

USAGE AND APPLICATION OF THE **FABREEKA-TIM LOGO**

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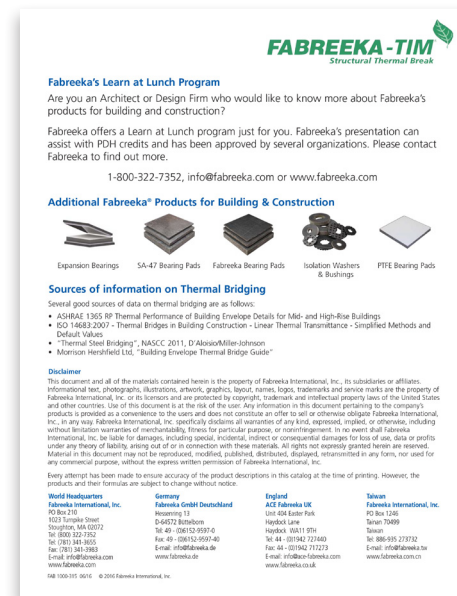
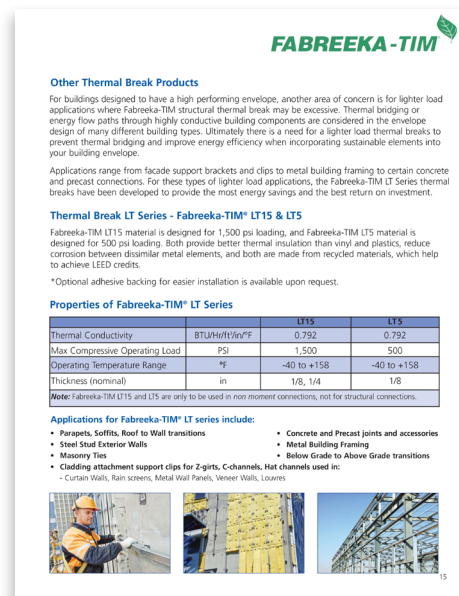
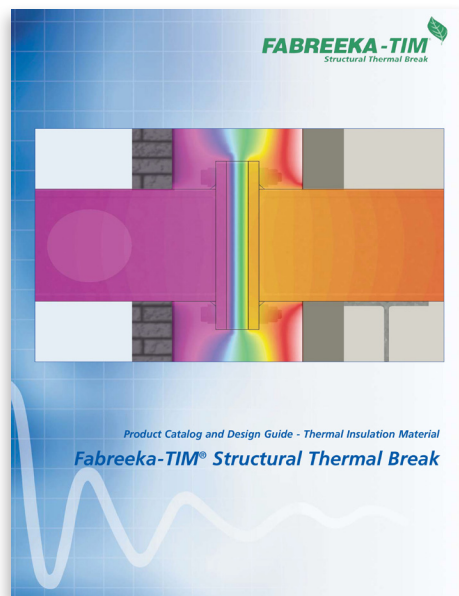
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FABREEKA-TIM LOGO

IN THE PAST, FABREEKA INTRODUCED A „GREEN“ LOGO FOR A SPECIFIC PRODUCT GROUP.

IT STANDS FOR A PRODUCT LINE THAT IS FUNDAMENTALLY DIFFERENT FROM THE PREVIOUS CORE BUSINESS AND ALSO HAS AN ENVIRONMENTALLY FRIENDLY CHARACTER.

THE EXAMPLE BROCHURE SHOWS THAT THIS LOGO HAS BEEN USED BOTH AS A PRODUCT LOGO AND AT THE SAME TIME ALSO TAKES ON THE FUNCTION OF A COMPANY LOGO.



FABREEKA-TIM LOGO

WE THINK THAT THE FOLLOWING SHOULD BE CONSIDERED IN THE FUTURE:

PRODUCT LOGO AND COMPANY LOGO SHOULD NOT BE MIXED, BUT SHOULD EACH TAKE ON THEIR OWN TASK. A PRODUCT LOGO TELLS SOMETHING ABOUT THE PRODUCT AND THEREFORE THE SUBLINE „STRUCTURAL THERMAL BREAK“ IS GOOD AND USEFUL. IF THIS ADDITION IS NOT REALLY APPROPRIATE FOR A PARTICULAR PRODUCT, IT SHOULD BE REPLACED BY A GENERAL SUBLINE.

UNDER NO CIRCUMSTANCES SHOULD A „REAL“ COMPANY LOGO BE DISPENSED WITH.

WE DON'T SEE ANY DISADVANTAGE IF CUSTOMERS FROM ANOTHER INDUSTRY MIGHT SEE THE CURRENT FABREEKA LOGO WITH THE VIBRATION WAVE. WE RATHER SEE IT AS AN ADVANTAGE THAT BEHIND THE TIM PRODUCTS THERE IS ALSO A COMPANY WITH EXTENSIVE EXPERIENCE IN OTHER AREAS.

FABREEKA-TIM LOGO



LOGO VERSION 1

IN LOGO VARIANT 1, THE LOGO REFERS TO THE CURRENT COMPANY LOGO.

FOR US IT IS IMPORTANT THAT THE TIM LOGO DOES NOT CONSIST EXCLUSIVELY OF GREEN COMPONENTS, BUT ALSO HAS A REFERENCE TO THE COMPANY COLOUR.



LOGO VERSION 2

IN THE SECOND DRAFT WE DEVIATE FROM THE CURRENT FORM OF THE COMPANY LOGO AND FOLLOW MORE THE APPEARANCE OF THE CURRENT TIM LOGO.

OF COURSE THERE ARE GOOD ARGUMENTS FOR BOTH DESIGN VARIANTS.

FABREEKA-TIM LOGO

VERSION 1 // WHEN APPLIED TO THE NEW DESIGN CONCEPT, THE HEADER AREA OF THE PAGES WOULD BE IDENTICAL TO THE OTHER BROCHURES. THE GREEN ASPECTS ARE REFLECTED IN COLOURED TEXT PASSAGES AND GREEN AREAS.

IN ADDITION, GENERAL BUT THEMATICALLY RELEVANT IMAGES REPRESENTING THE „GREEN IDEA“ SHOULD ALSO BE SHOWN. IT IS ALSO IMPORTANT THAT THE TIM LOGO IS PLACED AS OFTEN AS POSSIBLE, ESPECIALLY IN THE HEADLINES.

WHEN USED IN TEXT, HOWEVER, THE LOGO MARK AND LOGO SUBLINE ARE OMITTED.



FABREEKA-TIM LOGO

IF THE SECOND LOGO VERSION IS USED, EVERYTHING THAT WE HAVE DESCRIBED FOR THE FIRST VERSION APPLIES.

HOWEVER, THIS LOGO CAN ALSO BE USED IN THE TEXT INCLUDING THE LOGO MARK.



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