FAKRO®

basic **trademark** use guidebook
2026

INTRODUCTION

FAKRO wishes to build its market position in Poland and in the world with the use of a strong and stable brand.

The FAKRO brand is committed to ensuring high quality and maintaining the technical performance of its products throughout their service life.

The FAKRO brand should also reflect the company's core values: safety, progress and environmental protection.

FAKRO brand is one of the most precious assets of our company. We take pride in it. Nevertheless, the privilege of using FAKRO trademark is followed by responsibility for treating it carefully and rationally, as it is the case with other actions.

The aim of this Trademark Use Guidebook is to ensure consistent use of FAKRO brand in Poland and elsewhere around the world where the company is present with its products.

Following the rules of FAKRO trademark usage contained in this Guidebook, we strengthen the image of our company contributing in this way to its success.

FAKRO BRAND CHARACTER

FAKRO brand, similarly to a human being, should have its own unique character – exceptional form and style recognised by customers, business partners and competitors. In a press conference it can be more formal in style, in internal bulletin more casual. Nevertheless, whenever FAKRO name appears, people should recognise exceptional qualities that distinguish our brand.
Why has this guidebook been created? It is a tool intended for designers and people writing texts – those employed at the company as well as external agencies cooperating with us and all the people designing and writing for us. It contains all the guidelines concerning proper and coherent use of our brand. The purpose of this manual is to make your work easier and strengthen FAKRO brand.

OUR CUSTOMERS ARE MOST IMPORTANT TO US

We build our brand around customers – their needs, goals and achievements. We want to be partners for our customers. Our product should reflect our understanding of their problems, that we are here to help them in their daily work, that everything we do serves their good. It leads to the first rule which needs to be observed in all our endeavours related to communication – we are primarily a business partner and only then a dealer.

It signifies that we take the responsibility for everything we say. We exploit text and graphics in order to show what advantages and quality are brought by our products and services. We show our good points and our technological ideas, yet we are not boastful or critical of our competitors. We let the facts speak for themselves.

Our pictures and words have to be clear and understandable, even in the technical documentation. Use conversational language, avoiding technical jargon at all costs. Another aspect to be taken into account is not using promotional wording and images in the materials which are not promotional tools.
A clear, professional and honest approach matters greatly to our customers. We demonstrate that we turn our promises into action.

VISIT THE DECLARATIONS AND TRANSPARENCY PAGE

FAKRO BRAND LEGAL REGULATIONS

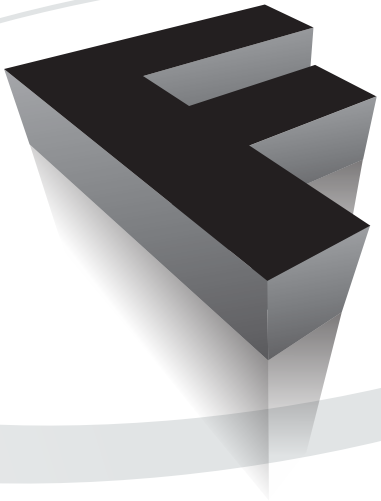
FAKRO trademark expressed verbally or graphically is a legally protected mark in Poland and elsewhere in the world. Using it consistently both in Poland and in the world sends outside an important message about the company. This guidebook contains information concerning proper use of FAKRO trademark in many applications.

INTELLECTUAL PROPERTY PROTECTION

The Supplier's intellectual property includes in particular trademark rights. The Customer undertakes to use the Supplier's intellectual property rights in accordance with the law and the Supplier's instructions. The Supplier's trademarks are associated in the market with quality in terms of products and service and should therefore be used in such a way as to maintain the Supplier's reputation and positively influence the Customer's image.

VIOLATIONS

Any improper use or violation of FAKRO name or trademark, seriously wakens our brand. If you happen to witness any violation of our name or trademark, do not act on your own!
Please contact FAKRO Management Board immediately as it is the only entity authorised to take any actions, including legal actions, in this regard.



HISTORY OF FAKRO BRAND

FAKRO brand has been in existence since 1991. One of the constant elements of the company logo has been an image of a roof window.
Another element of our logo strongly associated with FAKRO is the colour green.

HOW HAS FAKRO LOGO EVOLVED?

FAKRO brand has undergone successive transformations since 1991. First of all, the font style in the "roof windows" and "FAKRO" inscriptions was altered to make it more distinct and modern.

Additionally, the company gradually abandoned placing contact details near FAKRO logo.

Since 2026, we have been using a new shade of green.

LOGO

1991 - 1995



1996 - 1998



1999 - 2001



2002 - 2008



2009 - 2025



2026



LOGOTYPE

1991 - 1995

FAKRO® S C

1996 - 1998

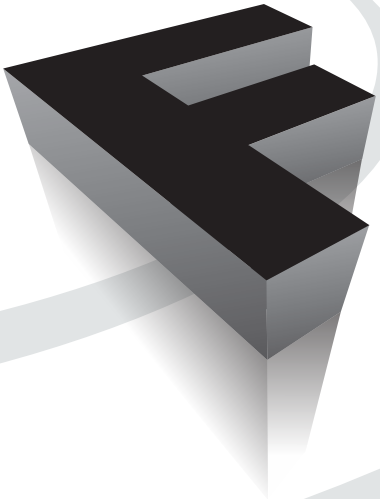
FAKRO® S.C.

1999 - 2001

FAKRO® S.C.

2002 - 2008

FAKRO®



FAKRO – THE POWER OF NAMES

The name FAKRO was formed in January 1991. It comes from the names of three partners - company founders:
Ryszard Florek, Krystyna Florek, Krzysztof Kronenberger.

The name FAKRO was formed from the letters of their first and last names.

FAKRO GREEN

The use of green in the FAKRO logo is no coincidence. It reflects the character of the company, which is close to nature and committed to environmental protection. Since the very beginning of its operations, FAKRO has considered environmental issues in the development of its technologies and emphasised the importance of environmental responsibility. According to experts, green also restores balance, promotes relaxation, has a calming effect and helps maintain physical and mental energy in equilibrium. Prolonged exposure to green in our surroundings has a positive effect on our mood. This lasting positive influence gives green a symbolic meaning and directly reflects the quality of FAKRO products. Maintaining the technical performance of roof windows throughout their service life is one aspect of this quality. As a result, we can feel just as comfortable in the attic as we do when surrounded by the colour green.
It is worth mentioning that many refined and precious products are marked with that colour e.g. top-shelf alcohol. The green whisky is most expensive and refined, whereas the red one is a more common kind of this liquor. Green is also the colour of money.
Despite the fact that green is not as contrasting and distinct at the first glance as the colour red, in the log run it creates very pleasant associations in the minds of consumers. The colour red, even though that its promotion is less time consuming and less expensive, does not encourage favourable associations over time.
Currently, the colour green is just as strongly identified with the FAKRO Company as the graphical and verbal trademark.

LOGO



The new FAKRO logo consists of a green parallelogram and logotype that is the black inscription FAKRO.

The parallelogram shape reflects the company's dynamic approach, its ability to respond quickly to changing trends and to offer customers products that meet their expectations, for example in terms of safety or thermal insulation performance. The light green colour symbolises living close to nature, in complete harmony and balance.

FAKRO®



The height and thickness of the letter **F** from FAKRO logotype. The basic unit used for positioning the logo.



LOGO PROTECTIVE SPACE

Protective space is the area surrounding the logo, free of any other graphic elements. Thanks to it, the logo is more conspicuous.
The minimum dimensions of the free area around FAKRO logo always correspond to 2 x the height of the basic unit (the letter F).





LOGO
PROTECTIVE SPACE SPONSORING

The logo with smaller protective space is used in sponsoring (banners, boards).





LOGO
VERSION WITH INTERNET ADDRESS

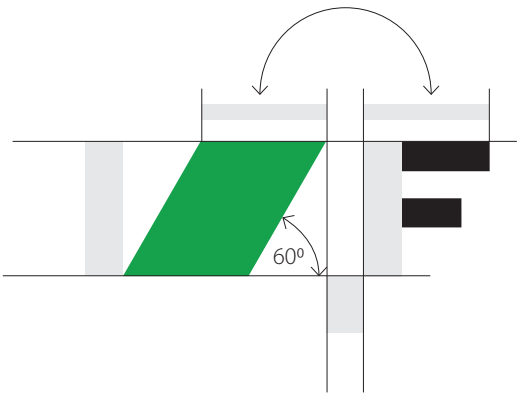
The version of the logo containing website address is used only in certain circumstances e.g. advertising boards, company vehicles, packaging.

FAKRO®
www.fakro.pl

FAKRO®
www.fakro.com

FAKRO®
www.fakro.co.uk

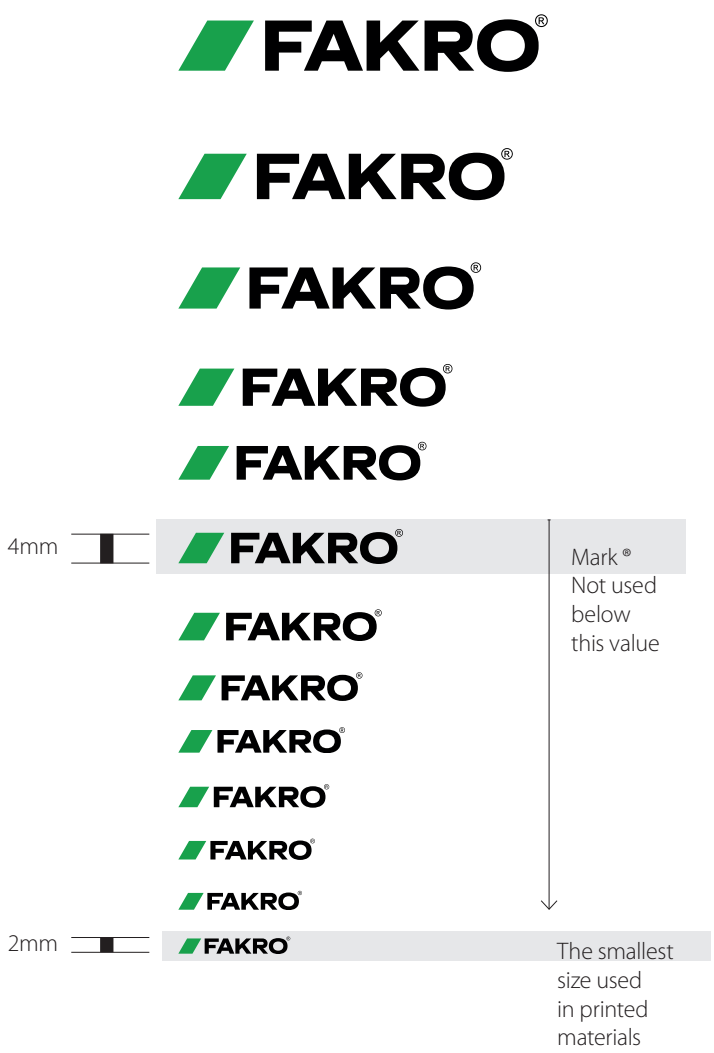
PARALLELOGRAM



MINIMUM SIZES

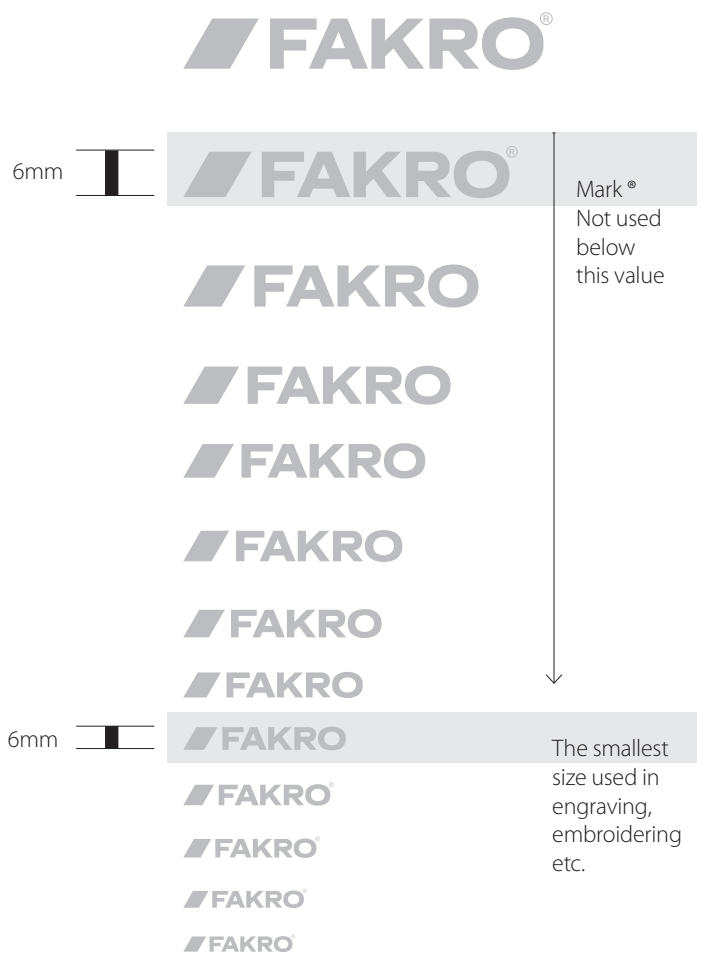
So as to make FAKRO logo readable, it has to be printed with a minimum width ensuring its visibility.

In the case of a black and green printed logo, the minimum height is **2 mm**.



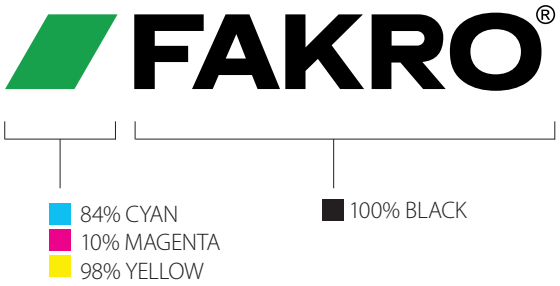
CAUTION:
In exceptional situations, when the logo has to be smaller (e.g. pens or advertising badges), a designer and ordering person are obliged to monitor whether the logo complies with FAKRO standards and is clearly visible.

In case of engraving logo print in monochromatic version, the minimum height is 3 mm.

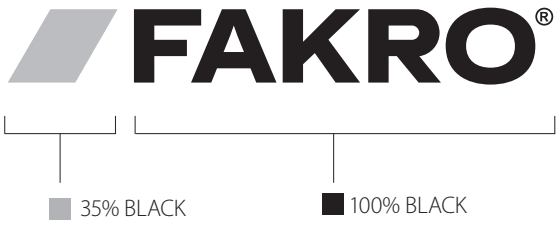


COLOURS

BASIC
VERSION



GRAY
SCALE VERSION



ACHROMATIC VERSION

For the logo to be clearly visible, it should not be placed against white backgrounds or any other backgrounds with colour saturation lower than 30%. On backgrounds with saturation exceeding 30%, it is recommended achromatic logo in white (in reverse).



MONOCHRO-MATIC VERSION

(GIVEAWAYS AND BACKLIT 3D LETTERS ABOVE COMPANY BUILDING, etc.)
COLOURS:
GREEN
SHADES OF GREY
SILVER
BLACK



METAL-WORK

ENGRAVING, BURNING, RELIEF, STAMPING, etc.



TYPOGRAPHY

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

PRINTED MATERIALS
WEBSITE

Myriad Pro

The recommended typeface is Myriad Pro. To emphasise important information in the text, it is suggested that Myriad Pro Bold is used.
The FAKRO brand name should be written in CAPITAL VERSIONS.

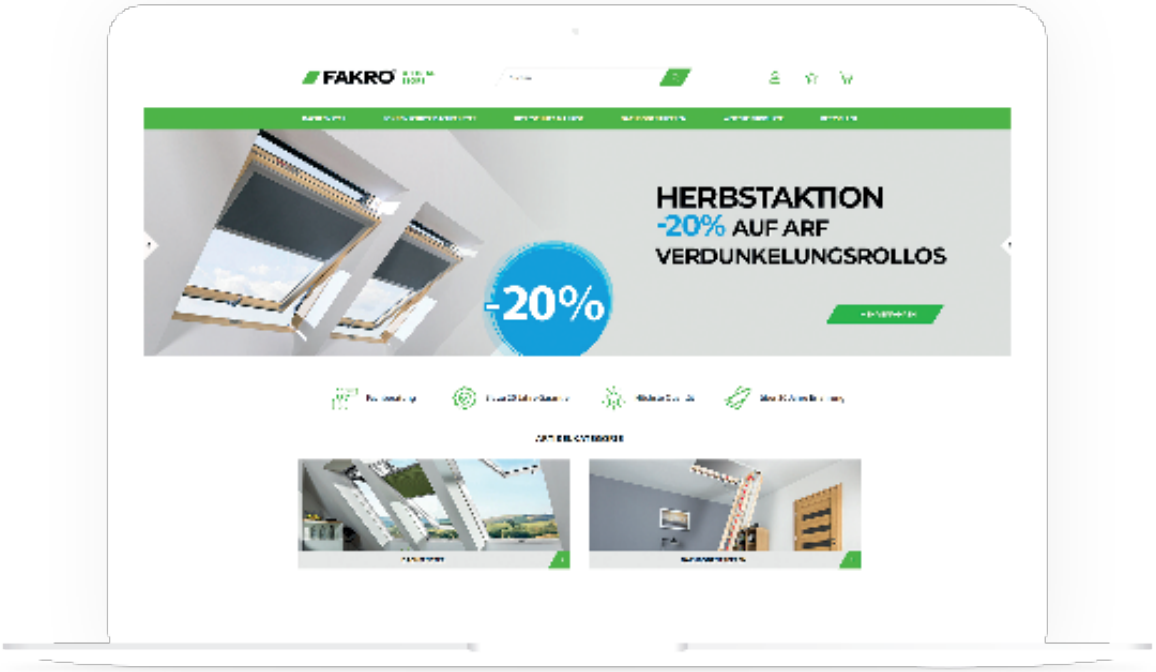
A B C D E F G H I J K L M N O P R S T U W X Y Z 1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P R S T U W X Y Z 1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P R S T U W X Y Z 1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P R S T U W X Y Z 1 2 3 4 5 6 7 8 9 0

ONLINE STORE

Myriad Pro

A B C D E F G H I J K L M N O P R S T U 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 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 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 W X Y Z 1 2 3 4 5 6 7 8 9 0


FAKRO
DLACZEGO STOSUJEMY AKCESORIA DO OKIEN DACHOWYCH?


FAKRO
HERBSTAKTION
-20% AUF ARF
VERDUNKELUNGSROLLOS
-20%

COMPANY COLOURS

FAKRO uses two basic colours: green and black.

GREEN

CMYK 84/10/98/0	PANTONE 347 C	RAL 6037	RGB 2/152/62 #02983E

BLACK

BLACK K-100%	CMYK 60/50/50/100	PANTONE BLACK

PRODUCTS

(colours assigned in catalogues)

PRODUCT CATALOGUE	*0 / 8 / 14 / 38*
GREENVIEW ROOF WINDOWS	84 / 10 / 98 / *0*
ROOF WINDOWS	84 / 10 / 98 / *0*
FLASHINGS	*59 / 39 / 36 / 5*
WINDOW ACCESSORIES	*0 / 40 / 90 / 0*
INSTALLATION ACCESSORIES	*0 / 35 / 0 / 50*
ELECTRIC CONTROL	*95 / 6 / 0 / 0*
ACCESS ROOF LIGHTS AND ROOFING ACCESSORIES	*22 / 74 / 92 / 9*
LIGHT TUNNELS	*38 / 0 / 0 / 39*
ROOFING MEMBRANES AND UNDERLAYS	*100 / 0 / 31 / 23*
FLAT ROOF WINDOWS	*60 / 15 / 0 / 10*

PRODUCT FOLDER

(colours assigned in catalogues)

GREENSTEP LOFT LADDERS		*0 / 35 / 65 / 65*
WINDOW ACCESSORIES		*0 / 40 / 100 / 10*
LOFT LADDER PRIC ELIST		*0 / 35 / 65 / 65*
FLAT ROOF WINDOWS		*60 / 15 / 0 / 10*
SMART HOME		*96 / 6 / 0 / 0*

ACCESSORIES

(colours assigned in catalogues)

AJP		*4 / 63 / 98 / 0*
ARS		*41 / 25 / 100 / 0*
ARP		*78 / 30 / 95 / 19*
ARF		*37 / 88 / 43 / 14*
APS		*58 / 4 / 5 / 0*
APF		*100 / 54 / 7 / 1*
AMS		*83 / 38 / 92 / 39*
ARZ/AMZ		*66 / 49 / 46 / 20*

LOGO
VERSION WITH NOTE

The logo version with a note is used for customised projects. Depending on your needs, it is possible to write the name of the unit in one or more lines in CAPITAL LETTERS.

One line under the FAKRO logotype is used when the character length is within the 'KRO' area - according to the rule described in the illustration.

The multi-line next to the FAKRO logotype is used when the character length does not fit within the 'KRO' area - according to the rule described in the illustration.





EXAMPLES OF USE









USING LOGO AGAINST DIFFERENT BACKGROUNDS

For the logo to be clearly visible, it should be placed against white backgrounds or any other backgrounds with colour saturation lower than 30%. On backgrounds with saturation exceeding 30%, it is recommended to use achromatic logo in white (in reverse).

White background



0% 30%



40% Background saturation from 40% to 100% 100%



40% Background saturation from 40% to 100% 100%



LOGO GO GREEN

The logo consists of [GO] in black and [GREEN] in green.

The GO GREEN logo does not appear together with the FAKRO logo. In the text, the word GO GREEN is written in CAPITAL LETTERS.

GO GREEN PHILOSOPHY

The green featured in the FAKRO logo has been with us since the company was founded, and the environmental responsibility associated with it is an important aspect of our development. Many of our initiatives are undertaken with a better future for our children in mind. This is the essence of FAKRO's GO GREEN philosophy.

We consider environmental factors when developing our products and manufacturing processes. We create solutions that improve the thermal insulation performance of our products and continuously refine our production processes. Care for the environment and the comfort of future generations guide the initiatives we bring together under the GO GREEN philosophy.



LOGO PRESENTATION

GO GREEN

COLOURS

BLACK K-100%
C 60% M 50% Y 50% K 100%
PANTONE BLACK

CMYK C-84% M-10% Y-98% K-0%
PANTONE 347 C
RGB R 2 G 152 B 62
RAL 6037

TYPOGRAPHY

MONTSERRAT Bold
abcdefghijklmnoprstuwxyz
ABCDEFGHIJKLMNOPRSTUWXYZ

MONOCHRO-MATIC VERSION

GO GREEN

GO GREEN

USING LOGO AGAINST DIFFERENT BACKGROUNDS

GO GREEN

White background

GO GREEN

Background saturation up to 30%

GO GREEN

GO GREEN

Black background
- two colour versions are acceptable

PROTECTIVE SPACE

GO GREEN

Protective space is a square surrounding the ‚N' letter



GO GREEN

MINIMUM SIZES

GO GREEN

GO GREEN

GO GREEN

GO GREEN

3mm

GO GREEN

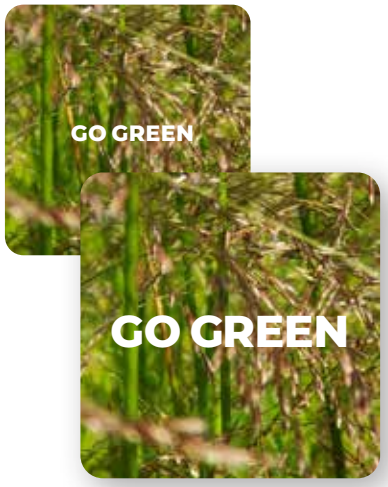
GO GREEN

GO GREEN

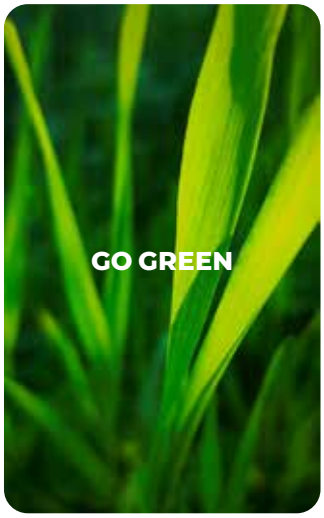
GO GREEN

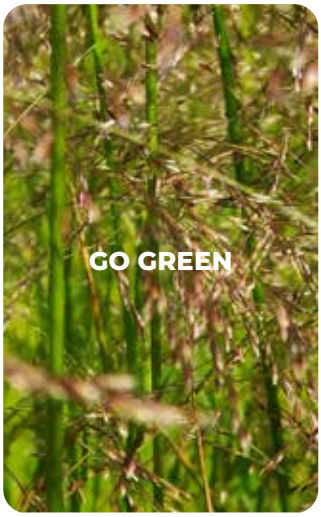
The smallest size used in engraving, embroidering etc.

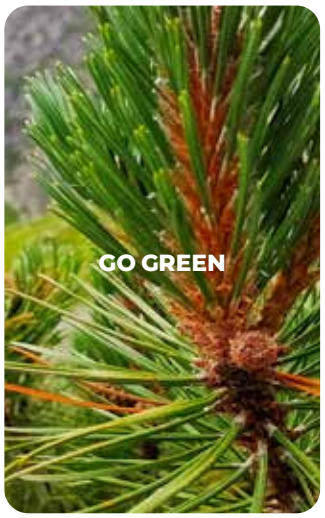
USING LOGO ON PHOTOS

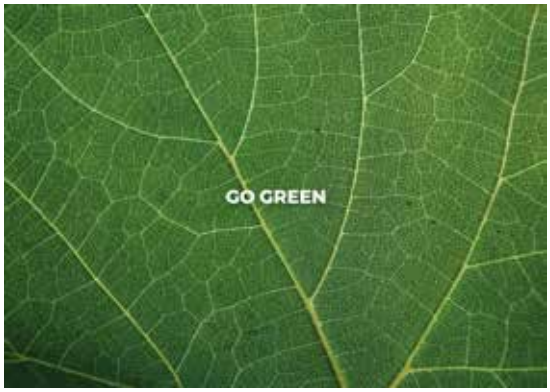











GO GREEN


GO GREEN


GO GREEN


GO GREEN

FAKRO®

2026-10-08