



BRAND BOOK

PHILOSOPHY

High-quality, innovative vertical windows engineered in Poland. By combining advanced aluminium profile technology with the natural warmth of wood, these windows offer exceptional surface finish, aesthetics, comfort, safety, durability, and – above all – an outstanding view.

Communication with clients should emphasize the exclusivity of the product, while indicating what benefits they can get by using this product. Our windows create spaces where you can pause, reflect, and recharge – whether you're enjoying quiet solitude, meaningful conversations, or simple moments with a loved one or pet. Therefore, purchasing our windows should not only be associated with acquiring an aesthetic and quality product, but also stimulate the senses. Our windows should offer a sanctuary: a place to slow down, to reconnect, and to feel at ease. It's not just a purchase – it's an experience that transforms your everyday environment into something truly special.



TRADEMARK BASIC VERSION

The basic version of the trademark combines the basic version of the FAKRO trademark with a monochromatic version of the **INNOVIEW** trademark along with a parallelogram which is also in a monochromatic version.

The name **INNOVIEW** written in Avenir font in two different weights.

The **INNOVIEW** logo does not stand alone! See further.



TRADEMARK MONOCHROMATIC VERSION



white
background



white
background

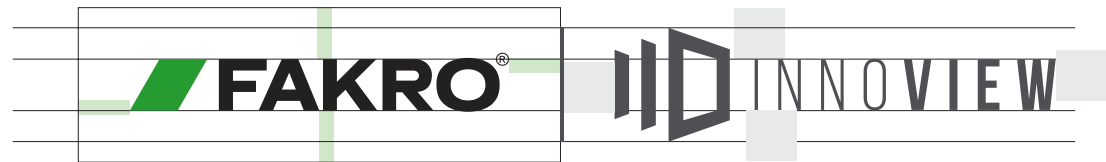


The reverse version of the trademark is for use on dark backgrounds and photos. The white version of the parallelogram has been slightly slimmed down so that both versions of the trademark look the same optically.

TRADEMARK PROTECTIVE SPACE

The purpose of the protective space is to ensure the legibility and composition of the trademark with other graphic elements. This is the area of unprinted space around the trademark that increases proportionally with the trademark. The size of the protective space is determined by a square whose sides are identical to the height of letters in the logotype.

Height and thickness
of the letter F from
the FAKRO logotype.
Basic unit used
for logo positioning.



protective space of the FAKRO trademark



X

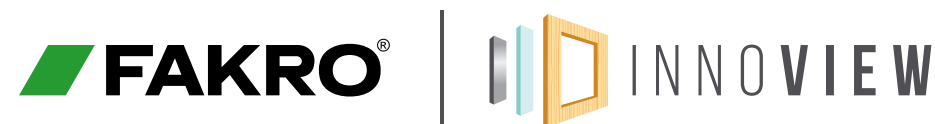
X = height of the letter I
in the logotype



Identically, the size is designated in the **INNOCVIEW LINE** logotype, where "LINE" functions as a note that distinguishes some of the products offered within the product lines.



TRADEMARK COLOUR VERSION



The colour version is used exceptionally, with a special concept. The parallelogram is made up of schematically outlined window frames made of materials characteristic for INNOVIEW: wood and aluminum, separated by a glass surface.

We use the trademark in large-scale, outdoor advertising (billboards), and in impression creations in Poland. As far as export markets are concerned, it is possible to use the INNOVIEW trademark alone.

The colour version of the FAKRO | INNOVIEW trademark should only be used in the context of window products and the entire FAKRO INNOVIEW brand offer.

Materials promoting products other than windows (standing alone or together), namely doors, garage doors or vertical awning blinds have a different graphic symbol.

TRADEMARK FAKRO | INNOVIEW LINE

The trademark is used to present other products from the **INNOVIEW** line, specifically:
entrance doors, garage doors and vertical awning blinds.

We do not use it to present vertical **INNOVIEW** windows, HST, PSK doors.
FAKRO | INNOVIEW LINE is not a brand name.



TRADEMARK SMALL ADVERTISING SPACES

When it is not possible to use the basic version of the trademark (horizontal), we use the broken version and the vertical version.

We use the trademark in our online campaign, where it is impossible to use the full version of the trademark due to specific formats. We do not use the trademark where we can freely use the full version of the trademark.

Both the FI and FI Line broken logos are separated by a horizontal line in the middle; in reference to the vertical line in the basic version.



TRADEMARK COLOUR BASIC



CMYK

C 0 / M 0 / Y 0 / K 100

RGB

R 89 / G 90 / B 92

PANTONE

BLACK

CMYK

C 84 / M 10 / Y 98 / K 0

RGB

R 2 / G 152 / B 62

PANTONE

347 C

CMYK

C 0 / M 0 / Y 0 / K 80

RGB

R 89 / G 90 / B 92

PANTONE

425 C

TRADEMARK COLOUR COLOUR



CMYK	C 0 / M 0 / Y 0 / K 100	CMYK	C 0 / M 0 / Y 0 / K 80	CMYK	C 20 / M 50 / Y 90 / K 0
RGB	R 89 / G 90 / B 92	CMYK	K 45 → K 10 → K 45	CMYK	C 0 / M 42 / Y 70 / K 0
PANTONE	BLACK	CMYK	C 50 / M 0 / Y 25 / K 0	CMYK	C 0 / M 15 / Y 45 / K 0
CMYK	C 84 / M 10 / Y 98 / K 0	CMYK	C 20 / M 0 / Y 8 / K 0	CMYK	C 0 / M 5 / Y 20 / K 0
RGB	R 2 / G 152 / B 62				
PANTONE	347 C				

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TRADEMARK MINIMUM SIZE



The minimum size of the FAKRO | INNOVIEW LINE trademark is 4 cm, similarly to the FAKRO | INNOVIEW trademark. The same size applies to the vertical trademark.



The minimum size of the broken trademark is 2 cm.

TYPOGRAPHY

Consistency of printed materials is also recommended at the font level.

The recommended typeface is Avenir. To emphasise important information in the text it is suggested that Avenir Black is used. In descriptions, the brand name should be written in capital letters. This type of writing is particularly consistent with the brand's graphic trademark.

Avenir

a b c d e f g h i j k l m n o p 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 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 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 R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0

THANK YOU FOR YOUR ATTENTION!

Should you have any questions
or doubts regarding the use
of the FAKRO | INNOVIEW trademark,
please contact the persons responsible
for the proper communication
of the brand.

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