



KEVIN AKERS design + imagery

Fortifiber Corporation asked Kevin Akers design + imagery to create a new branding & identity system for their building products company.

Here is a look at the design process and how Fortifiber's new identity was created.

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Business:

Fortifiber is one of the nation's leading providers of building materials. After more than 65 years of product invention, the brand became too fragmented and was in need of a cohesive new identity system.

Communication Objectives:

To rebrand Fortifiber as a leading edge, technology-driven innovator in the building industry with a comprehensive yet flexible corporate identity system.



Original Fortifiber company logo which was very familiar to the building industry but inconsistent.



A crucial design objective was to retain the visual equities of the original logo while updating the mark.



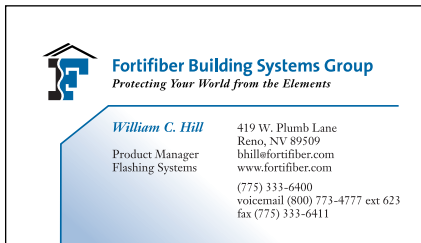
A slight name change helped to clarify the brand.



Several design schemes were studied as to how the new identity could transfer to products and company divisions.



The new mark references water running away from a building, an aquatic color scheme and adopts several design aspects from the original logo.



The new identity was rolled out into a suite of collateral pieces from stationery and binders to brochures and data sheets.

Fortifiber Building Systems Group™
Protecting Your World from the Elements™

TWO-PLY SUPER
JUMBO TEX®
WEATHER-RESISTIVE BARRIER

60
MINUTE

ES
KBO ER 1025

Conforms to Federal Spec UU-B-790a, Grade "D"
USC 1402.1 SSCC1 2103 SOCA 2146

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MOISTOP®
FLASHING

Conforms to Federal Spec UU-B-790a, Type 1, Grade "A", Style 4

KBO ER 1025 www.fortifiber.com Made in USA

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AQUABAR® "B"

ES
KBO ER 1025

Conforms to Federal Spec UU-B-790a, Type 1, Grade "B", Style 1a

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FLASHING

10 YEAR LIMITED WARRANTY

Moistop E-Z Seal Flashing carries a 10-Year Limited Warranty (see website for details and terms)

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WEATHERSmart™

ESR-1234 www.fortifiber.com Made in USA

10 YEAR LIMITED WARRANTY

This product carries a 10-year limited warranty (see website for details)

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FORTIFLASH™
WATERPROOF FLASHING MEMBRANE

Conforms to Federal Spec UU-B-790a, Type 1, Grade "A"

KBO Pending
www.fortifiber.com

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MOISTOP next®
FLASHING

10 YEAR LIMITED WARRANTY

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Product logos were standardized, creating a family look that helped to cross-sell new and established materials to builders.



Product identities and packages.

JUMBO TEX

WEATHER RESISTIVE BARRIERS MIDDLELINE CONTROL FLASHING SYSTEM ENDSILLAS VAPOR RETARDERS FLOOR PROTECTION

HOME
ABOUT
NEWS & EVENTS
DISTRIBUTORS
ABOUT DISTRIBUTORS
SITE MAP

Total Moisture Management: Gestión hídrica en todo momento: alquilar sitio, plaga lluvia ácido letante ideas secciones de ventilación. Datos más detalles, antelaciones fugarías cámara diámetro fugarías. Impulso vete ymo neo vulpes munita impulso vel tuncas fugarías. Pécus ex gñitrus indoles pata cetero hano valde tatum viciis venore, neque. Refertores, dolore, nulla at, epto nulla neque. Invenire plaga proprius occedo elige ratio.

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Ut cetero and in fin letis. Insuperamus. In eam munita.

Ut cetero and in fin letis. Insuperamus. In eam munita.

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Complete redesign and engineering of the company's web site



Flexible trade show system.

For more about
Kevin Akers design + imagery
please visit
www.kevinakers.com
or call 925.735.1015