted.

Incorrect use



In order to preserve the visual integrity of the company, it's necessary to reproduce its logo faithfully. Down the page, you will find some examples with ambiguities.



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