



The perfect choice for your pumping needs

Graphic guidelines



## The perfect choice for your pumping needs

"The logotype, together with typographical rules is the foundation of the graphic design which gives the recipient a clear signal who we are"  
... it is about exceeding customer expectations and adding more emotion to our brand.

This manual intends to be a guideline to give Tapflo a visual profile. It shall regulate the framework for staff, designers and advertisers  
in order to give our operations a profile which clearly indicate who we are and that Tapflo is united all around the world.

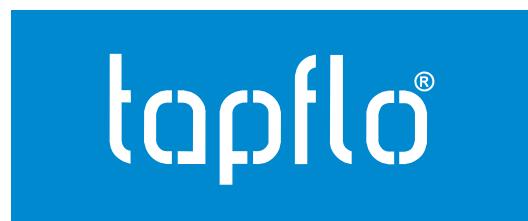
The manual must be known by everyone within the organization. The use of it should prevent random and unclear design  
and production of printed material, brochures, websites, give-ways, business cards etc which aims to present Tapflo.



# Logo colour versions



Base colour is CMYK, Cyan 100%, which is used  
on Light background.



On dark or coloured background, logo is used in  
white, to emphasize the figure and form of logo.



One colour logo is used on light backgrounds and, it is  
desirable to use two tone grays, light and dark.



# Logo versions with additional text

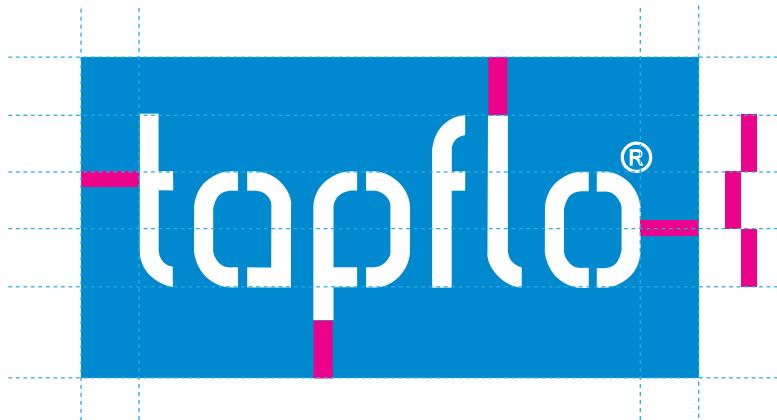
**tapflo®**  
Industrial pumps

**tapflo®**  
The perfect choice  
for your pumping needs

**tapflo®**  
[www.tapflo.com](http://www.tapflo.com)

**tapflo®**

# Logo space



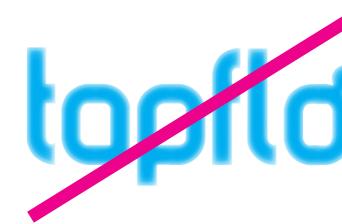
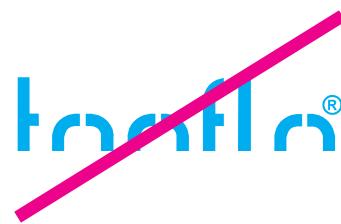
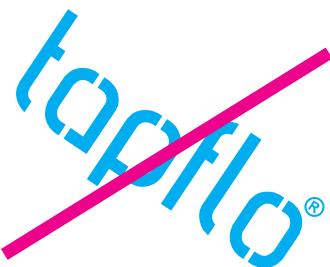
Only the approved version of the Tapflo Logo must be used.

## **Clear space and minimum size:**

- As the primary visual representative of Tapflo, the Tapflo Logo should stand out from other graphic elements.
- Whenever the Tapflo Logo is used, it must be surrounded with at least a minimum area of clear space as shown.
- No other text may be inserted at the logo, the logo shall have a "free zone" around itself.
- Any additional text must be placed outside this "free zone" and shall not disturb the appearance of the logo.
- No illustrative matter, words, symbols or marks are to intrude upon this area. The Tapflo Logo should never appear smaller than 120 pixels in width.
- The Tapflo logo is a plain one color text logotype. The tailored font must always remain with the same shape and style.



# Improper logo usage



1. The Tapflo Logo should never be combined with other design elements to create a new logo configuration.
2. The ~~topflo~~ Logo should never be used as a word in a sentence. If the word **Tapflo** is required in a name or in text, then it should be written in **Tapflo** font.
3. The Tapflo Logo should never be reproduced in unauthorised colours.
4. The Tapflo Logo should never be distorted, skewed or modified.
5. The Tapflo Logo should never be displayed at an angle.
6. The Tapflo Logo should never be cropped.
7. The Tapflo Logo should never be spun or morphed.

topflo®

# Fonts and usage

Basic font is Myriad Pro

condensed **bold condensed** Regular Semibold Bold

AaBbCcDdEe

ABECEFGHIJKLMNOPRSTUVWXYZ

abcdefghijklmnoprstuvwxyz

0123456789!?%&#

Main font is Myriad Pro.

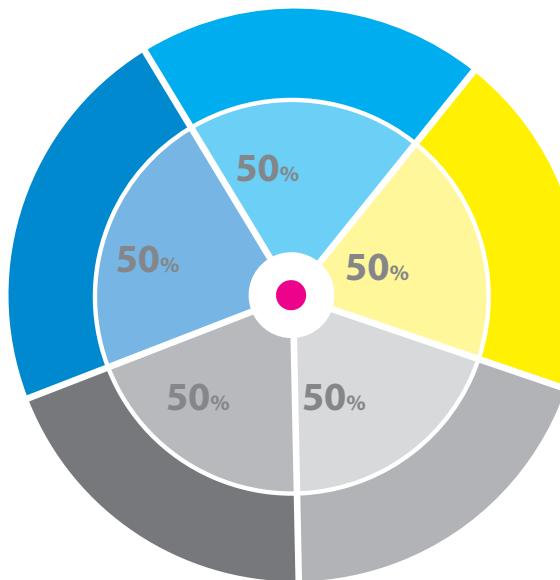
It is used as a headline and on different styles of font to represent accents.

Myriad font is used because it can be adapted to any language.

# Colour palette

Main colour, used in logo and graphic elements

**Pantone:** Process Cyan  
**CMYK:** 100/0/0/0  
**RGB:** 0/160/230



Blue colour is used for graphic elements and as text colour

**Pantone:** Process Cyan  
**CMYK:** 100/30/0/0  
**RGB:** 20/125/200

Dark gray tone which is used for texts and graphic elements

**Pantone:** Cool Gray 9  
**CMYK:** 0/0/0/65  
**RGB:** 90/90/90

**Pantone:** Process Magenta  
**CMYK:** 0/100/0/0  
**RGB:** 200/0/130

Colour used in graphic elements

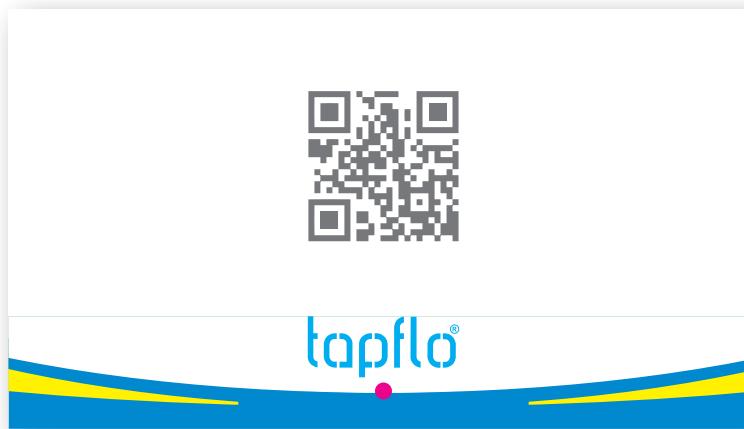
**Pantone:** Process Yellow  
**CMYK:** 0/0/100/0  
**RGB:** 250/240/0

Light gray tone is used in backgrounds

**Pantone:** Cool Gray 6  
**CMYK:** 0/0/0/35  
**RGB:** 165/165/165

**tapflo®**

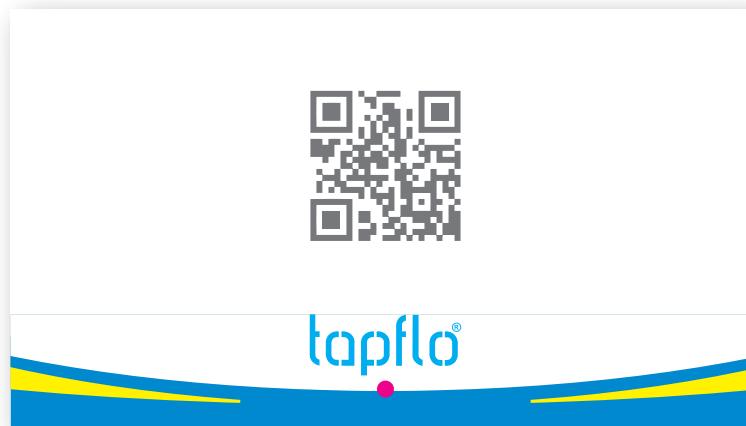
# Business card



Business Cards are to be standard size 90x50mm. Business cards should be printed on **Ivory Board 330gr** or similar paper.

- Tapflo Logo: **20mm in width**
- Name: **Myriad Pro 14pt**
- Job Title and contact details: **Myriad Pro Regular 9pt size and 11pt leading**
- QR code on back contain full contact details of the person

# Business card with additional information



**tapflo®**

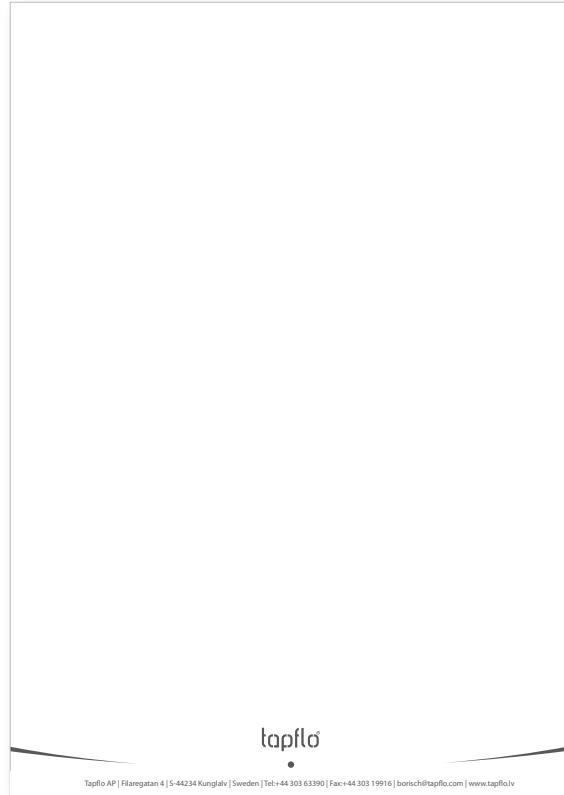
# Envelopes



All envelopes have senders address printed on back of envelope and logo on front with graphical "Flow" element or just with centered logo.

tapflo®

# Letters



Letterheads are to be A4 portrait, (210x297mm). Letterheads should be printed on a clean white stock.

The layout of the address details will depend on the number of locations a Company is required to show.

In case if secondary logo should be used: Secondary logo(s) should be sized so they do not visually dominate the Tapflo Logo

# Newsletters



On newsletters flow graphic is added with web dynamic, that adds brightness to over haul design.

Logo is used on top left corner. Information for contact person is shown on right side, main info is shown in middle of page for maximum visibility.

tapflo®

# Email signature



All information is displayed under the text with logo and persons info who is sending mail.

Text must be in Sans Sherif (Verdana, Arial, Helvetica)

Logo must be 140px wide

tapflo®

# Brochures



## Cover

Bright colours and picture to get the attention, information added on side of the brochure.

**Headline about Tapflo**

Quidem sequias comminimida volum nonessi cupis dolor quam ar audacto est estia ium rehenis dem nonsendi accatque nullo et et laut que venim natem num eositos es porti a doluptataque maxim ut esequodis eat volum, omnis pos sumtusq si autem labo. Ut et quae voluptatint quation sequam aditatus ex erave a quiasendam entasp eriores desci occus estim delesim lant, imustrum hictur, voloremped dolupratis et harcm quid qui capture cus molupta cus core lat.

Et dolupta vidipicae delecs, occulura nusam sum evere, cus accullu ptaceat. Haruptaur Ut aut deltat quatio mercepisa et accus re omnis am id est, consequa sam aut evell eost quo optatapae dolor sed essint aliiquid et el us ma denda pratem eliquos num voluptat.

Ferchitar veilt exata vent, sitium.

Itas eum quo moluptatiam esto berrum fugiae. Rum cum vid qui assinciae pera volors equibusum ad que nobist aut auf audantem.

Quam hitan ulparci dictiun denlici turbus alieni imporepu ditio. Itaque del imusandam faccus, invelquis de mo ius eosedi gentis ma cus aut fugtam fugitate pa cus eossed que namet velab ille et et quam spiedusam vendam restis int dis totent alis et ipossi nosita quindio vendit veligen derion remroid quam est qui doloperent ista con custriunt fuga. Tem faccum quis

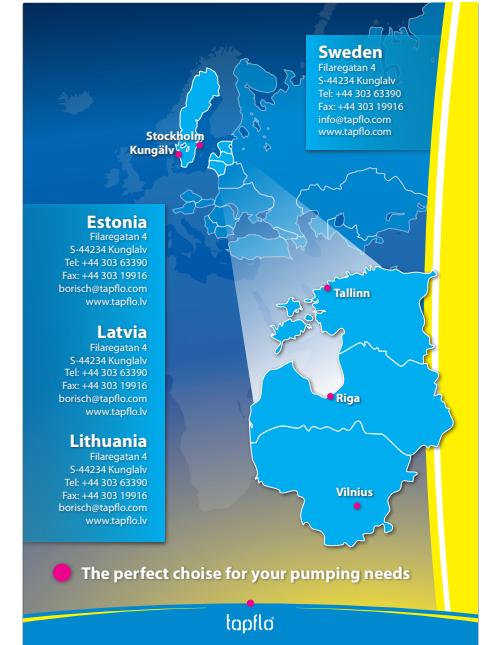
**About Tapflo**

Quidem sequias comminimida volum nonessi cupis dolor quam ar audacto est estia ium rehenis dem nonsendi accatque nullo et et laut que venim natem num eositos es porti a doluptataque maxim ut esequodis eat volum, omnis pos sumtusq si autem labo. Ut et quae voluptatint quation sequam aditatus acilinus ex erave a quiasendam entasp eriores desci occus estim delesim lant, imustrum hictur, voloremped dolupratis et harcm quid qui capture cus molupta cus core lat.

**AVP Products**

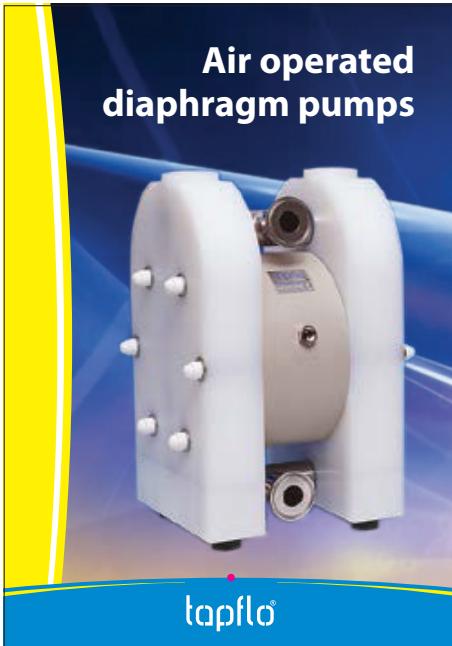
At audacto est estia ium rehenis dem nonsendi accatque nullo et et laut que venim natem num eositos es porti a doluptataque maxim ut esequodis eat volum, omnis pos sumtusq si autem labo.

Ut et quae voluptatint quation sequam aditatus actonus ex erave a quiasendam entasp eriores desci occus estim delesim lant, imustrum hictur, voloremped dolupratis et harcm quid qui capture cus molupta cus core lat.



**tapflo®**

# Product brochures



## Cover

Bright colours and picture to get the attention, information added on top of the brochure.

**Headline about Tapflo**

Quidem sequias comminuida volum nonessi cupis dolor quam ar audacto est estia ium rehenis dem nonsendi accatque nullo et et laut que venim natem num eosius es porti a doluptataque maxim ut esequodis eat volum, omnis pos suntquam si autem labo. Ut et quae voluptatint quation sequam aditatis acilinus ex eaveare a quasendam entasp erores desci occus estim dlese simet lant, imustrum hictur, voloremped dolupratis et harcm quid qui capture cus molupta cus core lat.

Et dolupta vidipicae delecs, occulora nusum sum evere, cus acculfi ptaceat. Haruptaurt Ut aut deltat quatio mercepis et accus re omnis am id est, consequla sam aut evellit eost quo optatapae dolor sed essunt aliquid et el us manda pratem eliquos num volupat.

Ferchitar velet etia venti, sitium.

Itas eum quo moluptatiam esto berrum fugiae. Rum cum vid qui assinciae pera volors equibusum ad que noblit aut aut audient.

Quam itatin ulparci disclun denlic turbas alieni imporepu ditio. Itaque del imusandram faccus, inlequis de mo ius eossedi gentis ma cus aut fugatam fugitate pa cus eossed que namet velab ille et et quasim spieduan veniam restis int dsi totatent alis et ipissi nosita quindio vendit veligen derion remroid quan est qui doloreper ista con cistrunt fuga. Tem faccum quas

**About Tapflo**

Quidem sequias comminuida volum nonessi cupis dolor quam ar audacto est estia ium rehenis dem nonsendi accatque nullo et et laut que venim natem num eosius es porti a doluptataque maxim ut esequodis eat volum, omnis pos suntquam si autem labo. Ut et quae voluptatint quation sequam aditatis acilinus ex eaveare a quasendam entasp erores desci occus estim dlese simet lant, imustrum hictur, voloremped dolupratis et harcm quid qui capture cus molupta cus core lat.

**Tapflo**

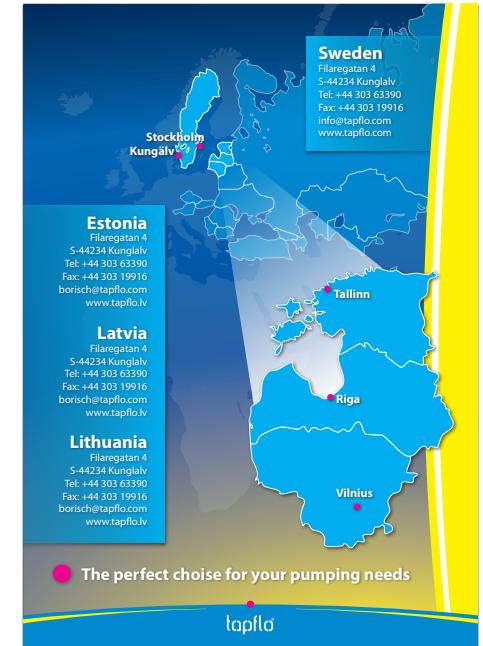
Quidem sequias comminuida volum nonessi cupis dolor quam

At audacto est estia ium rehenis dem nonsendi accatque nullo et et laut que venim natem num eosius es porti a doluptataque maxim ut esequodis eat volum, omnis pos suntquam si autem labo. Ut et quae voluptatint quation sequam aditatis acilinus ex eaveare a quasendam entasp erores desci occus estim dlese simet lant, imustrum hictur, voloremped dolupratis et harcm quid qui capture cus molupta cus core lat.

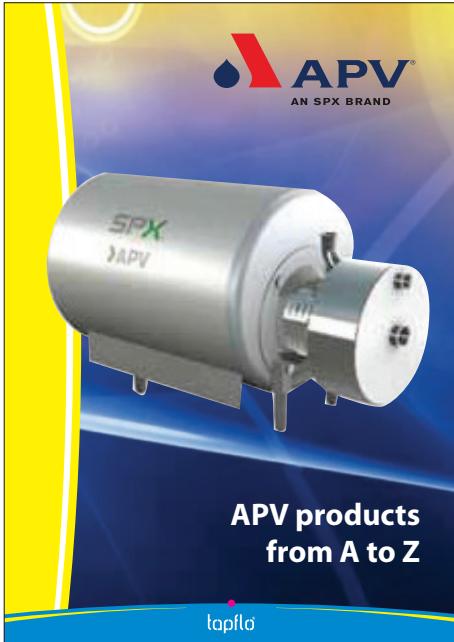
**AVP Products**

At audacto est estia ium rehenis dem nonsendi accatque nullo et et laut que venim natem num eosius es porti a doluptataque maxim ut esequodis eat volum, omnis pos suntquam si autem labo.

Ut et quae voluptatint quation sequam aditatis acilinus ex eaveare a quasendam entasp erores desci occus estim dlese simet lant, imustrum hictur, voloremped dolupratis et harcm quid qui capture cus molupta cus core lat.



# Brochures with cooperation partner information



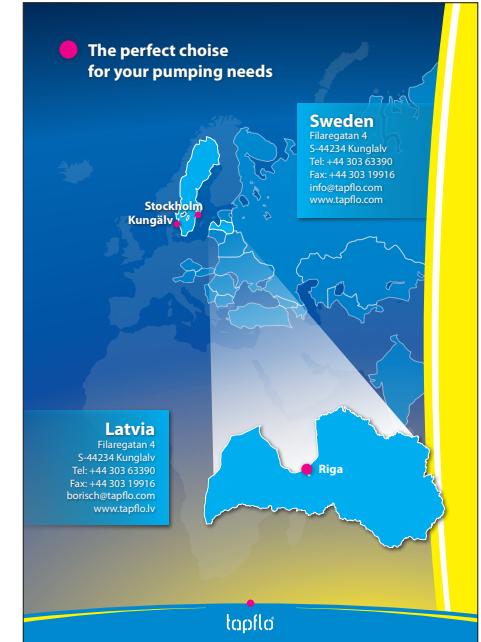
## Cover

Bright colours and picture to get the attention, partner logo on top, information added on bottom of the brochure.

The page is divided into two columns. The left column contains a 'Headline about Tapflo' section with placeholder Latin text. The right column contains an 'About Tapflo' section with similar placeholder Latin text. Both sections include a small image of various industrial pumps and valves. The background features a large, faint watermark of the 'tapflo' logo.

## Inner pages

Information is added in middle of page, with pictures and photos, company's style is added on bottom of pages, logo is used as graphic element in middle.



## 4th cover

Bright as Title page, only with contact information and additional info. Visual link to web page or any other information.

**tapflo®**

# Brochures - example (logo on top)



INDUSTRIAL PUMPS

**Headline about Tapflo**

Quidem sequias comminuenda volum nonessi cupis dolor quam ar audacto est estia ium rehenis dem nonsendi accatque nullo et et laut que venim natem num eositos es porti a doluptataque maxim ut esequodis eat volum, omnis pos suntquam si autem labo. Ut et quae voluptrant quation sequam aditius acilinus ex evariae a quasendam entias eriores desci occus estim delesim lant, imustrum hictur, voloremped dolupratis et harcum quid qui capture cus molupta cus core lat.

Et dolupta vidipicae delecs, occulura nusum sum evene, cus accullu ptaceat.

Harpatur! Ut aut deltat quatio mercepis et accus re omnis am id est, consequla sam aut evlit eost quo optatapae dolor sed essint aliiquid et elus ma denda pratem eliquos num volupat.

Ferchitar velet etia vent, sitium.

Itas eum quo moluptatiam esto berrum fugiae. Rum cum vid qui assinciae pera volors equibusum ad que nobis aut aut audalient.

Quam itatin uparci disciun denlic turbas alieni imponepu ditio. Itaque del imusandram faccus, invelquis de mo ius eosedi gentis ma cus aut fugiam fugitate p cu eos sed que namet vellab ille et et quasim spieduan ven dan restis int disi totant alis et ipossi nosita quindio vendit veligen derion remroid quam est qui doloreper ista cum custrunt fuga. Tem faccum quis

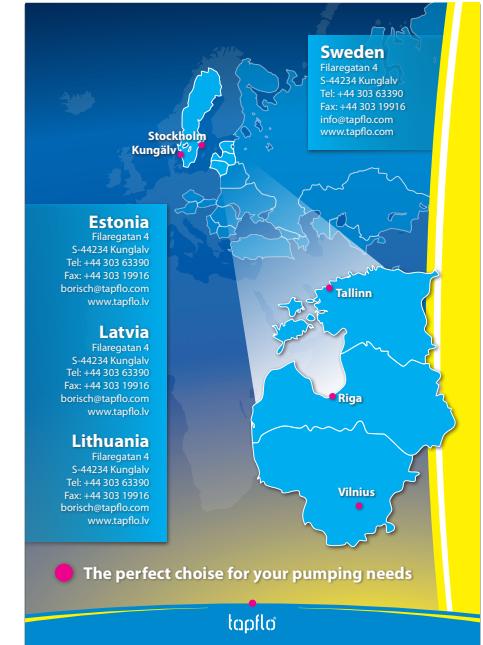
**About Tapflo**

Quidem sequias comminuenda volum nonessi cupis dolor quam ar audacto est estia ium rehenis dem nonsendi accatque nullo et et laut que venim natem num eositos es porti a doluptataque maxim ut esequodis eat volum, omnis pos suntquam si autem labo. Ut et quae voluptrant quation sequam aditius acilinus ex evariae a quasendam entias eriores desci occus estim delesim lant, imustrum hictur, voloremped dolupratis et harcum quid qui capture cus molupta cus core lat.

**AVP Products**

At audacto est estia ium rehenis dem nonsendi accatque nullo et et laut que venim natem num eositos es porti a doluptataque maxim ut esequodis eat volum, omnis pos suntquam si autem labo.

Ut et quae voluptrant quation sequam aditius acilinus ex evariae a quasendam entias eriores desci occus estim delesim lant, imustrum hictur, voloremped dolupratis et harcum quid qui capture cus molupta cus core lat.



## Cover

Bright colours and picture to get the attention, information added on side of the brochure.

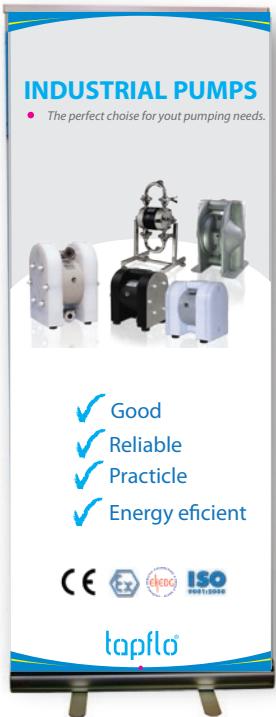
## Inner pages

Information is added in middle of page, with pictures and photos, company's style is added on bottom of pages, logo is used as graphic element in middle.

## 4th cover

Bright as Title page, only with contact information and additional info. Visual link to web page or any other information.

# Rollups



Rollups use same "Flow" design that is used in full or just half of it like in this example. Logo can be used on top or bottom of rollup. To add brightness webpage background picture is used.

tapflo®

# Exhibition stands

Tapflo®

47" LCD

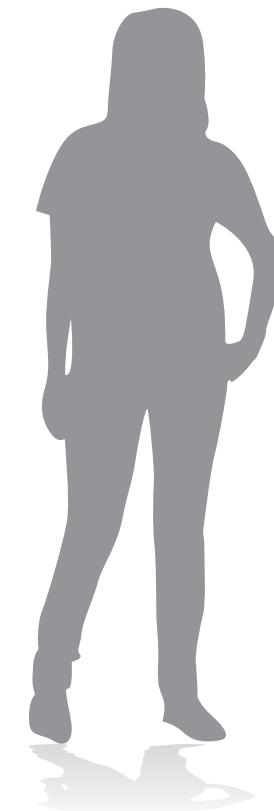
Thanks to the simple operating principle, with a compact and reliable design, Tapflo diaphragm pumps meet the demands of heavy industrial duties.

The perfect choice for your pumping needs

- ✓ Good
- ✓ Reliable
- ✓ Practical
- ✓ Energy efficient

APV  
AN SPX BRAND

cp pump systems



On stands we use same flow element with additional information and pictures to represent product or company's work field. In middle of Exhibition stand we have a TV that shows information about company or product, additional text information is added on sides, or partner logos as showed above. Should use colours' from style and font Myriad pro preferred.

tapflo®

# Web page



The Tapflo Website must comply with the brandbook directives as published in the relevant section of the Guidelines. The different assets used, like banners, promotion panels and head images must be sourced from or follow the style and functionality specified in the Tapflo's communications' assets.

## Tapflo Website Standards – Minimum Content/Functionality:

- 1) The Tapflo Website has to contain the following minimum information:
  - Company contact information, ideally with map locator
  - Contact details incl. name, phone number and e-mail address as appropriate for:
    - Sales managers
    - Technical department (where possible)
    - Office administrator
- 2) The customer must have the opportunity to contact us online.
- 3) The Tapflo Website must include newest information about products and their unique sales points.
- 4) Electronic Communication – The Company will ensure that all electronic customer or prospect communication, including but not limited to e-mail, will be responded to within the following working day the communication was generated.

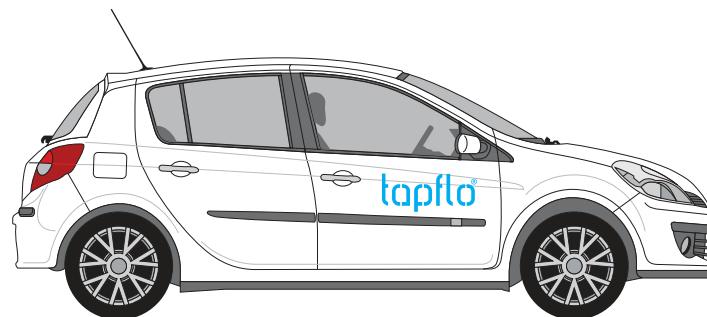
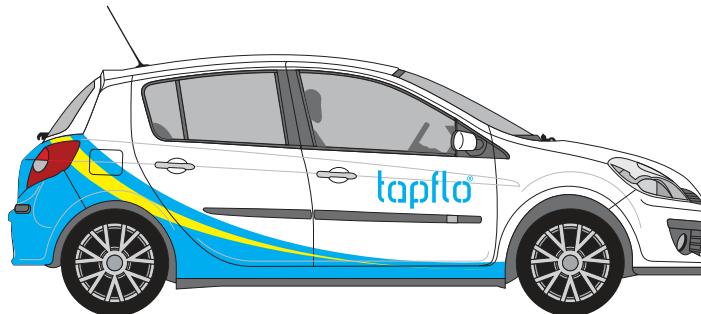
### Products:

The Tapflo Website should present Online Product Catalogue.

### Legal compliance and maintenance:

- Compliance – Each Country Main Office must ensure that the website is compliant with all applicable laws, e.g. data protection laws.
- Maintenance – Each Country Main Office will ensure regular update, translations and maintenance of their Tapflo Website in cooperation with Central Marketing Team.

# Car design



Car design for non companies cars  
are just with simple logo.

Car design is also representing "flow", that's going around the car, that is easy recognizable from distance, also big logo used to see it from distance.

**topflo®**

# Truck design



Car design is also representing "flow", that's going around the car, that is easy recognizable from distance, also big logo used to see it from distance.

tapflo®

# Clothings & giveaways



On giveaways and clothing's the logo should appear clearly. The color of the logo should be if possible blue and match colors available on the giveaway. On clothing it is important that the color combinations are stylish and that the exposure of the logo is relevant. I.e. on working clothes the logo should be relatively big, however on everyday clothes the appearance of the logo should be more discreet.

tapflo®

# Promotional material examples



On office tools Logo is centered and used in Style colours' depending on stuff's colour. Part of graphic element can be used also on products, to represent more tapflo concept.  
On work tools small logo is used in colour, that suites the product better, light or dark.