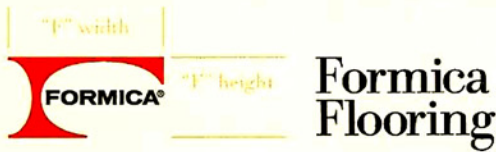


The correct way to identify Formica Flooring in logo form is to position the red Formica “F” symbol on the left with Formica Flooring in type stacked on the right (see example). The red Formica “F” symbol should never be used alone to identify Formica Flooring, nor should the stacked type of Formica Flooring be used alone. The only proper signature is to use both elements together. If the tag line, “True Beauty. Never Fades.” is to be used in the signature, the line should be under the Formica “F” and Formica Flooring, evenly flush left and flush right to the elements above it. Clearance around logo or logo and tag should be a minimum of “F” height above and below, and “F” width on either side.



TRUE BEAUTY. NEVER FADES.™

FORMICA LOGO AND TAG – COLOR

PMS 485 RED AND BLACK or
CMYK:

red = 100 magenta, 91 yellow
black = 100 black



LOGO WITHOUT TAG



**CLEAR AREA
AROUND LOGO**



Formica
Flooring

TRUE BEAUTY. NEVER FADES.™

ALL BLACK

BLACK = 100 black



Formica
Flooring

TRUE BEAUTY. NEVER FADES.™

COLOR REVERSE

Use on photos or colors
compatible with Formica red



Formica
Flooring

TRUE BEAUTY. NEVER FADES.™

REVERSE

Use on dark photos or colors not
compatible with Formica red



LOGO POSITIONING

The preferred position for the Formica
Flooring logo is in the bottom right hand
corner of the page/image.

Franklin Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FONTS

SANS SERIF FONT IS **FRANKLIN GOTHIC**

Cochin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SERIF FONT IS **COCHIN**