





WE'RE ALL FAMILY HERE  
SO THERE IS NO SEATING PLAN





# Hi, We're Food Processing Equipment

In order to promote Food Processing Equipment's exciting new brand, a consistent visual strategy has been put in place.

This guide aims to give you the tools to create a constant visual language. From colour to typography, tone of voice to our messaging, it's all here to give you the ability to create something that will help make our brand really compelling to anyone who might interact with it.



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# Our Why

## Why we exist

Our 'Why' reflects our professional reputation in the market by expressing the nature of our business, quality of goods and services offered to our customers.

“

**We believe trusting the food you eat begins with the equipment it's produced with.**

## Our Position

FPE leads the food processing industry with service and supply of the world's most innovative and reliable equipment to our Australian and New Zealand customers. We emphasize our knowledge of the industry, enabling a fast, solution focussed approach to our customers. Reputation over revenue is how we have positioned our family-owned business over the last four decades.



# Our Promise

## We will..

We will only sell trusted brands/products

We will offer expert advice

We will offer our best price the first time

Exceptional service will be our standard

Customer safety is our priority

“

**Reputation over revenue**



# Internal messaging

## Our brand internally (staff)

Our internal messaging describing the compelling benefit we provide to our customers. It is credible and authentic. We feel proud to stand by these statements and express them consistently when talking to customers.

### Brand essence

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We are an independent Australian family owned company. We are customer driven and solution focussed. We have extensive proven history in the supply of food processing equipment, offering training, installation, technical support and after-sales service.

### Brand position

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Family  
Professional  
Ethical

*In everything we do.*

### Marketing Objective

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Build brand awareness, intern increasing sales and market share. Show that we are market leaders by engaging, educating and inspiring the customer to make contact.

### Brand values

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Commitment  
Pride  
Family  
Customer focussed  
Respect

*In everything we do.*



# Brand essence

## Core language

What drives our success?

### Personality

Commitment	Pride	Family	Ambitious
Respect	Moral	Customer Focus	Innovative

### Language

Fun	Versatile	Knowledgeable	Range
Contemporary	Dedicated	Agile	Established







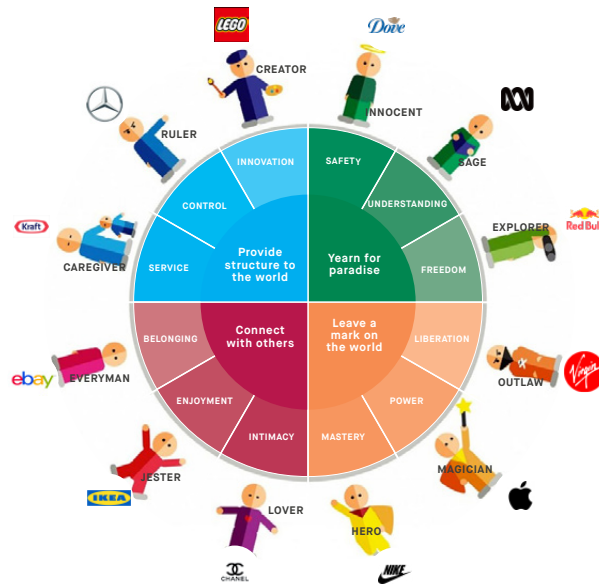


# Brand archetype

## FPE's Brand Archetype

To gather a loyal following your brand needs to connect to an audience, making your product or service irreplaceable in the eyes of our customer. If you aren't clear about who you are, no one is going to be interested in you. It's critical to understand your brand, and how you should start a relationship with your customers.

Right, are the 12 basic identities, or archetypes, a brand can assume.



## SAGE - WISE PERSON

<b>Your Desire</b> to find the truth	<b>Your Goal</b> to use intelligence and analysis to understand the world	<b>Brand Culture</b> freedom of thought and encouraged analytical think
<b>Your Motto</b> the first to solve problems	<b>Your Strategy</b> seeking out information and knowledge	<b>Brand Voice</b> sophisticated language and extensive vocabulary
<b>Your Fear</b> being duped, misled or appearing ignorant	<b>Your Achilles Heel</b> can study details forever and never act	<b>Brand Experience</b> robust conversations solving problems and coming up with solutions

## EVERYMAN - CONNECTS WITH OTHERS

<b>Your Desire</b> to be dependable and trustworthy	<b>Your Goal</b> strong connections and relationships	<b>Brand Culture</b> to work hard & make people feel valued
<b>Your Motto</b> people are everything	<b>Your Strategy</b> to be down to earth and honest and approachable	<b>Brand Voice</b> inclusive, unpretentious and straight shooter
<b>Your Fear</b> to be left out	<b>Your Achilles Heel</b> losing one's own self in an effort to blend in	<b>Brand Experience</b> make people feel included and valued





# It all starts here

## LOGO - primary

We want to be known as unconstrained and unencumbered. Our brand is specifically designed to pay homage to our founding brand with a new, contemporary visual language that better reflects our core values.



# They're all here

## Logo variations

Flexible applications are intended to allow freedom of creativity and to obtain the clearest and most engaging form of communication when using the brand.

Primary



Primary reversed



# Look after our brand

## Be respectful

Our Brand needs to breathe. We protect it with a minimum of clear space equal to the height of our 'diamond' icon. This enables good brand recognition and legibility.

Clear space



Minimum Size



15mm



40 pixels



# Use common sense

## Treat it kindly

Our Brand needs to be respected and treated in a consistent, legible manner.

X



Don't  
Distort

X



Don't  
Rotate

X



Don't  
Low contrast background

X



Don't  
Re-coloured

X



Don't  
Unauthorised tag lines

X



Don't  
Use non brand colours



# The wow starts here

## Primary and accent palette

Colour is important to us. It expresses who we are and how we feel. It sets us apart from the others, makes us stand out from the crowd.

Colour is emotional. It can be enticing, assuring, or desirable. Using it thoughtfully, we can be sincere, loyal or even disruptive. Our colour palette allows for all of these things.

### PRIMARY PALETTE

<div>Yellow PMS 108</div> <div></div>	<div>Grey PMS 7546</div> <div></div>
C0 M5 Y98 K0	C73 M45 Y24 K66
R254 G219 B0	R37 G55 B70
HTML fedb00	HTML 253746

This colour palette is designated to core corporate collateral such as stationery, website and branding material. They do not need to be applied to special events and campaigns. Designers have the freedom to add complementary accent colours when needed.

**PMS:** All colours are provided as Pantone® references and where possible should be reproduced using PMS specifications.

**CMYK:** When it is not possible to print a solid Pantone® colour, please check our recommended CMYK breakdown (Cyan, Magenta, Yellow and Black). Always use the percentage breakdowns specified here to achieve the closest match to Pantone® colours.

### ACCENT PALETTE

<div>Sand PMS 120</div> <div></div>	<div>Lemon PMS 100</div> <div></div>
C0 M5 Y64 K0	C0 M0 Y56 K0
R251 G219 B101	R246 G235 B97
HTML fdbb65	HTML F6eb61

**RGB:** RGB values specify colours for screen and Internet display.

**HEX:** HEX colours are specified for online applications such as websites.

Colour accuracy and consistency are very important. Where possible, always use the colours specified here. Never substitute any of the colours. Care should be taken by way of pre-production samples to ensure colours marry back to the HEX codes and/or the Pantone® colour reference. Always ask printers and sign companies to match to the PMS values.





# This is our type

## Print Typography

Typography is like clothing for words. It creates a sense of style, a unique look that we can call our own.

Even the most humdrum of information can come to life with beautiful typography; headlines captivate, tables sparkle.

Our typefaces were specifically chosen to sit well with our overall design aesthetic, for their craft and detail, and for their functionality in diverse settings.

# We use Maison Neue

Keep it light. Use heavier weights only to emphasise major campaign messaging or key callouts.

Primary

Accent

## Maison Neue

Download and purchase:  
[https://www.miliegrotesque.com/typefaces/maison\\_neue](https://www.miliegrotesque.com/typefaces/maison_neue)

Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890-~!@#%&\*()\_+<>:"  
Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890-~!@#%&\*()\_+<>:"  
Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890-~!@#%&\*()\_+<>:"  
Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890-~!@#%&\*()\_+<>:"

## Maison Neue Extended

Download and purchase:  
[https://www.miliegrotesque.com/typefaces/maison\\_neue/subfamilies/1158](https://www.miliegrotesque.com/typefaces/maison_neue/subfamilies/1158)

**Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890-**  
**=~!@#%&\*()\_+<>:"**



This is our  
email type

Free and  
easy

Keep it light. Use heavier weights only to emphasise major campaign messaging or key call-outs.

## Digital Typography

Arial is the internal font that should be used for all Microsoft (Word, Powerpoint and Excel) documents and emails. They can be viewed on any computer without formatting loss.

Websafe (internal)

## ARIAL

Arial Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890-~!@#\$%&\*()\_+<>:"  
**Arial Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**



# The world seen through our lens

## Photography

Who has time to read a thousand words? No one! And that's where pictures come in.

Imagery is crucial in bringing our brand to life. It shows the world through our lens, which means we want it to be seen as people rather than products. That's not to say our products are not important, they just become secondary. Our hero photographs should always be a person or an outcome/end result (like the image below right).



Confident



Inclusive



Approachable



Contemporary







# Visual dialogue

## How we look

Stationary

Profile brochure

Social Media

Email Signature









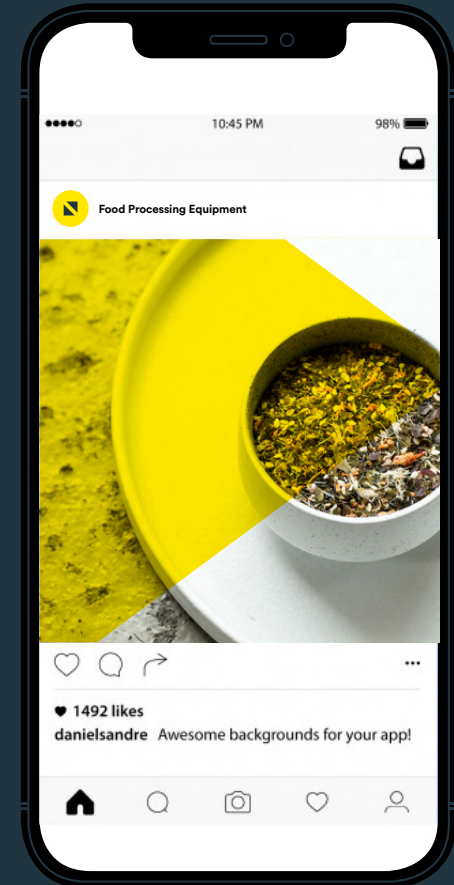
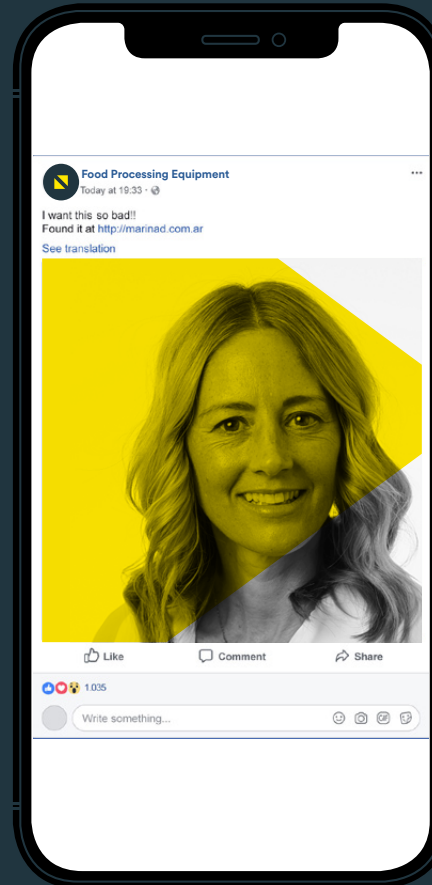


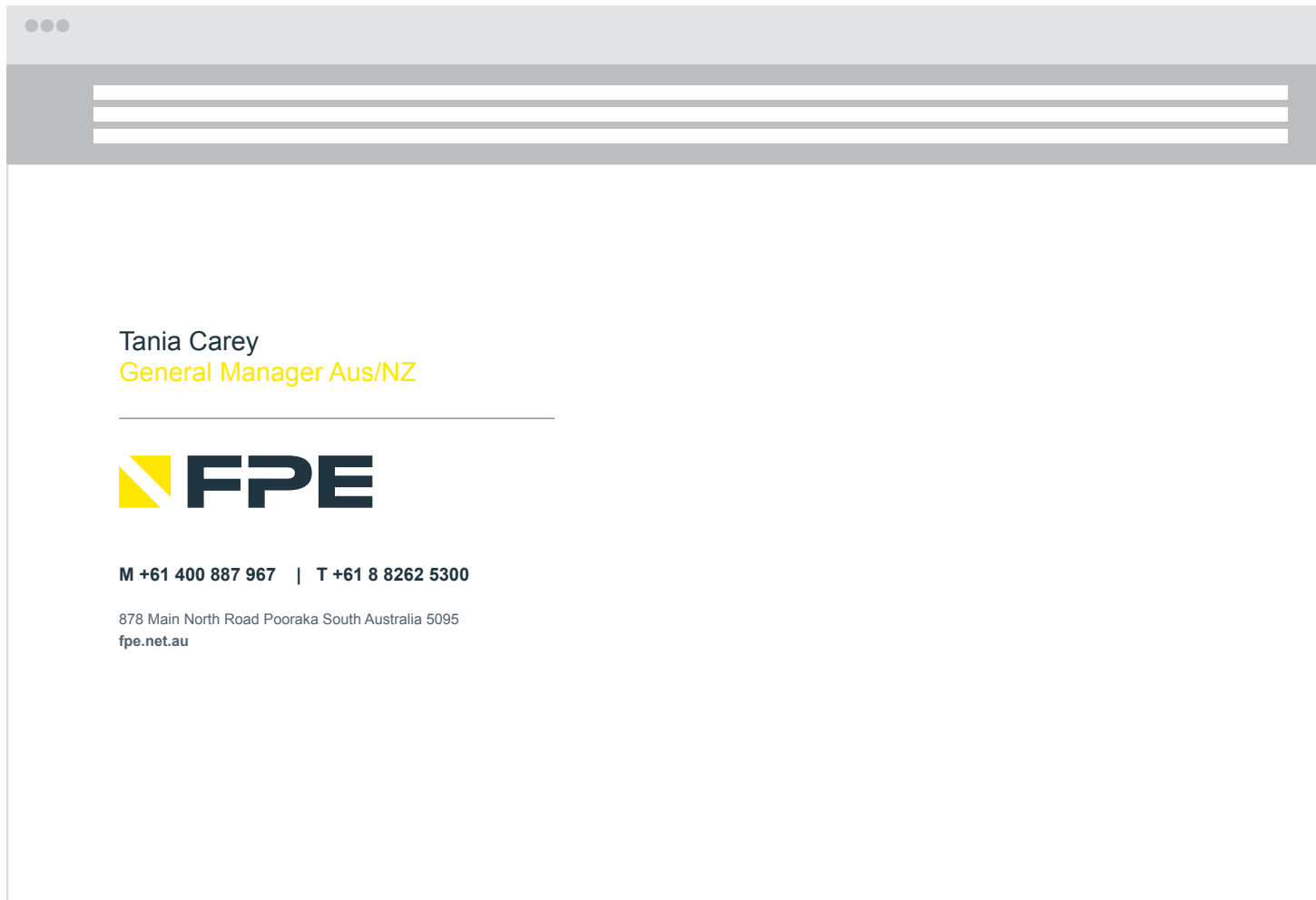






## Social Icons





# That's it

**Any questions?**

#### AUSTRALIAN OFFICE / DISTRIBUTION

Contact: Tania Carey (General Manager Aus/NZ)  
Address: 878 Main North Road Pooraka South Australia 5095  
Telephone: +61 8 8262 5300  
Toll Free: 1800 882 549 (In Australia Only)  
Facsimile: +61 8 8262 5700  
Email: [taniac@fpe.net.au](mailto:taniac@fpe.net.au)

