

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 our Dynaset hydraulic magnet, ready to be used straight from the box in any application.

FEATURES

- Quick easy connection to existing hydraulic systems on the excavator boom. The magnet can be swapped between machines with ease.
- Heavy-duty design incorporating time at 44 seconds.
- Compact 400mm wide and 400mm diameter, universal design.
- No external electric cables, reducing health and safety risks.
- The generator is fully enclosed inside the magnet body, ensuring protecting against damage.
- Added hydraulic generator for added stability.
- The hydraulic generator has an integrated hydraulic flow limiter and pressure relief valve to protect the excavator.
- Comes standard with hydraulic hoses and lifting chains.

OPTIONS

- Wireless control display
- Remote display for existing hydraulic systems
- Remote display with magnet

Model	MAXIMUM PICK-UP WEIGHT (kg)	MAXIMUM PICK-UP SIZE (mm)	MAXIMUM PICK-UP SIZE (mm)	MAXIMUM PICK-UP SIZE (mm)
FM100	1000	400	400	400
FM150	1500	400	400	400
FM200	2000	400	400	400
FM250	2500	400	400	400
FM300	3000	400	400	400
FM350	3500	400	400	400
FM400	4000	400	400	400
FM450	4500	400	400	400
FM500	5000	400	400	400
FM550	5500	400	400	400
FM600	6000	400	400	400
FM650	6500	400	400	400
FM700	7000	400	400	400
FM750	7500	400	400	400
FM800	8000	400	400	400
FM850	8500	400	400	400
FM900	9000	400	400	400
FM950	9500	400	400	400
FM1000	10000	400	400	400



Change attachments quick smart.

Introducing the new quick change attachment system for excavators. The FENNEX quick change system allows you to change attachments in under 10 minutes. No need for tools or special equipment. Just hook up the quick change system and you're ready to go.

Turning power into progress. To find out more, call 0800 33 66 39 or visit fennex.co.nz

THE FENNEX ADVANTAGE
• No need for tools or special equipment
• No need for special training
• No need for special equipment
• No need for special equipment

THE FENNEX ADVANTAGE
• The time saving for your company is so great!
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• The time saving for your company is so great!

FENNEX INDUSTRIAL

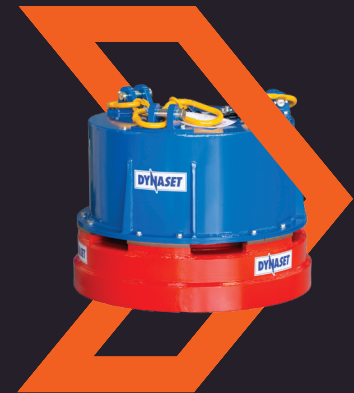
FENNEX INDUSTRIAL

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Demolition Attachments

FENNEX

Automatic Quick Couplers



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



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

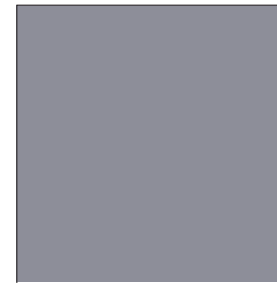
DEEP ORANGE



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