

A solid red horizontal bar on the left side of the page, which tapers into two parallel white diagonal lines.

BRAND MANUAL

Our identity, our voice, our mission.



We market a range of top-quality products in Europe. Multi-platform communication is a form of interaction with the public. It enables the communication of vision, gives personality and builds the brand - both visually and conceptually communicating it to customers, employees, job seekers...

To ensure clear recognition and the highest quality presentation of our brand and products, the proper use of all brand-related materials is crucial. The following guidelines have been developed to ensure strong and consistent use of our visual identity, brand voice and related resources.

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NORTH
FIGHTER

*Built to endure
Proven over time*



*It's a chance to grow, learn and
create exceptional quality products.*

Let's make the most of it.



WHO WE ARE

WHO WE ARE

Our mission - deliver the highest quality products to customers

North Fighter is a brand and product strength. Since 2006, it has been supplying the European market with the highest quality pressure hoses for hydraulics and industry, as well as fittings, accessories and process support equipment.

As one of the leaders in the field of power hydraulics, we not only provide the highest quality products, but also take care of service and production lines helping our customers at every stage of ordering and use. Flexible approach to customers, relationality has built an unwavering brand position for many years.

2026 is the 20th anniversary of the brand.

Boilerplate Intros

100 words

North Fighter is a brand and product strength. Since 2006, it has been supplying the European market with the highest quality pressure hoses for hydraulics and industry, as well as fittings, accessories and process support equipment.

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North Fighter, a DPRS Poland Sp. z o.o.

50 words

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25 words

North Fighter is a brand and product strength. Since 2006, it has been supplying the European market with the highest quality pressure hoses for hydraulics and industry.

The North Fighter brand stands for strength and quality on the battlefield. Before going on sale, products are inspected in our production facilities, and quality departments make sure that each product has the appropriate certification. The technical support the customer receives means that the brand is always next door and answers every question.

For many years, North Fighter has commanded respect and is a very strong, stable brand. The entire product range is characterized by long and durable service life. The value for money and catalog development are appreciated by customers throughout Europe.



LOGO ELEMENTS

Logo

The North Fighter logo is a cohesive visual system that integrates both the brandmark and the wordmark, establishing a strong and versatile identity. It communicates power, resilience, and direction, aligning with the brand's core values.

Brandmark

The NF initials form the cornerstone of the North Fighter visual identity. Designed with sharp, directional lines and a forward-facing arrow, the brandmark evokes movement, strength, and ambition. It symbolizes courage in the face of adversity and reflects the brand's focus on high-performance products built to withstand extreme weather conditions.

Wordmark

The bold, uppercase NORTH FIGHTER wordmark reinforces the brand's authority and confidence. Its strong serif typography adds a timeless, reliable character, making it instantly recognizable and adaptable across various mediums.

The logo



Brandmark

NORTH FIGHTER

Wordmark

THE LOGO

LOGO OVERVIEW & SAFE MARGINS



Logo safe margins

To preserve the visual impact and legibility of the North Fighter logo, a minimum clear space must be maintained around all sides of the mark. This exclusion zone protects the logo from visual interference and ensures it remains distinct and prominent in any application.

Horizontal Logo:

The minimum clear space around the logo must equal 4/5 of the logo's total height. This area should remain entirely free of text, images, or any other graphic elements.

Vertical Logo:

For vertical lockups, the clear space must be at least 1/3 of the logo's total height, applied uniformly on all sides.

This rule applies regardless of background, size, or medium.

Maintaining this protective space reinforces the integrity of the brand and ensures clarity across all contexts.

TRADEMARK - THE „REGISTERED“ SYMBOL



Brandmark



Wordmark

NORTH FIGHTER®

Trademark Usage

The **North Fighter** brand includes two officially registered trademarks:

Brandmark: The “**NF**” Symbol – registered as a graphic trademark. The ® symbol may be applied when the brandmark appears independently or as a distinct graphic element.

Wordmark: “**North Fighter**” – registered as a standalone text mark. This allows the use of the ® symbol alongside the brand name in any typographic form, regardless of font or styling.

Important Note:

The combination of the **wordmark and brandmark as a single lock-up** (i.e. logo with both elements together) is not registered as a unified graphic trademark. Therefore, while the individual components are protected, the ® symbol should only appear in direct association with either the wordmark or the brandmark – **not the composite lock-up**.

Usage Guidance

Use the ® symbol directly after North Fighter® in copy, packaging, or when the wordmark appears alone. **Example:** North Fighter®

You **may** use the ® symbol near or within the **NF brandmark** when it appears separately (e.g. on products, tags, icons).

Do not place the ® symbol next to the full logo lock-up, as that form is not a registered trademark.

To simplify application across media, we recommend integrating the ® symbol only where **legally necessary or contextually appropriate** (e.g. first mentions, product packaging, legal documents), avoiding visual clutter in brand materials where it's not required.

Correct Usage

The North Fighter wordmark must only be used in black or white. It must always appear on a background that ensures clear contrast and optimal legibility, regardless of context or scale.

Approved background colors include:

Black; White; Red (North Fighter Red); Dark Grey; Light Grey

Additionally, photographic or illustrated backgrounds may be used, provided they are sufficiently desaturated or blurred to maintain strong contrast with the logo. The preferred application on imagery is the white wordmark, centrally aligned and placed over an area of visual calm.

Under no circumstances should the wordmark be applied in any color outside the approved black or white, nor should it be placed over backgrounds that compromise its clarity or legibility.



NORTH FIGHTER



NORTH FIGHTER



NORTH FIGHTER



NORTH FIGHTER

LOGO & IT'S USE



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Incorrect Usage

To maintain the integrity and consistency of the North Fighter brand, the logo must never be altered, distorted, or misused in any way. Below are examples of unacceptable applications that compromise clarity, recognizability, or visual impact:

Do not stretch or skew



Do not use unspecified colors or add effects



Do not outline elements



Do not rotate



Do not place the ® on the full logo lock-up



Do not place over backgrounds lacking contrast



LOGO SIZING GUIDELINES

Logo sizing

To ensure visual consistency and brand recognition across all formats, the North Fighter logo must always be applied within the following scale parameters:

Standard Print Formats (ISO A, B, C series):

For horizontal logos, the logo width must be **at least 2/3** of the shorter edge of the format.

For vertical logos, the logo width must be **at least 1/3** of the shorter edge of the format.

Minimum Printed Size:

To maintain legibility and logo integrity, the absolute minimum width for any printed version of the logo **is 20 mm**.

Non-Standard Formats and Custom Applications

In cases where the logo is applied to non-standard dimensions (e.g. packaging, merchandise, digital assets, unconventional formats), the logo should be scaled proportionally using the shortest edge of the layout as a reference point.

As a general rule:

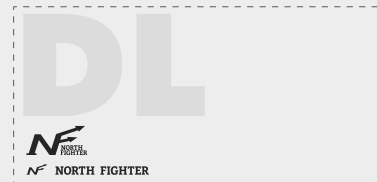
Horizontal logo: **minimum 2/3** of the shortest edge

Vertical logo: **minimum 1/3** of the shortest edge

If this approach compromises visual balance or layout functionality, designers should prioritize clarity, contrast, and spacing. All logo applications must preserve the brand's visual standards, even in edge-case scenarios.

We trust our design partners to apply these rules responsibly. When in doubt, refer to the proportions outlined above or align with existing reference formats.

While prior approval is not required for custom sizes, consistency with the brand's visual language is essential.





OUR COLORS

COLORS WE USE

Color Palette

The North Fighter color palette is bold, resilient, and elemental – reflecting strength, clarity, and purpose in every application. Our brand colors are carefully selected to communicate power and modern precision while ensuring consistency across all media.

Supportive Tones

A range of cold blues may be used in photographic or atmospheric contexts (e.g. landscapes, hero banners, UI backdrops), reinforcing the brand's association with resilience, climate endurance, and northern environments. These blues are not part of the core color system and should be used only in imagery, not in logo or UI elements.

FIGHTER RED

HEX: E3051B
CMYK: 0 100 95 0
RGB: 227 5 27
PANTONE®: TP 57-8 C/U

Our signature accent. Fighter Red is a color of action, urgency, and momentum. It symbolizes courage in motion – the pursuit of challenge, progress, and friction. Use it to draw attention to key visual elements or inject energy into compositions. It should be applied strategically to maintain its visual power.

GLACIER GREY

HEX: EDEDED
CMYK: 0 0 0 10
RGB: 237 237 237
PANTONE®: P 134-9 C/U

A soft, quiet contrast to our dominant tones. Glacier Grey brings air and balance into layouts. It is primarily used as a background or secondary color to provide clarity and spatial rhythm, without overpowering the message.

NORTH BLACK

HEX: 191613
CMYK: 40 40 40 95
RGB: 25 22 19
PANTONE®: P 179-16 C/U

Our core and anchor. Black represents strength, clarity, and permanence. It is used extensively for typography, logotypes, and as a dominant backdrop in both print and digital applications. It communicates structure and unwavering intent.

SUPPORTIVE BLUE TONES

A range of cold blue hues may appear in brand imagery, especially photography. These tones evoke arctic light, ice, and atmospheric distance – they reinforce our connection to endurance, exposure, and the elemental environment.

Type with Purpose

Typography is a key pillar of the North Fighter identity. Clean, modern, and highly legible, it reflects the brand's precision and confidence across all applications – from product communication to digital interfaces.

We use **Avenir Next** as our primary typeface. Its geometric construction, balanced proportions, and versatility allow it to perform equally well in bold headlines and detailed technical information.

Avenir Next must be used consistently across all brand materials to ensure a unified voice and clear visual rhythm. When unavailable (e.g. in system-limited environments), a suitable fallback such as **Helvetica Neue** may be used – but never as a replacement in core brand expressions.

Avenir Next Bold Italic

a, ā, b, c, ć, d, e, ē, f, g, h, i, j, k, l, ł, m, n, o, ó, p, q, r, s, ś, t, u, v, w, x, y, z, ź, ż
 A, Ą, B, C, Ć, D, E, Ę, F, G, H, I, J, K, L, Ł, M, N, O, Ó, P, Q, R, S, Ś, T, U, V, W, X, Y, Z, Ź, Ż
 0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ - + =

Used for **headlines** and to **emphasize key information** within body text. Its dynamic form brings contrast and immediacy, guiding attention with clarity and intent. For high-impact or high-contrast compositions, the **Heavy** weight can be used to reinforce presence and structure.

Avenir Next Regular

a, ā, b, c, ć, d, e, ē, f, g, h, i, j, k, l, ł, m, n, o, ó, p, q, r, s, ś, t, u, v, w, x, y, z, ź, ż
 A, Ą, B, C, Ć, D, E, Ę, F, G, H, I, J, K, L, Ł, M, N, O, Ó, P, Q, R, S, Ś, T, U, V, W, X, Y, Z, Ź, Ż
 0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ - + =

A highly versatile weight used across a wide range of applications – from body copy to functional UI text. It ensures a clean, readable foundation that adapts seamlessly to different formats.

Avenir Next Ultra Light

a, ā, b, c, ć, d, e, ē, f, g, h, i, j, k, l, ł, m, n, o, ó, p, q, r, s, ś, t, u, v, w, x, y, z, ź, ż
 A, Ą, B, C, Ć, D, E, Ę, F, G, H, I, J, K, L, Ł, M, N, O, Ó, P, Q, R, S, Ś, T, U, V, W, X, Y, Z, Ź, Ż
 0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ - + =

Applied selectively to **technical or secondary information**, such as metadata or annotations. Best used at larger sizes where its fine line weight maintains legibility without loss of presence.



KEY VISUALS

Design with Purpose

Key visuals are the expressive face of the North Fighter brand – crafted compositions that translate our identity into striking, image-led narratives. They combine photography, color, typography, and iconic layout principles to build tension, focus, and atmosphere. Whether used in campaigns, digital banners, or editorial spreads, they exist to tell a story – one that's grounded in resilience, contrast, and the clarity of movement.

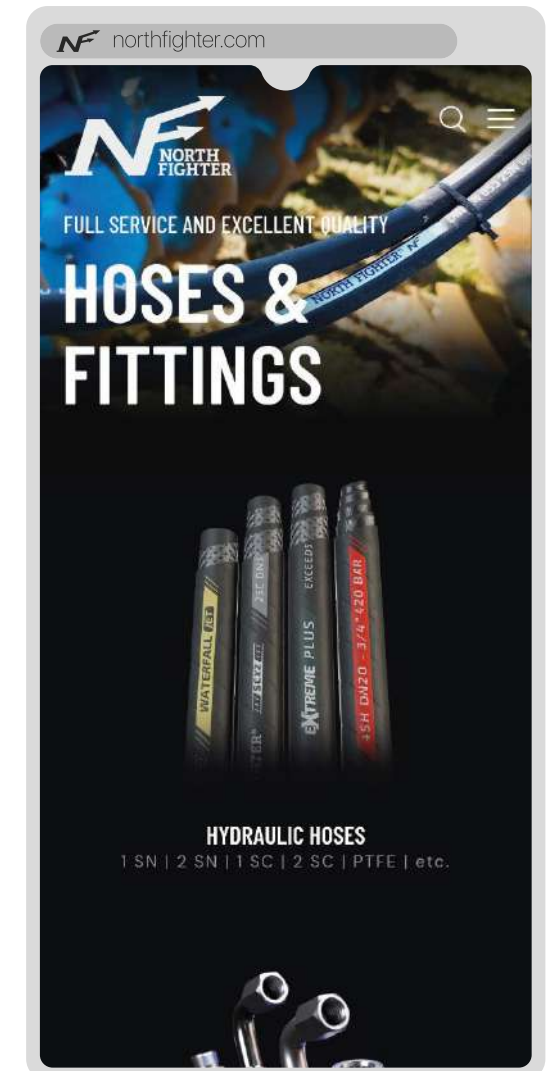
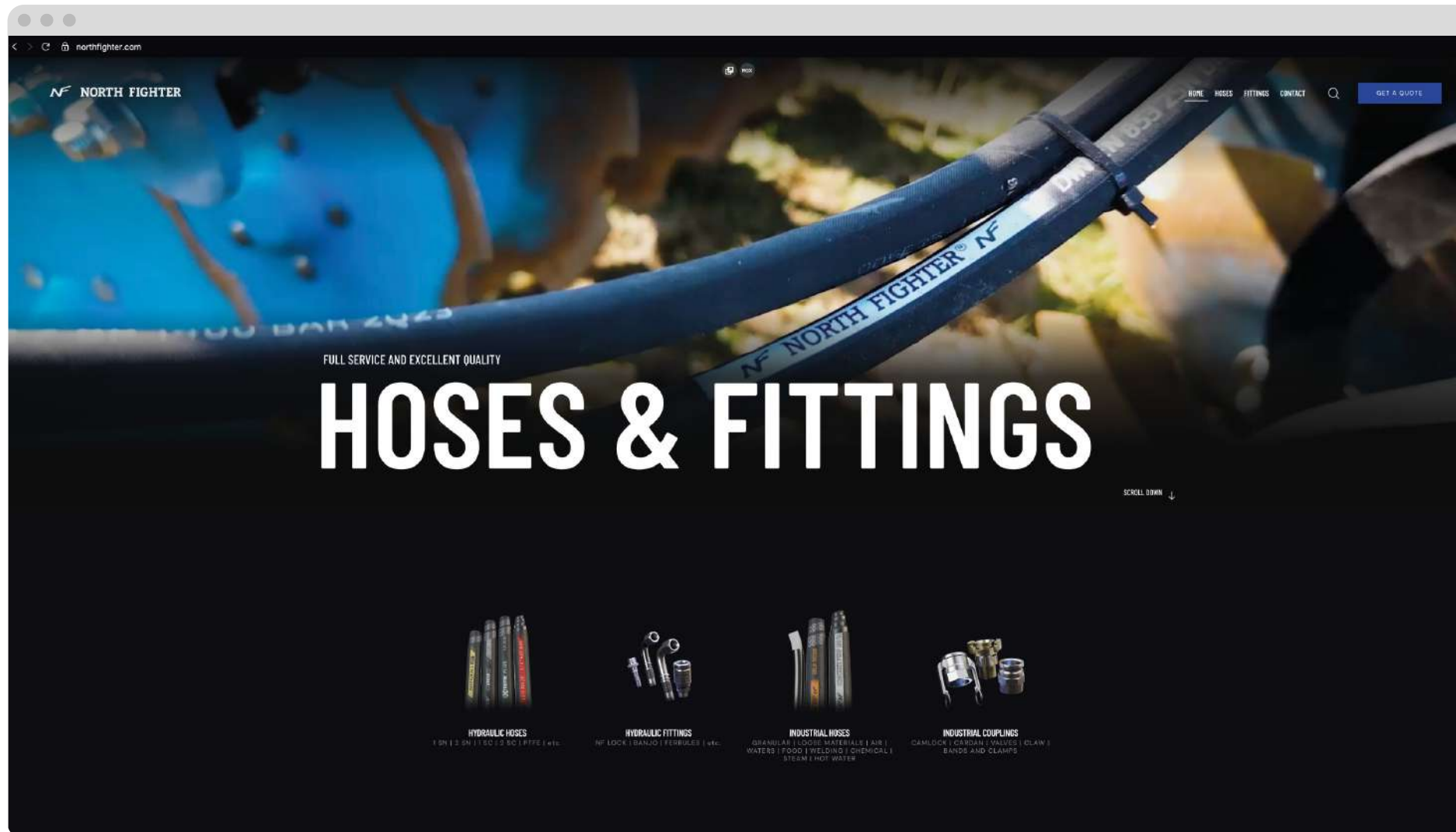
Key visuals should always reflect the core brand palette, maintain visual balance, and leave space for the logo to breathe. Imagery may lean into cold tones, natural elements, or directional framing to amplify presence and mood.



KEY VISUALS

Digital Presence

The North Fighter website adapts seamlessly across all devices, maintaining clarity, usability, and brand integrity at every breakpoint. Whether viewed on desktop or mobile, the experience is built to deliver bold visuals, intuitive navigation, and performance without compromise. The interface reflects the brand's core principles: strength, focus, and movement – translated into responsive grids, precise typography, and content that speaks with purpose.





Follow us on:



@northfighterpl



North Fighter



@northfighterpl

DPRS Poland

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