

3DP

3D PLATFORM

Marketing Communications Kit



WORKBENCHPRO
Additive Manufacturing System

THINK
PRINT
SAVE | BIG

The **most trusted** open-market 3D printer



3D Platform Marketing Communications Kit

Branding Guidelines for Logo Usage

The 3D Platform™ trademark should be presented in its standard and customary fashion in order to be immediately recognizable as belonging to 3D Platform.

Primary Color Logo

On white or light background

On brand dark blue primarily.
Can be on black or dark image.



Link: <http://3dplatform.com/wp-content/uploads/2015/09/3DP-RGB-2-wide.png>

Link: <http://3dplatform.com/wp-content/uploads/2015/09/3DP-White-2-wide.png>

Primary Logo in Grayscale



Link: <https://3dplatform.com/wp-content/uploads/2015/09/3DP-1C-1-wide.png>

Secondary Logo Options



Link: <http://3dplatform.com/wp-content/uploads/2015/09/3DP-Gray-2-wide.png>

Minimum Size

Minimum size refers to the smallest dimensions allowed for a printed logo. It is stated as a minimum width.

Minimum size = .75" (19.05 mm) width

75" (19.05 mm)



Minimum Size

Branding Color Palette

Primary Colors	Print		Web	
	PMS	CMYK	RGB	HEX
3DP Dark Blue	533C	C81 M70 Y52 K50	R43 G51 B64	#2b3340
3DP Red	1788C	C0 M94 Y84 K0	R232 G51 B56	#e83338
3DP Gray	Cool Gray 6C	C35 M28 Y28 K0	R166 G168 B171	#a6a8ab

Secondary	Print		Web	
	PMS	CMYK	RGB	HEX
3DP Light Gray	Cool Gray 1C	C17 M14 Y14 K0	R219 G219 B219	#d4dbdb
White	1788C	C0 M0 Y0 K0	R255 G255 B255	#ffffff
Black	Black 6C	C30 M0 Y0 K100	R0 G0 B0	#000000

Clear Space

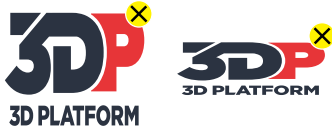
Clear space is the minimum "breathing room" maintained around the logo. It should be kept free of graphics, text and other marks by in perportion to the thickness of teh top bar of the number 3 in the logo.



The logo should not be closer than a quarter inch to the edge boarder or trim edge in any direction for print and generally for web. There mayb be need for exceptions. If that case arises, obtain approval from marketing for the exception.
marketing@3dplatform.com

Incorrect Usages of logo

Improper use of the 3DP logo diminishes the impact of our brand identity and compromises our ability to legally protect it. Some common logo misuses are illustrated here.



Do not stretch or squash the logo proportions



Do not add effects or treatments to the logo



Do not change the logo colors



Do not alter logo to simulate perspective



Do not keyline the logo



Do not omit part of the logo



Do not use transparency for the logo



Do not place logo on busy backgrounds

Web Standards

When using images from 3DP, consider the intended use – web, print, or both. Files need to be prepared using the correct color (rgb for web, cmyk for print) and resolution depending on intended use. Do not use files that are intended for the web on printed material. Contact 3DP for properly saved files if you have trouble with downloaded media from the website.

Acceptable Logo Uses

The logo should be printed as-is, without alteration of any kind. The logo can be placed over a background image, such as an illustration and photograph, as long as the logo remains clearly defined.

Additional images and information, as well as video content can be found by visiting 3DPlatform.com.

For questions, please contact marketing@3dplatform.com

Typography

- Proxima Nova Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 1234567890

- Proxima Nova Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 1234567890

Proxima Nova Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 1234567890

- Proxima Nova Condensed Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 1234567890

- Proxima Nova Condensed Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 1234567890

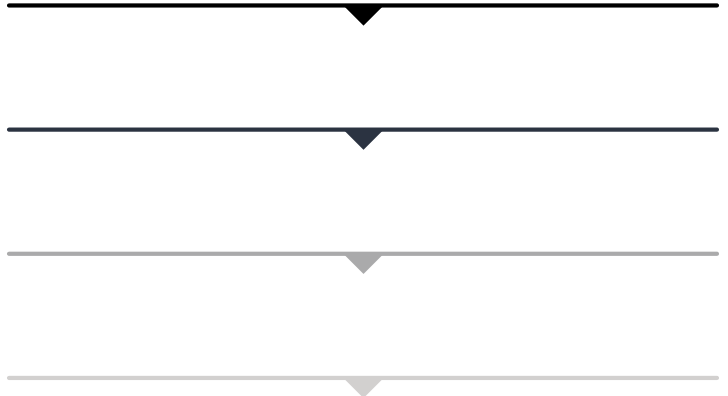
Proxima Nova Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz - 1234567890

Secondary Font

Arial, **Arial Bold**, Arial Narrow, and **Arial Narrow Bold**

Graphic Elements

These elements may be used for the purpose of dividing space within a composition or as a header or footer. When possible, reflect layouts that have been already created in print and/or web. If you have any questions or wish to try something not already in print or on the web, contact marketing@3dplatform.com



Graphic Elements continue on next page

Graphic Elements

Header Graphic



Footer Graphic



Images for Print and Web



Link: http://3dplatform.com/wp-content/uploads/2015/09/3DPrint_GasTank1.png



Link: http://3dplatform.com/wp-content/uploads/2015/09/3DPrint_EngineBlock.png



Link: <http://3dplatform.com/wp-content/uploads/2016/04/Kecheng-3D.jpg>



Link: http://3dplatform.com/wp-content/uploads/2015/09/3DPrint_Rim.png



Link: http://3dplatform.com/wp-content/uploads/2015/09/3DPrint_Frankenstein1.png



Link: http://3dplatform.com/wp-content/uploads/2015/09/3DPrint_Chair.jpg