



www.fhsinc.com

Brand Guidelines

PREPARED BY MAZZELLA COMPANIES CORPORATE MARKETING

LOGO USAGE



COLOR PALETTE



TYPOGRAPHY

CORPORATE MARKETING

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LOGO USAGE

FHS LOGOS

Our logos may only be used in full-color, black, or white variations. The full-color and black logos should be used on white or light-colored backgrounds, and the white logo should be used on dark-colored backgrounds or duotoned photography.

For Overhead Cranes, Conveyor Systems, Storage Racks, LED Lighting & Fall Protection, use this logo:



For Overhead Crane Service, Hoist Service / Repair, Replacement Parts, use this logo:



NEGATIVE SPACE

Ample negative space should surround the logo at all times. Spacing around all sides of the logo must be (at least) equivalent to the width of the center “box” icon. The size of the “box” used for reference shall be determined by the scale at which the logo is placed.



LOGO USAGE (CONTINUED)

MISUSE EXAMPLES - FHS, INC.

Any unauthorized alteration or modification of the FHS logos is strictly prohibited. The below examples show how **NOT** to use the FHS logos.



Use the current logo design. Note: The new FHS logo does not include product descriptions below the FHS.



The color of the logo may not be changed. White and black versions are available for special circumstances.



The logo may not be used without the "A Mazzella Company" tagline.



No gradients may be applied to the logo.



No part of the logo may be scaled in such a way that distorts the original size ratio.



No typefaces on the logo may be changed or altered.



The full-color or black logo may not be used on a dark-colored background.



The white logo may not be used on a light-colored background.



Avoid placing the logo inside shapes. When necessary, make sure it is surrounded by ample negative space.

LOGO USAGE (CONTINUED)

MISUSE EXAMPLES - FHS / MAZZELLA HOIST & CRANE SERVICE

Any unauthorized alteration or modification of the FHS logos is strictly prohibited. The below examples show how **NOT** to use the FHS logos.



Use the current logo design and do not use old logos.



The color of the logo may not be changed. White and black versions are available for special circumstances.



No gradients may be applied to the logo.



No part of the logo may be scaled in such a way that distorts the original size ratio.



No typefaces on the logo may be changed or altered.



The full-color or black logo may not be used on a dark-colored background.



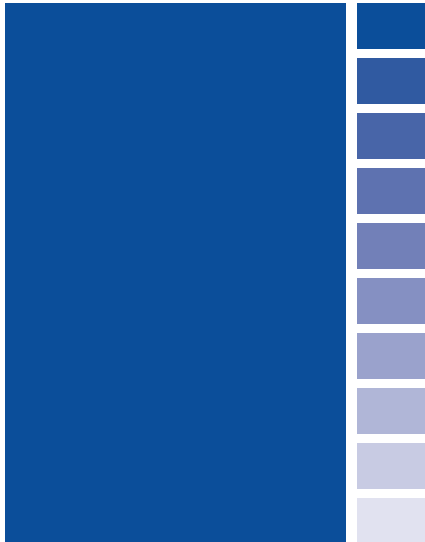
The white logo may not be used on a light-colored background.



Avoid placing the logo inside shapes. When necessary, make sure it is surrounded by ample negative space.

COLOR PALETTE

The FHS brand colors are FHS Blue, FHS Dark Blue, and FHS Gray. Use of any shade or tint of these colors is permitted. These colors may be used in conjunction with white and any tint of black.



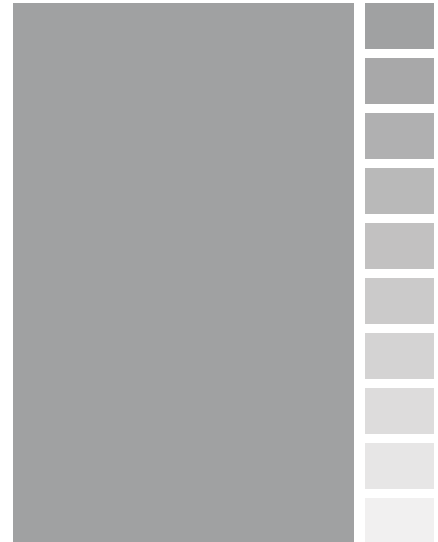
FHS Blue

Pantone 2945 C
C 100 M 80 Y 6 K 0
R 10 G 79 B 154
#0b4e9a



FHS Dark Blue

Pantone 534 C
C 84 M 74 Y 37 K 23
R 60 G 69 B 102
#3c4566



FHS Gray

Pantone 422 C
C 40 M 32 Y 32 K 1
R 158 G 161 B 162
#999999



Black

Pantone Black C
C 0 M 0 Y 0 K 100
R 0 G 0 B 0
#000000



Mazzella Red

Pantone 185 C
C 0 M 91 Y 76 K 0
R 255 G 0 B 0
#ff0000

PLEASE NOTE:

The Mazzella Red should be used primarily in the logos. Limited use as an accent color is also acceptable.

TYPOGRAPHY

FHS typefaces are Museo Slab and Helvetica Neue. They are to be used on all internal and external print collateral. For web, Arial is acceptable. For exceptions that require usage of other fonts, please contact Mazzella Companies Corporate Marketing.

PREFERRED FONT FAMILIES

HEADLINES / SUBHEADS:

Museo Slab Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%&*!?

BODY COPY:

Helvetica Neue Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%&*!?

WEB COPY:

Arial Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%&*!?

WHERE TO DOWNLOAD FONTS

Museo Slab and Helvetica Neue can be purchased on www.fonts.com.
Arial is a system font and should be available by default.