



Brand Guide

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01

FOAMit

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.



Purpose & Mission

Our Purpose

We make it better...Because we can!

Our Niche

We design, build, & support
chemical application equipment
for the people who clean the world.



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.

Make the Customer's Day

Elevate the experience

- Embrace a growth mindset
- Bring positive energy
- Offer easy explanations
- Demonstrate knowledge
- FIXit

Protect the Mojo

Fuel the energy

- Assume good intentions
- Choose collaboration
- Celebrate wins
- Pause for emotional regulation
- Respect the vibe

Ask to Understand

Create alignment

- Practice curiosity
- Demonstrate open-mindedness
- Remain flexible
- Listen with intent
- Seek clarity

Get in the Driver's Seat

Deliver results

- Demonstrate confidence
- Take responsibility
- Bring solutions
- Seek Feedback
- Make decisions

Keep it Lean

Maximize value

- Focus
- Optimize the process
- Balance speed with accuracy
- Work organized, efficient & calm
- Keep improving



02 LOGO

The FOAMit logo depicts a cleaner world partially covered in foam. The axis lines inside the globe represent chemistry.

Horizontal



Horizontal Two-Color Logo

File Name: FOAMit_Logo_Horizontal_2clr



Horizontal One-Color Logo

File Name: FOAMit_Logo_Horizontal_1clr

Stacked



Stacked Two-Color Logo

File Name: FOAMit_Logo_Stacked_2clr



Stacked One-Color Logo

File Name: FOAMit_Logo_Stacked_2clr

Icon



Horizontal Two-Color Logo

File Name: FOAMit_Logo_Horizontal_2clr



Horizontal One-Color Logo

File Name: FOAMit_Logo_Horizontal_1clr



Usage

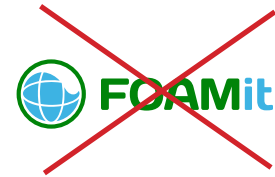
✓ Do:

Use the logo exactly how it is shown in this guide to maintain brand consistency. The logo may be shown in black or reverse print (white) if necessary.



✗ 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.



03 **TYPOGRAPHY**

Typography

Headline

Subheadline

Body Copy

Accent

Days One

Montserrat Semibold

Montserrat Regular

Just Lovely

Headline here

Subheadline Here

We design, build, & support chemical application equipment for people who clean the world.

The End

Days One: Available via Google Fonts under the Open Font License (OFL). Approved for print and digital use, including commercial applications.

Montserrat: Available via Google Fonts under the Open Font License (OFL). Approved for print and digital use, including commercial applications.

Just Lovely: Commercial license held by FOAMit. Approved for limited internal marketing use only. Not for external distribution or vendor installation.



Writing Standards

✓ Do:

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

✗ 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

~~FoamIt~~

~~foam it~~

~~FOAM-iT~~

~~Foam-It~~



04 COLOR

Color Pallette



FOAMit Blue

PMS 7692 C
HEX #005487
RGB 0, 85, 134
CMYK 100, 69, 24, 7



FOAMit Light Blue

PMS 298 C
HEX #3CB4E5
RGB 61, 179, 227
CMYK 65, 10, 1, 0



FOAMit Gray

PMS Cool Gray 7 C
HEX #98989A
RGB 151, 152, 153
CMYK 43, 35, 35, 1



FOAMit White

HEX #FFFFFF
CMYK 0,0,0,0
RGB 255, 255, 255



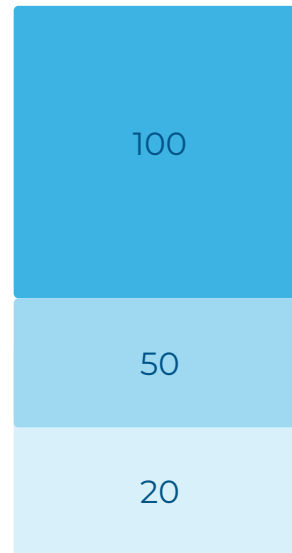
FOAMit Dark Blue

HEX #012E47
RGB 1, 46, 71
CMYK 100, 78, 46, 45

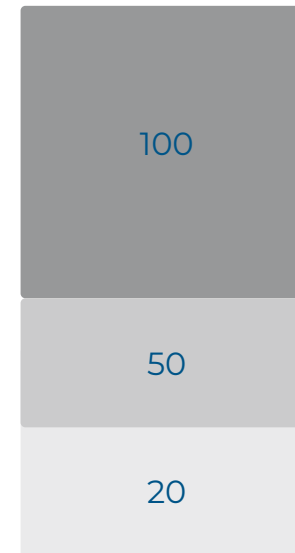
Secondary Colors

The secondary color palette is defined using Pantone color specifications and is intended for marketing applications only. These colors must always be used in conjunction with the primary brand colors and may not serve as standalone brand identifiers.

FOAMit Light Blue



FOAMit Gray



05 BUSINESS USE

Business Card



Letterhead



Envelope



E-signature



KELLY MANDSAGER

CHIEF OPERATING OFFICER

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KELLY MANDSAGER

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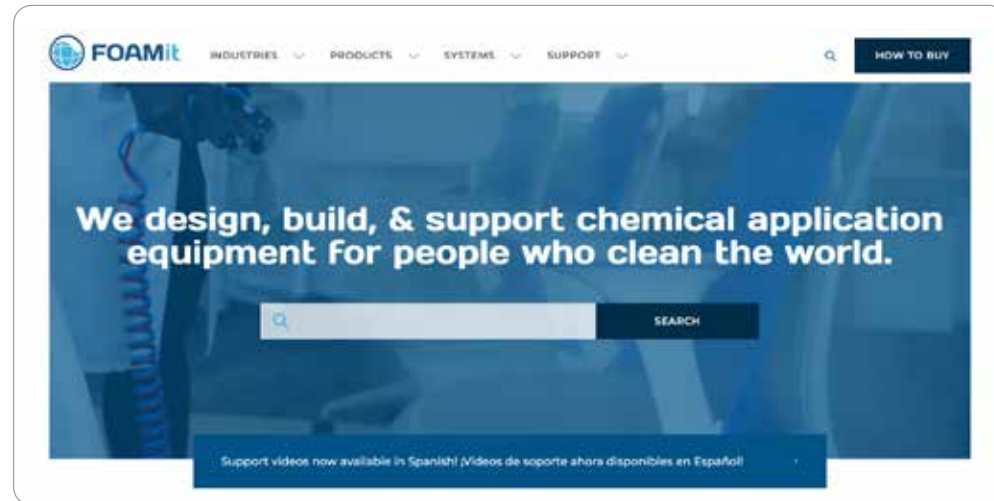
 (616) 656-9225 ext. 138

 kmandsager@foamit.com

 foamit.com



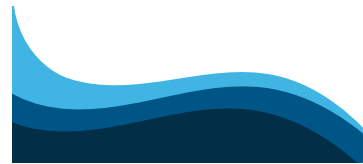
Brand Examples



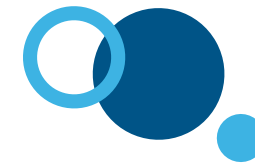
06 ELEMENTS

Supporting Elements

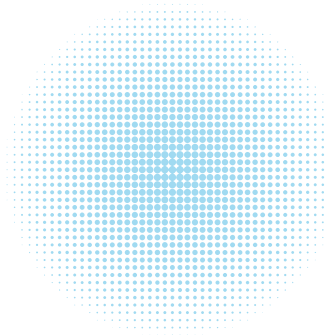
Supporting graphics, gradients, and visual elements are intended to enhance marketing and internal materials. They should complement the primary and secondary color palettes and typography, and must never serve as standalone brand identifiers.



Waves



Bubbles



Dots



Gradients



Contact

**For more information, usage
permissions and support,
contact:**

FOAMit Marketing Team

616 656 9225

marketing@foamit.com

