



# Let's talk about branding.

A GUIDE FOR FABTEX EMPLOYEES

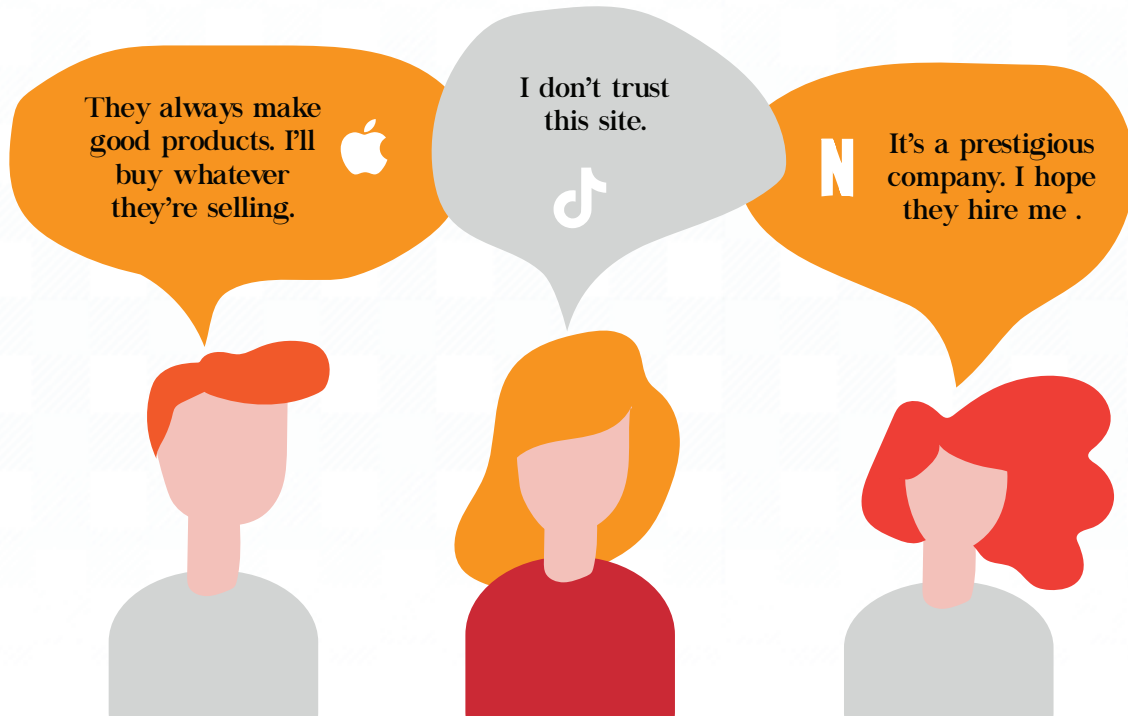


It's no secret that a brand  
can be a company's most  
valuable asset.

But *what* is a brand?

Is it the logo? The website?

Simply put, a brand is **how a business or product is viewed by people who experience it.**



A brand is more than a company's logo, product, marketing, or price tag. It's a *feeling* that you get from all these.

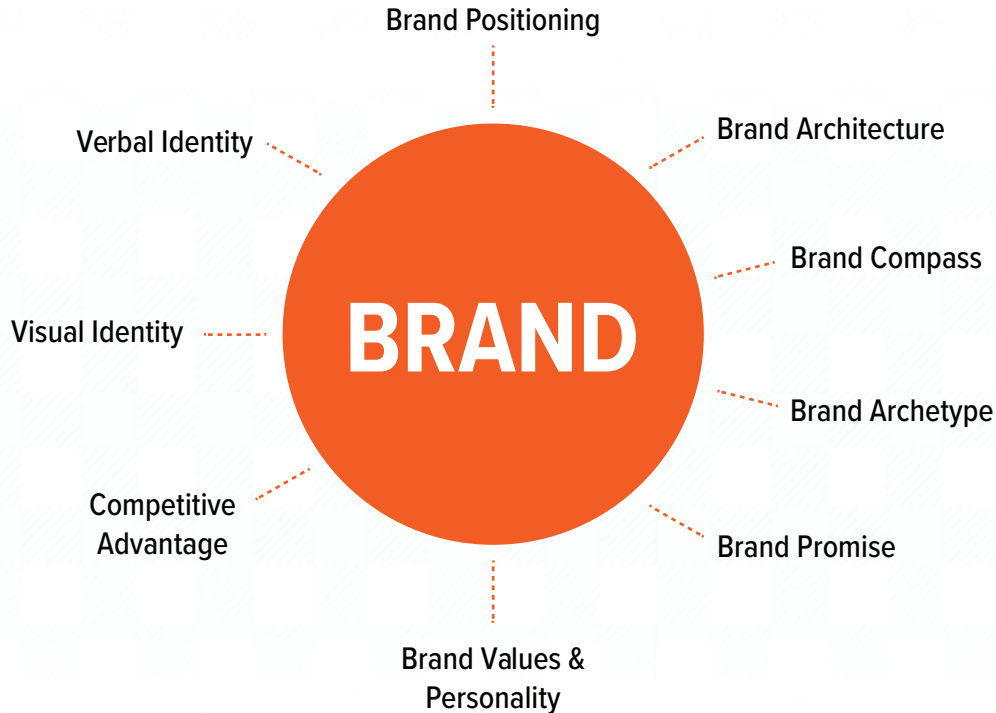
And **branding** is the process that shapes these perceptions.

The fact that brands are essentially intangible doesn't mean they aren't extremely valuable business assets. After all, the way a customer feels about a business *influences* their purchasing behavior, which directly impacts the business's bottom line.

More importantly, a brand is the **one thing** that no one, not even our competitors, can copy (legally).



There are many “elements” or ways a brand can be perceived:



If we haven't figured everything out yet, that's okay. For now, let's focus on:

**B R A N D V A L U E S**

**&**

**V I S U A L I D E N T I T Y**

## BRAND VALUES

### Why do we need them?

When we asked our executives what our company mission is, they said:

*“We want Fabtex to be the ultimate resource for hospitality designers”*

And to get there, we need to define what’s important to us and what standards we need to follow:

#### VALUE # 1

### Build quality products

#### VALUE # 2

### Be easy to do business with

If we let these values come through in all that we do —considering them in the tiniest of actions to the biggest of decisions we make at Fabtex everyday— they’ll all add up and take us closer to our mission.

These values seem commonsensical and self-explanatory. Who doesn't want to offer quality products and create frictionless experiences? We're glad we're on the same page.

We just want to emphasize that:

- Branding does not just benefit customers. They also help retain vendors, attract talent, and forge partnerships.
- Consistency is *key*. A brand is believable only if you get the same kind of experience whenever you interact with it.

How these values in action can look like:



#### YES PLEASE

### Build quality products

Window treatments produced are on-spec

Product info sheets are always current and accessible



#### NO THANKS

Roller shade arrives damaged or has missing parts

Can't find fabric/shows wrong info on website

Frequent out-of-stock components

## Be easy to do business with



### YES PLEASE

Replies within 1 business day

Anticipating production delays and communicating this to customers early to help manage expectations

Providing clear work goals & direction for teammates

Installer arrives and completes job on schedule

Getting 5-star google reviews

Getting reorders and referrals



### NO THANKS

Not replying promptly to emails/ not showing up to scheduled Teams meeting

Overpromising on lead times

Unclear work processes

Office gossip & politics

Not providing timely feedback to colleagues

Not releasing payments on time; Invoice has errors

Emails not received due to internal technical glitch





It takes a village (literally) to deliver a good brand. It's always a work in progress, and we all play a part.

**WHAT YOU CAN DO:**

## **Find areas of neglect**

No matter what your role in the company is, if you see anything that compromises our values or if you have ideas to make things better, talk to your manager about it.

Better yet, do something about it.

Our customers *always*  
have another choice when  
sourcing for window  
treatment, beddings &  
installation.

Let's make that decision a no-brainer.

## BRAND PERSONALITY

We needed to flesh out our brand values into something more tangible and relatable, so we came up with our Brand Personality. It answers the question:

**If Fabtex were a person, how would you describe them?**

Fabtex is:

Quality



**Dependable, reliable, steady**

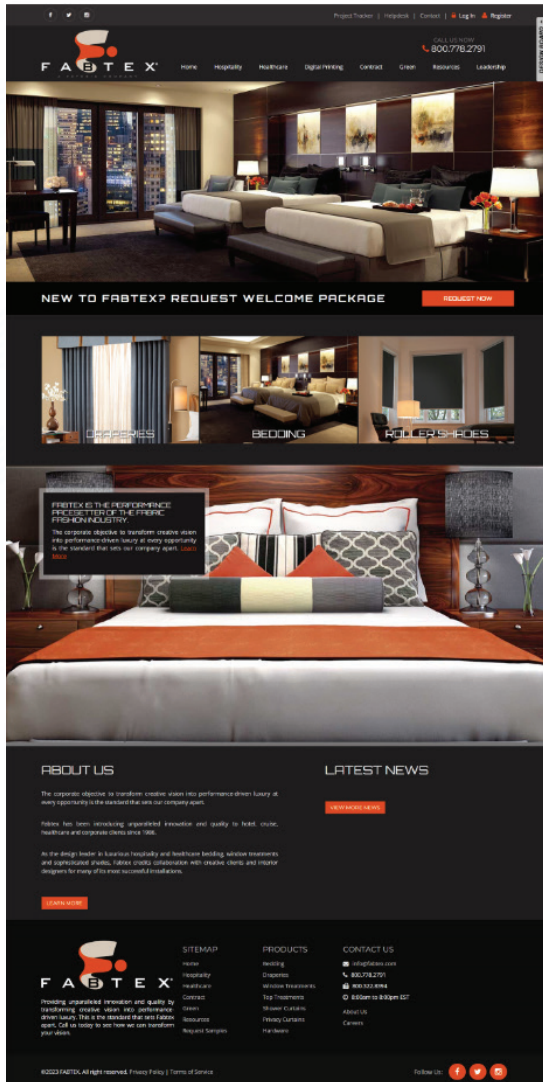
Easy to do  
business with



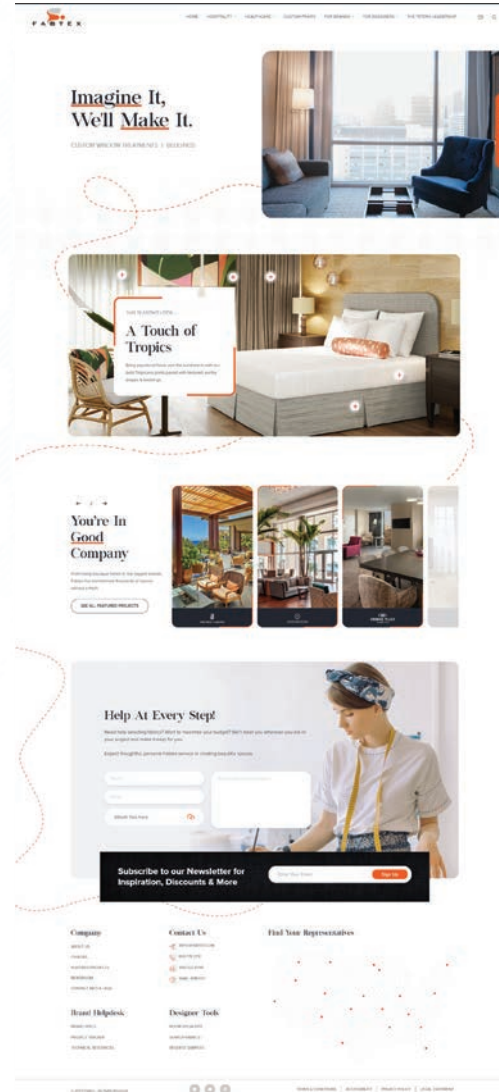
**Like a best friend who's always  
willing to help, with no favor too  
crazy to ask**

These personality traits are the basis of how we are changing our look.

FROM THIS:



TO THIS:



## What's New?

We launched our new look in 2023 starting with the new website. We're using less black, adding more color & people to our visuals, and taking a more conversational tone in our writing. It keeps us true to our Brand Personality.

We're also going back to using just our full logo:

F A B T E X

WORDMARK



FULL LOGO



Note: There will be some **exceptions** where using the word mark over the full logo makes more branding sense. The prerogative to do this lies with the Marketing team.

## FAQs

### **Why are we using the full logo? I like the other one better.**

Aside from the fact that the full logo is plastered on all our buildings (which can be quite expensive to replace), color is a particularly important element of visual brand identity. The orange F can be used in many more ways for differentiation in a visually cluttered marketplace, compared to just a plain word mark.

### **Where can I find the new logo?**

They are in our shared drive:

 I:\FORMS LIBRARY\Completed - READY FOR USE\Logos

### **Should I throw away everything with the plain wordmark?**

We don't want to be wasteful. For any **F A B T E X** printed or tangible materials you have in stock, you may keep on using them until they are depleted. When producing any new material, make sure you use the full logo.

For all digital materials, send them to the Marketing team for a brand facelift.

### **I see other brands morph & play with their logos often. Why can't we do the same?**

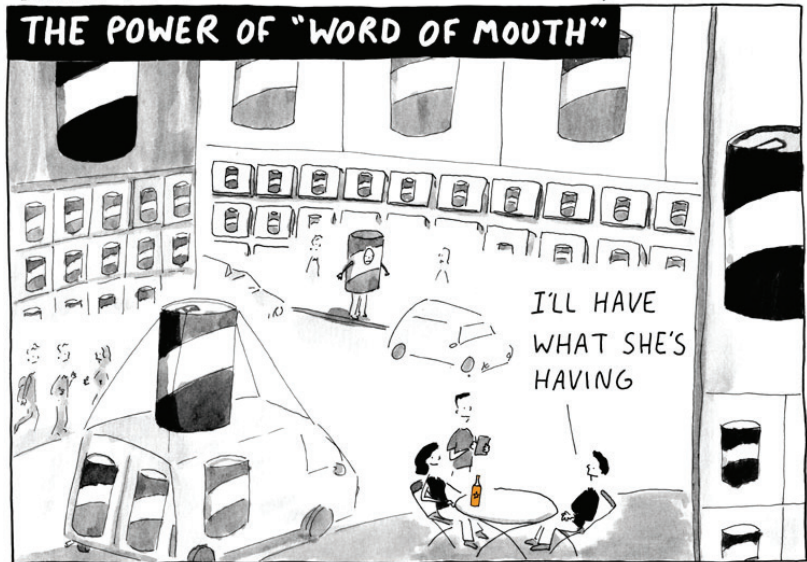
Brands that are able to pull these off are usually the ones that have established global recognition, such that even if they alter their look, you still know it's them. It takes time to get to that point. We have to trust the process and be very consistent for now.



## The Logo

The logo is the face of the company and sits at the core of our brand. It helps other people distinguish us from everyone else that's why we use it in all our communications. **Treat it with care and respect .**

The logo itself, though, has no intrinsic value. It is only a signifier of what we do. It is our actions that give it meaning. No matter how much we promote the logo or make it bigger, it will only have a positive impact on customers, vendors, prospects, and everyone else if we are faithful to our values.



## The Nitty Gritty

Designing for Fabtex is not just slapping our logo somewhere. There's actually a lot of rules that we follow to execute a uniform visual identity. These are called our **Brand Guidelines**, which we'll publish later.

NOMENCLATURE COLOR PALETTE TYPOGRAPHY  
IMAGERY PHOTOGRAPHY ICONOGRAPHY LEGAL  
GUIDELINES CO-BRANDING TONE & VOICE  
SEASONAL LOGOS BRAND HIERARCHY  
TRADEMARKS ILLUSTRATION DESIGN ELEMENTS  
CLEAR SPACE LOCKUPS SCALING SUB LOGOS  
APPLICATIONS UI DESIGN LOCALIZED  
LANGUAGES STATIONERY EPHEMERA SOCIAL  
MEDIA SIGNAGES INCORRECT USE GRAPHS &  
CHARTS DESIGN PRINCIPLES WORDMARKS  
FAVICON GRID SYSTEM & LAYOUTS VIDEO &  
MOTION ANIMATION DOCUMENTATION

Examples of these rules include:

### HOW NOT TO USE THE LOGO:



Do not alter the lock up & proportions



Do not place the logo on competing imagery



Do not violate the clear space



Do not stretch disproportionately



Our job is to make sure everyone's hard work looks impeccably good, so if you need any material rebranded, just send them to the Marketing team. You can email us or drop your materials at the Shared Drive:



**I:\~~FORMS LIBRARY~~\For Revision by Marketing -  
DUMP OLD FORMS HERE**

**P.S.** Sometimes, you just want to design on your own... and that's not always a bad thing. Just remember that the Marketing team must review and explicitly approve all artwork prior to production. We're happy to collaborate.

If you don't run it by us, your design runs the risk of appearing as a Fabtex knockoff.



"WELL, IT SEEMS WE'VE GOT SOMEONE AMONGST US WHO NEEDS TO LEARN ABOUT THE MEANING OF CORPORATE IDENTITY."

**FINALLY:**

## **Never underestimate the value of a good first impression.**

Every interaction— whether with our product, at a tradeshow, via email, or a random encounter on the street, is an opportunity to play the role of ambassador for our brand.

It's a matter of pride. Be proud of where you work and what we are creating. We have great momentum as a company. It's up to us to keep it going.

## Questions?

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