



Corporate Guidelines V1: Advertising

Experience In Motion



Full page advert template one

The grid shown here sets out the parameters within which this advert should be reproduced. Due to the very nature of advertising, and the variation in publication specifications we cannot indicate sizes, however the resizing of the advert in line with the grid should give an acceptable variation of the layout within the constraints of any given full page specification.

Template artwork is available from the Flowserve web site under: www.flowserve.com/brandstandards. (See PDF: Flowserve_A4Ad_1.pdf for cover examples)

A. Layout

The advert consists of one overall image that should take up half of the page height with all other elements (headline, body copy, calls to action, Flowserve mark, heritage brands and branding flash) within the bottom half. The elements should always fall in the positions shown and can be adjusted accordingly for new sizes. (i) indicates areas where adjustments can be made in order to make an advert work within a new size. In extreme circumstances, the main image height can be adjusted to less than half the height of the page area.

B. Image

This area should contain one single image appropriate to the advert. Ideally the nature of the image should reflect the human side of Flowserve, people should always be the focus of the composition which in itself should be interesting and dynamic for maximum impact. To further differentiate Flowserve from its rivals, the use of the corporate red (Pantone 485) is to be used within the photograph. This could be anything from the logo on a product or hat to the hat itself, a person's clothing or colour hue.

D. Branding Flash

The red and white flash at the bottom of the advert gives a very strong reinforcement to the Flowserve branding of its marketing materials and must always appear as shown containing the 'Experience In Motion' tag line and web address, never distorted or altered in any way. Existing artwork should be used for this.

E. Font

Note that sizes are a guide only and can be subtly altered when resizing the advert.

Headline: 30/35 Helvetica Bold Condensed Italic (Black or Pantone 485)*

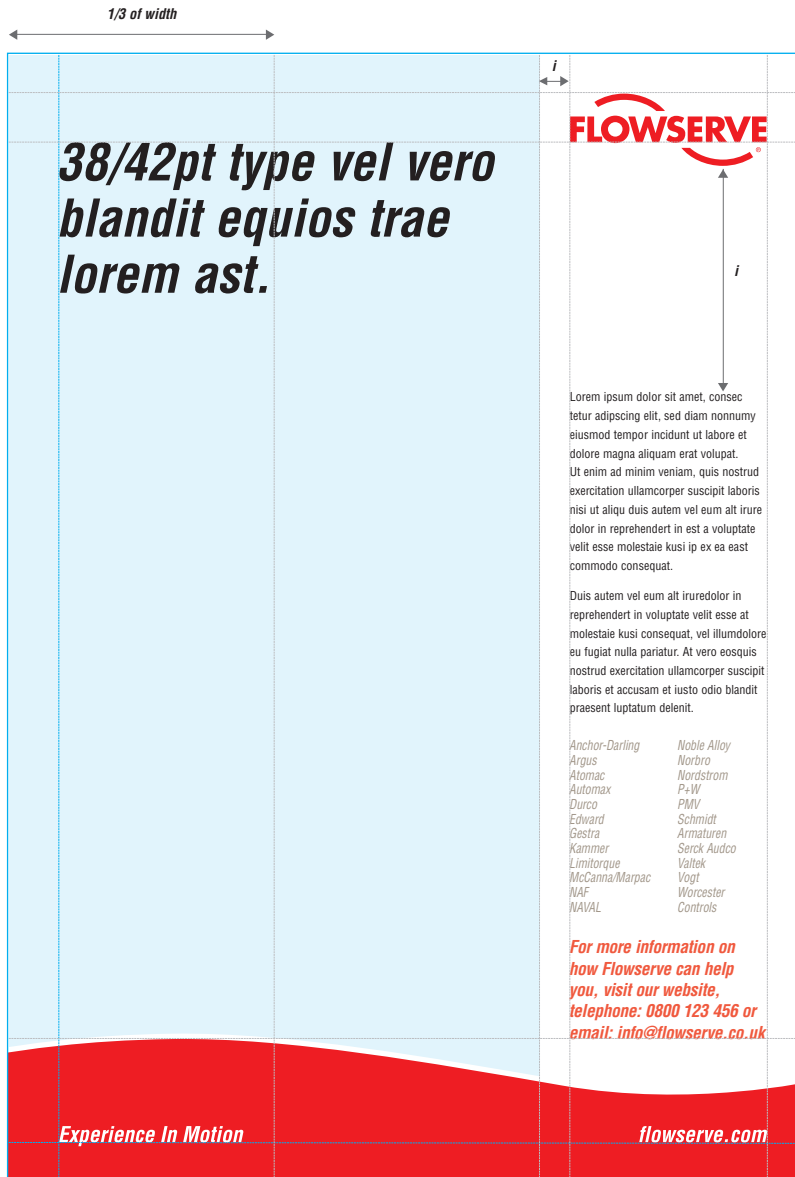
Body copy: 9/15 Helvetica Condensed (Black)

Set with 3mm space after returns, within 'paragraph attributes'

Call to action: 13/16 Helvetica Bold Condensed Italic, -4pt kerning (Black or Pantone 485)*

Heritage brands: 10/11 Helvetica Condensed (Pantone Warm Grey 8)

***The headline and call to action text should always be in Black or Pantone 485, never the same colour.**



Full page advert template two

The grid shown here sets out the parameters within which this advert should be reproduced. Due to the very nature of advertising, and the variation in publication specifications we cannot indicate sizes, however the resizing of the advert in line with the grid should give an acceptable variation of the layout within the constrains of any given full page specification.

Template artwork is available from the Flowserve web site under: www.flowserve.com/brandstandards. (See PDF: Flowserve_A4Ad_2.pdf for cover examples)

A. Layout

The advert consists of one overall image that should take up two thirds of the page width with all other elements (body copy, calls to action, Flowserve mark and heritage brands) within the remaining third. The headline should run over the image in no more than 3 lines, set in either white out or black depending on image usage, preferably over an abstract portion of the shot. The elements should always fall in the positions shown and can be adjusted accordingly for new sizes. (i) indicates areas where adjustments can be made in order to make an advert work within a new size. In extreme circumstances, the main image width can be adjusted to less than two thirds of the page width area.

B. Image

This area should contain one single image appropriate to the advert. Ideally the nature of the image should reflect the human side of Flowserve, people should always be the focus of the composition which in itself should be interesting and dynamic for maximum impact. To further differentiate Flowserve from its rivals, the use of the corporate red (Pantone 485) is to be used within the photograph. This could be anything from the logo on a product or hat to the hat itself, a person's clothing or colour hue.

D. Branding Flash

The red and white flash at the bottom of the advert gives a very strong reinforcement to the Flowserve branding of its marketing materials and must always appear as shown containing the 'Experience In Motion' tag line and web address, never distorted or altered in any way. Existing artwork should be used for this.

E. Font

Note that sizes are a guide only and can be subtly altered when resizing the advert.

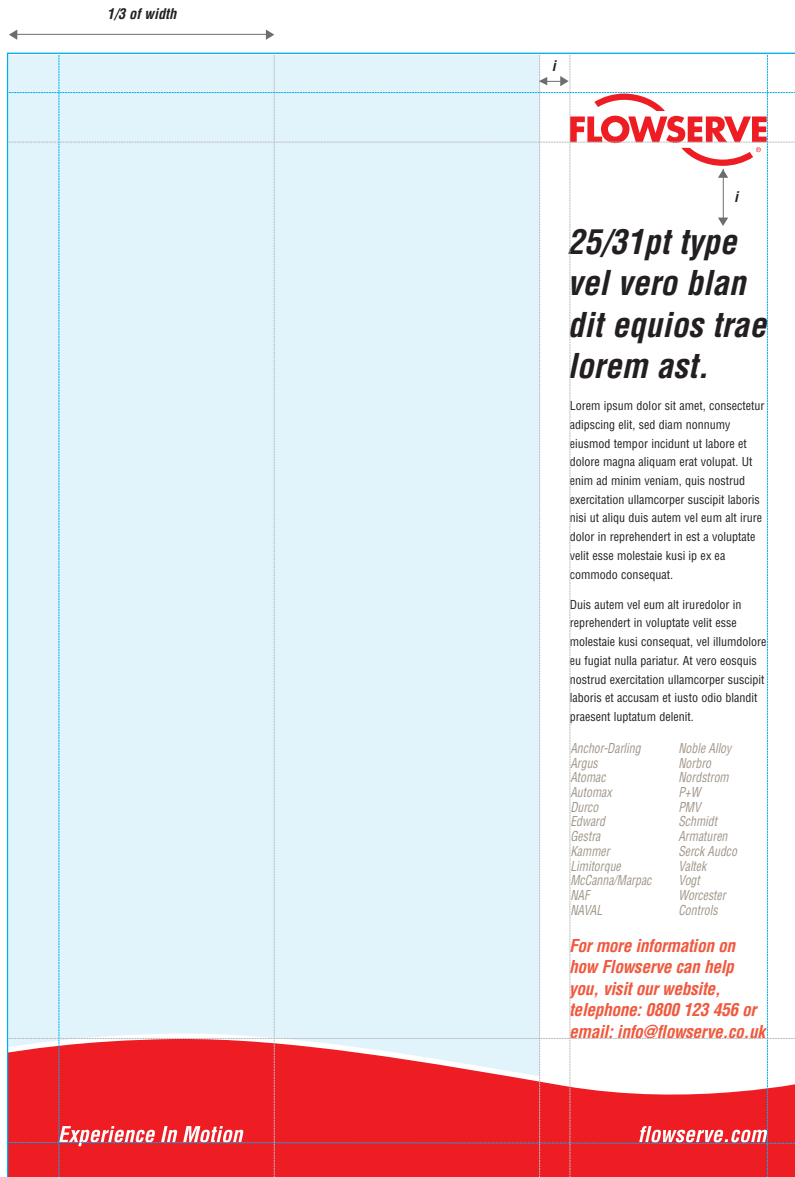
Headline: 38/42 Helvetica Bold Condensed Italic (Black or White depending on image background colour and tone)

Body copy: 9/14 Helvetica Condensed (Black)

Set with 3mm space after returns, within 'paragraph attributes'

Call to action: 13/16 Helvetica Bold Condensed Italic, -4pt kerning (Pantone 485)

Heritage brands: 10/11 Helvetica Condensed (Pantone Warm Grey 8)



Full page advert template three

The grid shown here sets out the parameters within which this advert should be reproduced. Due to the very nature of advertising, and the variation in publication specifications we cannot indicate sizes, however the resizing of the advert in line with the grid should give an acceptable variation of the layout within the constraints of any given full page specification.

Template artwork is available from the Flowserve web site under: www.flowserve.com/brandstandards. (See PDF: Flowserve_A4Ad_3.pdf for cover examples)

A. Layout

The advert consists of one overall image that should take up two thirds of the page width with all other elements (headline, body copy, calls to action, Flowserve mark and heritage brands) within the remaining third. The elements should always fall in the positions shown and can be adjusted accordingly for new sizes. (i) indicates areas where adjustments can be made in order to make an advert work within a new size. In extreme circumstances, the main image width can be adjusted to less than two thirds of the page width area.

B. Image

This area should contain one single image appropriate to the advert. Ideally the nature of the image should reflect the human side of Flowserve, people should always be the focus of the composition which in itself should be interesting and dynamic for maximum impact. To further differentiate Flowserve from its rivals, the use of the corporate red (Pantone 485) is to be used within the photograph. This could be anything from the logo on a product or hat to the hat itself, a person's clothing or colour hue.

D. Branding Flash

The red and white flash at the bottom of the advert gives a very strong reinforcement to the Flowserve branding of its marketing materials and must always appear as shown containing the 'Experience In Motion' tag line and web address, never distorted or altered in any way. Existing artwork should be used for this.

E. Font

Note that sizes are a guide only and can be subtly altered when resizing the advert.

Headline: 25/31 Helvetica Bold Condensed Italic (Black or Pantone 485)*

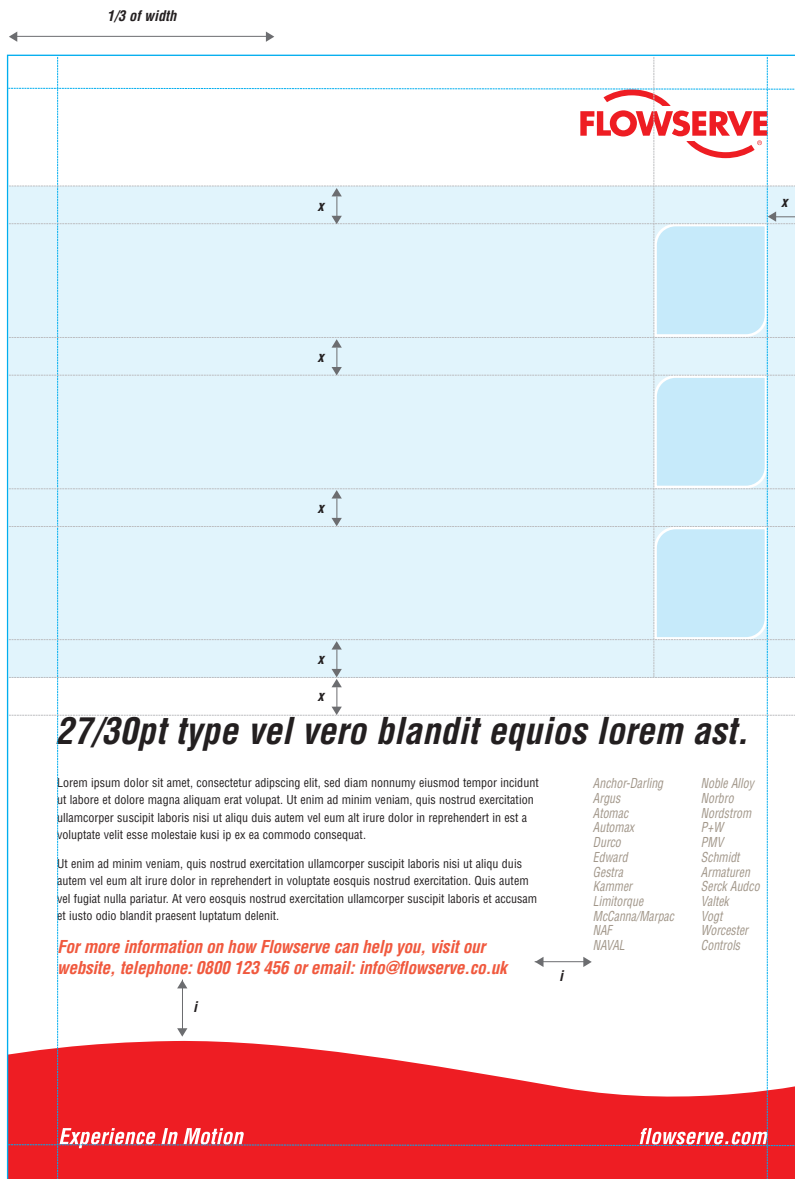
Body copy: 9/14 Helvetica Condensed (Black)

Set with 3mm space after returns, within 'paragraph attributes'

Call to action: 13/16 Helvetica Bold Condensed Italic, -4pt kerning (Pantone 485)*

Heritage brands: 10/11 Helvetica Condensed (Pantone Warm Grey 8)

***The headline and call to action text should always be in Black or Pantone 485, never the same colour.**



Full page advert template four

The grid shown here sets out the parameters within which this advert should be reproduced. Due to the very nature of advertising, and the variation in publication specifications we cannot indicate sizes, however the resizing of the advert in line with the grid should give an acceptable variation of the layout within the constraints of any given full page specification.

Template artwork is available from the Flowserve web site under: www.flowserve.com/brandstandards. (See PDF: Flowserve_A4Ad_4.pdf for cover examples)

A. Layout

The advert consists of three visual bands, plus the branding strip. The white band at the top contains only the Flowserve mark, the overall image sits under the strip with three inset pictures to reinforce the message. The headline, body copy, calls to action and the heritage bands are to sit in the third band. The elements should always fall in the positions shown and can be adjusted accordingly for new sizes. (i) indicates areas where adjustments can be made in order to make an advert work within a new size. In extreme circumstances, the main image height can be adjusted to be less than half the height of the page area.

B. Image

This area should contain images appropriate to the advert. Ideally the nature of the overall image should reflect the human side of Flowserve, people should always be the focus of the composition which in itself should be interesting and dynamic for maximum impact. To further differentiate Flowserve from its rivals, the use of the corporate red (Pantone 485) is to be used within the photograph. This could be anything from the logo on a product or hat to the hat itself, a person's clothing or colour hue. The inset images can be industry or product led to enhance the proposition.

D. Branding Flash

The red and white flash at the bottom of the advert gives a very strong reinforcement to the Flowserve branding of its marketing materials and must always appear as shown containing the 'Experience In Motion' tag line and web address, never distorted or altered in any way. Existing artwork should be used for this.

E. Font

Note that sizes are a guide only and can be subtly altered when resizing the advert.

Headline: 27/30 Helvetica Bold Condensed Italic (Black or Pantone 485)*

Body copy: 9/13 Helvetica Condensed (Black)
Set with 3mm space after returns, within 'paragraph attributes'

Call to action: 13/16 Helvetica Bold Condensed Italic, -4pt kerning (Pantone 485)*

Heritage brands: 10/11 Helvetica Condensed (Pantone Warm Grey 8)

***The headline and call to action text should always be in Black or Pantone 485, never the same colour.**



Quarter page advert template one

The grid shown here sets out the parameters within which this advert should be reproduced. Due to the very nature of advertising, and the variation in publication specifications we cannot indicate sizes, however the resizing of the advert in line with the grid should give an acceptable variation of the layout within the constraints of any given full page specification.

Template artwork is available from the Flowserve web site under: www.flowserve.com/brandstandards. (See PDF: QuarterOageAd_1.pdf for cover examples)

A. Layout

The advert consists of one overall image that should take up half of the page height with all other elements (headline, body copy, calls to action, Flowserve mark, heritage brands and branding flash) within the bottom half. The elements should always fall in the positions shown and can be adjusted accordingly for new sizes. (i) indicates areas where adjustments can be made in order to make an advert work within a new size. In extreme circumstances, the main image height can be adjusted to less than half the height of the page area.

B. Image

This area should contain one single image appropriate to the advert. Ideally the nature of the image should reflect the human side of Flowserve, people should always be the focus of the composition which in itself should be interesting and dynamic for maximum impact. To further differentiate Flowserve from its rivals, the use of the corporate red (Pantone 485) is to be used within the photograph. This could be anything from the logo on a product or hat to the hat itself, a person's clothing or colour hue.

D. Branding Flash

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E. Font

Note that sizes are a guide only and can be subtly altered when resizing the advert.

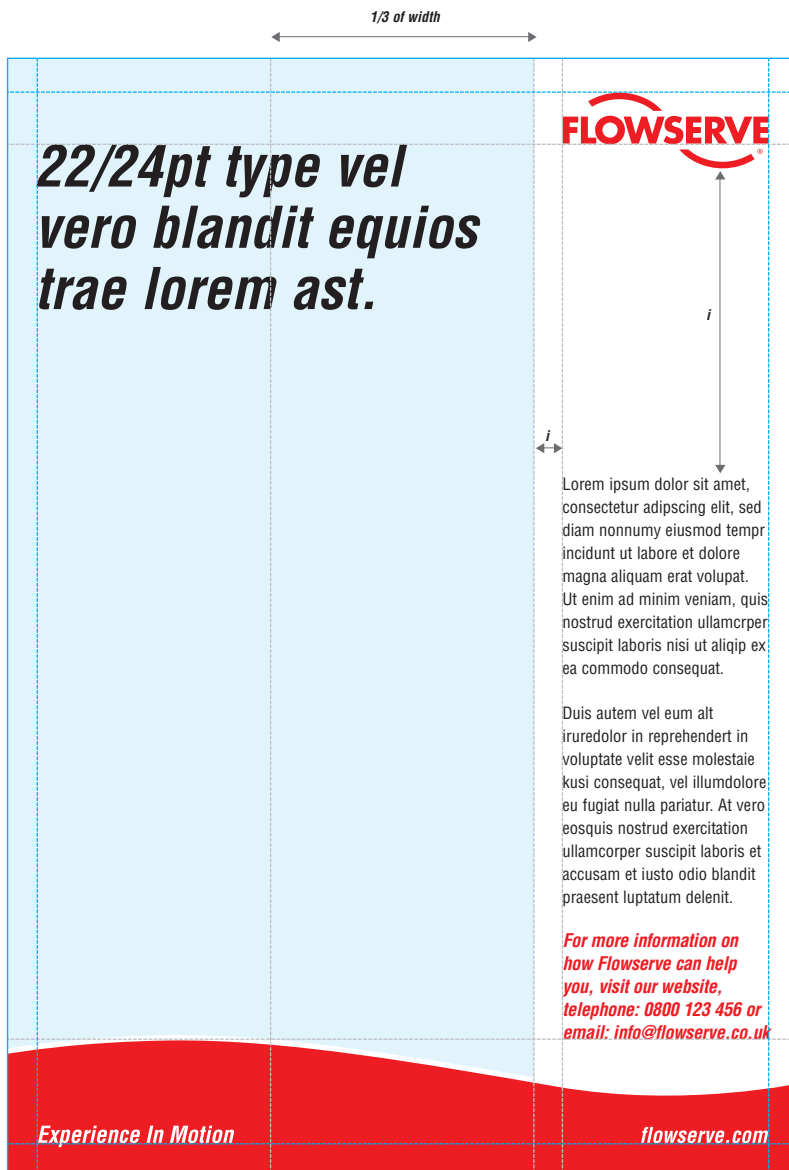
Headline: 15/16 Helvetica Bold Condensed Italic (Black or Pantone 485)*

Body copy: 6.5/8 Helvetica Condensed (Black)

Set with 2mm space after returns, within 'paragraph attributes'

Call to action: 7.5/9 Helvetica Bold Condensed Italic, -4pt kerning (Black or Pantone 485)*

***The headline and call to action text should always be in Black or Pantone 485, never the same colour.**



Quarter page advert template two

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Template artwork is available from the Flowserve web site under: www.flowserve.com/brandstandards. (See PDF: QuarterPageAd_2.pdf for cover examples)

A. Layout

The advert consists of one overall image that should take up two thirds of the page width with all other elements (body copy, calls to action, Flowserve mark and heritage brands) within the remaining third. The headline should run over the image in no more than 3 lines, set in either white out or black depending on image usage, preferably over an abstract portion of the shot. The elements should always fall in the positions shown and can be adjusted accordingly for new sizes. (i) indicates areas where adjustments can be made in order to make an advert work within a new size. In extreme circumstances, the main image width can be adjusted to less than two thirds of the page width area.

B. Image

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D. Branding Flash

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E. Font

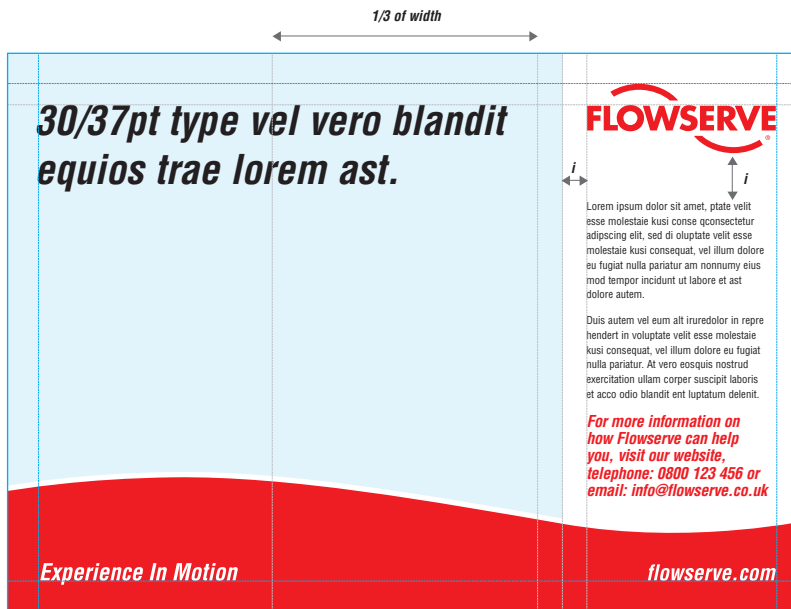
Note that sizes are a guide only and can be subtly altered when resizing the advert.

Headline: 22/24 Helvetica Bold Condensed Italic (Black or White depending on image background colour and tone)

Body copy: 6.5/9 Helvetica Condensed (Black)

Set with 3mm space after returns, within 'paragraph attributes'

Call to action: 7.5/9 Helvetica Bold Condensed Italic, -4pt kerning (Pantone 485)



Half page landscape advert template

The grid shown here sets out the parameters within which this advert should be reproduced. Due to the very nature of advertising, and the variation in publication specifications we cannot indicate sizes, however the resizing of the advert in line with the grid should give an acceptable variation of the layout within the constraints of any given full page specification.

Template artwork is available from the Flowserve web site under: www.flowserve.com/brandstandards. (See PDF: HalfPageLandscapeAd.pdf for cover examples)

A. Layout

The advert consists of one overall image that should take up two thirds of the page width with all other elements (body copy, calls to action, Flowserve mark and heritage brands) within the remaining third. The headline should run over the image in no more than 3 lines, set in either white out or black depending on image usage, preferably over an abstract portion of the shot. The elements should always fall in the positions shown and can be adjusted accordingly for new sizes. (i) indicates areas where adjustments can be made in order to make an advert work within a new size. In extreme circumstances, the main image width can be adjusted to less than two thirds of the page width area.

B. Image

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D. Branding Flash

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E. Font

Note that sizes are a guide only and can be subtly altered when resizing the advert.

Headline: 30/37 Helvetica Bold Condensed Italic (Black or White depending on image background colour and tone)

Body copy: 8/11 Helvetica Condensed (Black)

Set with 3mm space after returns, within 'paragraph attributes'

Call to action: 12/13 Helvetica Bold Condensed Italic, -4pt kerning (Pantone 485)

Half page portrait advert template

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Template artwork is available from the Flowserve web site under: www.flowserve.com/brandstandards.
(See PDF: HalfPagePortraitAd.pdf for cover examples)

A. Layout

The advert consists of one overall image that should take up half of the page height with all other elements (headline, body copy, calls to action, Flowserve mark, heritage brands and branding flash) within the bottom half. The elements should always fall in the positions shown and can be adjusted accordingly for new sizes. (i) indicates areas where adjustments can be made in order to make an advert work within a new size. In extreme circumstances, the main image height can be adjusted to less than half the height of the page area.

B. Image

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D. Branding Flash

The red and white flash at the bottom of the advert gives a very strong reinforcement to the Flowserve branding of its marketing materials and must always appear as shown containing the 'Experience In Motion' tag line and web address, never distorted or altered in any way. Existing artwork should be used for this.

E. Font

Note that sizes are a guide only and can be subtly altered when resizing the advert.

Headline: 29/33 Helvetica Bold Condensed Italic (Black or White depending on image background colour and tone)

Body copy: 9/14 Helvetica Condensed (Black)

Set with 3mm space after returns, within 'paragraph attributes'

Call to action: 12/14 Helvetica Bold Condensed Italic, -4pt kerning (Black or Pantone 485)

