brand guide | September 1, 2020

FOAMit

EQUIPPED FOR CLEAN

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I. brand narrative

Guided by the spirit of innovation for more than 30 years, FOAMit helps keep it clean by designing, building and shipping quality chemical management and application equipment around the world that delivers exceptional customer experiences.

Our goal is to inspire the world to make it better by showing that it's possible to simultaneously deliver great customer experiences, create happy employees, and give back to the community in a long-term, sustainable way.

II. purpose, mission, values

our purpose

At FOAMit, our purpose is simple: to make "it" better. "It" is the very best company culture and customer experience possible.

our mission

We design and build the best chemical management and application equipment, supported by exceptional customer service.

our values

FOAMit values are more than just posters on the wall. We make them real every day by living in them in everything we do — from discussing the best solution to a customer's problem to deciding who to hire on our team.

III. company values

Make Our Customer's Day

Unmatched customer service is our backbone, and we love to hear that we left an impression. We solve problems, anticipate needs, and give more than our customers expect.

Go FOAMit Fast

We are fast and accurate — our customers depend on it.

Get in the Driver's Seat

Embrace responsibility, drive solutions, and try new things with confidence. Your team is here for support and accountability when you need it. But we want you to take the wheel.

Ask to Understand

Efficient communication streams flow both ways. Make sure you understand, then make sure you're understood. Question assumptions. Try to anticipate what others need to know. Make information easy to follow and easy to share.

Keep It Lean

Balance structure and flexibility. Make things as simple as possible, without losing clarity or function.

Protect the Mojo

We have it good, and it's our job to keep it that way. Culture is the product of our everyday actions, attitudes, and decisions. Own your impact. Work with zest. Have fun. Respect everyone.

Fuel Personal Growth

Growth is energizing, in any area of life. We get excited about personal development, not just the professional kind.

Never Stop Learning

Curiosity helps us innovate. Picking up skills, self-study, and learning new things keeps us fresh and competitive. Help make our collective brain bigger.

Celebrate Giving

Giving is a privilege, and we are grateful when we can give more. We share our success and talents with our communities and with each other.

Choose to Improve

The way you respond to challenges makes all the difference. We see feedback, disruption, failure, and even the status quo as opportunities to outdo ourselves. Make a start, then MAKE IT BETTER.

IV. logo | Narrative

The FOAMit logo depicts a cleaner world partially covered in foam. The axis lines inside the globe represent chemistry. This updated design simplifies the original logo in a more refined, modern way and creates a stronger connection to our mission.

IV. logo | Horizontal Two-Color

Horizontal Two-Color Logo

File Name: FOAMit_Logo_Horizontal_2clr

Horizontal Two-Color Logo with Tagline

File Name: FOAMit_Logo_Horizontal_2clr_Tagline

IV. logo | Stacked Two-Color

Stacked Two-Color Logo

File Name: FOAMit_Logo_Stacked_2clr

Stacked Two-Color Logo with Tagline

File Name: FOAMit_Logo_Stacked_2clr_Tagline

IV. logo | Icons

Two-Color Icon

File Name: FOAMit_Logo_Icon_2clr

One-Color Icon

File Name: FOAMit_Logo_Icon_1clr

V. logo usage

✗ Do Not:

Make any changes that damage the logo's integrity, such as skewing or rotating the logo, changing the logo color, or adding special effects like a drop shadow or bevel.

✓ Do:

Use the logo exactly how it is shown in this guide to maintain brand consistency.

VI. color palette

FOAMit Light Blue

PMS 298 C
CMYK 65 10 1 0
RGB 60 180 229
HEX #3CB4E5

FOAMit Dark Blue

PMS 7692 C
CMYK 100 69 24 7
RGB 0 84 135
HEX #005487

FOAMit Gray

PMS Cool Gray 7 C
CMYK 44 35 35 1
RGB 150 152 153
HEX #969899

FOAMit White

VII. typography

headline

Subheadline

Body Copy

days one

Montserrat Semibold

Montserrat Regular

headline here.

Subheadline Here.

Guided by the spirit of innovation for more than 30 years, the FOAMit brand is established both locally and globally, and defined by our exceptional customer service. Our cutting-edge chemical application equipment represents our ongoing dedication to discovering creative solutions to prevalent problems in multiple industries.

Days One: Available on GoogleFonts under the OpenFont License.
Montserrat: Available on GoogleFonts under the OpenFont License.

Use fonts freely in products and projects — print or digital, commercial or otherwise.

VIII. writing standards

✓ Do:

Type "FOAMit" with "FOAM" in all capitals and "it" in all lowercase, without a space or dash between the two words.

FOAMit

✗ Do Not:

Type "FOAMit" in any way that isn't specified in this guide, such as capitalizing just one letter, all lowercase, or adding a space or dash between the two words.

FoamIt   foam it

FOAM-iT   Foam-It

IX. business papers | Letterhead

FOAMit
EQUIPPED FOR CLEAN

Date

Recipient
Company
1234 Street Ave
City, MI 49504

Dear Recipient,

Lorem ipsum dolor sit amet, sale fuisset deleniti cum at, cu vix sint veniam alienum. Causae pertinacia efficiendi vis ei, vis error graeci expetendis at, eu usu inani option debitis. An pro adipiscing efficiantur, cu mei nominati sadipscing. Putant constituto eloquentiam ex vel, eam te doctus oblique molestie, et elit animal consectetuer sea. In usu prima assum fabulas. At populo voluptaria sea. Ei per etiam persius alterum, at elit consectetuer nam.

Ius at alia viderer expetenda, te dicant soluta torquatos sit. Eripuit elaboraret an usu, in usu consul appareat repudiare. Quo veri nominati complectitur ut, ad nec hinc fastidii. Id modo sadipscing pri. Causae mediocrem has ut, id sed alia dicam, dicta lobortis his at. Ex has nemore insolens, suas moderatius id pro.

At has nisl dolor imperdiet, utinam labitur menandri mel an. Voluptaria intellegebat eu eam. Sea mollis singulis principes ex. Saepe delectus assueverit sed ei. Te consectetuer necessitatibus getrya yesther vera.

Sincerely,

Name

foamit.com
o 616 656 9225   800 567 5420   f 616 656 4046
3833 Soundtech Ct SE, Grand Rapids, MI 49512

IX. business papers | Envelope

X. e-signature
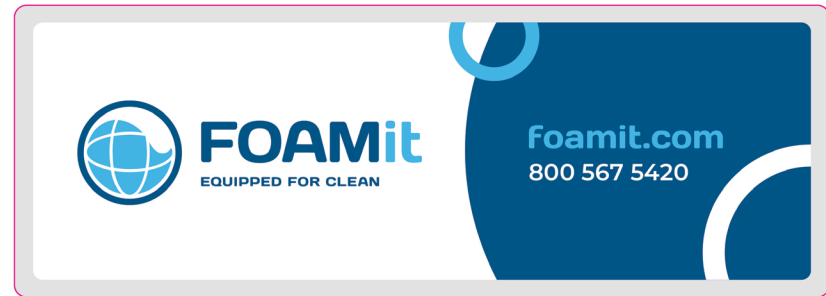
Matt Mandsager | *General Manager*

c 970 391 2287
o 616 656 9225 x 400
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Grand Rapids, MI 49512

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XI. brand examples

*Logo reversal exception on building signage

XII. contact

For more information, usage permissions and support, contact:

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