

FORTRESS

**Brand
Guidelines**

Brand Contents



01 Introduction	3
Vision	4
Voice	5
Tone	6
02 The Logo	7
The Wordmark	8
The Icon	9
Logo Colourways	10
Minimum Sizing	11
Logo Usage	12

03 Colours	13
Colour Palette	14
Colour Harmony	15
Proportions	16
Gradients	17
04 Typography	18
Typography	19
Type Usage	20
Brand Name Guidelines	21
Name Usage Guidance	22

- 4 Vision
- 5 Voice
- 6 Tone



Introduction

01

Vision

Our vision is to lead workplace safety and save lives globally.

Fortress' position as an industry leader helps provide this clear and focused vision.

Projecting Our Vision

These brand guidelines provide a way for Fortress to project and achieve its vision. Combining the principles found within the guidelines will ensure that the goals of the brand are met.

Voice

Fortress are strong, human-first safety pioneers and experts. We are proud leaders and innovators; collaborating to provide safety for the workforce to the highest standards.

This is the message we want to convey to consumers as well as our channel partners.

Using Our Voice

We want to ensure that the messages we communicate adhere to the voice of the brand. Be confident with your message and consider the people we create our products for.

Tone

Fortress are informative & fact-focused; empathetic & approachable; confident and trustworthy.

This is the way in which we convey the overall vision and voice of Fortress, to align with any given situation.

Choosing the Right Tone

Certain situations call for specific tones of voice, so it is important to consider the above adjectives when communicating your message.

- 8 The New Wordmark
- 9 The Fortress Icon
- 10 Colourways
- 11 Minimum Sizing
- 12 Logo Misuse



The Wordmark & The Icon

02

The Logos

The New Fortress Wordmark

The essence of the previous Fortress logo has been incorporated into a single wordmark that will be the most recognisable and prominent representation of the Fortress brand. It is crucial to ensure that the wordmark is used with consistency according to the following guidelines.

WORDMARK

FORTRESS

The Logos

Fortress Icon

Fortress has two logo variations; the wordmark, and the icon.

While the wordmark is the primary logo to be used wherever possible, there will be instances where context allows for the icon to be used in its place.

Example

Social profiles can use the Fortress icon as there is context of the Fortress name on the same profile page.

ICON



The Logos

Logo Colourways

There are three ways in which each of the logos can be displayed.

These colourways help maximise the usage of the logos in as many applications as possible.

The primary logo, featured in Safety Blue is to be used where possible, but when applications restrict the usage of the primary colour way, it's upon the user to follow the brand guidelines to ensure the best alternative is chosen.

FORTRESS



FORTRESS



FORTRESS



The Logos

Minimum Sizing

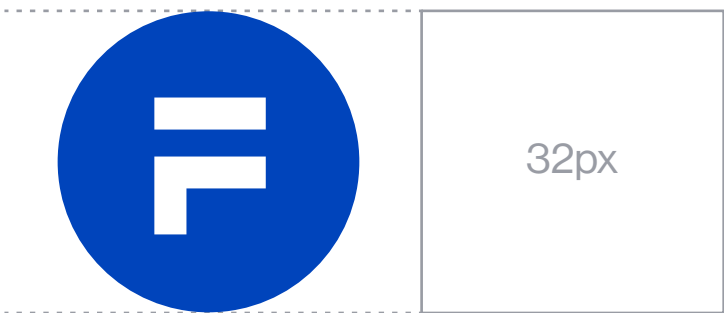
To ensure that the logo is always visually legible, we enforce a minimum size for both print and digital formats.

There are edge cases for these guidelines, but where possible, it must be adhered to.

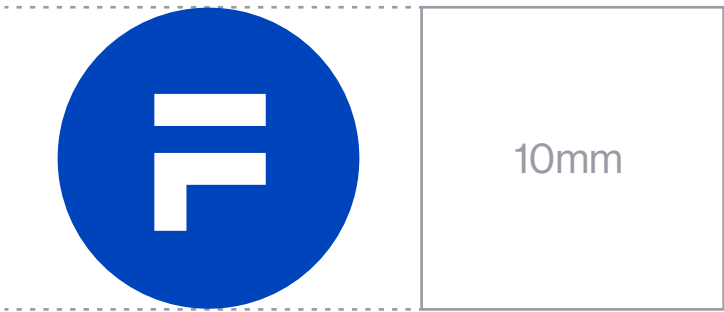
Example edge case:
Website favicons are set by the browser and displayed at 16px.



DIGITAL



PRINT



The Logos

Logo Misuse

There are specific guidelines regarding the alteration and display of the Fortress logos, as outlined here.

These rules must be strictly followed to maintain the integrity of the Fortress brand.



Do not alter logo colours



Do not increase the spacing between letters



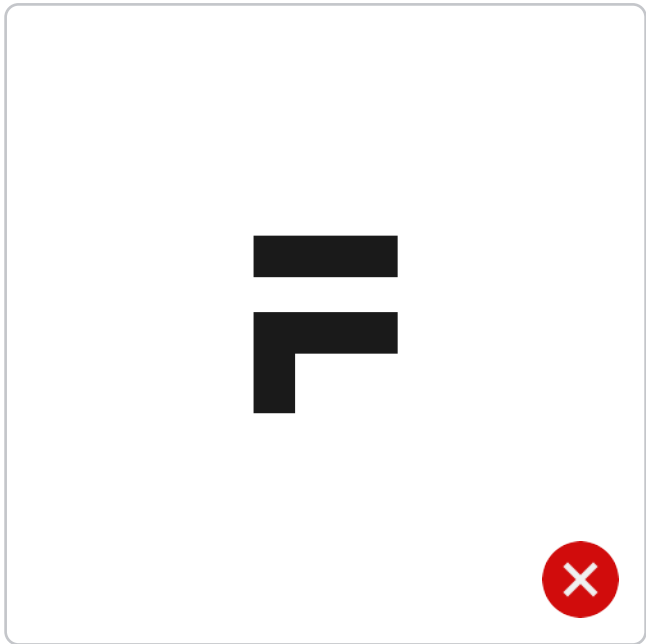
Do not rotate either of the logos



Do not stretch or alter the shape of the logo



Do not use an outlined version of the logos



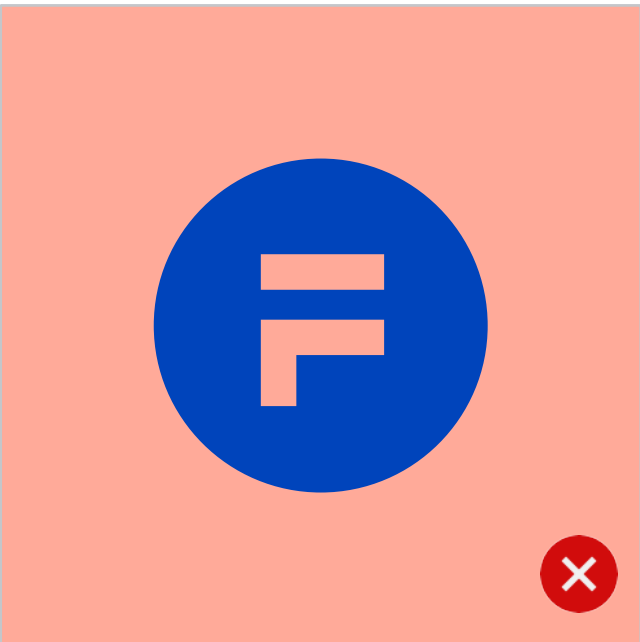
Do not use the Fortress 'F' as a standalone icon



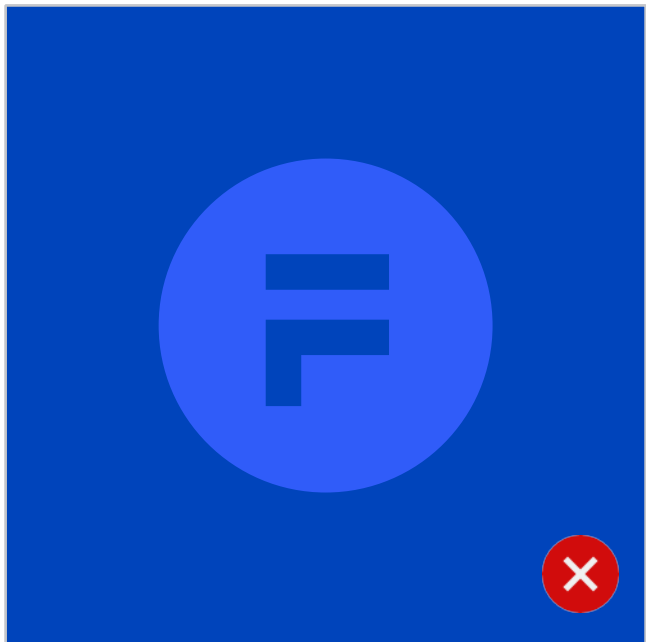
Do not add shadows behind the logo



Do not place the logo over clashing images/textures



Do not use colour combinations with poor harmony



Do not use colour combinations with low contrast

- 14 Colour Palette
- 15 Harmonies
- 16 Proportions
- 17 Gradients



Colours

03

Colours

Colour Palette

The Fortress colour palette makes use of rich colours that each have a select scale of lighter tints, that are available to use in various applications.

Primarily, Safety Blue will be the main focus of the brand with opportunities to use the other options when context calls for it.

Safety Light and Dark provide great contrast to the primary, secondary and range colours, while maintaining very slight tints of blue.

<div><div>SAFETY BLUE</div><div>#0044BB 98, 80, 0, 0 2728 C</div></div>	<div><div>AMGARD RED</div><div>#D10C0C 11, 100, 100, 3 1795 C</div></div>	<div><div>TGARD PURPLE</div><div>#580097 81, 100, 2, 1 MEDIUM PURPLE C</div></div>	<div><div>SAFETY YELLOW</div><div>#EBB700 8, 28, 100, 0 7409 C</div></div>	<div><div>SAFETY LIGHT</div><div>#F4F7FF 2, 2, 0, 0</div></div>	<div><div>SAFETY DARK</div><div>#000A2E 93, 87, 49, 66</div></div>
<div><div>3D64F0 77, 64, 0, 0</div></div>	<div><div>#FF4D28 0, 84, 91, 0</div></div>	<div><div>#9627FF 62, 78, 0, 0</div></div>	<div><div>#F8C200 3, 24, 100, 0</div></div>		
<div><div>#B3DAFF 25, 6, 0, 0</div></div>	<div><div>#FFAA99 0, 42, 33, 0</div></div>	<div><div>#D5A9FF 20, 35, 0, 0</div></div>	<div><div>#FFDD66 0, 11, 73, 0</div></div>		
<div><div>#F4F7FF 2, 2, 0, 0</div></div>	<div><div>#FFE9E5 0, 10, 6, 0</div></div>	<div><div>#F7EFFF 2, 6, 0, 0</div></div>	<div><div>#FFF6D6 2, 18, 0, 0</div></div>		

Colours

Harmonies

It is important to follow these harmony guidelines to produce well contrasted results.

By using the colours introduced in the Fortress colour palette, you can create a number of colour combinations by adhering to these guidelines.

- ✓ Tertiary shades from the Fortress palette can be used in conjunction with any others from the same column (e.g. AMGARD Red & AMGARD FFE9E5).
- ✗ It is not recommended to use different primary shades in combination with each other (e.g. AMGARD Red & TGARD Light).

**SAFETY
LIGHT**
#000A2E

**SAFETY
BLUE**
#0044BB

**AMGARD
RED**
#D10C0C

**TGARD
PURPLE**
#580097

**SAFETY
YELLOW**
#EBB700

**SAFETY
DARK**
#000A2E

**SAFETY
LIGHT BLUE**
#3D64F0

**AMGARD
LIGHT**
#FF4D28

**TGARD
LIGHT**
#9627FF

**SAFETY LIGHT
YELLOW**
#F8C200

Colours

Proportions

These proportions give a sense of how much of each brand colour should appear in any given material.

Backgrounds

Fortress Light and Dark will appear prominently through the brand to provide well-contrasted backgrounds for the primary and secondary brand colours.

Primary

Safety Blue and Safety Blue Light should be the main colours used for general purposes, unless context requires otherwise.

Secondary

The product range colours are used when promoting their respective ranges.

Fortress Yellow

This colour is intended to be used for standout areas where the primary colour is already utilised.



Gradients

The Fortress gradients have been created using the established palette, combining complimentary colour tones to provide overall tasteful themes.

These five approved gradients provide additional depth to design applications and can be selected depending on context to create a more well-rounded final product.

Considerations for use

Use sparingly as a piece of intrigue to an already established design.

Consider the established tone of a designed material when choosing which gradient to use.

The path of the gradient can be linear or radial; extended or shortened to best suit the design.

**WHITE
TO
SAFETY
LIGHT**

**SAFETY
LIGHT
TO
SAFETY
LIGHT BLUE**

**SAFETY
DARK
TO
SAFETY
BLUE**

**SAFETY
DARK
TO
AMGARD
RED**

**SAFETY
DARK
TO
TGARD
PURPLE**

- 19 Typeface Overview
- 20 Font Usage
- 21 Brand Name Guidelines
- 22 Name Usage Guidance



Typography

Typeface Overview

Fortress typography features two complimentary modern serif typefaces, Neue Haas Grotesk & Inter.

Both typefaces are modern and clear, allowing Fortress to communicate its message in a confident manner.

Neue Haas Grotesk is a premium alternative to Helvetica, that is widely available on Adobe software, while Inter is an open-source typeface that is available to use for all materials.

Neue Haas Grotesk Bold		Neue Haas Grotesk
Ultra Thin	Roman	AaBbCcDdEeFfGgHhIiJjK
Thin	Bold	kLlMmNnOoPpQqRrSsTt
Extra Light	Black	UuVvWwXxYyZz
Light		01234567890
Inter Light		Inter
Thin	Medium	AaBbCcDdEeFfGgHhIiJjKkLlMmNn
Extra Light	Bold	OoPpQqRrSsTtUuVvWwXxYyZz
Light	Extra Bold	01234567890
Regular	Black	

Font Usage

Scale

As a general guideline, we provide a comparison scale between headings, subheadings and body text. These are ideal proportions, that help the hierarchy and flow of text content. Therefore, we highly recommend sticking as closely to these scales as possible.

Weight

A simple way of using weight with the three different types of text content is as follows:

- For **headings** use the **bold** font-weight
- For **subheadings** use the **medium** font-weight
- For **body text** use the **regular** font-weight



	Headings		Subheadings		Body Text
x-height		cap height		1/2 x-height	

Brand Name Guidelines

These guidelines explain how to correctly refer to the **Fortress Safety** brand in various types of communication. The goal is to ensure consistency, professionalism, and brand clarity while allowing flexibility for different contexts.

While "Safety" is part of the official brand name, it doesn't need to be used every time. In more informal or marketing contexts, **Fortress Safety** may simply be referred to as Fortress to keep communication natural and concise. The full name with "Safety" is important in formal situations or when emphasizing our focus on safety. However, shorter forms can help avoid unnecessary repetition.

Naming Conventions

Full company name

- ✔ Fortress Safety – Preferred term. Use this in external-facing contexts where clarity and professionalism are important.

Acceptable short form

- ✔ Fortress – Use as a shorthand in informal, internal, or marketing contexts, or after the full name has already been introduced.

Terms to avoid

- ✘ Fortress Interlocks – This refers to a previous brand identity and should generally be avoided. Acceptable only when describing specific interlock products (in lowercase). Example: Fortress interlocks can be configured to suit various applications.
- ✘ Fortress Interlocks Ltd – This legal name should only be used in formal legal, contractual, or regulatory documents. It should not appear in marketing or general communication.

Name Usage Guidance

- Use “**Fortress Safety**” at least once in any major communication (e.g., webpages, press releases, brochures), especially at the beginning or when establishing the company name.
- Use “**Fortress**” as shorthand after the full name has been introduced, or where repetition of “safety” would feel excessive or awkward.
- Avoid using “safety” multiple times in the same sentence. If the word “safety” already appears, it is often clearer to use the shortened “**Fortress**” in the same sentence.

Examples of correct usage

- ✔ Fortress Safety is committed to developing industry-leading solutions for manufacturing environments.
- ✔ Fortress amGardpro devices are configurable and designed for various applications.
- ✔ Discover how Fortress helps protect your people.
- ✔ Ensuring the safety of personnel is of the utmost importance for Fortress.
- ✔ Fortress Safety designs robust access control systems. Fortress interlocks are engineered for flexibility across industries.

Examples of incorrect usage

- ✘ Fortress Interlocks offers the latest in safety technology.
- ✘ Safety is our priority at Fortress Interlocks.
- ✘ Fortress Safety provides safety solutions that enhance safety across manufacturing environments. *Incorrect because the repetition of “safety” makes the sentence clunky and redundant. A correct alternative could be “Fortress Safety provides solutions that enhance protection across manufacturing environments”.*

