



## Graphic Standards Guide

Last Updated : April 2015

# ATLAS GRAHAM FURGALE VISUAL IDENTITY GUIDELINE

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'We are new but not  
new to the game'

Atlas Graham Furgale is a new company based on the merging of two major players in the Janitorial & Sanitation Industry, Atlas Graham and Furgale.

This exciting development will utilize the manufacturing and development opportunities allowing us to better serve our existing industrial and retail customers.

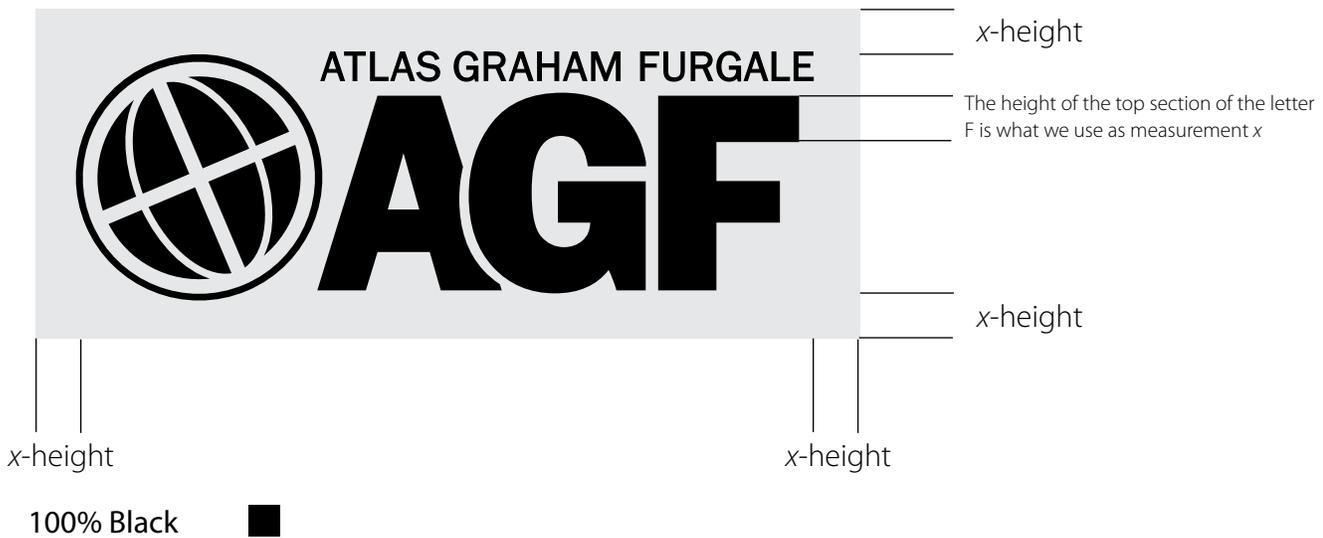
Even though we are a new company, there is nothing new about our experience. Combining this immense experience will give Atlas Graham Furgale deeper insight and understanding of our markets which will undoubtedly benefit our customers.

# ATLAS GRAHAM FURGALE BASIC LOGO

## NEW LOGO - GENERAL USAGE

This is the standard black and white logo to be used in most cases. If you need to place the logo on a dark background then please use the reverse logo. The logo cannot be altered in any way including: the addition of tag lines, or special effects.

### Quiet zone around logo

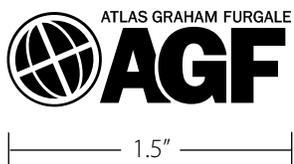


### Example of reverse logo use on a dark background



### Minimum size

The size below is the smallest this logo can be used, anything larger is acceptable.



# ATLAS GRAHAM FURGALE COLOUR

DO NOT ALTER THE LOGO IN ANY WAY



Never use the Atlas Graham icon without the company name. Atlas Graham is not yet a house hold brand such as Nike®.



Never add any additional effects to the logo using popular software such as Photoshop® or Illustrator®.



Never change the colour of the logo. This includes either the icon, Company signature or the complete logo.



Never add additional words, numbers, slogans, or tag lines to the logo: even if they are recognized tag lines such as Cleaning in Motion. Always observe the quiet zone (see previous page).

# ATLAS GRAHAM FURGALE BASIC LOGO

## COLOUR USAGE AND VALUES

Atlas Graham Furgale essentially have two core industries within the Janitorial & Sanitation Industry. These two cores are identified as Industrial Customers and Retail Customers. The colours shown below will be prevalent in both industries.

### CORPORATE COLOURS



PANTONE REFLEX BLUE

● 100  
● 89  
● 0  
● 0

● 0  
● 51  
● 102

**HEX** #003366



PANTONE 7406

● 0  
● 20  
● 100  
● 2

● 255  
● 204  
● 0

**HEX** #FFCC00

The PANTONE MATCHING SYSTEM is the definitive international reference for selecting, specifying, matching and controlling ink colors.

The Pantone colour matching system specifies specific inks called "spot colours." Pantone colours can be replicated using a 4-colour mix, however there is always a slight shift in either hue or saturation. The colours chosen are easy to replicate using the 4-colour printing method.

# ATLAS GRAHAM FURGALE TYPOGRAPHY

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## THE CORPORATE TYPEFACE

Atlas Graham Furgale uses Adobe Myriad Pro in the majority of its marketing material. However there are instances where Myriad Pro may not be available such as on website, or old computers. In this instance replacing Myriad Pro with Arial is acceptable.

If cross platform documents are needed between Apple Mac and a PC then it is suggested that the use of Arial will be the safest.

### *Myriad Pro, Adobe®*

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890, 1234567890

### *Arial, Microsoft®*

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

### *Calibri, Microsoft®*

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Arial is for web and Calibri is used in office communications.

# ATLAS GRAHAM FURGALE OTHER IMPORTANT POINTS

## WHEN REFERENCING ATLAS GRAHAM FURGALE

When using the AGF name in text for the first time, make sure the words ATLAS GRAHAM FURGALE follow in brackets. See example below:

AGF (Atlas Graham Furgale)

For subsequent references, you can use the letters "AGF"

## DOWNLOADING THE LOGOS

The Atlas Graham Logo's are readily available at [www.atlasgrahamfurgale.com/branding](http://www.atlasgrahamfurgale.com/branding).

The logos typically supplied are generic EPS (encapsulated post script) or Adobe Illustrator® (AI) files. You will need a vector drawing program such as Illustrator® or Corel Draw® to view these files.

## NEED HELP OR GOT QUESTIONS?

For more information, please contact:

Creative Lead  
1-800-665-8670 (Ext 2252)

The Atlas Graham Furgale brandmark is a registered trademark of Atlas Graham Furgale.

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