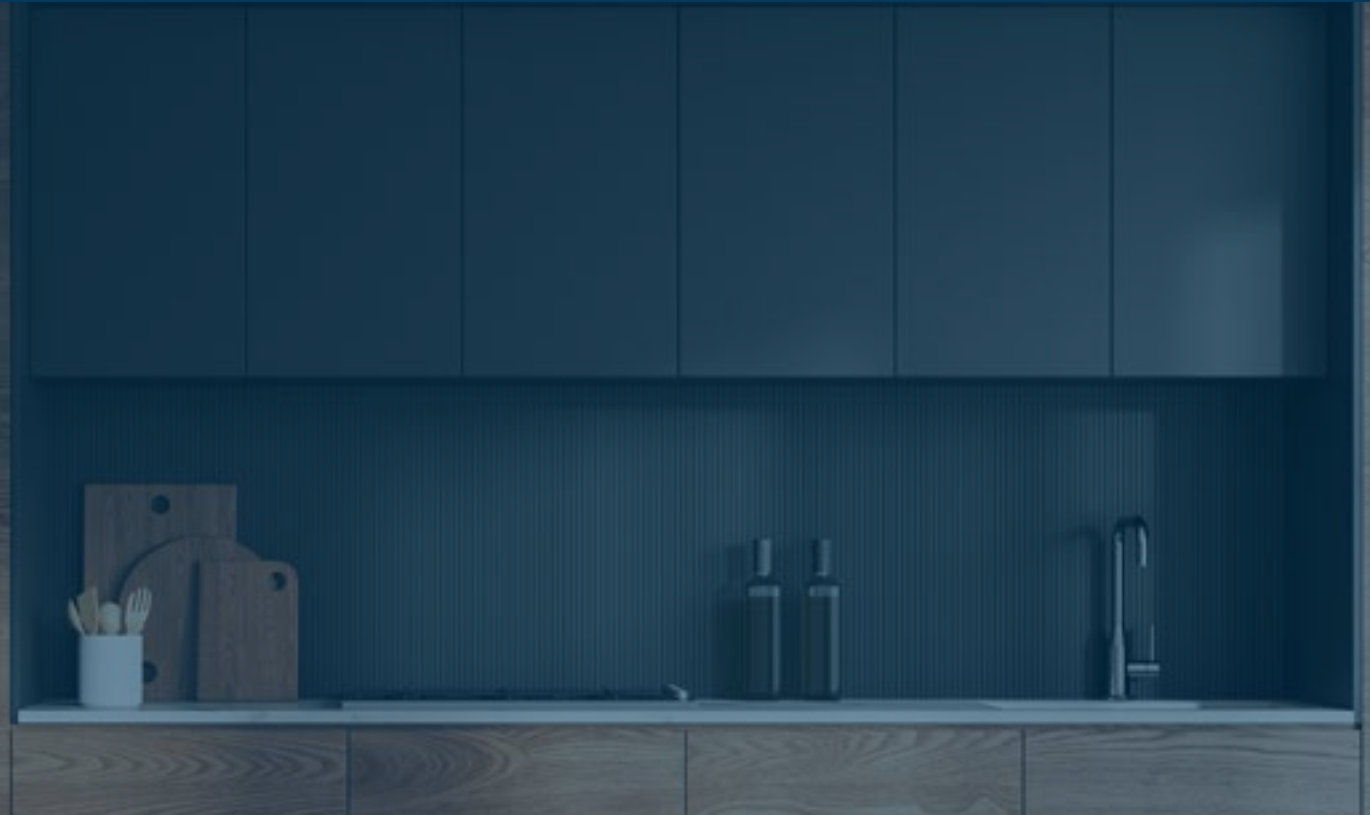


BRAND GUIDELINES



ASSETS AVAILABLE AT [FORMATIONS.CA/AD/](https://formations.ca/ad/)



EDMONTON • CALGARY • REGINA • SASKATOON • WINNIPEG • VANCOUVER • [FORMATIONS.CA](https://formations.ca)

ASSETS AVAILABLE AT [FORMATIONS.CA/AD/](https://formations.ca/ad/)

VISION

CORE PURPOSE

At Formations we exist to build a community where people feel valued, empowered by a shared commitment to success.



CITIZENSHIP

Taking responsibility for the success of the whole, not just your individual role.



TENACITY

We demonstrate perseverance and resilience by pushing through challenges and staying focused when obstacles arise.



RESOURCEFULNESS

Finding smarter, creative solutions and adapt quickly by leveraging the resources and capabilities we already have.

CORE VALUES



CITIZENSHIP

Taking responsibility for the success of the whole, not just your individual role.



TENACITY

We demonstrate perseverance and resilience by pushing through challenges and staying focused on our goals.



RESOURCEFULNESS

We find creative, innovative solutions and opportunities by leveraging the resources and capabilities of our team.

CORE PURPOSE

At Formations, we exist to build a community where people feel valued, empowered by a shared commitment to success.

STRATEGIC D3 NICHE

Strategic D3 Niche is a framework for identifying and leveraging the unique strengths and capabilities of our team to achieve our goals.



STRATEGIC **D3** NICHE

The strength lies in the collaboration between these three pillars. Together, they create a unified customer experience that competitors cannot replicate. This integrated D3 model is what makes Formations distinct and valuable to both customers and clients, setting us apart in an increasingly consolidated industry.

Distribution



Design



Doors





CORPORATE COLOUR PALLETS

C: 0 R: 0
M: 0 G: 58
Y: 0 B: 95
K: 50



C: 0 R: 0
M: 0 G: 58
Y: 0 B: 95
K: 90



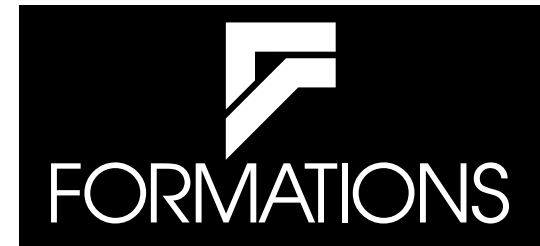
C: 100 R: 0
M: 75 G: 58
Y: 30 B: 95
K: 35





CORPORATE LOGO USAGE

FORMATIONS LOGO NO TAG - USED FOR BRANDING WHEN TAGLINE WILL BE TOO SMALL TO PRODUCE



FORMATIONS PORTRAIT LOGO WITH TAG LINE - TO BE USED IN MOST APPLICATIONS



FORMATIONS LANDSCAPE LOGO WITH TAG LINE - TO BE USED FOR MOST APPLICATIONS





FORMATIONS

DISTRIBUTION • DESIGN • DOORS

TYPEFACES

Montserrat Family

Montserrat Bold

Montserrat Bold

Montserrat Semibold

Montserrat Semibold

Montserrat Medium

Montserrat Medium

Montserrat Regular

Montserrat Italic

Montserrat Light

Montserrat Light Italic

USED ON HEADLINES OR
SUBHEADINGS, SIGNAGE,
DECALS, ETC

Aa	Bb	Cc	Dd	Ee
Ff	Hh	Ii	Jj	Kk
Ll	Mm	Nn	Oo	Pp
Qq	Rr	Ss	Tt	Uu
Vv	Ww	Xx	Yy	Zz

TYPEFACES

Neue Haas Grotesk Family

USED ON CONTENT
TEXT, BROCHURES,
NEWSLETTER

Neue Haas Grotesk Black

Neue Haas Grotesk Black Italic

Neue Haas Grotesk Bold

Neue Haas Grotesk Bold Italic

Neue Haas Grotesk Medium

Neue Haas Grotesk Italic

Neue Haas Grotesk Roman

Neue Haas Grotesk Light

Neue Haas Grotesk Light Italic

Aa	Bb	Cc	Dd	Ee
Ff	Hh	Ii	Jj	Kk
Ll	Mm	Nn	Oo	Pp
Qq	Rr	Ss	Tt	Uu
Vv	Ww	Xx	Yy	Zz

COMPANY HEAD-SHOTS



Each branch will need to source a professional photographer

Pre-approved amount maximum of \$200 per person to be expensed on corporate credit card (including retouching)

Photo Requirements

High Resolution
300 Pixels Per Inch
3000-4000 Pixels Wide
Backdrop: Charcoal Grey

Dress Requirements

Dress code: Elevated business casual sticking to neutral tones (no bright colors!)
Examples: collared shirts, dress pants, blazers
Color examples: black, white, beige, brown

Photo placement and usages

Photos are intended to be used in company email signatures, directories, linked in profiles, cell phone photos and any other area where a photo may be used for company practices



email signature



PHONE CONTACT

ALL FINAL HEAD-SHOTS TO BE PROVIDED TO byoung@formations.ca

PHOTOGRAPHY BEST PRACTICE

AVOID STOCK

Stock can feel inauthentic and rarely features Formations. Please use our vendors photos for product. Stock should be used when an appropriate non-stock image is unavailable.

STAY CURRENT

Regularly refresh the photo collection to ensure images are relevant and up-to-date. Avoid using images that look or feel dated. Provide installation environments that are relevant to current trends – in location, style and propping.

COMPOSITION AND ENVIRONMENT

Photography should reflect real environments and installations. Lighting should be true to natural lighting and color. No filters or faked saturation. No overexposure. Photos should illustrate the Formations products and employees true to it's real color.

Avoid unnatural angles. Avoid symmetry.





Formations F3D
4 page F3D Swatch Catalogue



Formations F3D
16 page F3D Door Catalogue



Formations F3D
Swatch Decals (500 Sets of 32)



Formations F3D
Swatch Cover 2-Sided



Formations F3D
Full Swatch sample



Formations F3D
Cabinet Door Display Decals



Formations F3D
Cabinet Door Display Back



Formations F3D
F3D Cabinet Door Decals



Multiwood
40 Page Catalogue



Multiwood Arouco
8 page F3D Door Catalogue



Multiwood
4 page Weston Premium Woods



Formations Decals
Logo & Name Decals



Multiwood
Swatch Decals



Multiwood
Premium Woods 150 243.49



Formations ONbord
8 page ONbord Brochure



Multiwood
2 Sided Matte UV Cards



Multiwood
4 page LifestyleTFL Catalogue



Multiwood F3D Signs
Signs for showroom stands



Formations/Formica
Formations | Formica full page ad in AWMAC Benchmark Magazine.



Multiwood
8 page HardwoodsCatalogue



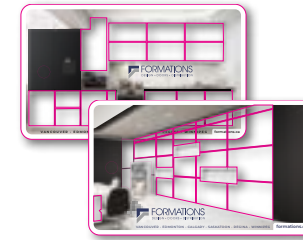
Multiwood
Cabinet Door Display Decals



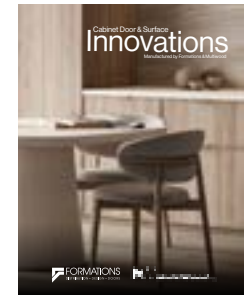
Multiwood
Cabinet Door Display Back



Formations
F3D Switch Die Cut



Formations
Die Cut Sliders (quote)



Formations
16 Page Cabinet Door and Surface Catalogue



Multiwood
Upper Canada Brochure



Formations
Description



Formations
Formica Applications Perspective Rollup Banner



Formations
Formica Applications Perspective Healthcare Environments



Formations
Formica Applications Perspective Hospitality Environments

Contacts

AllRush

Print & Promo

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403-216-5464 • info@allrush.ca
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Calgary, AB

Get In Style

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4720 1st Street SE, Calgary, AB

Bronzed Whale

Apparel & Promo

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Die Cutting

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Benchmark Magazine

AWMAC

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Administrative Assistant |
British Columbia Chapter
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Mark@businessinedmonton.com
(780)886-5545

