

FACILITY **LiNK**

**CORPORATE IDENTITY MANUAL**

## Table of Contents

Introduction	3
Corporate Design Elements	7
Corporate Design Application	25
Logo Application for Subsidised Activities	44

A	Introduction	
	The FL Brand	4
	Areas of Applicability	5
	FL Identity	6
	Mission	6
	Vision	6
	Values	6

## A Introduction

### A1 *The FL Brand*

Today's global economy has made regional and national barriers to competition increasingly irrelevant. A company from Asia can collaborate with one from Europe for a project commissioned in South America, all the while working remotely from their home countries.

This blurring of lines and demarcations make branding increasingly important. Where competition has intensified in an increasingly challenging landscape, the way a company is perceived is eminently important in attracting revenue, talent, and the investment dollar. An organization can not only be indifferent to its image, it must consistently manage strategic communication of a focused, clearly differentiated image to all stakeholders.

It is Facility Link's goal to establish ourselves as a strong and viable brand. This manual contains the visual guidelines for Facility Link's presentation of consistent content and graphics. Consistent application of these guidelines is instrumental to the strengthening of the brand. The uniform appearance is the basis by which a higher degree of brand recognition can be achieved for all out activities.

We thank everybody who helps us in creating a uniform appearance of Facility Link by applying the following guidelines.

Your Managing Director

## A Introduction

### A2 *Areas of Applicability*

The purpose of the guidelines in this manual is to ensure a uniform and consistent appearance for the presentation of Facility Link to clients, partners and the general public. These guidelines apply to all activities conducted by Facility Link, including those for which it provides financial or logistical support.

It should be noted that Facility Link not only carries out activities under its own auspices, but also supports activities carried out by third parties.

- **Facility Link Core Activities**

In the case of activities being completely initiated, managed and implemented by Facility Link, the application of the entire CI is mandatory.

- **Activities Supported by Facility Link**

Activities which are financially supported in the framework of Facility Link's strategy of communications are not subjected to the full CI requirement. In the case of such activities, the Facility Link logo should be used as an over-arching symbol for the activities concerned.

The Corporate Identity Manual can be obtained from the Administrative Department as well as the Facility link Website ([www.facilitylink.com.sg](http://www.facilitylink.com.sg)).

All applications of the Facility Link CI must be presented to Facility Link for approval prior to any kind of reproduction or output.

## A Introduction

### A3 *FL Identity*

This chapter illustrates the identity of Facility Link (FL) as a brand.

The FL Identity determines the values and messages of Facility Link to be communicated and aims to position Facility Link uniquely in the regional arena.

The FL Identity is the basis for the core messages, the personality and the visual elements of Facility Link's communication both to internal stakeholders and to external parties.

#### **Mission**

Distinctive Quality, Environmental Consciousness and Unparalleled Customer Service is the heart of Facility Link.

#### **Vision**

Our goal is to live our mission and maintain our position of leadership in the industry.

#### **Values**

Our values are Quality, Environment, Customer Service, Investment in Our People and Our Future.

## B Corporate Design Elements

FL Logo	8
Logo Elements	8
Logo Design	9
Proportions	10
Measurements	11
Exclusion Zone	12
Logo Usage	16
Logo Placement	17
Logo Background	18
Don'ts	19
Typography	20
Corporate Colours	23

## B Corporate Design Elements

### B1 FL Logo

#### Logo Elements

The logo consists of the word "FACILITY" in a grey, sans-serif font, followed by the word "LiNK" in a bold, black, sans-serif font. The letter "i" in "LiNK" is lowercase and has a small orange square dot above it. The entire logo is set against a white background.

The FL Logo is Text-Symbolic. Two elements compose the Logo:

FACILITY: Futura Book font in grey

LiNK: Futura Extra Bold font in black or white with an orange square dot

These two elements can not be separated.

Futura typeface is a geometric, sans serif typeface. The simple geometric forms from which it is derived (e.g. near-perfect circles, triangles and squares), provide an appearance of efficiency and forwardness. This font was chosen specifically for Facility Link Private Limited to signify our progressiveness and effectiveness in providing solutions to our clients.



## B Corporate Design Elements

### B1

#### Logo Design

The FL Logo is used in two design variants:

On light / white background:

FACILITY: Black 70%

LiNK: Black 100%

Square dot: Pantone 021C (50M100Y)



On dark / black background:

FACILITY: Grey 60%

LiNK: White

Square dot: Pantone 021C (50M100Y)



## B Corporate Design Elements

### B1

#### Proportions

The two elements of the FL Logo are arranged in a fixed proportion and design. The elements are not to be separated.

The grid shown provides the proper proportion and layout of the logo.

Scaling the logo up or down is allowed (minimum size 10 mm in print and 60 pixel in online media).

The proportions apply for both design variants of the logo.



## B Corporate Design Elements

### B1

#### Measurements

The standard measuring constant as derived by the logo is "x". "x" is used for measurement of all applications in this manual.

Height = x Unit

Width = 8.3x Units

The measurements apply for both design variants of the logo.



## B Corporate Design Elements

### B1

#### Exclusion Zone

Maintain a consistent exclusion zone around the FL Logo, as shown.

This space represents the minimum distance between the logo and any other design element or text.

The minimum distance to be maintained around the FL Logo measures 2x around the logo whatever the size of the logo may be.

1x = height of the word mark

2x = minimum distance

#### Rule of thumb:

Minimum distance =  $2 \times$  height of word mark





## B Corporate Design Elements

### B1

#### Exclusion Zone

**Exception:**

The only accepted exception to the exclusion zone is where the FL Logo precedes the name "Facility Link Private Limited, in orange and Arial font, as shown.



## B Corporate Design Elements

### B1

#### B1.1

For print, the minimum height of the FL Logo is 10mm. See recommended logos are shown.

**Note:**

The FL Logo should generally be the biggest logo in use.

**Exceptions:**

The Singapore Crest  
Logos of Singapore Government bodies  
Logos of Clients



Logo size: 28mm / height  
Format A3 (297 x 420mm)  
Reproduction in original size



Logo size: 21mm / height  
Format A4 (210 x 297mm)  
Reproduction in original size



Logo size: 14mm / height  
Format A6 (106 x 148mm)  
Reproduction in original size



Logo size: 10mm / height  
Format Business Card et al  
Reproduction in original size

## B Corporate Design Elements

### B1

#### B1.3

The FL Logo may be displayed in grey and black on a white background or in grey and white on a black background.

The colour definitions on this page are binding.

The black and white version displayed here may be used as an exception in black and white communication, e.g. for facsimile or internal communication.



## B Corporate Design Elements

### B2 *Logo Usage*

The FL Logo is used for publications, events, exhibitions, congresses and other activities that are in close relation to Facility Link Private Limited.

This assists in building and sustaining the image of Facility Link Private Limited as a leading fit-out specialist in Singapore.

The guidelines documented in this manual are binding for all applications of the logo. Strict compliance with these guidelines is the basis for a strong and consistent appearance of Facility Link Private Limited both within Singapore and abroad.



# B Corporate Design Elements

## B2 Logo Usage

### B2.1 Logo Placement

The FL Logo must always be displayed prominently on all design collateral. The normal position of the logo is on the top left (or on the bottom right for certain media forms, e.g. powerpoint, newspaper ads.).

As a design alternative, the logo may be positioned in the middle of a page if no other design elements appear.

A minimum distance between the logo and any other element as indicated in B1 Exclusion Zone must be observed in all applications.

**FACILITY LINK PRIVATE LIMITED**  
 Form FL-3.3 Project Contact Listing  
 Table with 6 columns: NAME, INDICATION/DEPARTMENT, EMAIL ADDRESS, OFFICE/PHONE, MOBILE NO., REMARKS.  
 Approved By: Name, Title, Date, Signature.

**FACILITY LINK PRIVATE LIMITED**  
 Form FL-2.2 Site Checklist  
 Date of Inspection :  
 Name of Inspector :  
 Name of Department :  
 Description of Site Condition :  
 Approved by :  
 Measuring Station :  
 Approved By: Name, Title, Date, Signature.

## B Corporate Design Elements

### B2 *Logo Usage*

#### B2.2 Logo Background

The FL Logo may be displayed in grey and black on a white background or in grey and white on a black background.



The black and white version shown here is only to be used in black and white communications as an exception.



## B Corporate Design Elements

### B2 *Logo Usage*

#### B2.2 Don'ts

Do not display the FL Logo with alternative colours, additional borders, distorted text or on coloured backgrounds (except black backgrounds) or other fonts.

Logos must be taken from the original image file provided. Only the size of the logo may be changed while maintaining the proper proportions.



## B Corporate Design Elements

### B3 *Typography*

Only Futura should be used. If for technical reasons Futura is not available, use Arial. For non-latin scripts, find a font similar to Futura / Arial.

For body-text of all advertising material, always use Futura / Arial or a similar font.

For Internet applications, the recommended font is Futura or Arial.

## B Corporate Design Elements

### B3 *Typography*

B3.1 Futura Light BT  
abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

**Futura Mid BT**  
**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

**Futura XBlk BT**  
**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

*Futura Light BT Italics*  
*abcdefghijklmnopqrstuvxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890*

## B Corporate Design Elements

### B3 *Typography*

#### B3.2 Arial Family

##### Arial Normal

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

##### **Arial Bold**

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890**

##### *Arial Italics*

*abcdefghijklmnopqrstuvwxy*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

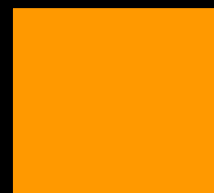
*1234567890*

## B Corporate Design Elements

### B4 Corporate Colours

As in the FL Logo, colour plays a key role in communicating the FL Brand. Always use the palette as outlined below and apply them to all communication materials, e.g. in typography, graphic representations, etc.

Orange  
Pantone 021C  
50M100Y



Signifies desire and vibrancy.

White  
Pantone White C/U  
CMYK 0/0/0/0



Signifies purity and cleanliness.

Black  
Pantone Black C/U  
CMYK 0/0/0/100



Signifies elegance and individuality.

Grey 60  
Pantone Cool Grey 8 C/U  
CMYK 0/0/0/60



Signifies neutrality and seriousness.

## C Corporate Design Application

Corporate Design Application	24
<i>Print Collateral</i>	25
<i>Stationery</i>	26
Letterhead	26
Facsimile	28
Business Card	29
Press Release	30
<i>Publications</i>	31
Marketing Brochure	31
Powerpoint Presentations	32
Invitations	33
<i>Advertising</i>	34
Newspaper Ad	34
Posters	35
<i>Multimedia</i>	36
Website	36
Banner	37
Newsletter	38
CD Cover/Booklet (External)	39
CD Cover/Booklet (Internal)	40
DVD Cover/Booklet (External)	41
DVD Cover/Booklet (Internal)	42
<i>Others</i>	43



## C Corporate Design Application

### *Print Collateral*

The visual identity plays a significant role in the way Facility Link Private Limited presents ourselves to both internal and external stakeholders. Our corporate visual identity expresses our values and ambitions, our business, and the characteristics of our industry. The four functions of our corporate visual identity are distinguished, as follows:

- 1) Provides visibility and “recognisability”. People must know that Facility Link exists and must be able to remember our name and business at the right time.
- 2) Contribute to image and reputation. People must be able to link the visual identity to the competitive advantage of Facility Link.
- 3) Express the structure of the organisation. People are able to link Facility Link with our associate organisations.
- 4) Create a common identity for employees. Visual Identity plays a symbolic role in creating a common identity for staff.

## C Corporate Design Application

### C1 Stationery

#### C1.1 Letterhead

Preferred size for letterhead body text is 12 pt (Times New Roman). The letterhead template provided is standard A4 size (210 mm × 297 mm).

US partners may adapt the design to American letterhead size, if needed.

The FL Logo is placed on the top left of the page on letterheads, followed by contact information for easy reference.

Neither the logo nor the contact information is displayed on continuation pages.



## C Corporate Design Application

### C1 Stationery

#### C1.1 Letterhead

Certification Marks should be placed on the bottom left of the letterhead. Usage of all Marks is governed by the Terms and Conditions set by the Certification Bodies.

Letterheads can be published either in colour (Orange / Gray / Black) or in black.



## C Corporate Design Application

### C1 Stationery

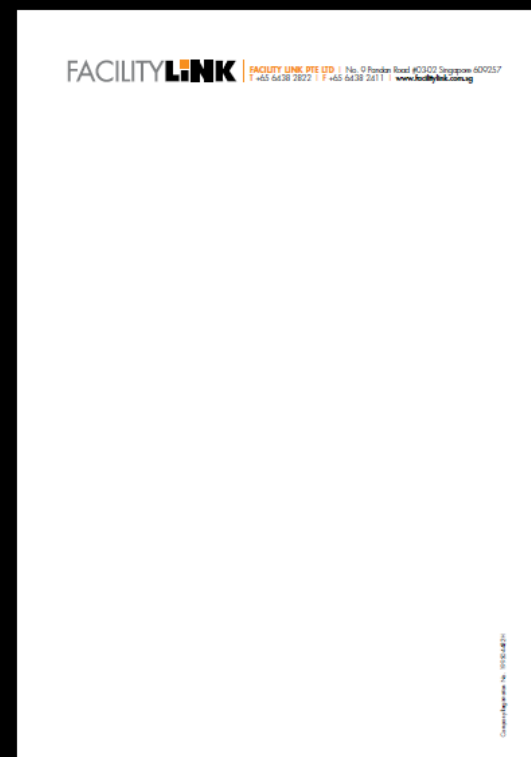
#### C1.2 Facsimile

Preferred size for facsimile body text is 12 pt (Arial).

The FL Logo is placed on the top left of the page on facsimiles, followed by contact information for easy reference.

Neither the logo nor the contact information is displayed on continuation pages.

Certification Marks should be placed on the bottom left of the facsimile. Usage of all Marks is governed by the Terms and Conditions set by the Certification Bodies.



## C Corporate Design Application

### C1 Stationery

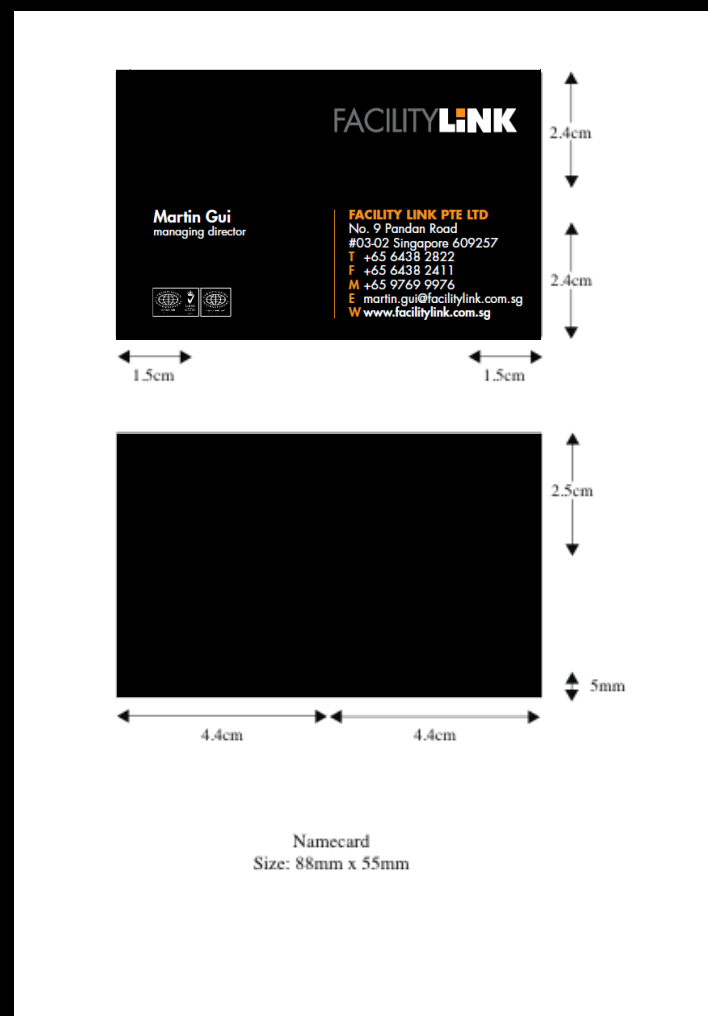
#### C1.3 Business Card

Business cards are printed double-sided. The front is used for representation, containing the name and function of the holder plus the organisational unit. Contact details **must** include the mailing address, telephone number, fax number email address and website.

Certification Marks are to be aligned to the bottom left corner.

The back is reserved for the FL Logo, placed in the centre.

Business cards are printed in one language only. For additional languages additional business cards will be printed. Always use the recommended text font and size found in the business card template as shown.



## C Corporate Design Application

### C2 Publications

#### C2.1 Press Release

Preferred size for press release body text is 12 pt (Arial) for heading it is 18 pt bold (Arial).

The FL Logo is placed on the top left of the page. If there are sponsors they are displayed on the top right.

There are no logos displayed on the continuation pages.

Certification Marks are to be placed on the bottom left. Usage of all Marks is governed by the Terms and Conditions set by the Certification Bodies.

Press releases can be published either in colour (red/white/black) or in black and white.



## C Corporate Design Application

### C2 Publications

#### C2.2 Marketing Brochure

The FL Logo is placed on the centre of the page.

There are no logos displayed on the continuation pages.

Certification Marks are to be placed on the bottom left of the front cover. Usage of all Marks is governed by the Terms and Conditions set by the Certification Bodies.

If there are sponsors they are displayed on the bottom left of the back cover.



# C Corporate Design Application

## C2 Publications

### C2.3 Powerpoint Presentations

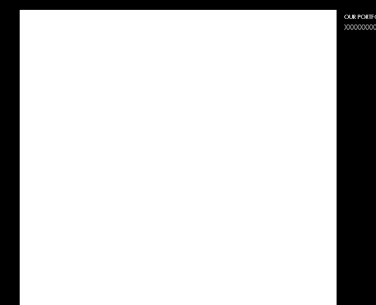
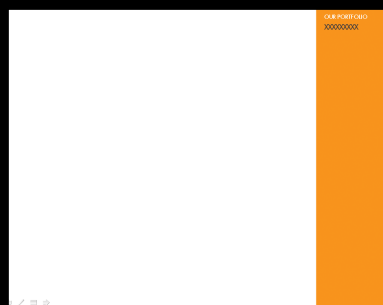
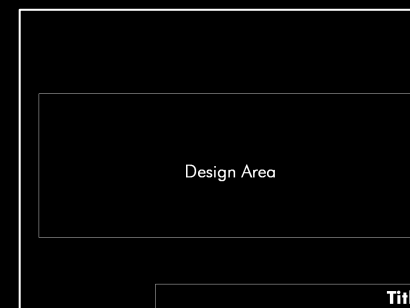
The FL Logo must be displayed on every page, placed bottom right.

Certification Marks are to be placed on the bottom left of front page. Usage of all Marks is governed by the Terms and Conditions set by the Certification Bodies.

Use font Futura / Arial only.

Use pagination and date / time only when required.

Always use the recommended sizes for the various text boxes as shown in the template.





## C Corporate Design Application

### C2 Publications

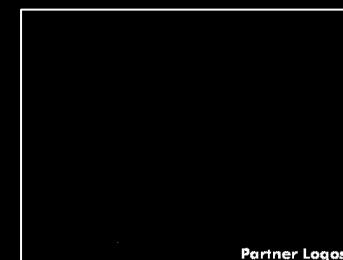
#### C2.3 Invitations

Always use a black background for the front cover. Place the FL Logo on the front cover centre, and any partner logo on the back.

The URL is placed on the bottom left on the front.

Follow all recommended text sizes in the template provided.

Align partner and sponsor logos along the bottom of the back cover. Note that a vertical bar separates the partner from the sponsor logos.



## C Corporate Design Application

### C3 Advertising

#### C3.1 Newspaper Ad

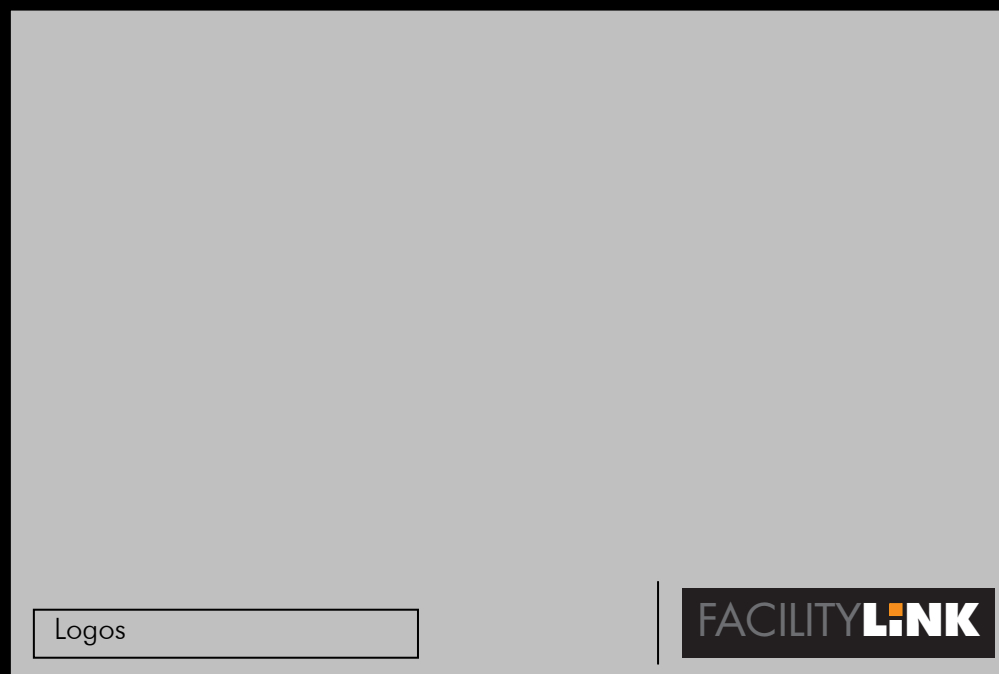
The FL Logo is displayed on the bottom right. The URL is placed underneath the FL Logo.

If an advertisement does not have partner or sponsor logos and proper colour printing can be guaranteed, use a orange background.

If an advertisement has partner or sponsor logos, use a white background.

Pay special attention to the colour palette outlined in chapter 2 to avoid any colour inconsistencies. Use a white border around all photos, graphics and coloured backgrounds.

Note that a vertical bar separates the partner and sponsor logos, which are always placed on the far left.



## C Corporate Design Application

### C3 Advertising

#### C3.2 Posters

The FL Logo is displayed on the bottom right. The URL is placed underneath the FL Logo.

If the poster does not have partner or sponsor logos and proper colour printing can be guaranteed, use a orange background.

If the poster has partner or sponsor logos, use a white background.

Pay special attention to the colour palette outlined in chapter 2 to avoid any colour inconsistencies. Use a white border around all photos, graphics and coloured backgrounds.

Note that a vertical bar separates the partner and sponsor logos, which are always placed on the far left.



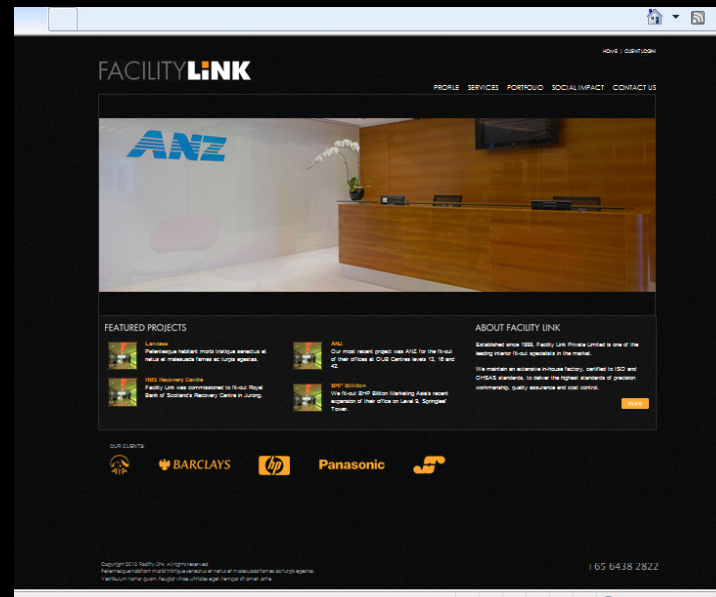
# C Corporate Design Application

## C4 Multimedia

### C4.1 Website

The FL Logo should always appear in grey, white and orange on a black background. The minimum size allowed online is a height of 60 pixels. Use Pantone 021C for the logo as well as for the banner, when required.

The FL Logo is always placed on the top left.



## C Corporate Design Application

### C4 *Multimedia*

#### C4.2 Banner

Follow the general guideline of the Facility Link CI when designing banners. The minimum size allowed for the banner is a height of 90 pixels. Use Pantone 021C for the banner, when required.

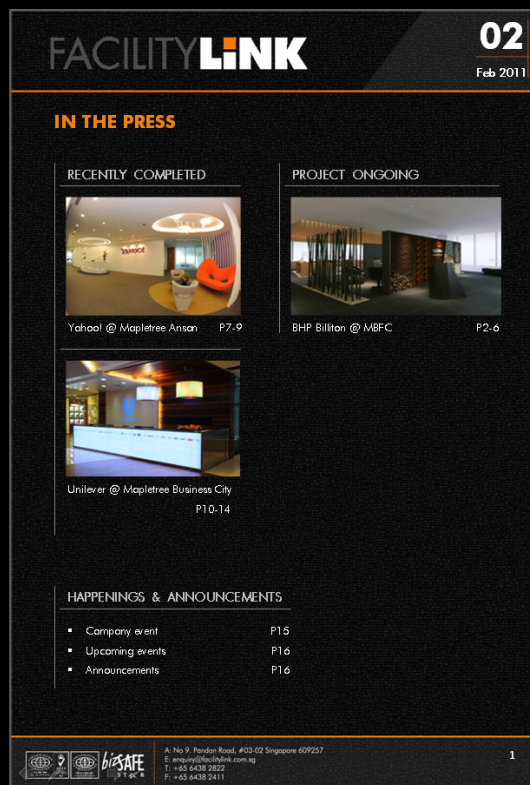
The logo for Facility Link, featuring the word "FACILITY" in a light grey sans-serif font and "LINK" in a bold black sans-serif font. A small orange square is positioned above the letter "I" in "LINK".

# C Corporate Design Application

## C4 Multimedia

### C4.3 Newsletter

The layout of the newsletter corresponds to the website. The FL Logo should always be at the top left.



## C Corporate Design Application

### C4 *Multimedia*

#### C4.4 CD Cover/Booklet (External)

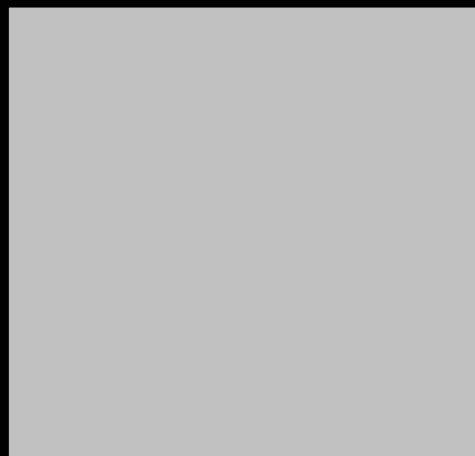
For CD-Covers and CD-Booklets follow the layout principles of the marketing brochure.

Always use a photo on the front of the cover. Draw a white border around photos or coloured backgrounds.

Display the FL Logo on the bottom right of the front. Place the partner / sponsor logos on the back.

Use an orange background if there are no partners or sponsors to display.

Place the URL on the bottom left on the front.

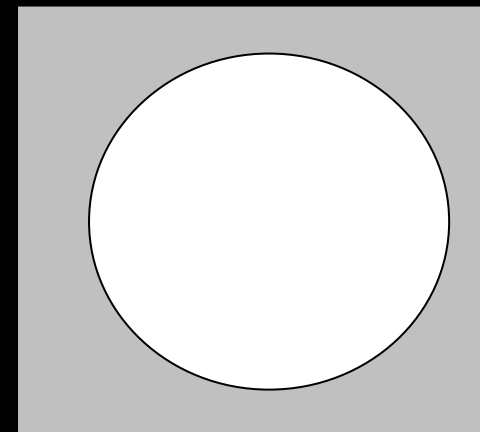


## C Corporate Design Application

### C4 *Multimedia*

#### C4.4 CD Cover/Booklet (Internal)

Follow the layout principles for the marketing brochure for the inside of the cover.





## C Corporate Design Application

### C4 *Multimedia*

#### C4.4 DVD Cover/Booklet (External)

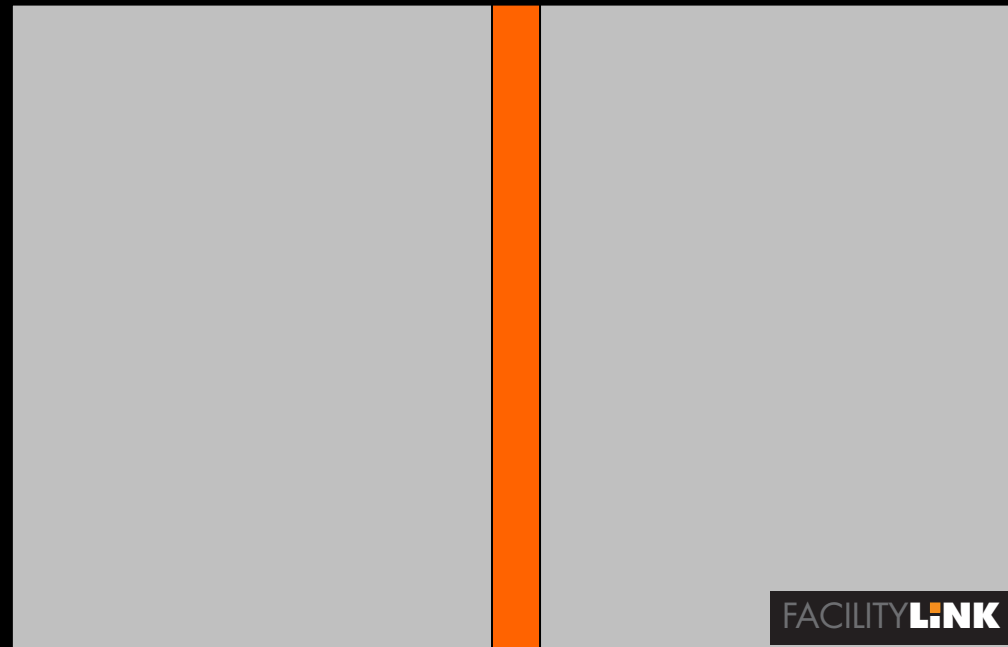
For DVD-Covers and DVD-Booklets follow the layout principles of the marketing brochure.

Always use a photo on the front of the cover. Draw a white border around photos or coloured backgrounds.

Display the FL Logo on the bottom right of the front. Place the partner / sponsor logos on the back.

Use an orange background if there are no partners or sponsors to display.

Place the URL on the bottom left on the front.

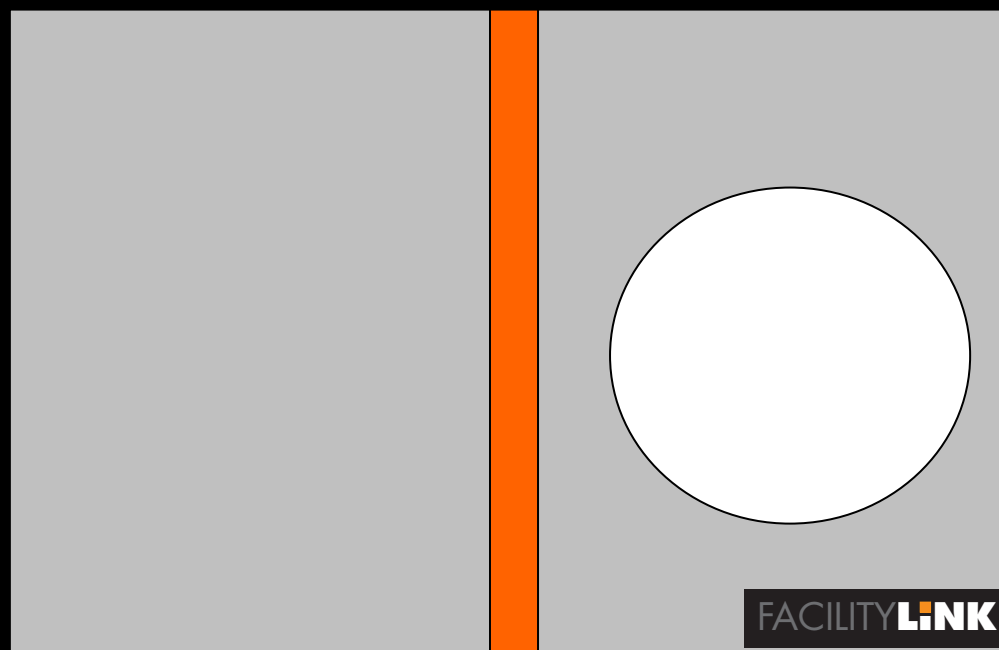


## C Corporate Design Application

### C4 *Multimedia*

#### C4.4 DVD Cover/Booklet (Internal)

Follow the layout principles for the marketing brochure for the inside of the cover.



## C Corporate Design Application

### C5 Others

All Facility Link staff are expected to wear company issued T-shirts for during operational hours, unless given express permission not to do so.



## D Logo Application for Subsidised Activities

Logo Application for Subsidised Activities	44
Definition	45
Subordinate Placement	46

## D Logo Application for Subsidised Activities

### *D1 Definition*

Apart from our own activities, Facility Link Private Limited also finances and/or participates in activities of third parties. Third Party project owners are free to adapt the entire Facility Link CI for their activities. If this is not the case, the Management of Facility Link in return for their financial or material support, gets the opportunity to display the FL Logo in the communication of the activities.

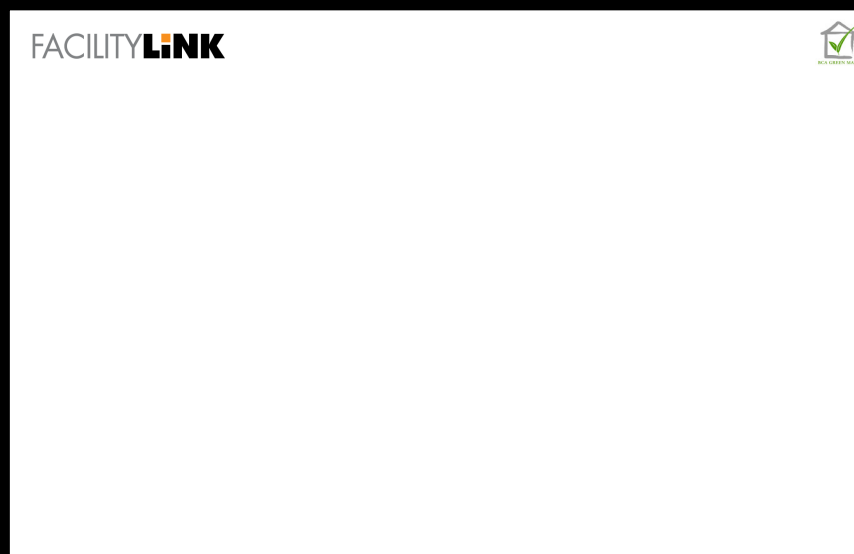
The correct placement of the logo must be examined as the case arises.

## D Logo Application for Subsidised Activities

### D2 Subordinate Placement

The height of the logo should be identical with the height of the other logos displayed.

The minimum height of the logo presence is 15mm.



The End