Version 1 › May 2024

Brand Guidelines

FENNEX®

Hydraulic Magnets
OVERVIEW
Our hydraulic-driven lifting magnets are a complete all-in-one unit with an integrated magnet generator. An ideal attachment for demolition and recycling contractors turning their scrap metal into profit. Increase your productivity with a true plug-and-play magnet, ready to be used straight from the box in any application.
FEATURES
OPTIONS

FENNEX
0800 33 66 39 fennex.co.nz

Change attachments quick smart.
Turning power into progress.
"The time saving for our company is so great."
FENNEX INDUSTRIAL

FENNEX INDUSTRIAL
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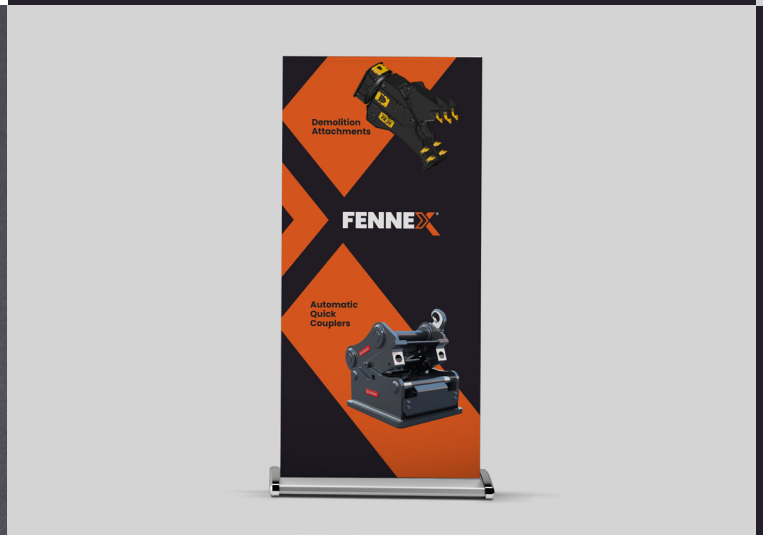

Demolition Attachments
FENNEX
Automatic Quick Couplers

DYNASET
DYNASET

Brand marks

Printing
For 4-colour process print jobs, use the CMYK version of the brand mark. There is also a grayscale version available for black and white applications.

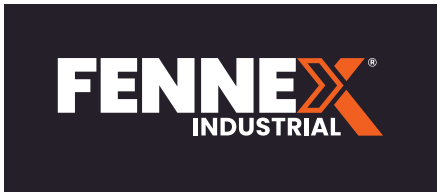
Digital
For screen applications, use the colour RGB version of the brand mark.

Specialised print/merchandising
Applications such as screen printing or embroidery will generally require vector files with colours matching the PANTONE® Color Matching System (abbreviated to PMS). Colour breakdowns are specified in the colour section.

Brand marks - full colour

Symbol - colour variants

Brand marks - full colour reversed



Brand mark - mono black

Brand mark - mono grayscale

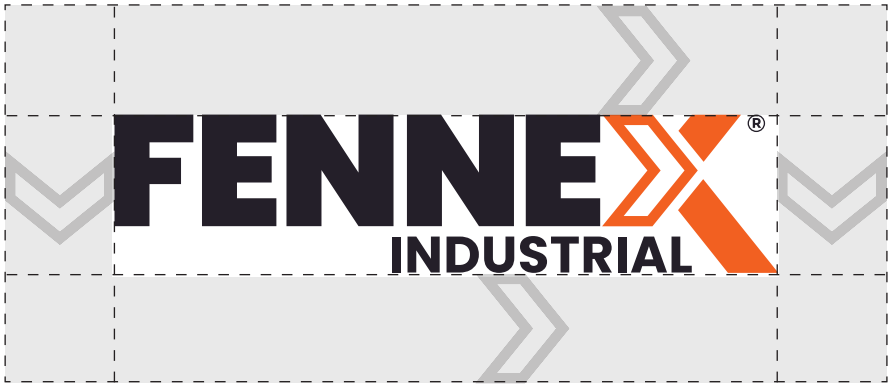
Brand mark - mono white

Clear space and minimum size

Clear space
The clear space zone is a defined area around the brand mark in which no other visual elements should be placed. The preferred amount of clear space is calculated using the height of the arrow symbol from the Fennex 'X', as shown on both versions of the logo.

Minimum size
To ensure clear reproduction, the brand mark should not be reproduced smaller than 25mm wide for print, and 120px wide for screen/digital applications.

Clear space



Minimum size

25mm/120px

25mm/120px

Colours

Colour palette
The colour breakdowns for various colour environments are shown here. Generally CMYK should be used for print and RGB/HTML for screen. PMS is for special print and apparel applications.

Please don't alter the colours in any way from these specifications.

Please note that due to variations in screen quality, calibration etc colours may appear differently from screen to screen.

Pantone Colours TBC

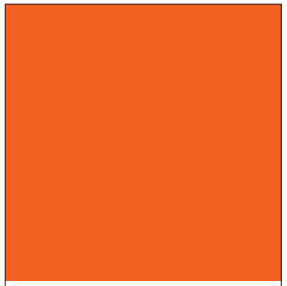
Primary brand palette

GRIT

PANTONE®
426 C

CMYK 25, 25, 10, 92
RGB 36, 36, 42
HEX 24242A

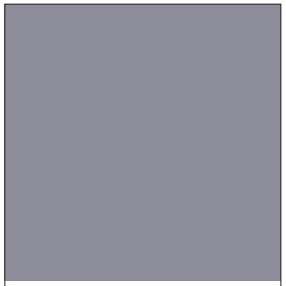
DEEP ORANGE



PANTONE®
016 C

CMYK 0, 77, 100, 0
RGB 255, 95, 0
HEX FF5F00

STEEL



PANTONE®
4277 C

CMYK 8, 8, 0, 46
RGB 140, 140, 150
HEX 8C8C96

Typography

Poppins

Poppins is a geometric sans-serif typeface published by Indian Type Foundry in 2014. It was released as open-source and is available for free on Google Fonts and is also available in Adobe Fonts.

Indian Type Foundry describes Poppins as “an internationalist take on the geometric sans genre.”

https://fonts.google.com/specimen/Poppins

Headline Typeface

Poppins Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sub headings / Labels

POPPINS BOLD (ALL CAPS / SPACING +20)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Introductions

Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Body Copy

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Internal-use typeface

Internal-use typeface

For internal use (e.g. creating Powerpoint presentations or Word documents), “Arial” can be used as a substitute typeface.

Internal typeface

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz