Controlled Fluidics
An Ingersoll Rand Business

Make it happen

Brand Guidelines
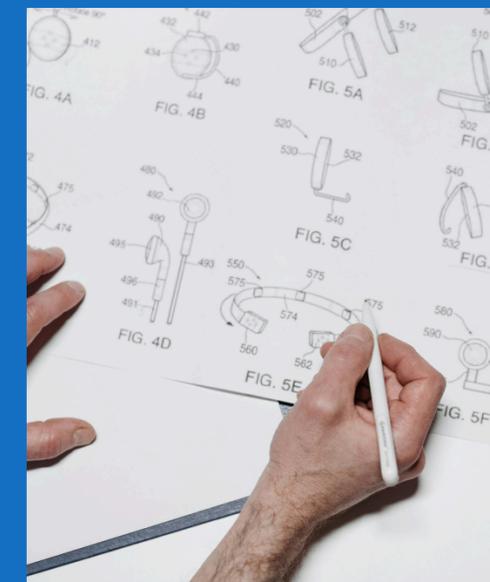
Navigation Page

Tip: Use links to go to a different page inside these guidelines

Logo

Main Logo Features

The Logo Mark

Word Mark

Logo Variations

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The Controlled Fluidics logo communicates our message of confidence, dependability, and growth through innovation. It also serves as a message of our dedication to sustainable principles.

Versions of our logo can be used to match a variety of materials and applications. Make sure to apply them appropriately.

Logo Variations Cont.

Not for use in lighter backgrounds

An Ingersoll Rand Business

Vertical orientations okay depending on design purpose.

Controlled Fluidics
OR
Controlled Fluidics

Controlled Fluidics

Generally not used in marketing materials.

An Ingersoll-Rand Business

Make sure branding contains either company's whole name, graphic/logo, or both in its entirety.

Logos can be modified to fit certain spaces. However, please ensure that logos are not blurry, illegible, or indiscernible due to enlarging, shrinking, or background color.

Minimum Dimensions
Without "Plastics Machining Company": 70px by 250px or 18.5mm by 67mm
With "Plastics Machining Company": 120px by 300px or 32mm by 80mm
Icon: 75px by 78px or 20mm by 21mm

Logo Variations Cont.

Please do not incorporate any artistic liberties with the logo's orientation, angles, or other directions/positions in relation to the icon and word mark.

Refrain from the following:
- Using different colors
- Distort the logo
- Rotating only part of the logo
- Cropping the logo

Color Palette

Primary Colors

Hex Code
#0079C2

CMYK
C 76%   M 29%   Y 0%   K 24%

RGB
(0, 121, 194)

Hex Code
#66B245

CMYK
C 30%   M 0%   Y 43%   K 30%

RGB
(102, 178, 69)

Hex Code
#1AA3d9

Hex Code
#000000

Hex Code
#FBFBFB

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These colors reflect our brand's identity and personality

Color Palette

Secondary Colors

Hex Code
#075C99

Hex Code
#CFE9B8

Hex Code
#CAE0EF

Hex Code
#BCD4EC

Hex Code
#6EC9F4

These colors reflect our brand's identity and personality. Please do not use any other colors that differ greatly from the blue, green, black, white, or grey colors.

Font

Typically, the denim blue color (HEX: 075C99) throughout these brand guidelines is used for headers and subheaders on the website. Black (or a close derivative) is used for paragraphs throughout both printed and digital collateral.

CF uses green (HEX: #66B245) for links and action-oriented components (e.g. buttons & hyperlinks).

Font Overview

Montserrat Bold

For Headers

ABCDEFGHIJKLMNOPQRSTUVWXY Zabcdefghijklmnopqrstuvwxyz1234 567890!@#$%^&*()

Montserrat

For Subheaders and Paragraphs

ABCDEFGHIJKLMNOPQRSTUVW XYZabcdefghijklmnopqrstuvwxy z1234567890!@#$%^&*()

Font Hierarchy

LEARN MORE ABOUT PLASTICS IN MEDICAL

How To Engineer Medical Manifolds

Learn how to create high quality bonded manifolds fit for multiple use cases and that last the test of time. Sign up now!

CONTROLLED FLUIDICS

Bonded Manifolds

Multilayer manifolds offer highly specialized plastic devices for complex operations in fluidics that other plastic products can't offer.

Type Application

We Can Make It Happen

FAST, RELIABLE, HIGH QUALITY

PASSIONATE ABOUT PLASTICS

By seeking innovation and dedicating ourselves to a good challenge, Controlled Fluidics takes complicated designs and creates tangible realities fit for just about any use case
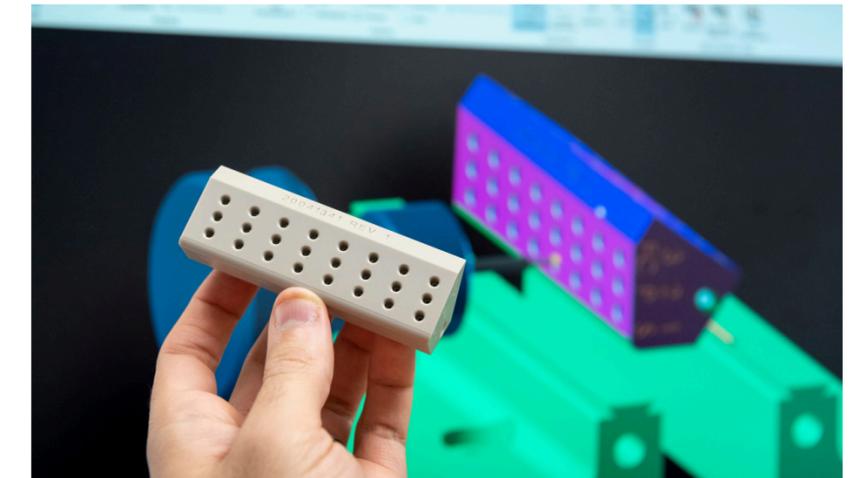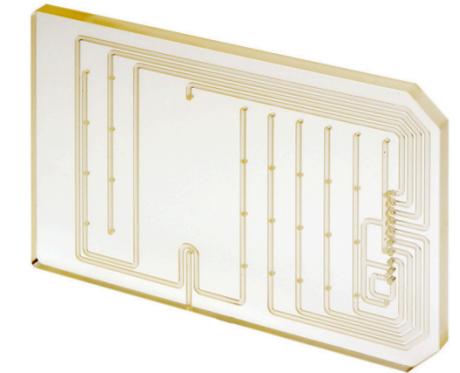
Photography

Images should capture the viewer's attention and stand out. We want to incorporate both action/industry shots that show "a day in the life" at CFluids and product shots for marketing collateral.

We try to incorporate our color schemes as much as possible for images, but that's not always an option for any number of reasons. Using stock images can be helpful so long as they are relevant to the content.
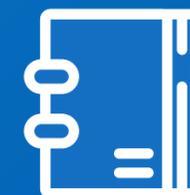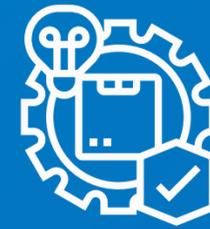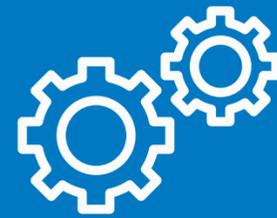
Photography of action shots need to be active, bright, and well-lit. No dark imagery.

Product shots can have a dark background, but only when the material calls for it. No dimly lit, lackluster, or otherwise "dull" product shots.

Icons

Any icons used should not be filled. Using icons with thick, bold lines can be used, but depends on content relevance.

Icons can be in any of the primary or secondary colors on the previous pages. Black should be used sparingly when it comes to icons.

Print & Digital Mockups

Controlled Fluidics
Plastics Machining Company

Get The Job Done

Controlled Fluidics

Make it happen

Controlled Fluidics
An Ingersoll Rand Business

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Digital Works

Gradients, blending, and other graphic techniques are welcomed so long as they don't contrast too much with the imagery and/or content. We aim for simplicity in design in digital assets.

Printed Works

Simple is key here as well. While we do embrace creative aspects within print materials, design should not distract from the content within those materials.

Brand Voice & Tone

Controlled Fluidics' Voice:

We are relatable, knowledgeable, reliable, and professional.

We speak with clarity and without much internal jargon to have people feel included in the process. We respect those that come to us for help without judgment or smugness. We strive for innovation and expertise. We want our customers to know that they can depend on us to either get some help or complete the project with the utmost quality.

- Knowledgeable & confident
- Professional yet personable
- Positive yet realistic
- Clear but not curt
- Reliable & dependable
- Trustworthy

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Editorial Guidelines

Language Use

Clarity and Brevity:
Use clear and concise language. Avoid jargon, technical terms, and acronyms unless they are well-known by the target audience or clearly defined in the document.

Active Voice:
Favor active voice over passive voice to create more engaging and direct content.

Inclusivity:
Use inclusive language that avoids biases, slang, and expressions that might be considered offensive. Always aim for gender neutrality (e.g., use "they" instead of "he/she").

Grammar & Style

Grammar:
Adhere to standard grammar rules to maintain professionalism and readability. Use tools like Grammarly or consult style guides such as APA or Chicago Manual of Style for reference.

Punctuation:
Use Oxford commas for clarity in lists, use a single space after periods, and be consistent with the use of punctuation marks like em dashes and en dashes. Do not use two spaces after ending sentences with appropriate puncuation.

Numbers:
Spell out numbers one through nine and use figures for numbers 10 and above, except when beginning sentences.

Editorial Guidelines

Brand Specific Terms

Capitalization:
Be consistent with the capitalization of terms specific to the brand, such as product names, service titles, or proprietary technology.

Spelling:
Adhere to American English spelling conventions consistently throughout all written materials.

Trademark Usage:
Always use trademarks appropriately. Include the trademark symbol (™ or ®) on the first occurrence of the trademark in a document or webpage, and specify trademark ownership in the footer or disclaimer section.

Legal & Compliance

Confidentiality:
Ensure that all published materials comply with corporate confidentiality agreements and do not disclose any sensitive information. This includes any Controlled Fluidics customer (prospective and/or otherwise) names, their respective companies, or other identifying information without their explicit written consent.

Copyright Notices:
Include copyright notices where necessary, especially when reproducing or referencing external sources or materials.

Disclaimer:
Use a standard disclaimer if applicable, particularly for legal disclaimers, liability limitations, or advice disclaimers.

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ControlledFluidics.com

For more assets and information, scan here:

For questions, please reach out! Marketing & Sales are happy to provide guidance on marketing collateral