

**REAL  
BRAKE  
STARTS  
WITH F.**

**FREMAX**



**GUIDE  
FOR BRAND  
APPLICATION**



## INTRODUCTION

This Manual describes how to provide a standardized presentation of the Fremax brand, in order to guide and streamline the application and reproduction in the different media used.

# ***FREMAX***

## APPLICATIONS

The brand can be applied in the following versions:

***FREMAX***

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## COLOR PATTERN



### PANTONE

123C

### CMYK

C:0  
M:20  
Y:100  
K:0

### RGB

R:255  
G:203  
B:4



Process BLACK 50%

C:0  
M:0  
Y:0  
K:50

R:130  
G:130  
B:130



Process BLACK

C:0  
M:0  
Y:0  
K:0

R:0  
G:0  
B:0

## MINIMUM REDUCTION

The brand cannot be applied  
in sizes smaller than those  
listed on the side:



## TYPOGRAPHY

**Gotham**  
(Info)

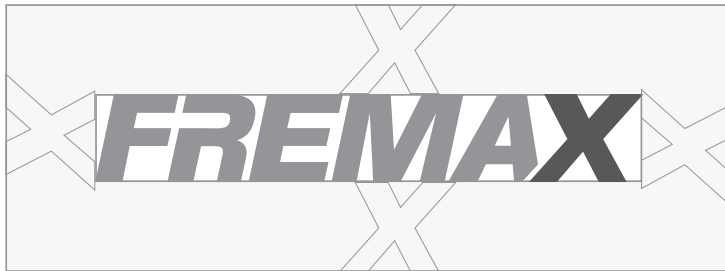
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

***FLOUNDER***  
(Title)

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***0123456789***

**SAFETY  
AREA**

No other visual element should overlay the safety area as diagram shown below:



APPLYING  
VARIATIONS

***FREMAX***

***FREMAX***

***FREMAX***

***FREMAX***

***FREMAX***

***FREMAX***

***FREMAX***

***FREMAX***

## WRONG APPLICATIONS

To keep the brand always consistent is very important to carefully follow the instructions contained in this manual. Never make adjustments or corrections to the rules given here.

✘ **FREMAX**

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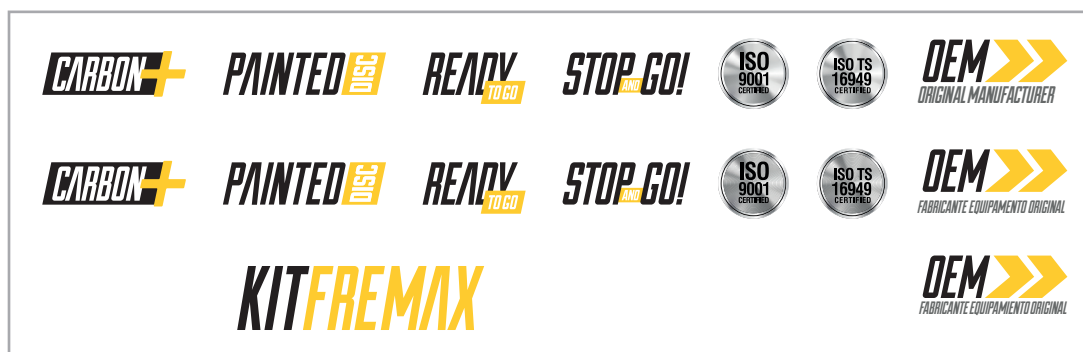
✘ **FREMAX**

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## FEATURES BRANDS

To maintain uniformity of all visual identity of the brand, the use of all Fremax Features seals should be performed as follows based on fonts, colors and ratios.





For other applications which are not covered  
in this manual, please contact us to check the  
possibility of using the brand in other applications.

***FREMAX***