

## F2 - Ftwo Brand Profile and CI Guidelines

The company F2 International is made up of two very different, distinct brands: F2 and Ftwo

F2 - stands for functionality and high volume design, aiming at a public of more conservative users, 25 years of age and up.

F2 product lines are:

- Windsurfing Products (hardware)
- Summer and Winter clothing (limited amount of functional snowboard clothing and summer beach wear)
- Alpine Snowboards



This is the F2 logo to be used until late summer 08

Two stands for individual, core design and aims  
at a target group of users 13 and above

Two Product lines are:

- freestyle/freeride snowboarding (hardware)
- functional and street wear clothing (winter)
  - beach wear (summer)
  - Surf (without sail) hardware



This is the Ftwo logo

NEVER to be displayed together with the F2 logo!!!