



# **VISUAL IDENTITY MANUAL**

## **FULL GAUGE CONTROLS**

## Presentation

In these days it became indispensable for all companies, the creation of a visual identity. Thinking of that, the Full gauge Controls' Communication and Marketing department created the Visual Identity Manual, that sets out to define, to reinforce and to unify the image of the company next to its public.

The standardized system of identity that comes in that manual is a technical instrument, providing solutions for so many application of the Full Gauge Controls mark.

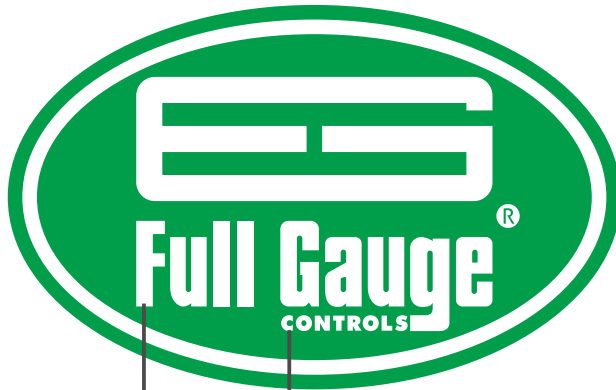
This manual was created to give you the directions to use correctly the Full Gauge's logo.

## Contact

Doubts, suggestions or requestings, contact through [marketing@fullgauge.com.br](mailto:marketing@fullgauge.com.br) or call (+55 51) 3475-3308

Full Gauge Controls'  
Communication and Marketing  
department  
In July 2005.

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Futura XB IK BT

Created for unique and exclusive use in the Full Gauge's.



**Pantone 355 CVC target**



**White**

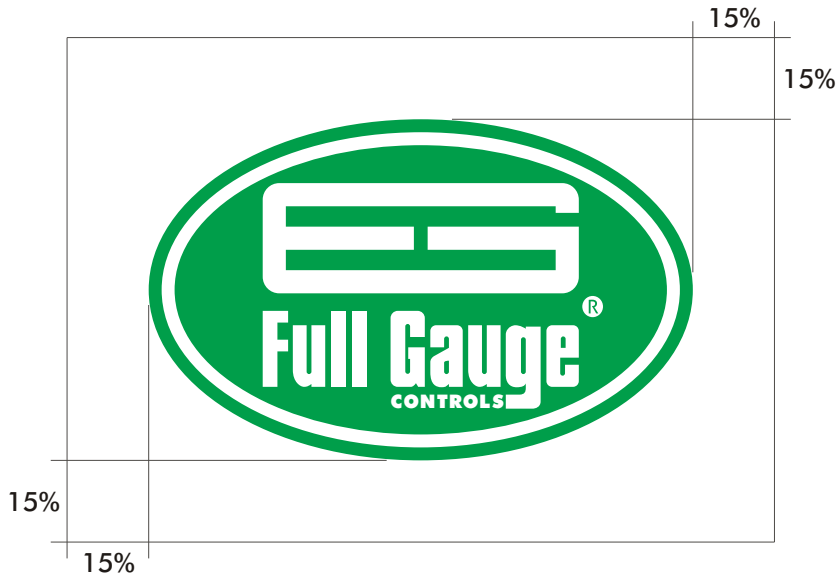


**Black - 50% target**



**White**

There are no black/white or negative versions. If you need, use black 50% and target.



In order to emphasize and to improve the visibility of the mark among other visual or graphical elements, it must always have a minimum space.

That measurement must correspond at 15% of the wide logo

OBS.: It doesn't work to application in internal circuit.



In order to preserve the visual integrity of the company, it's necessary to reproduce its logo faithfully. Down the page, you will find some examples with ambiguities