

Logo Guidelines



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Definition of Elements

The Mark

The FS mark is a representation of Federal and Signal.

Logotype

The text of the Federal Signal logo is not to be manipulated or replaced with another font.

Logo

The logo is a combination of the mark and the logotype.

Typefaces

EuroStyle T Black is used for the Logotype. The Frutiger family is used to represent the Federal Signal-Safety & Security Systems business units and the Federal Signal tagline.

Federal Signal Colors

The approved color combinations of the Federal Signal logo are defined in this manual.

Logo = Mark + Logotype



Primary Colors



FS Mark Red

PMS 186

C=0 M=100 Y=80 K=5

R=255 G=25 B=55

web #11837



Federal Signal Logotype Gray

PMS 423

C=0 M=0 Y=0 K=45

R=147 G=148 B=149

web #939495

Secondary Colors



Safety & Security Systems and Advancing security and well-being. Black

C=0 M=0 Y= 0 K=100

R=35 G=31 B=32

web #000000

Font Families

The Federal Signal font is a custom font. This font should not be replaced or altered in any way. Following are recommended fonts used to support the Federal Signal image.

Primary Font

Frutiger 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Frutiger 56 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Alternate Font

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Safety & Security Systems Business Units



Logo Usage

The logo usage is determined by your internal or external audience.

External/SSG/Promotion:

"Federal Signal – Safety and Security Systems – Advancing security and well-being."

Primary



Secondary



External/Corporate/Promotion:

"Federal Signal – Advancing security and well-being."



Internal /Organizational Structure – SBU

"Federal Signal – Safety and Security Systems – Business Unit – Advancing security and well-being."



Secondary Logo Usages

These logos represent secondary or alternative choices to the logo. These logo lock-ups are to be used primarily for apparel and logo listings.

Federal Signal red, gray and black
This is the preferred usage of the logo.



White

All white on a dark background is the second choice when the Federal Signal red is not available or when it clashes with the background color.



Current Endorsed Brands

Federal Signal maintains and supports the following Federal Signal Endorsed Brands. These brands are co-branded with the Federal Signal brand. They have their own color specifications. In most promotional instances, the endorsed logo will appear with the "by Federal Signal" statement.

Endorsed Brand status recognizes that each of these brands currently have value in its respective marketplace. Contact the respective business unit communications leader for specifications surrounding these endorsed brands.



Current Endorsed Brands

Stand Alone Brands

Federal Signal supports the following independent brands. These Stand Alone Brands have notable recognition, brand equity and value in their respective market places. These brands are supported and managed independent of Federal Signal. They have their own logos, brand colors and identity standards.



Signage

Federal Signal Signage – Exterior Company Identifier

It is understood that the color specifications and Federal Signal font identified in the Master Brand standards may be available for sign reproduction. However, it is important that the standards surrounding the Master Brands are incorporated in the interior and exterior Company Identifier as closely as possible.

It is important that the FS Mark remain Red (PMS 186 preferred); the Federal Signal text remain Gray (PMS 423 preferred); and the Safety and Security Systems group name remain Black.

While each business unit location will have different site specifications, the signage should adhere to the basic Master Brand signage specifications.

The Federal Signal logo is to be incorporated in primary signage identifiers, directional signs, and reception and other entry ways.

The color combination of the Federal Signal logo are the primary colors associated with the signage and should support and compliment these identified colors.