



BRAND BOOK

SFI International_Visual Identity Standards 2.0

February 2026

PRIMARY LOGO

This is the official primary logo of SFI International:

- Two colours (silver and red)
- Black on white
- White on black

An official secondary version of the logo exists (page 3). But whenever possible, use this preferred version unless spatially restricted.

Turn to page 4 for more guidance and restrictions.



PMS	185	Cool Gray 9 (877)
CMYK	0 / 91 / 76 / 0	0 / 1 / 0 / 51
RGB	230 / 64 / 59	145 / 145 / 149
Web	E6403B	919195



SECONDARY LOGO

This is the official secondary logo of SFI International:

- Two colours (silver and red)
- Black on white
- White on black

The official primary version of the logo exists (page 2).

Use this secondary version only when the primary logo cannot be used due to spatial restriction.

Turn to page 4 for more guidance and restrictions.



PMS	185	Cool Gray 9 (877)
CMYK	0 / 91 / 76 / 0	0 / 1 / 0 / 51
RGB	230 / 64 / 59	145 / 145 / 149
Web	E6403B	919195



SFI *International*



SFI *International*



SFI *International*

LOGO USAGE AND RESTRICTIONS

Always leave a clearance zone equivalent of the letter "F" of the logo as shown here.

Same guidance and restrictions apply to the secondary logo.



CORPORATE SIGNATURE

These are the official corporate signatures and are available as vectorial files.

The corporate signature is required on stationeries, website and equipment.

The single lined signature is the main version.

Use the two lines version only when the main version cannot be used due to spatial restriction.

- One colour (gray)
- Black on white or pale colours
- White on black or dark colours



PMS	Cool Gray 9 (877)
CMYK	0 / 1 / 0 / 51
RGB	145 / 145 / 149
Web	919195

A TFI International Company

Primary Signature: Single line

A TFI International Company

Secondary Signature: Two lines

A TFI International Company

***A TFI International
Company***

A TFI International Company

***A TFI International
Company***

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

abcdefghijklmn
opqrstuvwxyz
!@#\$%&*()_+-

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

Frutiger (entire font collection)
Adequate for all kinds of text.

Minion Pro (entire font collection)
Adequate for long body text.

New Attens (Extra Bold)
Adequate for big headlines.

BUSINESS CARD



1 Cardholder's name
Frutiger (67 Bold Condensed)
type size: 7.5 point
line spacing: 8.5 point
Colour: Black 100%

2 Cardholder's title
Frutiger (57 Condensed)
type size: 6.5 point
line spacing: 8.5 point
Colour: Black 100%

3 Phone number, email, website, address
Frutiger (57 Condensed)
type size: 6.5 point
line spacing: 8.5 point
Colour: Black 100%



All the usual information kept to the minimum (ex: no fax number unless absolutely necessary).

BUSINESS CARD VARIATIONS

Version 1: 6 address lines (3 lines + 3 lines) as shown on the previous page



The business card layout for Version 1 features the SFI International logo at the top left. Below the logo, the cardholder's name and title are listed on the left, followed by a three-line address on the right. The address is split into two groups of three lines each. Below this, the company name is listed on the left, followed by a three-line contact block on the right. Vertical double-headed arrows indicate the line counts for each section: 3 lines for the address, 3 lines for the contact block, and a line spacing of 10.35 pt between the two sections.

SFI International

Cardholder's name 550-15455 Dallas Parkway
Cardholder's title Addison, Texas
75001 USA

3 lines
line spacing: 10.35 pt

A TFI International Company 000 123-4567 (000)
name@name.com
www.name.com

3 lines

Version 2: 6 address lines (3 lines + 3 lines) with slight variations in the address



The business card layout for Version 2 features the SFI International logo at the top left. Below the logo, the cardholder's name and title are listed on the left, followed by a four-line address on the right. The address is split into two groups of two lines each. Below this, the company name is listed on the left, followed by a three-line contact block on the right. Vertical double-headed arrows indicate the line counts for each section: 4 lines for the address, 3 lines for the contact block, and a line spacing of 10.35 pt between the two sections.

SFI International

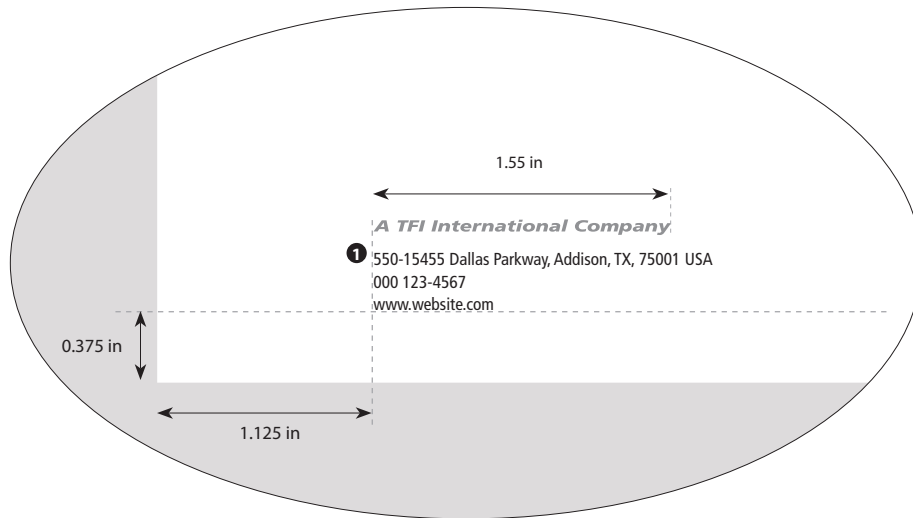
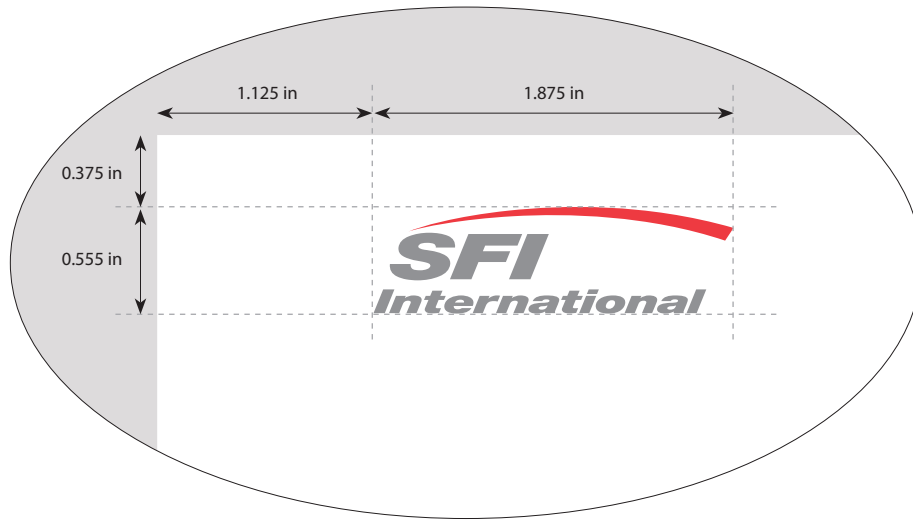
Cardholder's name 550-15455 Dallas Parkway
Cardholder's title Addison, TX 75001
www.name.com

4 lines
line spacing: 10.35 pt

A TFI International Company T 514 123-4567 (000)
F 514 123-4567
name@name.com

3 lines

LETTERHEAD (FIRST PAGE)

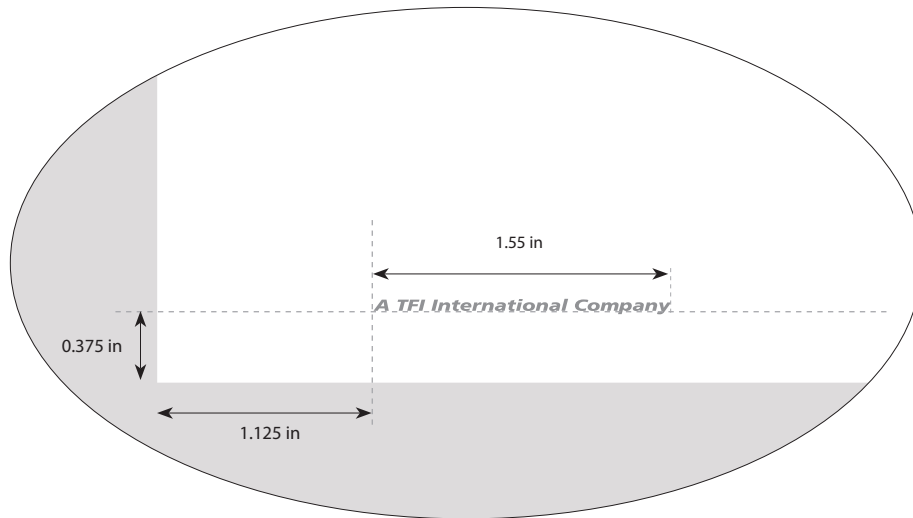
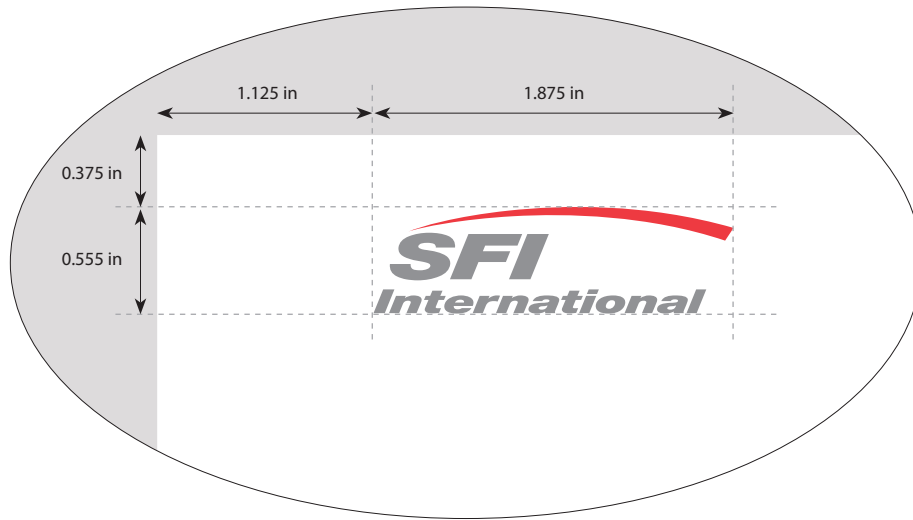


1 Address, phone number, website

Frutiger (57 Condensed)
type size: 6.5 point
line spacing: 8.5 point
Colour: Black 100%

*This layout exists in Adobe Illustrator document.
Also known as "press kit".
Make a request (more on this on page 10).*

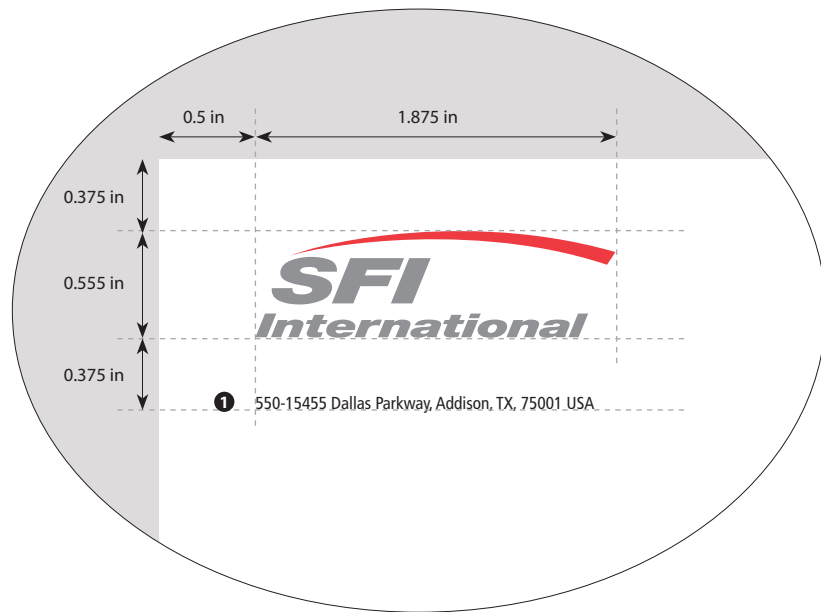
LETTERHEAD (SECOND PAGE)



Note:

Only the first page of the letterhead contains address and coordinates (as shown on the previous page). All the following pages only feature the corporate signature at the bottom.

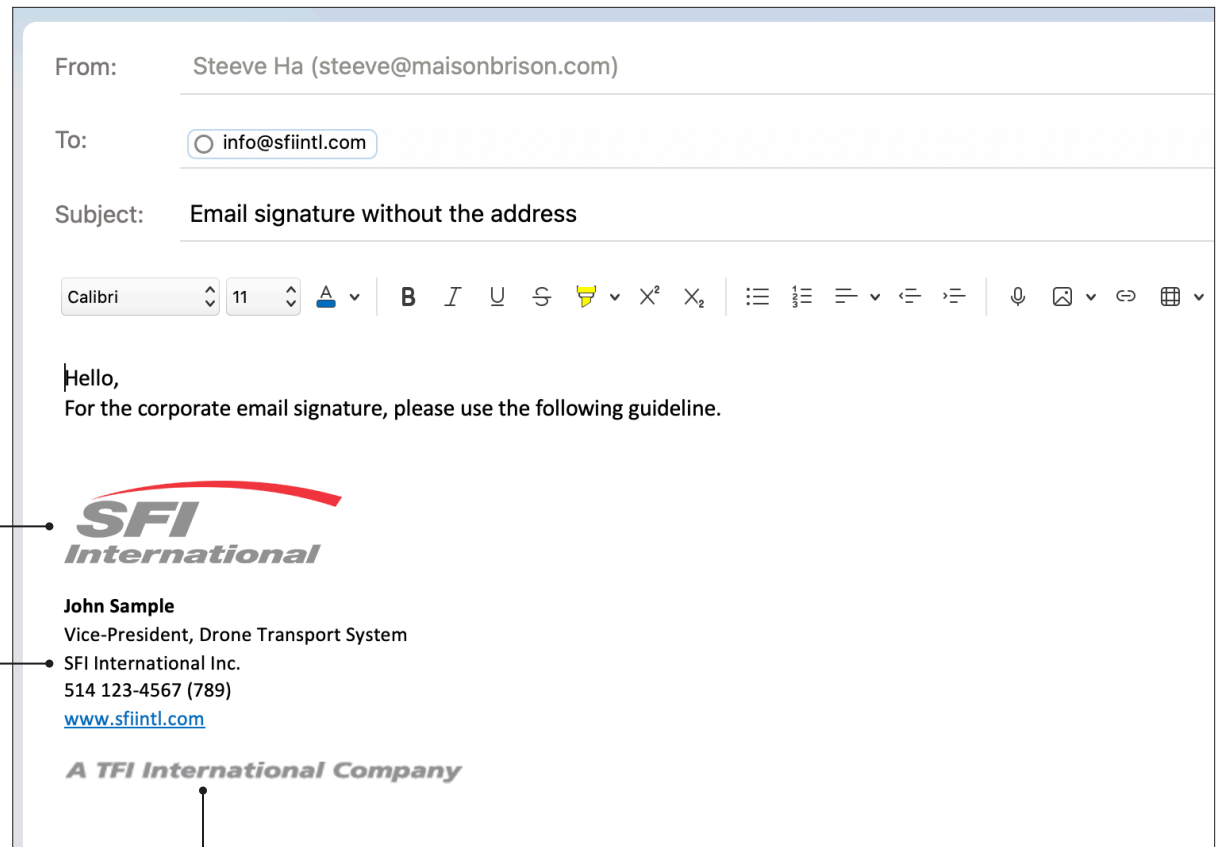
ENVELOPE #10



- ① **Address**
Frutiger (57 Condensed)
type size: 6.5 point
line spacing: 8.5 point
Colour: Black 100%

*This layout exists in Adobe Illustrator document.
Also known as "press kit".
Make a request (more on this on page 10).*

EMAIL SIGNATURE (NO ADDRESS)



- 1 **Logo** — The company logo must be positioned on the first line of the electronic signature. Its size must be no less than 175 points wide.

- 2 **Fonts** — The information of the sender will be limited to:

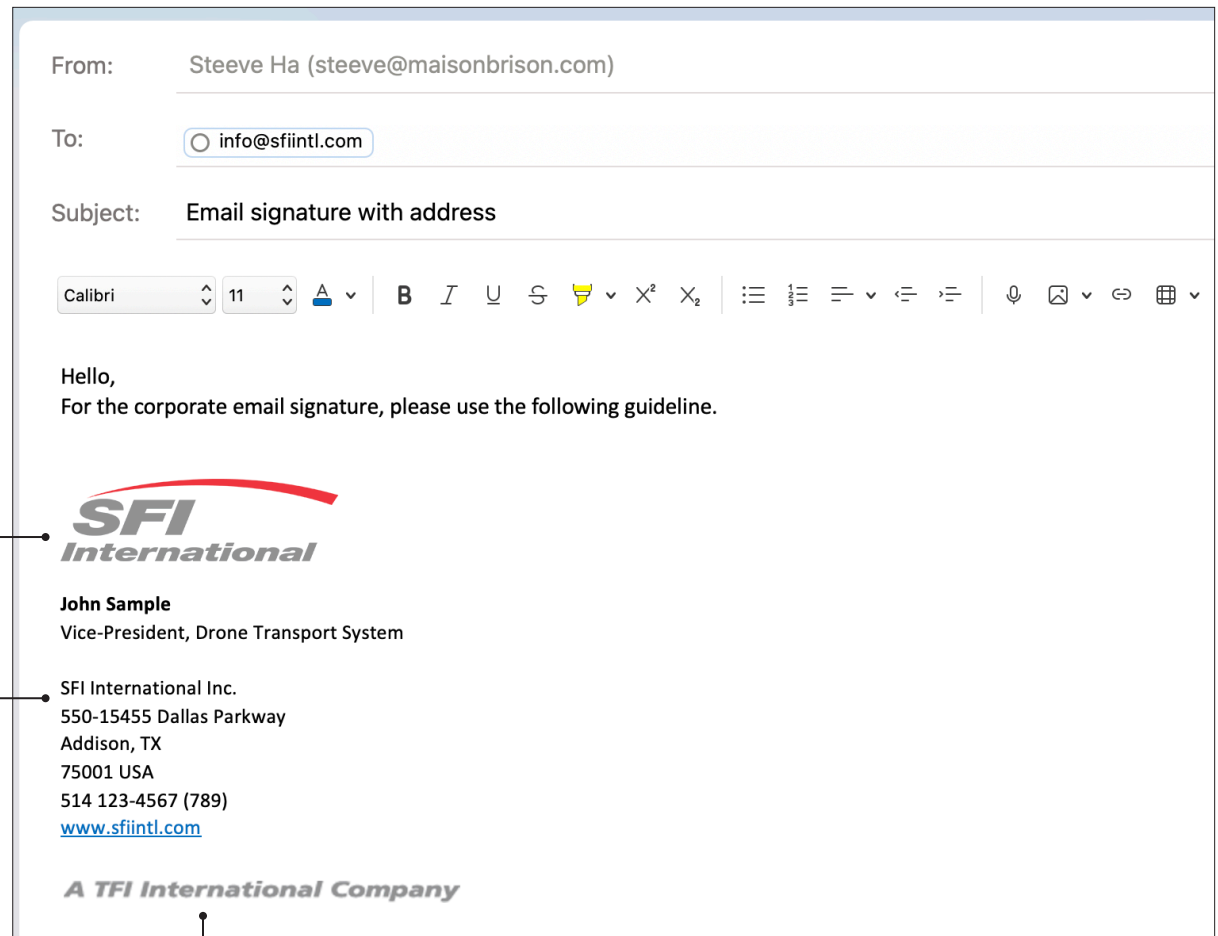
- Full name
- Title
- Company name (with Inc.)
- Phone number
- Website (hyperlinked)

Precisely in that order.
Written in Calibri, 12 points.

Bold on the name only.
The website link must be in 'blue', underlined and hyperlinked to the corporate website.

- 3 **Corporate signature** — The official signature must be positioned on the 'last line' of the electronic signature. Its size must be no less than 250 points wide.

EMAIL SIGNATURE (WITH ADDRESS)



1 Logo
The company logo must be positioned on the first line of the electronic signature.
Its size must be no less than 175 points wide.

2 Fonts
The information of the sender will be limited to:

- Full name
- Title
- Company name (with Inc.)
- Address (two spaces between province and postal code)
- Phone number
- Website (hyperlinked)

Precisely in that order.
Written in Calibri, 12 points.
Bold on the name only.
The website link must be in 'blue', underlined and hyperlinked to the corporate website.

3 Corporate signature
The official signature must be positioned on the 'last line' of the electronic signature.
Its size must be no less than 250 points wide.

CONTACT

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jdean@tfintl.com

All the stationary items featured in this brand book exist as layouts in Adobe Illustrator files.
Request these files if you did not receive them.

Also, for any questions or concerns related to the artworks
(such as colours and fonts) please contact:

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