



Brand Identity Standards



For internal use only. Not for distribution.

Primary brand identity

Approved Febreze corporate mark



Full Color Logo—preferred version in every execution

Logo keyline: PMS 654/PG 0540 gradates to 60% Process Cyan

Wisp: 80% Process Cyan to 15% Process Cyan

Logotype: PMS 654/PG 0540 and Process Cyan



1-Color Logo

used only when one color station is available

← 100% Process Cyan

Approved Febreze mark to be used on all Febreze Home Collection products by Ascense



Band: PMS 654/PG 0540 and Process Cyan

HOME COLLECTION

← **Logotype:** PMS 654/PG 0540



Black & White Logo

limited use, non-consumer facing

Solid cyan wisp

Wisp: 60% Process Cyan



Knocked out wisp

Wisp: 100% Knockout White



Linear wisp

Wisp: 60% Process Cyan stroke for 1-color printing with no screens



Approved Febreze wisp icon mark

The wisp currently appears locked up within the logo to accentuate the flowing typography and fresh air equity. The immediate focus should be on building endless impressions of our fresh air wisp through the application of our Febreze logos.



Gradient wisp: preferred version in every execution

Wisp: 80% Process Cyan to 15% Process Cyan



The logo should shrink no smaller than 3/4" in height.

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Helvetica Neue R0man

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Helvetica Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue Bold

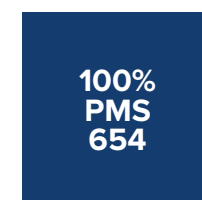
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue Heavy

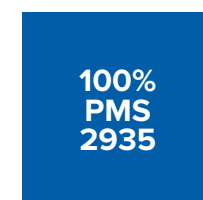
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Typography and color palette

Primary palette



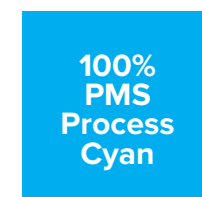
PMS 654 C
PG 0540
CMYK: 100 / 71 / 10 / 47
RGB: 0 / 68 / 112



PMS 2935 C
PG 0484
CMYK: 100 / 52 / 0 / 0
RGB: 0 / 87 / 184



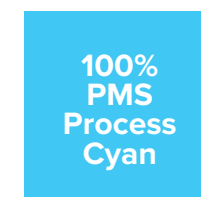
Secondary palette



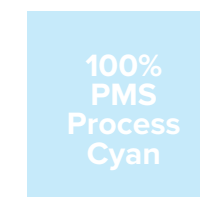
PMS Process Cyan
CMYK: 100 / 0 / 0 / 0
RGB: 0 / 159 / 223



80% PMS Process Cyan
CMYK: 80 / 0 / 0 / 0
RGB: 75 / 176 / 232



60% PMS Process Cyan
CMYK: 60 / 0 / 0 / 0
RGB: 130 / 196 / 240



20% PMS Process Cyan
CMYK: 20 / 0 / 0 / 0
RGB: 15 / 240 / 253

Easy Essentials



Inspire - base



Inspire - destinations



style mood

product

PACKAGING



Packaging
 logo color icon



Packaging
 logo color icon

TV



TV Endframe
 logo color icon



TV Endframe
 logo color icon

PRINT



Print Ad
 logo color icon

INSPIRE
LOOK/TONE/FEEL

inspire

inspires me to create a unique ambiance through a multisensorial air experience

