Freeman Brand Identity

Quick Start Guide

Approved color logo

FREEMAN

Primary logo (color)
To be used in all color printing and spot color printing. (PMS 288, CMYK:100/67/0/23)

FREEMAN

1-color logo (black)
To be used in BW publication only. (100% process black)

FREEMAN

White logo can only appear on PMS 288 or black.

Size Restriction

FREEMAN
← 1.75" →

Primary logo: no smaller than 1.75"

Approved color logo with tagline

FREEMAN
INNOVATION DEDICATED TO YOUR BRAND

Primary logo with tagline

FREEMAN
INNOVATION DEDICATED TO YOUR BRAND

1-color logo (BW) with tagline

Area of isolation

cap | cap
cap **FREEMAN** cap
cap

The cap height of the upper case logo font characters in "Freeman" determines the area of isolation.

Size Restriction

FREEMAN
INNOVATION DEDICATED TO YOUR BRAND
← 2.625" →

Primary logo with tagline: no smaller than 2.625"

Approved sub-brand logos

FLOORPRINT
By Freeman
Patent Pending

EXHIBITPLANNER®
By Freeman

iPLANNER+SM
By Freeman

VIRTUALEXTENSIONS
By Freeman

Sub-Brand logo standard:
The 4 sub-brand logos shown illustrate the graphic standard that applies to all sub-brand logos.

When sub-brand logos appear in body copy:
"By Freeman" can be removed from the sub-brand logo if the logo is to be used as a header with body copy that pertains to the logo. In that instance, "By Freeman" needs to be included in the body copy description. For example, "FloorPrint® by Freeman is a new product..."

Acceptable Primary and Secondary colors

PMS	288		20% 288		181		167
CMYK	100/67/0/23		20/13/0/5		18/79/100/9		17/60/95/2
RGB	0/75/141		190/198/223		190/82/38		206/121/48
PMS	2425		2573		348		624
CMYK	49/100/4/0		39/51/0/0		87/27/88/0		67/13/59/0
RGB	148/38/138		159/132/189		22/141/86		89/170/135
PMS	289		278		5265		5285
CMYK	100/71/9/60		51/25/10/0		71/65/21/17		39/26/14/0
RGB	0/37/82		127/166/199		85/87/129		160/156/183
PMS	1815		492		3292		7465
CMYK	28/97/100/33		26/75/78/15		82/0/28/52		43/0/14/21
RGB	135/30/26		167/83/63		0/106/113		115/175/182

Acceptable background colors for logo usage

FREEMAN

Preferred logo usage

FREEMAN

White logo may appear on PMS 288

FREEMAN

Standard logo may appear on 20% tint of PMS 288

FREEMAN

White logo may appear on black

Acceptable Fonts

Headline Font
Berthold Akzidenz Grotesk Medium

Body Copy Font
Berthold Akzidenz Grotesk Light

Alternative Headline Font - Especially for PowerPoint, Keynote, and Web usage
Franklin Gothic Medium &
Franklin Gothic Book
Helvetica Medium & Helvetica Light

Alternative Copy Font - Especially for PowerPoint, Keynote, and Web usage
Arial Bold & Arial Regular
Helvetica Bold & Helvetica Regular

Alternative Long Body Copy Font
Sabon Roman & *Sabon Italic*