

## Fibre King Brand Identity

### Identity

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Mission: To be the leading packaging equipment supplier in the World

Purpose: To help customers build better production facilities

Values:



#### OPERATE WITH INTEGRITY

To our customers, shareholders and colleagues alike. Our word is our promise and we take great pride in what we do and how we operate within the marketplace on every level.



#### LEADERS IN INNOVATION

We are experts in packaging automation and are continually striving to improve efficiencies for our customers.



#### EMPOWERED PEOPLE

Our people are the heart and soul of our company and we encourage them to grow to their full potential. We are one team operating globally.



#### SOLID FRAMEWORK

Our processes and business systems give us the framework we need to support our team and enable them to adapt quickly and remain flexible.

### Logo

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### Colours

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<b>R0 G73 B144</b> <b>C100 M72 Y0 K18</b> 004990 PANTONE 280CVC	<b>R283 G185 B39</b> <b>C0 M30 Y94 K0</b> F2B337	<b>R0 G0 B0</b> <b>C50 M40 Y40 K100</b>	<b>R109 B110 B113</b> <b>C0 M0 Y0 K70</b> 424242	<b>R0 G73 B144</b> <b>C100 M72 Y0 K18</b> 004990 PANTONE 280CVC
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## Standard Font

Header Font

**Arial, Bold, 12 pt**

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0123456789**

Sub Header Font

**Arial, Bold, 10pt**

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0123456789**

Body Font

Arial, 10pt

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

## Marketing Font

Header Font

**Swiss 721 Ex BT, Bold, 12 pt**

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0123456789**

Sub Header Font

Swiss 721 Ex BT, 10pt

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Body Font

Swiss 721 LtEx BT, 10pt

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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