

# Brand Assets and Guidelines

## *Media / Advertising*

Formulating a consistent message across all communication channels.

By using the Freedman Seating marks you agree to follow this policy and all Freedman Seating rules and policies. Freedman Seating reserves the right to cancel, modify, or change the permission in this policy at any time at its sole discretion. For further information about use of the Freedman Seating name and trademarks, please contact our Marketing Department:

John-Paul Paonessa

[jp.paonessa@freedmanseating.com](mailto:jp.paonessa@freedmanseating.com)

(773) 524-2440 Ext. 394

## Name

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When referring to our company on print or digital material, only the following name variations are acceptable:

**Freedman Seating Company**

**Freedman Seating**

**FSC** (only if premised with Freedman Seating Company)

## Logo

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Our logo is always either orange/black or grayscale.

Primary:



Icons:



When using the Freedman Seating logo with other logos and graphic elements, maintain a safety space that equals 200% the size of the rectangle around the logo.

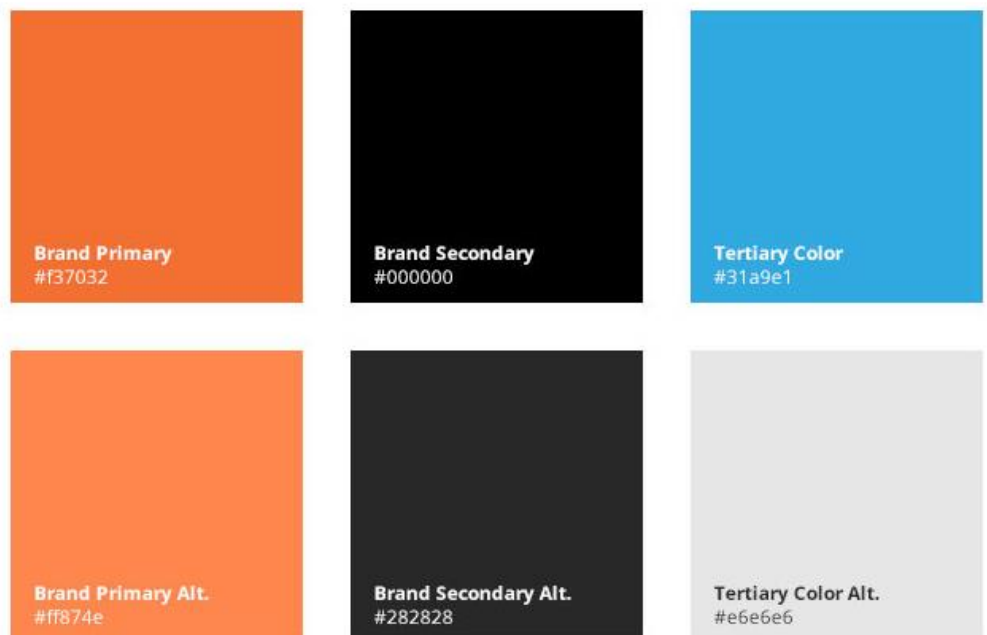


The Freedman Seating marks include, but are not limited to, the Freedman Seating name, logo, and any word, phrase, image, or other designation that identifies the source or origin of any of Freedman Seating's products. Do not modify or alter the marks or use them in a confusing way, including suggesting sponsorship or endorsement by Freedman Seating, or in a way that confuses Freedman Seating with another brand. Use our official and unmodified Freedman Seating logo to represent Freedman Seating Company.

**Don't:**

- Stretch the logo so that the wide and height are disproportional
- Rotate or change the direction of the logo
- Change the colors of the logo
- Overprint or obstruct any part of the logo
- Add special effects to the logo
- Use old versions or any other marks or logos to represent our brand

The official FSC color palette



# Our Name and Product Terms

It is extremely important that as a company we communicate our name, product terms and information consistently. Please refer to this table when communicating *externally* to customers, media, etc.

USE	DO NOT USE
<ul style="list-style-type: none"><li>• Freedman Seating Company</li><li>• Freedman Seating Co.</li><li>• Freedman Seating</li><li>• FSC (if premised with Freedman Seating Company)</li></ul>	<ul style="list-style-type: none"><li>• Freedman (by itself)</li></ul>
<ul style="list-style-type: none"><li>• Feather Weight</li></ul>	<ul style="list-style-type: none"><li>• Featherweight, FeatherWeight</li></ul>
<ul style="list-style-type: none"><li>• GO-ES</li></ul>	<ul style="list-style-type: none"><li>• Go ES, GO ES, Go-Es</li></ul>
<ul style="list-style-type: none"><li>• GO Seat</li></ul>	<ul style="list-style-type: none"><li>• Go Seat</li></ul>
<ul style="list-style-type: none"><li>• SplitFlip</li></ul>	<ul style="list-style-type: none"><li>• Splitflip, Split Flip, Split flip</li></ul>
<ul style="list-style-type: none"><li>• Foldaway</li></ul>	<ul style="list-style-type: none"><li>• Fold Away, Fold away, FoldAway</li></ul>

## Press Releases

Freedman Seating press releases and editorial content should comply with the following:

- All content must be reviewed and approved by JP Paonessa, Marketing Manager.
- Include closing description:
  - Freedman Seating Company  
Freedman Seating is a seat manufacturer in Chicago, IL; designing, engineering, and manufacturing seat related products for many different markets, including small bus, mid-size coach, heavy-duty transit, rail, marine, delivery truck, and para-transit. Freedman Seating is a ISO 9001 registered company with an on-site A2LA Accredited Mechanical Testing Lab. [www.freedmanseating.com](http://www.freedmanseating.com)
  - FMS Seating  
FMS is a seat manufacturer in Rochester, IN; specializing in executive-style, luxury seating products for the small, mid-size, and limo bus markets. [www.fmsseating.com](http://www.fmsseating.com)

## Social Media

The official social media channels for Freedman Seating Company and FMS Seating include:

- Facebook [www.fb.com/freedmanseating.com](http://www.fb.com/freedmanseating.com)  
[www.fb.com/fmsseating](http://www.fb.com/fmsseating)
- Twitter [@freedmanseating](https://twitter.com/freedmanseating)
- Instagram [@freedmanseatingco](https://www.instagram.com/freedmanseatingco)
- YouTube [www.youtube.com/user/FreedmanSeatingCo](http://www.youtube.com/user/FreedmanSeatingCo)
- LinkedIn [www.linkedin.com/company/freedman-seating](http://www.linkedin.com/company/freedman-seating)  
[www.linkedin.com/company/7055226](http://www.linkedin.com/company/7055226)