

Fortune Brands Innovations
Identity Guidelines

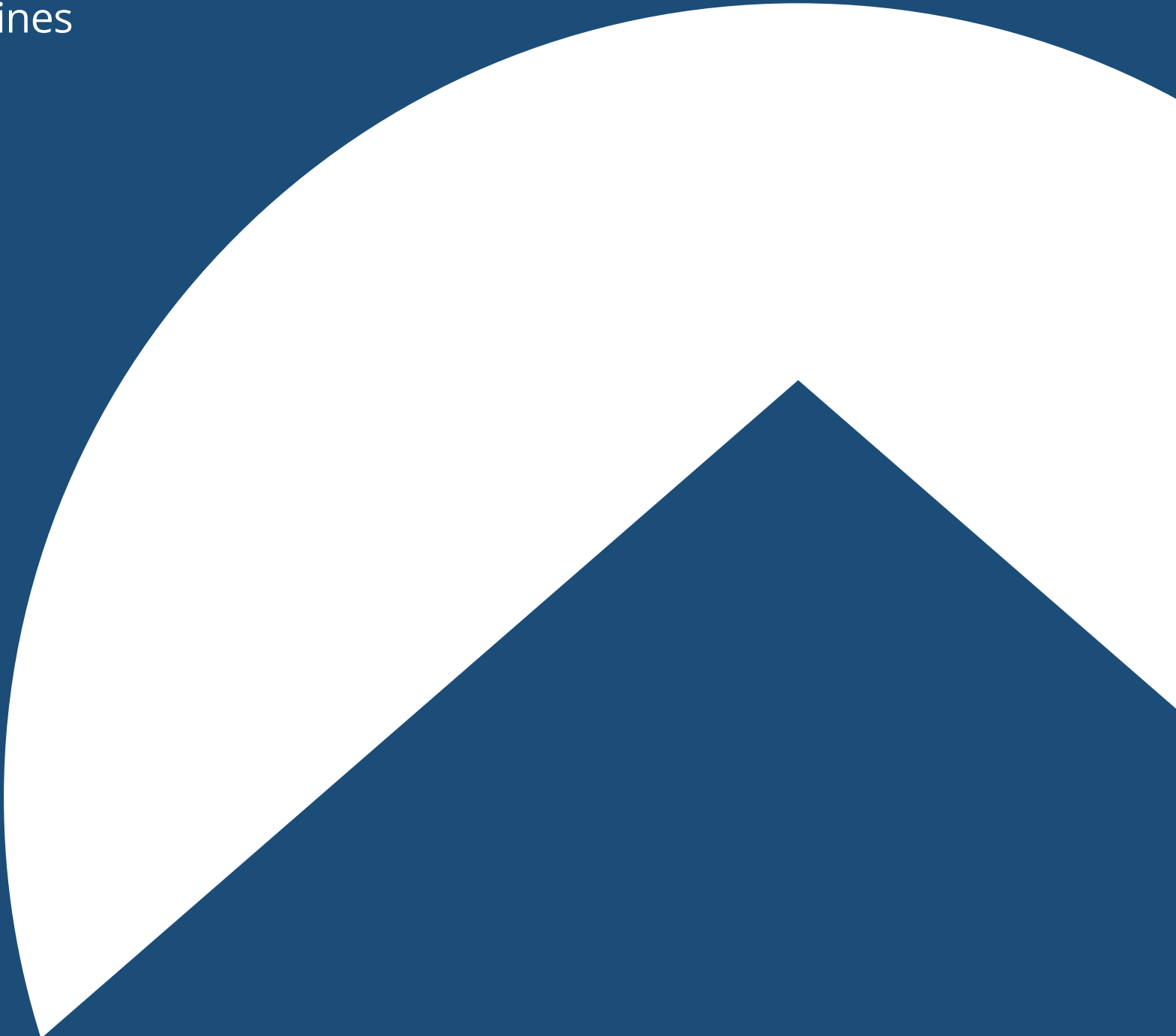


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Introduction

To better reflect our evolution as a business focused on driving accelerated growth in our categories through brand and innovation, we have changed our name to Fortune Brands Innovations, Inc. Our name, logo and corresponding new ticker symbol, FBIN, and brand expression have been updated and reflected in this manual, in our digital and printed materials and in the marketplace.

The refreshed logo keeps the same look and feel of the original image in order to maintain our current brand equity. The look and feel continues to connect us with our external and internal stakeholders who recognize us as an innovative, forward-looking company. Please make sure you are using this most current version of the logo in all applications.

Writing the Company Name

It's important that our company name is written correctly on all internal and external documents to ensure consistency and to increase recognition.

Our name appears as:	Description:	When to use:
Fortune Brands Innovations, Inc.	This is the official legal name of the company	<ul style="list-style-type: none"> • For contracts • For government filings • For financial filings • Anything official • For external communications, the first time Fortune Brands Innovations is mentioned
Fortune Brands Innovations	Our "everyday" name	<ul style="list-style-type: none"> • For external communications, the second and following times Fortune Brands Innovations is mentioned • For internal communications
Fortune Brands Innovations'	The possessive form of our everyday name	<ul style="list-style-type: none"> • When showing possession, like "Fortune Brands Innovations' results were..."
FBIN	This is our company's ticker symbol on the New York Stock Exchange	<ul style="list-style-type: none"> • Externally, after the first time Fortune Brands Innovations is mentioned • For internal communications
Fortune Brands	Abbreviated form of our everyday name	<ul style="list-style-type: none"> • Externally, after the first time Fortune Brands Innovations is mentioned • For internal communications

Never Use: Fortune Innovations, Fortune, Fortune brands innovations, Fortune Brand Innovation, Fortune Brands Innovation's.

Fortune Brands Innovations Logo

The preferred Fortune Brands Innovations logo consists of two elements:

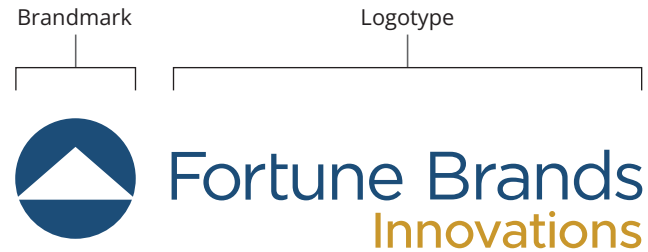
- Brandmark
- Logotype

These elements are specially drawn and should always appear together to form the Fortune Brands Innovations logo. The logo is to be featured in nearly all Fortune Brands Innovations materials.

The Fortune Brands Innovations logo is the cornerstone of the corporate and brand identity. The distinctive shape, typography and colors should be consistent.

The full-color logo is always preferred and should be used whenever possible. The logo colors consist of Fortune Brands Innovations Navy and Fortune Brands Innovations Gold.

Fortune Brands Innovations Logo Preferred Usage



Logo – Area of Isolation and Size

Our identity needs clear space around it for strong visual impact.

As shown in the diagram, the minimum distance between the Fortune Brands Innovations brand logo and other graphic elements such as photography, typography and illustration is based on the height of the brandmark in the Fortune Brands Innovations logotype. Always be sure this amount of space surrounds the brand logo.

Keep in mind that a greater amount of clearance space is always recommended. However, the minimum specified here must never be violated under any circumstances.

The Fortune Brands Innovations logo was designed to reproduce well at smaller sizes.

The minimum size requirement has been provided to ensure the logo's visibility whenever it is used. See the minimum reproduction size for the logo at right.

The logo should never be used smaller than 1 in (25 mm and 150 px).

Area of Isolation



A clear zone of "X" (x = brandmark height) around the logo will give it the room it needs to stand out.

Smallest Acceptable Logo Size

1 in. – 25 mm – 150 px



Acceptable Usage

1 in. and larger
25 mm and larger
150 px and larger

Logo – Approved Color Variations

Preferred Logo

The primary FBIN Navy and Gold logo is the preferred logo to be used to represent Fortune Brands Innovations. Use this version whenever possible.



Primary – Two-color



Secondary – Fortune Brands Innovations Navy

Navy, Black and White Logo Variations

The secondary logo is the all-Navy option. The black and white (or reverse) color logos at right are acceptable reproduction options and should be used when the project is limited to only one color reproduction.



Black



Reverse – White

Secondary Colors Logo

The reverse logo may be used on the Fortune Brands Innovations secondary colors: Fortune Brands Innovations Green, Fortune Brands Innovations Purple, and Fortune Brands Innovations Red. The reverse logo should be used only with secondary or dark colors where suitable contrast is required for the logo to be legible.



Reverse – White



Reverse – White and Gold

Ensuring maximum legibility is the most important factor when choosing which version to use for reproduction.

White and Gold Logo

The white and gold logo may be used only on the Fortune Brands Innovations Navy background.

Logo - Incorrect Usage

The Fortune Brands Innovations logo must be protected through consistent usage in every application.

The exhibits shown here demonstrate a few of the many ways the logo must never be treated.



Don't separate or rearrange the elements of the logo



Don't violate the minimum required clear space surrounding the logo



Don't alter or distort the logo proportions or aspect ratio



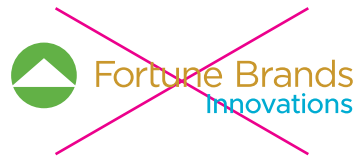
Don't combine the logo as part of another graphic element



Don't put a drop shadow on the logo



Don't alter the logo words



Don't alter the logo colors



Don't recreate the logotype with other fonts



Don't use the logo against a patterned or heavily textured background

Color Palette for Electronic and Print Use

Colors are another tool to help Fortune Brands Innovations build brand recognition and awareness, leveraging the strength of the organization's name.

Use the formulas at right for electronic applications (RGB and HEX), and for print applications (Pantone and CMYK) when reproducing the Fortune Brands Innovations logo.

For electronic uses

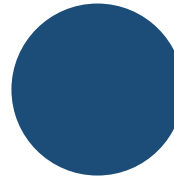
The PNG file is the preferred file format for digital, or vector-based materials. This format is ideal for insertion into PowerPoint presentations, Microsoft Word, Excel files, websites, electronic newsletters and emails. A JPG format is also acceptable.

RGB formulas are provided so that colors can be consistently applied across all electronic media.

For print, apparel and signage uses

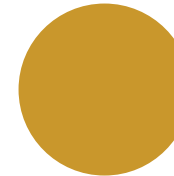
EPS files are used for professional printing purposes. Printers, fabricators or other vendors will need to know the formulas specified here. EPS files should **only** be used when producing professionally printed collateral, apparel and signage.

Primary Colors



FORTUNE BRANDS INNOVATIONS NAVY

PMS 2161
C86 M56 Y12 K35
R28 G77 B120
HEX: 1c4d78



FORTUNE BRANDS INNOVATIONS GOLD

PMS 117
C22 M40 Y100 K2
R201 G151 B44
HEX: c9972c

Secondary Colors



FORTUNE BRANDS INNOVATIONS GREEN

PMS 575
C47 M9 Y86 K35
R103 G131 B61
HEX: 68813c



FORTUNE BRANDS INNOVATIONS PURPLE

PMS 520
C63 M99 Y0 K20
R100 G47 B113
HEX: 652f6c



FORTUNE BRANDS INNOVATIONS RED

PMS 7593
C3 M80 Y84 K31
R158 G67 B47
HEX: a1412b

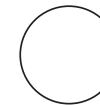


FORTUNE BRANDS INNOVATIONS GRAY

PMS 429
C0 M0 Y0 K40
R167 G169 B172
HEX: a7a9ac



BLACK



WHITE

Please reference the color values shown above to ensure that the Fortune Brands Innovations logo colors are properly reproduced in every application.

NOTE: The CMYK values for PMS 2161 are not direct conversions noted in the Pantone Matching System (PMS). If you are printing in CMYK and cannot print the logo with Pantone colors use the CMYK file.

The colors throughout this manual have not been evaluated by Pantone, Inc. for accuracy. Please refer to the latest edition of the PANTONE color standards. PANTONE® is a registered trademark of Pantone, Inc.

The Fortune Brands Innovations Brandmark

The Fortune Brands Innovations Brandmark consists of a triangle inset within a circle. This shape represents the beauty and precision of the brand and the companies that it represents.

The examples at the right show various proper usages of the Brandmark. It may be used by itself to represent or reinforce the brand in the multitude of ways that Fortune Brands Innovations expresses itself, internally and in the marketplace.

Basic guidelines:

1. The brandmark can appear isolated on white or reversed out of any of the Fortune Brands Innovations colors except FBIN Gold.
2. The brandmark may be transparent on a field or bleeding as long as the tip of the triangle is showing and no more than 1/3 of the circle shape with the triangle is cropped.
3. The logo on a white or Navy field should be used as Navy or white. If the Brandmark is transparent, it should not exceed 25% transparency to maintain a subtle impression.
4. The brandmark always needs to be right-reading; never at an angle.

Correct uses of the Fortune Brands Innovations Brandmark



Typography

The type font for professionally created communications is Open Sans.

It was selected to complement the landmark. Open Sans Regular should be used in the body text on all printed and professionally created communications. It is available in several weights to provide flexibility in our communications: Open Sans Regular, Open Sans Italic, Open Sans Bold and Open Sans Bold Italic are preferred but other weights in the family may be used, if needed.

PRIMARY TYPEFACE - THE FULL OPEN SANS FAMILY*

OPEN SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

OPEN SANS ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

OPEN SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

OPEN SANS BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

• There are 22 weights in the Open Sans type family.

Who to Contact

Our Fortune Brands Innovations name, mark and logo are important company intellectual property which we vigorously protect. We encourage you to use these assets when discussing our company and want to assist you in properly doing so.

These guidelines provide you with details about the proper use of our corporate name, mark and logo. We ask that you please follow these guidelines specifically.

If you have any questions about whether or how to use any of these assets, please contact FBIN Communications or FBIN Media Relations.