Fortune Brands
A home and security company

Identity Guidelines: How to use our logo

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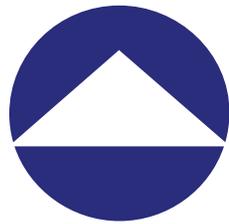
Fortune Brands

A home and security company

Starting in 2014, our company logo has been refreshed in order to strengthen our brand recognition and emphasize that we are a unified home and security company.

The refreshed logo keeps the same look and feel of the original image in order to maintain our current brand equity. The look and feel continues to connect us with our external and internal stakeholders who recognize us as an innovative, forward-looking company.

Please make sure you are using this most current version of the logo in all applications.

Who to Contact

Our Fortune Brands name, mark and logo are important company intellectual property which we vigorously protect. We encourage you to use these assets when discussing our company and want to assist you in properly doing so.

These guidelines provide you with details about the proper use of our corporate name, mark and logo. We ask that you please follow these guidelines specifically.

If you have any questions about whether or how to use any of these assets, please contact Corporate.Communications@FBHS.com or MediaRelations@FBHS.com.

It's important that our company name is written correctly on all internal and external documents to ensure consistency and to increase recognition.

The table below illustrates how our name should appear and be used for all communications.

Our Name Appears as:	Description	When to Use
Fortune Brands Home & Security, Inc.	> This is the official legal name of the company > Always use "&" and not "and"	> For contracts > For government filings > For financial filings > Anything official > For external communications, the first time Fortune Brands is mentioned
Fortune Brands	> Our "everyday" name	> For external communications, the second and following times Fortune Brands is mentioned > For internal communications
Fortune Brands'	> The possessive form of our everyday name	> When showing possession, like "Fortune Brands' results were…"
FBHS	> This is our company's ticker symbol on the New York Stock Exchange	> Do not use on its own when referring to the company > Acceptable use: "Fortune Brands Home & Security, Inc. (NYSE: FBHS), announced…"
Fortune	> Never use	> Never use

The preferred Fortune Brands logo consists of three elements:

> the brandmark,
> logotype and
> company descriptor.

These elements are specially drawn and should always appear together to form the Fortune Brands brand signature. The logo with descriptor is to be featured in nearly all Fortune Brands materials.

The full-color logo is always preferred and should be used whenever possible. The logo colors consist of Fortune Brands Blue and Fortune Brands Gray.

The logo without the descriptor is for use under the following circumstances ONLY:

> **Small:** When the identity must be reproduced smaller than 1.5 in. then use the "Small" logo artwork. This logo should never be used under 1 in. width.

> **Stacked:** When the identity must be reproduced smaller than 1.5 in. and there isn't enough space to use the "Small" logo, use the "Stacked" version. This artwork must never be used smaller than 0.625 in. width.

**The Fortune Brands Logo
Preferred Usage**

BRANDMARK   LOGOTYPE

Fortune Brands
A home and security company

COMPANY DESCRIPTOR

The full-color logo is always preferred and should be used whenever possible. The logo colors consist of Fortune Brands Blue and Fortune Brands Gray. See page 7 for color formulas.

NOTE: These elements are specially drawn and should always appear together to form Fortune Brands' brand identity. DON'T recreate these elements.

Small Logo

Fortune Brands

This logo should never be used under 1 in. or greater than 1.5 in. width.

Stacked Logo

Fortune Brands

This logo should never be used under 0.625 in. or greater than 1.5 in. width.

Only use the following Fortune Brands logo variations:

Preferred Logo
The **preferred** logo at right is the preferred color usage of the Fortune Brands identity. Use this version whenever possible.

NOTE: This signature should never be reproduced smaller than 1.5 in wide.

Black and Reverse Logo:
The **black** and **white** color logos at right are acceptable reproduction options and should be used when the project is limited to only one color reproduction.

The white (or reverse) identity should be used only with dark colors where there is suitable contrast and the identity remains legible.

NOTE: Neither signature should be reproduced smaller than 1.5 in wide.

Ensuring maximum legibility is the most important factor when choosing which version to use for reproduction.

**Preferred logo
Color**

Black

White (or Reverse)

Colors are another tool to help Fortune Brands build brand recognition and awareness, leveraging the strength of the organization's name.

Use the formulas at right for electronic (RGB) and print applications (Pantone® and CMYK) when reproducing the Fortune Brands logo.

For electronic uses

The PNG file is the preferred file format for vector-based artwork. This format is ideal for insertion into any PowerPoint presentations, Microsoft Word, Excel files or for websites or electronic newsletters or emails. A JPG format is also acceptable.

RGB formulas are provided so that colors can be consistently applied across all electronic media.

For print, logo apparel, signage uses

EPS files are used for professional printing purposes. Printers, fabricators or other vendors will need to know the formulas specified here. These files should ONLY be used when producing professionally printed collateral, apparel or signage.

Defining terms:
CMYK: C = cyan   M = magenta   Y = yellow   K = black
RGB: R = red   G = green   B = blue

Please reference the color values shown right to ensure that the Fortune Brands logo colors are properly reproduced in every application.

Fortune Brands Blue		Fortune Brands Gray	
Electronic applications		**Electronic applications**	
RGB	**R**06 **G**03 **B**141	RGB	**R**99 **G**102 **B**106
HTML	06038D	HTML	63666A
Print applications		**Print applications**	
Pantone®	2738	Pantone®	Cool Gray 10
CMYK	**C**100 **M**92 **Y**0 **K**0	CMYK*	**C**0 **M**0 **Y**0 **K**70*

*NOTE: The CMYK values for Cool Gray 10 are not direct conversions noted in the Pantone Matching System (PMS). If you are printing in CMYK and cannot print the logo with Pantone colors use the CMYK file.

NOTE: The colors throughout this manual have not been evaluated by Pantone, Inc. for accuracy. Please refer to the latest edition of the PANTONE color standards. PANTONE® is a registered trademark of Pantone, Inc.

Our identity needs clear space around it for strong visual impact.

As shown in the diagram, the minimum distance between the Fortune Brands brand signature and other graphic elements such as photography, typography and illustration is based on the height of the "F" in the Fortune Brands logotype. Always be sure this amount of space surrounds the brand signature.

Keep in mind that a greater amount of clearance space is always recommended. However, the minimum specified here must never be violated under any circumstances.

The Fortune Brands logo was designed to reproduce well at smaller sizes.

The minimum size requirement has been provided to ensure the logo's visibility whenever it is used. See the minimum reproduction size for each logo variation at right.

Under no circumstances are either versions of the logo to appear below these sizes.
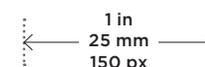
Minimum Clear Space

NOTE: DON'T violate the minimum required clear space surrounding the logo.

Minimum Reproduction Size

1.5 in	1 in	.625 in
38 mm	25 mm	16 mm
200 px	150 px	95 px

ACCEPTABLE USAGE	ACCEPTABLE USAGE	ACCEPTABLE USAGE
1.5 in and larger	1 in to 1.4 in	0.625 in to 1.4 in
38 mm and larger	25 mm to 36 mm	16 mm to 36 mm
200 px and larger	150px to 200 px	95 px to 200 px

The Fortune Brands logo must be protected through consistent usage in every application.

The exhibits shown here demonstrate a few of the many ways the logo must never be treated.

> DON'T separate or rearrange the elements of the logo

> DON'T violate the minimum required clear space surrounding the logo

> DON'T alter or distort the logo proportions or aspect ratio

> DON'T try to recreate the logotype with other fonts

> DON'T use the logo as part of another graphic element

> DON'T put a drop shadow on the logo

> DON'T alter the logo colors

> DON'T use the logo against a patterned or heavily textured background

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separate or rearrange the elements of the logo

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The type font for professionally created communications is called Gotham.

It was selected to complement the brandmark. Gotham should be used in the body text on all printed and professionally created communications. It is available in four weights to provide flexibility in our communications: Gotham Book, Gotham Medium, Gotham Bold and Gotham Black.

Gotham Black

ABCabc

Gotham Bold or Medium

ABCabc

Gotham Book

ABCabc

Headline

Our headline font is Gotham Black

Subhead

Our subhead font is Gotham Medium or Gotham Bold

Body copy

Our body copy font is Gotham Book

How to acquire the Gotham font
Gotham is a licensed font available for purchase online from Hoefler & Frere-Jones: http://www.typography.com/

The type font in digital applications is Arial.

Gotham should be used wherever possible. However for some electronic applications — such as Microsoft Office-based applications and website content — Arial is the recommended font for the body text of Fortune Brands communications in order to complement the Fortune Brands logo.

Arial Bold

ABCabc

Arial Regular

ABCabc

Headline

Our headline font is Arial Bold

Subhead

Our subhead font is Arial Regular or **Arial Bold**

Body copy

Our body copy font is Arial Regular

To assist you in finding the proper artwork file for your reproduction purposes, a file-naming system has been developed.

There are four elements in each file name:

1 The company abbreviation appears first.

2 There are three logo variations:

Pref	The preferred logo format and use
Small	This variation designates logo options without the descriptor for reproduction below 1.5 in.
Stacked	This variation designates logo options without the descriptor for reproduction below 1.5 in.

3 **Color profile:** This element refers to the color profile of the artwork file. Options include:

A	RGB	Red, Green, Blue for electronic display
B	CMYK	Cyan, Magenta, Yellow, Black for 4-color process printing
C	PMS	Pantone color designation for print
D	Black	For printing in black only
E	Rev	Reverse or white logo

4 **File extension:** This element refers to the file format type.

File name example:
This file name indicates that the artwork is the preferred logo within an RGB color profile in a PNG file format.

① ② ③ ④

FB_Pref_rgb.png

NOTE: The PNG file format should be used for all electronic applications, including Microsoft Office applications (Word, Excel and PPT). It can also be used for websites.

NOTE: All EPS files are vector-based artwork which allows them to be scaled to any size.

		COLOR PROFILES				
		A	**B**	**C**	**D**	**E**
File extensions include:		**RGB**	**CMYK**	**PMS**	**Black**	**Rev**
.eps	Vector-based file for print applications		●	●	●	●
.png	RGB image file for electronic applications (Microsoft Word, PowerPoint, Excel) and website	●			●	●
.jpg	RGB image file for electronic applications	●			●	

Logo artwork is available for download on www.FBHS.com.