FORMICA® BRAND STANDARDS
THE DEFINITIVE STYLE GUIDE

FORMICA® BRAND STANDARDS
CONTENTS

FORMICA® BRAND STANDARDS
INTRODUCTION

CORPORATE DESIGN is first and foremost a vehicle of communication. As such, an effective visual identity program must strive for clarity and vitality, unity and consistency.

The position of the global Formica group of companies (the Formica Group) today calls for a visual identity program that confirms and amplifies our role as a design leader in the surfacing industry worldwide. It offers a powerful way to say what needs to be said to those we need to reach.

It is the collective responsibility of everyone who produces communication materials to ensure that the Formica Group's identity standards are used correctly and consistently for all print collateral, electronic, trade stands, packaging and merchandising applications. This guide is designed to help our company—and you, as a user of the Formica® Brand Standards—do exactly that. Please take the time to become familiar with the graphic guidelines in the pages that follow.

THE FOLLOWING GRAPHIC STANDARDS represent our efforts to solidify and unify the Formica® brands across cultures and continents. The red and black Formica® Anvil Logo detailed on page 9 remains the primary identifier for the Formica Group. The Formica® Anvil Logo within the Red Box detailed on page 12 is an optional container for the existing Anvil Logo. This optional logo treatment should be used when a white or solid coloured background is not feasible. The Red Box option has been created for the simple and important purpose of maintaining legibility, clarity and flexibility for the brand.

What we say is important. How we say it is equally vital. Scale. Color. Proportion. Contrast. These can create a vivid picture, a personality and a presence. Here's how it works.

FORMICA® BRAND STANDARDS
POSITION STATEMENT

FOR HOMEOWNERS, ARCHITECTS AND DESIGNERS

who feel decor needs to be about more than just "looking

good"… Formica® is the brand of surfaces that fuses beautiful

design with purposeful functionality. Because only Formica® Brand

creates versatile surfacing solutions that are inspired by and adapt

to the way people live, work and play.

FORMICA® BRAND STANDARDS
BRAND STORY

THE FORMICA® TRADEMARK HOLDS A UNIQUE

POSITION among brands because the US Federal Trade
Commission (FTC) sought to cancel the registration at the
United States Patent and Trademark Office (USPTO). The FTC
argued that the Formica® trademark had become generic, and
accordingly, all competitors should be permitted to refer to their
products as "Formica". As a result of Congressional legislation, the
cancellation petition was dismissed and the Formica® trademark
registration remains valid at the USPTO and is a valuable asset
for the Group. This asset must be treated with appropriate care to
avoid any other attacks on the mark. In other words, in order to
maintain and protect the value of the mark all uses must follow the
guidelines set forth in this trademark usage manual.

FORMICA®

FORMICA® BRAND STANDARDS
BRAND EVOLUTION

CIRCA 1920

CIRCA 1930

CIRCA 1940

CIRCA 1950

CIRCA 1960

CIRCA 1970

1980–CURRENT
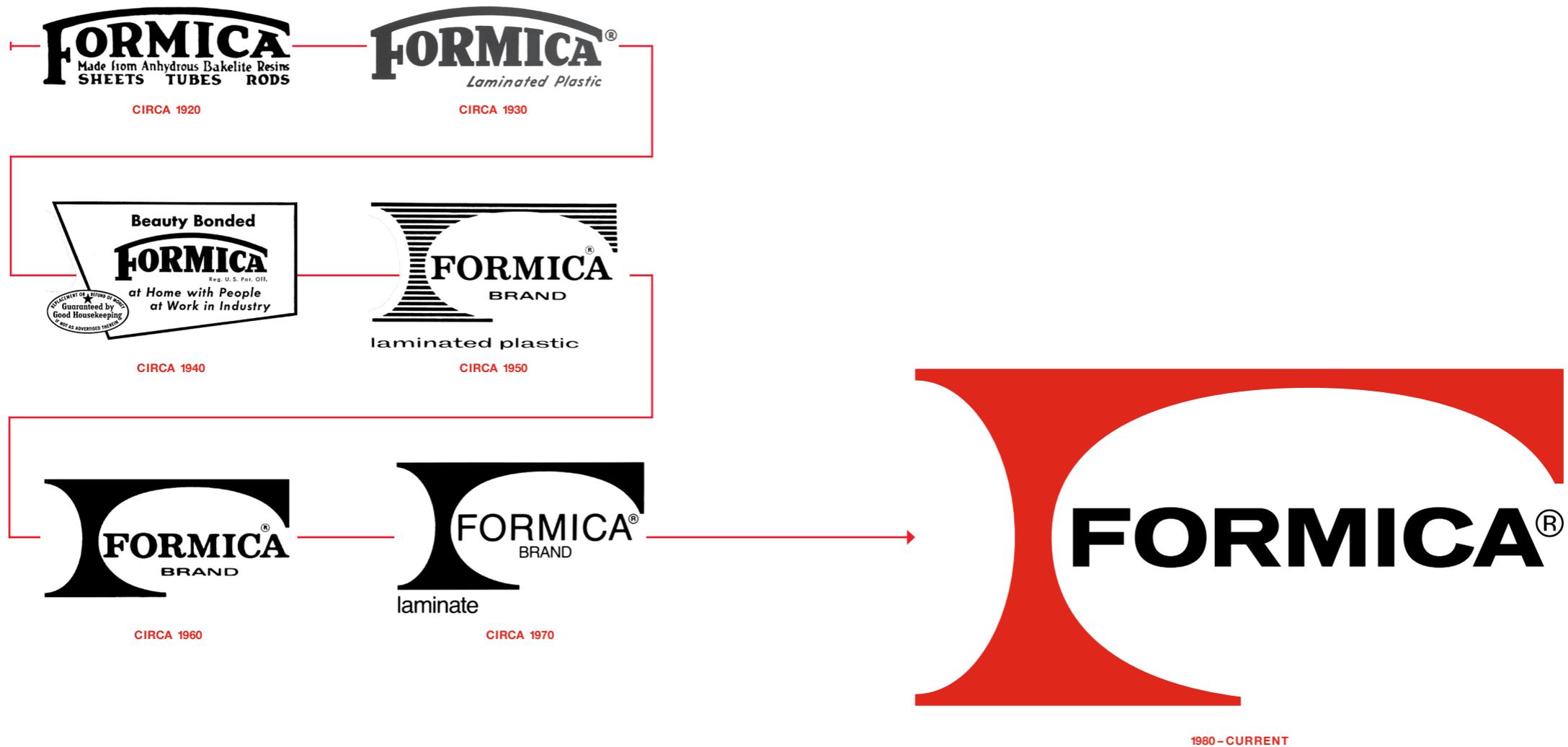
FORMICA® BRAND STANDARDS
BRAND VOICE

FORMICA® BRAND IS:

Authentic

Smart

Innovative

Upbeat

Confident

Passionate

Emapthetic

Flexible

Aware

Purposeful

Curious

Design-Saavy

Action-Oriented

People-Driven

FORMICA® BRAND IS NOT:

Artsy

Whimsical

Blind to Reality

Emotionally-Detached

Indecisive

Slow to Change

Apologetic

Critics

Followers

THE FORMICA® LOGO is the primary graphic icon that consumers and business associates recognize and connect with our brand. It is the basis for all other company identifiers. The foundation of the Formica® logo is the Anvil, created by the outer strokes of the "F". The Anvil shape should never be reproduced by itself, but always in conjunction with the Formica® wordmark. Together, the wordmark and Anvil form the Formica® logo. It is always followed by a registered mark (®) to indicate our proprietary right to the logo.

4X

3X

GENERAL GUIDELINES
- X = one unit (used to measure serif heights); thus, serif heights marked 3X on the right side of the Anvil logo are slightly shorter than those marked 4X on the left side to the logo.
- Gray oval creates serifs on left
- Negative space surrounding the Formica® logotype is created with custom curves to achieve optical balance


TWO-COLOR ANVIL LOGO
- The red Anvil shape is PMS 485 red
- Logotype is solid black

BREATHING ROOM is essential. A certain amount of clear space should surround the Formica® Anvil logo in order to separate it from other communication elements such as text, headlines or imagery. Please observe the area of clear space to ensure clarity and the prominence of the logo.

The required clear space surrounding the Formica® Anvil logo is no less than 2X, which is equivalent to twice the height of the Anvil logo (see X on the diagram).

2X   2X   2X

FORMICA®

2X

X MEASUREMENT
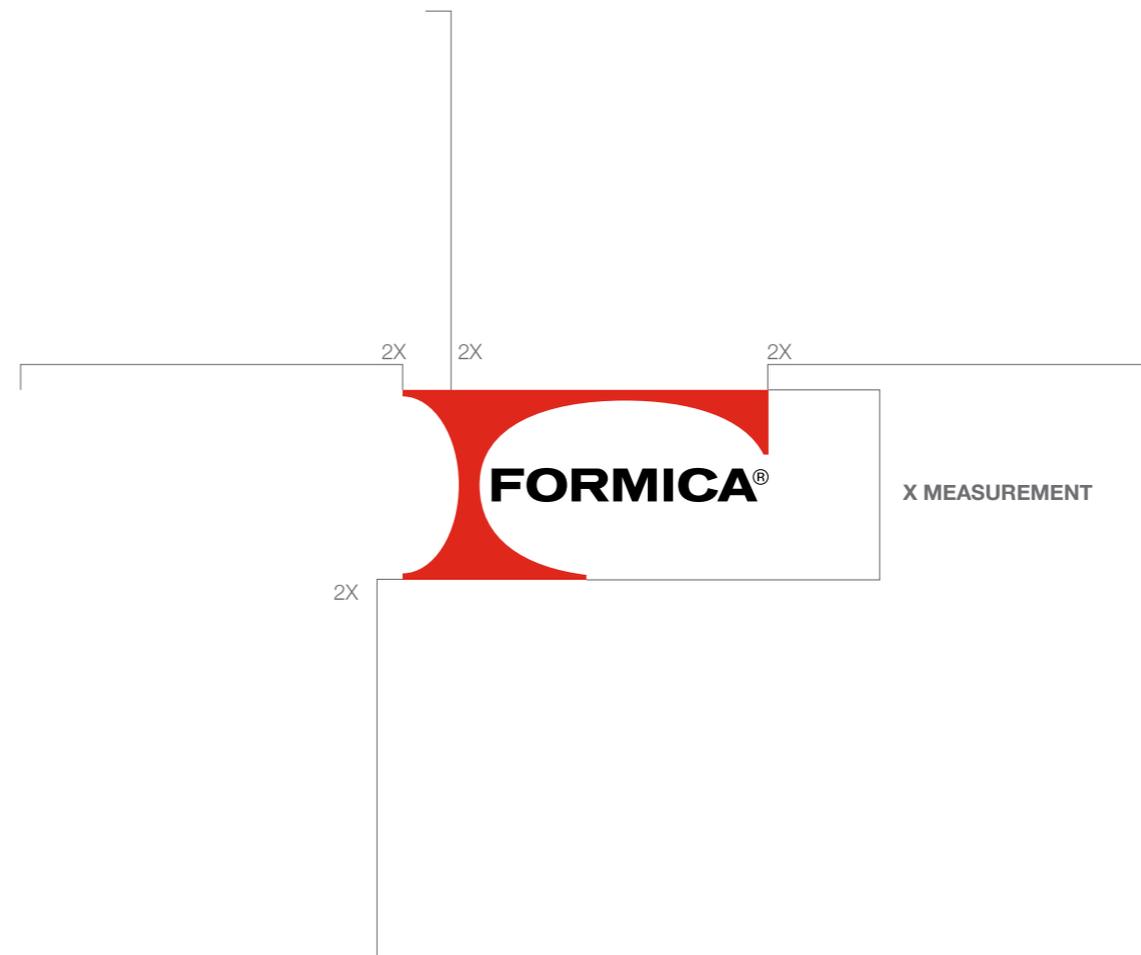
FORMICA®

FORMICA® ANVIL LOGO
BACKGROUND USAGE

THE FORMICA® LOGO reads best when used against a solid white background (1). In cases where the background is a solid color, please follow three simple guidelines. On backgrounds 30% black or lighter, the red Anvil with the black wordmark must be used (2). On backgrounds 70% black or darker the red Anvil with the white wordmark must be used (4), (5) and (6). On backgrounds between 31% and 69% black the Anvil logo in the Red Box shown on page 15 can be used since the background would lack sufficient contrast for the two color Anvil logo to be legible. Further, by reversing the Anvil logo completely to white or black the loss of the color red diminishes the Formica Group brand. In general, if you are unsure about legibility, the Anvil logo in the Red Box is a safe, reliable alternative.

WHITE

(1)

30% BLACK

(2)

50% BLACK

(3)

70% BLACK

(4)

90% BLACK

(5)

BLACK

(6)

THE WHITE FORMICA® ANVIL LOGO contained in a red rectangle (otherwise known as the Red Box) was developed to allow greater control of the Anvil Logo as it relates to surrounding graphic elements. Thus, when the Red Box is used against a photographic, colored or textured background, the white Anvil Logo is never compromised and enjoys consistent clarity and legibility. Though the Red Box itself is not a "logo" it is important that the guidelines for its use are followed. This will ensure consistency and uniformity for our brand.

THE RED BOX
CLEAR SPACE

BREATHING ROOM is essential. A certain amount of clear space should surround the three open sides of the Red Box in all its applications in order to separate it from other communication elements such as text, headlines or imagery. Please observe the area of clear space to ensure clarity and the prominence of the Red Box. The required clear space surrounding the Red Box is no less than 2X, which is equivalent to twice the height of the Anvil logo (see X on the Red Box shown at right).

2X   2X

X MEASUREMENT

2X

PLEASE NOTE:
Square Red Box logo shown with clear space requirements for top-of-page alignment.
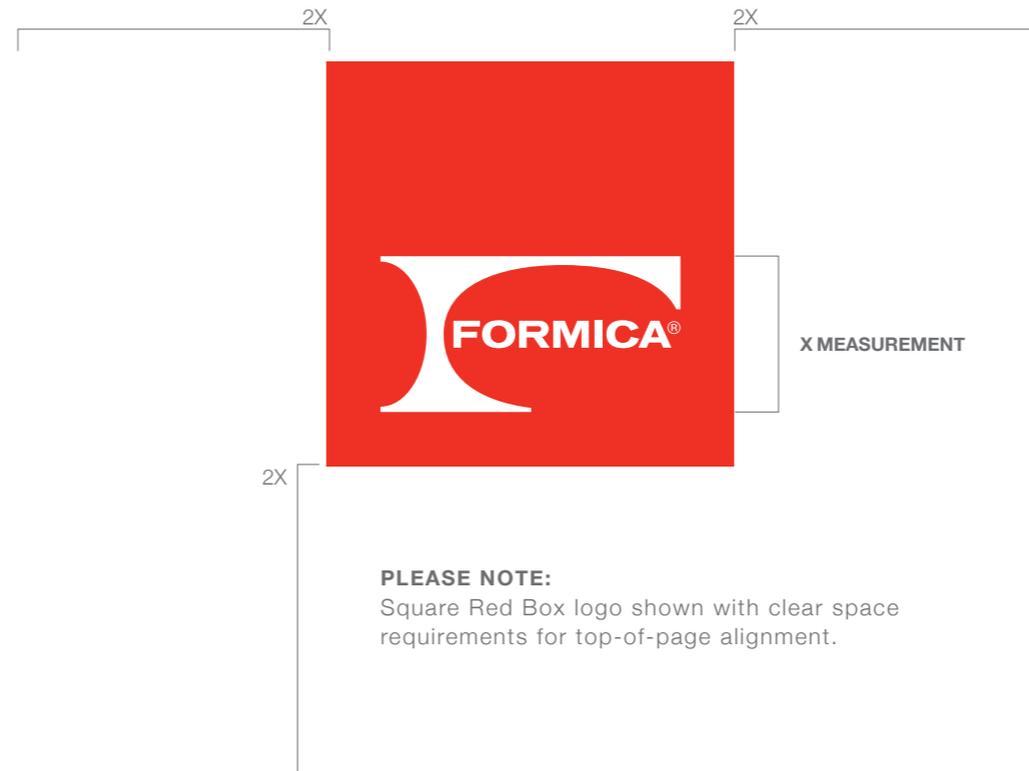
THE RED BOX
DIMENSIONS

AN ALL WHITE ANVIL LOGO is positioned in a Formica® Red (Pantone Matching System or "PMS" 485) box. The primary box shape, a square, is shown on this page. If possible, the bottom-anchored version should be used (1); if the logo must be oriented at the bottom of a page, the alternate top-anchored Red Box (2) may be used. For square red box logo treatments, proportioning and positioning is based on the length of the down stroke of the Anvil's top right serif (X MEASUREMENT). These proportions are oriented to the bottom (1) or top (2), depending on where the logo is anchored.

Reversing the box logo to create a white box shape with an all red Formica® Anvil Logo is prohibited.

(1) BOTTOM-ANCHORED SQUARE (PRIMARY)

X MEASUREMENT

1X

1X   1X
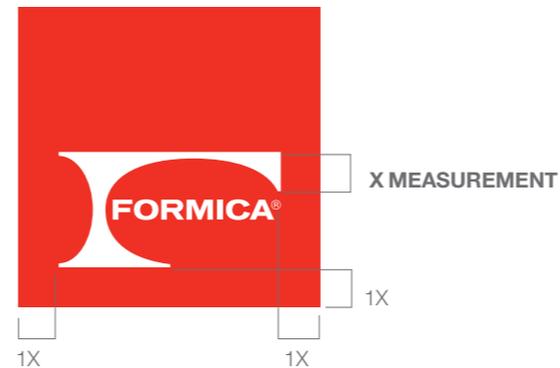
(2) TOP-ANCHORED SQUARE (ALTERNATIVE)

1X

X MEASUREMENT

PLEASE NOTE:

The Formica® logo was moved slightly to the left for optical centering. The extended box for bleed/trim are not represented here. Please see page 20 to view bleed variations.

THE RED BOX
BLEED & TRIM

THE RED BOX MAY BE PLACED on any side of a piece of printed collateral, but never in a corner. It should always be attached to one side. There should always be at least 1/4 inch (6.35mm) of space between a corner and the Red Box, and at least 1/2 inch (12.7mm) from diecut holes. The Red Box should never be placed over a diecut hole or any other obstruction. These rules do not apply to trade show booths or exhibits where the logo might exist on a very large scale.

Always bleed the Red Box symbol appropriately. Make printers/binders aware of the critical trimming to allow for accurately proportioned Red Box after trim.
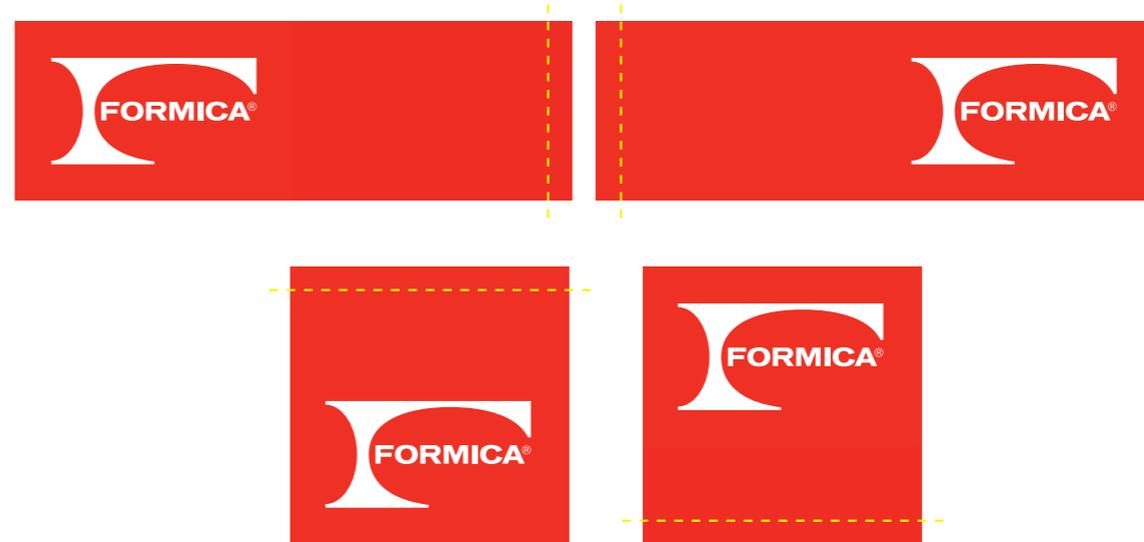
THE RED FLAG
DIMENSIONS

IF AN ALTERNATE 'FLAG' or horizontally-oriented rectangle is used the logo may either be positioned on the left or right side. In rectangular applications, the same proportions taken from the Anvil's top right serif are applied to three sides at either the right end (3) or left (4), depending on which side the logo is anchored to. Note that in rectangular applications the 'flag' may be of any width (4), provided that a) the vertical proportions and anchoring of the logo are handled consistently, and b) the 'flag' must be at least twice the width in order to avoid looking like a mistake. In addition to bleeding off one edge, the flag may be bled around the corner of packaging or across the spine of a book, extending into another logo on the opposite side (5).

(3) RIGHT-ANCHORED HORIZONTAL FLAG

This length must be at least twice the width of a square Red Box, with the top edge dropped down to create a X measurement height between the Anvil and the top of the Red Box.

(4) LEFT-ANCHORED HORIZONTAL FLAG

The flag may be any width, provided that the vertical proportions and anchoring on the three pertinent sides is consistent.

(5) HORIZONTAL FLAG BLED AROUND ONE CORNER INTO ANOTHER LOGO
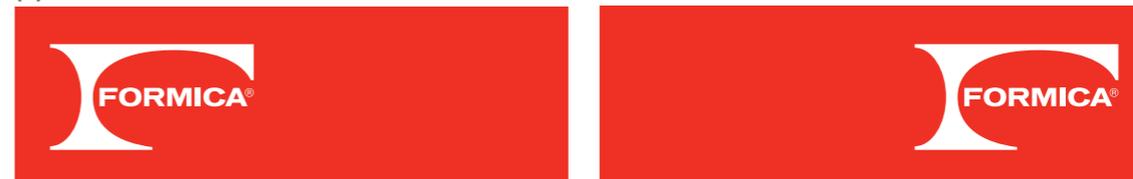
This length must be at least twice the width of a square Red Box, with the top edge dropped down to create a X measurement height between the Anvil and the top of the Red Box.

PLEASE NOTE:
The same proportions based on the Anvil's top right serif are applied on three sides.

THE RED FLAG
DIMENSIONS

IF A VERTICAL FLAG is used (6), (7), the logo may either be positioned at the top or the bottom. In vertical rectangular applications, the same proportions taken from the Anvils' top right serif are applied to three sides at either the bottom end (6) or top (7), depending on which side the logo is anchored to. Note that in vertical applications the 'flag' may be of any length, provided that a) the vertical proportions and anchoring of the logo are handled consistently, and b) the 'flag' must be at least two squares tall in order to avoid looking like a mistake. In addition to bleeding off one edge, the flag may be bled around the corner of packaging extending into another logo on the adjoining or opposite side (8). This rule for extending vertically-oriented Red Box flags around corners applies to packaging only.

(6) BOTTOM-ANCHORED VERTICAL FLAG

(7) TOP-ANCHORED VERTICAL FLAG

(8) VERTICAL FLAG BLEED AROUND ONE CORNER INTO ANOTHER LOGO
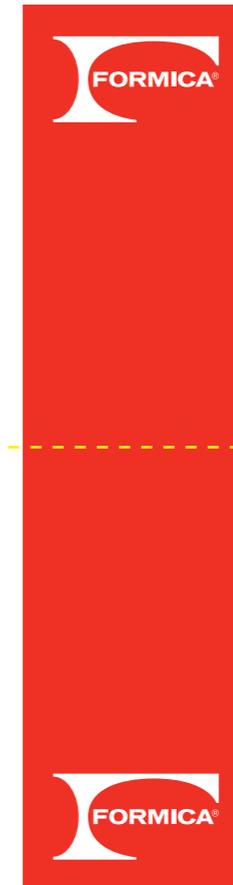
PLEASE NOTE:
The same proportions based on the Anvil's top right serif are applied on three sides.

FORMICA® LOGO
WHAT NOT TO DO

SHOWN HERE are some examples of what not to do with the Formica® logo. Always use authorized electronic artwork available from Formica Group—and always respect the message. The Anvil logo should lie on a white or solid colored untextured background. The background needs to be controlled as much as the logo itself. If for any reason a multi-colored, textured or photographic background is to be used, the white Anvil logo in a red rectangle (Red Box) should be used to maintain the integrity of the Formica® Anvil logo.

Do not break the Formica® logotype out from the Formica® Anvil. Do not separate these two components in any way.

Do not alter the Formica® logotype.

Do not alter the spatial relationship between the Formica® Anvil and the Formica® logotype.

Do not alter the logo proportions.

Do not place the Formica® Anvil or the Formica® Red Box logos against areas with insufficient contrast.

Do not alter the proportions of the Red Box logo in any way. See page 14 for details on the Red Box logo proportions.

Do not show the Anvil logo in red and white when using it against a background lighter than 30% black. Do not show the Anvil logo in red and black when using it against a background darker than 70% black.

Do not alter the color of the Formica® Anvil or the Red Box in any way. The only exceptions to this rule are when using the Formica® Anvil logo pattern (see pages 19 and 22 for details, and only use approved electronic artwork from Formica Group). Do not show the Red Box with a white background.

Do not place the Anvil logo on a photograph if it hinders legibility of the logo. If it must be done, use the Red Box (white logo in a red rectangle) instead.

ANVIL LOGO PATTERN
INTRODUCTION

A PATTERN HAS BEEN CREATED from the Formica® Anvil logo, and is used in a wide range of applications, from trade stands to books, bags and on-screen applications. This pattern is used most often for large-scale fabrics and screen presentations. The Anvil logo pattern is the only place where alternative color combinations may be used for the Formica® Anvil logo. See page 22 for acceptable color combinations
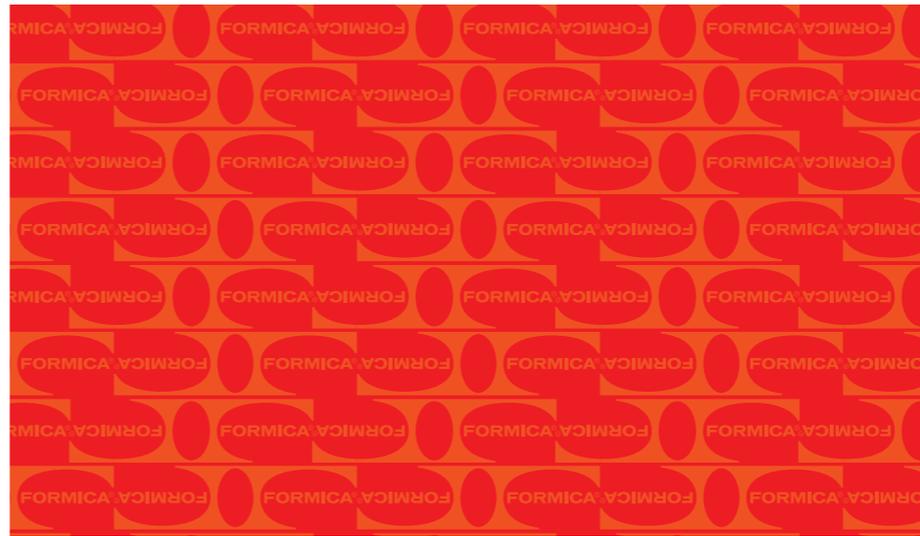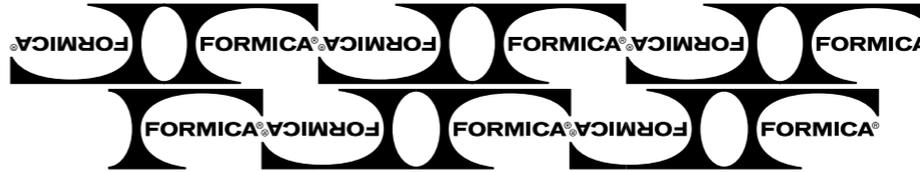

GENERAL GUIDELINES
- 2X height space between rows of Anvil pairs (1X= height of lower Anvil serif)
- The outside serifs of two Anvil logos connect to form a single shape, one rotated 180°, the other upright
- Outside edges of Anvil are lined up with each other

BRAND COLORS
PRIMARY COLOR PALETTE

RED, BLACK, AND WHITE are the primary colors used in all of

The Diller Corporation's (a subsidiary in the Formica Group) logos

and product signatures. The official Formica® red is always based

on PMS 485. The Red Box should be reproduced only in red

(PMS 485 for offset lithography; C0, M100, Y100, K0 for digital

printing; and R204, G34, B41 for screen-based applications),

and only with a white Formica® logo. No other colors or color

combinations are acceptable.*

FORMICA® RED
PMS 485
C0, M100, Y100, K0
R255, G0, B0 (ff0000)
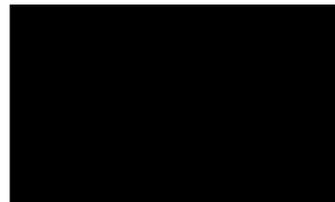
**BLACK**
C0, M0, Y0, K100
R0, G0, B0 (000000)

PLEASE NOTE:
It is acceptable to reverse the Anvil logo out of either a large black or red field. This applies primarily to tradeshow spaces and specialty print applications, and is only acceptable when the black or red background covers a large area. Consistency in this regard helps to avoid confusion about the size and dimensions of the Red Box.

BRAND COLORS
SECONDARY COLOR PALETTE

IN ADDITION to the red, black and white color scheme, other colors are used for accents, text colors, and specialty applications. When setting paragraph type against a white background, such as the text you are now reading, the type should be set in either 70% black, 90% black or 100% black. Type that is reversed against darker backgrounds should be either white, PMS 485 red or 30% black. When making a color selection, maintaining legibility should remain the primary intention.

PMS 1655 ORANGE
C0, M63, Y91, K0
R255, G125, B0 (ff7d00)
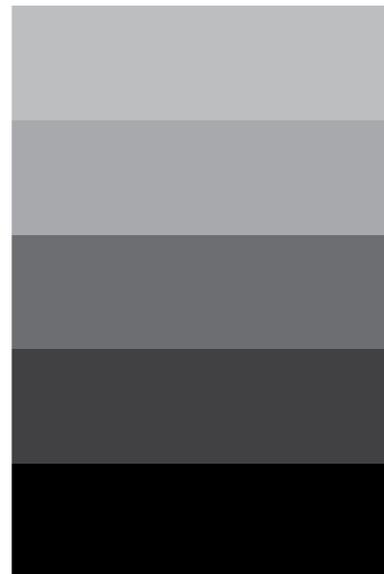
30% BLACK
C0, M0, Y0, K30
R188, G190, B192 (bbbdc0)

50% BLACK
C0, M0, Y0, K50
R147, G149, B152 (939597)

70% BLACK
C0, M0, Y0, K70
R109, G110, B113 (6d6e70)

90% BLACK
C0, M0, Y0, K90
R65, G64, B66 (404041)

100% BLACK
C0, M0, Y0, K100
R35, G31, B32 (231f20)

BRAND COLORS
PATTERN COLOR PAIRINGS

THERE ARE THREE COLOR COMBINATIONS that are acceptable for Anvil logo patterns. In addition to the three combinations shown here, the reverse of each is acceptable as well (i.e., PMS 485 red against a PMS 1655 orange background, etc.) Because fabrics, paints and other substrates used in the built environment are printed with different ink processes than the Pantone® Matching System, all efforts should be made to match spot colors as closely as possible.

(1) PMS 1655 ORANGE AGAINST A PMS 485 RED BACKGROUND

(2) 30% BLACK ORANGE AGAINST A 50% BLACK BACKGROUND

(3) 50% BLACK ORANGE AGAINST A 100% BLACK BACKGROUND

FORMICA® SUSTAINABILITY LOGO
USAGE GUIDELINES

SHOWN HERE is the Formica® Sustainability logo in various color options with the full color version (1) being the preferred. If needed, a grayscale version, two 2-color options, and a black and white version are available (2). Always use authorized electronic artwork available from Formica Group—and always respect the message. The logo is recommended to display on a white or solid colored background. Do not place the Sustainability logo on a photograph if it hinders legibility of the logo. The logo version with a white tagline (3) may be used to maintain the integrity of the Formica® Sustainability logo placed on a photograph.

(1)

(2)

(3)

FORMICA® SUSTAINABILITY LOGO
USAGE DETAILS

SHOWN HERE are usage details and some examples of what not to do specifically with the Formica® Sustainability logo. Always use the authorized colors related to the Sustainability logo. The logo color should never be altered- even to white or the official Formica® red.

40% BLACK
C0, M0, Y0, K40
R147, G149, B152 (939597)

80% BLACK
C0, M0, Y0, K80
R51, G51, B51 (333333)

100% BLACK
C0, M0, Y0, K100
R35, G31, B32 (231f20)

SUSTAINABILITY LIME GREEN
C51, M0, Y100, K0
R139, G198, B63 (8bc63f)

SUSTAINABILITY DARK GREEN
C85, M28, Y94, K16
R37, G123, B66 (257b42)

Do not alter the color of the Formica® Sustainability logo in any way.

Do not alter the color of the Formica® Sustainability logo in any way. The Formica® Anvil logo within the Sustainability logo may never appear transparent.

SECONDARY LOGOS
KEY PRODUCT LINES

FOR ALL PRIMARY PRODUCT LOGOS the product name is black, the product descrip-tion is PMS 404 gray, and "by Formica Group" are PMS 485 red. Alternate color combinations are shown on page 26.

The product name is set in Helvetica Neue 35 Thin. The type size of the product name should be 3.5 times larger than "by FORMICA GROUP" and the tagline. "by" is set in Helvetica Neue 46 Light Italic. "FORMICA GROUP" and the product tagline (in the case shown at right, "The Original High Pressure Laminate") are both set in Helvetica Neue 45 Light, all caps. The vertical space between the bottom of the product name and the top of the tagline should be 2.5 times the height of "FORMICA GROUP". The tagline is always set to let "by Formica Group" hang off of the product line.

Formica® Laminate by Formica Group logo is shown here as an example of how all key product line logos are designed.

Formica® Laminate
THE ORIGINAL HIGH PRESSURE LAMINATE *by* FORMICA GROUP

SECONDARY LOGOS
KEY PRODUCT LINES

FROM TOP TO BOTTOM for each primary product logo, the optional colors are solid black (1), reversed white product name and PMS 403 description/tagline against a sufficiently dark solid background (2), white reversed out of a solid PMS 485 red background (3), white reversed out of a solid 70% black background (4), and white reversed out of a black or sufficiently dark background (5). The Laminate logo is shown here as an example of colors that are approved for all primary product logos. See pages 25–26 for CMYK and RGB color values.

1) SOLID BLACK (RULED BOX BELOW AND SOLID BOXES REPRESENT LARGE FIELDS OF SOLID COLOR)

Formica® Laminate
THE ORIGINAL HIGH PRESSURE LAMINATE *by* FORMICA GROUP

2) BLACK OR SUFFICIENTLY DARK BACKGROUND, PRODUCT NAME REVERSED TO WHITE, PMS 485 RED "BY FORMICA GROUP" IDENTIFIER , PMS 403 GRAY TAGLINE

Formica® Laminate
THE ORIGINAL HIGH PRESSURE LAMINATE *by* FORMICA GROUP

3) PMS 485 RED BACKGROUND, ALL OTHER ART REVERSED TO WHITE

Formica® Laminate
THE ORIGINAL HIGH PRESSURE LAMINATE *by* FORMICA GROUP

4) 70% BLACK BACKGROUND, ALL OTHER ART REVERSED TO WHITE

Formica® Laminate
THE ORIGINAL HIGH PRESSURE LAMINATE *by* FORMICA GROUP

4) BLACK BACKGROUND, ALL OTHER ART REVERSED TO WHITE

Formica® Laminate
THE ORIGINAL HIGH PRESSURE LAMINATE *by* FORMICA GROUP

FORMICA®

TYPOGRAPHY
SERIF & SANS SERIF

THE TWO TYPE FAMILIES used in all Formica Group visual communications are Bauer Bodoni and Helvetica Neue.

Designed by Giambattista Bodoni around 1790, Bodoni is an elegant serif typeface with contrasting thick and thin strokes. Bauer Bodoni is a faithful digital representation of the original.

Helvetica Neue is a digitally improved version of Helvetica, a 20th century sans-serif typeface popular for its legibility and flexibility in weight and variations. A proprietary styled version of Helvetica is used as the wordmark in the Formica Group logo. Helvetica was originally created by Swiss type designer Max Miedinger in 1957.

BAUER BODONI ROMAN

*a b c d e f g h i j k l m n o p q r s t u v w x y z A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! ? @ # $ % & * () ;*

HELVETICA NEUE

a b c d e f g h i j k l m n o p q r s t u v w x y z A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! ? @ # $ % & * () ;

FORMICA®

TYPOGRAPHY
HELVETICA NEUE

HELVETICA NEUE was designed in 1983 by Linotype Design Studio for improved performance in modern electronic publishing. Its wide range of weights and subtle refinements in letterforms improves upon the original Helvetica's simple beauty. Helvetica Neue is used in all sorts of product logo, headline and text settings for Formica Group, often alongside its companion typeface Bodoni. The most commonly used weights of Helvetica Neue are shown at right.

a b c d e f g h i j k l m n o p q r s t u v w x y z A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! ? @ # $ % & * () ;

*a b c d e f g h i j k l m n o p q r s t u v w x y z A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! ? @ # $ % & * () ;*

a b c d e f g h i j k l m n o p q r s t u v w x y z A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! ? @ # $ % & * () ;

a b c d e f g h i j k l m n o p q r s t u v w x y z A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! ? @ # $ % & * () ;

FORMICA®

TYPOGRAPHY
BAUER BODONI

BAUER BODONI is used in Formica Group's product signatures to brand, differentiate and identify products and product lines, and in headlines. Any type that is eight point or smaller should be set in Helvetica Neue. The most commonly used weights of Bauer Bodoni are shown at right.

a b c d e f g h i j k l m n o p q r s t u v w x y z A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! ? @ # $ % & * ( ) ;

*a b c d e f g h i j k l m n o p q r s t u v w x y z A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0 ! ? @ # $ % & * ( ) ;*

FORMICA®

THE MAIN BODY OF A LETTER must always be in black—never screened to simulate the special gray color used for the Formica Group address shown at the top right of our letterhead. If a color printer is available, Formica® red may be used as an accent color for date (1), addressee name (2), and writer name (3). Please only use approved letterhead templates from Formica Group. For second sheets, please only use second sheets that are printed without the address. Second sheet templates are available without the date and addressee column. All paper used for our stationery system should be premium, bright white, vellum finish and uncoated. The paper must be FSC certified and contain at least 10% post-consumer waste. All letterhead and envelopes should be printed on 28lb.(104gsm) writing weight.

FORMICA GROUP
Formica Corporation
10155 Reading Road
Cincinnati, Ohio 45241
1.800.FORMICA
513.786.3400
www.formica.com

(1) Month 1, Year

(2) First Lastname
Company Name
100 Street Name Road
Cincinnati, OH 45241

Dear First Name,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Arcu dui vivamus arcu felis bibendum ut tristique et. Lorem sed risus ultricies tristique nulla aliquet enim tortor. Ac placerat vestibulum lectus mauris ultrices eros in cursus turpis. Pharetra et ultrices neque ornare aenean euismod elementum nisi. Malesuada fames ac turpis egestas. Molestie a iaculis at erat pellentesque adipiscing commodo. Egestas dui id ornare arcu odio ut sem nulla. Venenatis tellus in metus vulputate eu scelerisque. Id semper risus in hendrerit gravida rutrum. Placerat orci nulla pellentesque dignissim.

Kind Regards,

(3) First Lastname
Job Title

STATIONARY
BUSINESS CARDS

THERE ARE TWO APPROVED BUSINESS CARD layouts for

Formica employees.

For members of the sales team, a card that represents the Formica®

Brand on one side, and the FENIX® Brand on the other.

For all other team members, a card that leads with the Formica®

Brand, but represents the additional Broadview Brands that are

being offered.

Full Name
Position, North America

T 513.786.3497
M 513.518.6242
firstname.lastname@formica.com

Formica Group
Formica Corporaiton
10155 Reading Road
Cincinnati, Ohio 45241
www.formica.com

Full Name
Position, North America
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PHOTOGRAPHY
INTRODUCTION

PHOTOGRAPHY IS THE MOST POWERFUL WAY TO COMMUNICATE the Formica® Brand identity. The images should be reflective of the energy of the brand, inspiring and educational. Photographs of Formica® Products and facilities should be natural and unstaged.

LESS IS MORE. Simple, direct and clear images are the best way to represent our products to outside audiences. Avoid-clutter. Keep propping and the environment as natural as possible. Photos should be have a single-focus composition that feature the Formica® Product and clearly communicate to the viewer where they're supposed to focus.

Unless illustrating the company history, photography should be free of noise and clutter.
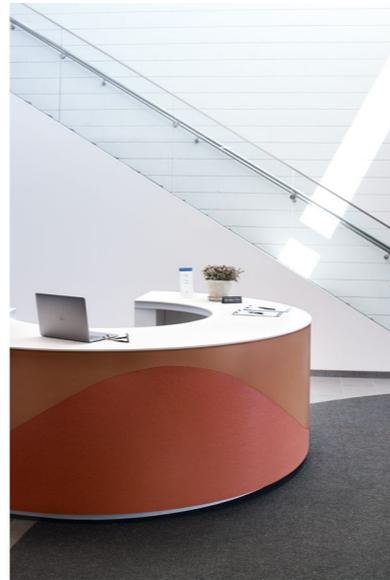
PHOTOGRAPHY
BEST PRACTICE

AVOID STOCK

Stock can feel inauthentic and rarely features Formica® Product. Stock should only be used when needed to illustrate stories and an appropriate non-stock image is unavailable.

STAY CURRENT

Regularly refresh the photo collection to ensure images are relevant and up-to-date. Avoid using images that look or feel dated. Provide installation environments that are relevant to current trends – in location, style and propping.

COMPOSITION AND ENVIRONMENT

Photography should reflect real environments and installations. Lighting should be true to natural lighting and color.

No filters or faked saturation. No overexposure. Photos should illuminate the Formica® Product true to it's real color.

Avoid unnatural angles. Avoid symmetry.
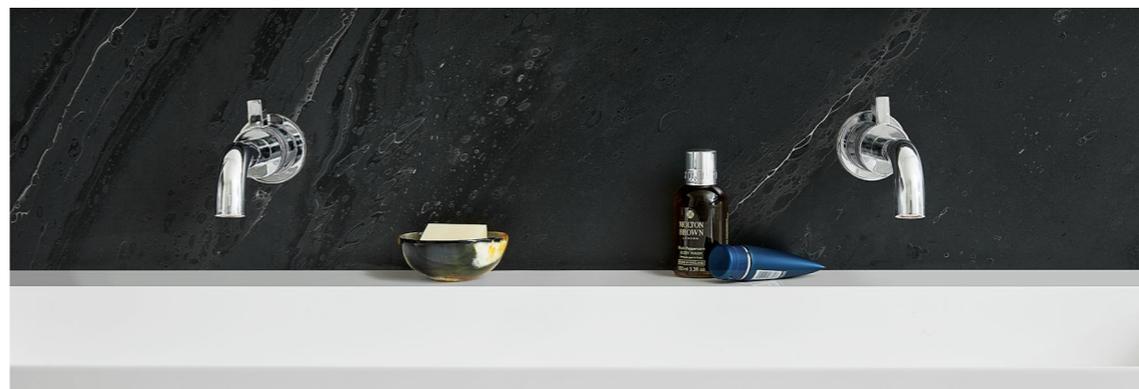
PHOTOGRAPHY
BEST PRACTICE: MODELS

MODELS

Modeling differs slightly across segments in order to provide proper context.

Models in residential photography, should be part of the story being told in the setting but not making eye contact with the camera. They should be authentically integrated into the environment.

Models in commercially-focused photography should be authentically integrated into the environment, but in the background and not the focus of the set. Avoid staged photos of people staring at the camera.

SOCIAL MEDIA
BEST PRACTICE

Reference the Formica Group Social Media policy for additional details.

FORMICA®