

The FIRO-B[®] brand guidelines

An important co-brand

The FIRO-B instrument is also a key product in our portfolio with a distinctive design.

When using the word FIRO-B in text it must display the ® mark on the first instance only.

The FIRO-B logo incorporates the ® mark. Please ensure that you use this correct trade mark legend: ® FIRO-B, the FIRO-B logo, and FIRO are registered trade marks of CPP, Inc. OPP Ltd is licensed to use the trade marks in Europe.

TM Fundamental Interpersonal Relations Orientation is a trade mark of CPP, Inc.

colour version

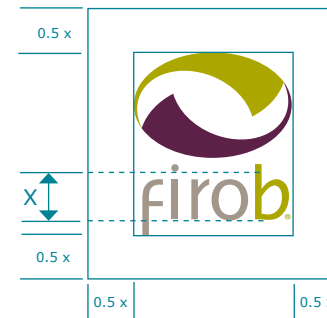


mono version



Exclusion zone

To preserve the integrity of the brandmark, please observe the exclusion zone around the mark. No other visual material should be placed within this area. We've established minimum clear space parameters to prevent copy or images from encroaching thus ensuring maximum legibility and visual impact.



Minimum displayed size

No smaller than 10mm wide.

Colour

The colour is specified here for various reproduction methods.

Note: As this PDF document will be viewed both on screen and as a printout, the colours you see may not be true to Pantone colour standards. Always give the appropriate numerical colour value when specifying colour, or provide a swatch from a Pantone colour selector book.



colours for printing:
Pantone spot colour

Pantone 384 C

Pantone 511 C

Pantone warm grey 9C

colours for printing:
4-colour process (CMYK)

C0 M69 Y100 K4

C0 M25 Y95 K0

C23 M2 Y0 K77

colours for online
applications (Hex)

#999900

#660033

#666666

colours for Microsoft
Office applications (RGB)

R144 G161 B6

R65 G0 B50

R134 G120 B102