3D PLATFORM

Marketing Communications Kit

WORKBENCHPRO
Additive Manufacturing System

THINK
PRINT
SAVE BIG
The most trusted open-market 3D printer
Branding Guidelines for Logo Usage

The 3D Platform™ brandmark 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. Can be on black or dark image.

**3DP Dark Blue**
- On brand dark blue primarily.
- Can be on black or dark image.

**3DP Red**
- On brand red primarily.
- Can be on black or dark image.

**3DP Gray**
- On brand gray primarily.
- Can be on black or dark image.

### Secondary Logo Options

**3DP Light Gray**
- On brand gray primarily.
- Can be on black or dark image.

**White**
- On brand white primarily.
- Can be on black or dark image.

**Black**
- On brand black primarily.
- Can be on black or dark image.

### 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 proportion to the thickness of the 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 may be need for exceptions. If that case arises, obtain approval from marketing for the exception.

marketing@3dplatform.com

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**Branding Color Palette**

<table>
<thead>
<tr>
<th>Primary Colors</th>
<th>Print</th>
<th>Web</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>PMS</td>
<td>CMYK</td>
</tr>
<tr>
<td>3DP Dark Blue</td>
<td>C81</td>
<td>M70</td>
</tr>
<tr>
<td>3DP Red</td>
<td>C0</td>
<td>M94</td>
</tr>
<tr>
<td>3DP Gray</td>
<td>C35</td>
<td>M28</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Secondary Colors</th>
<th>Print</th>
<th>Web</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>PMS</td>
<td>CMYK</td>
</tr>
<tr>
<td>3DP Light Gray</td>
<td>C17</td>
<td>M14</td>
</tr>
<tr>
<td>White</td>
<td>C0</td>
<td>M0</td>
</tr>
<tr>
<td>Black</td>
<td>C30</td>
<td>M0</td>
</tr>
</tbody>
</table>

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**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
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 place transparency for the logo
Do not place logo on busy backgrounds

Typography

- Proxima Nova Light
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz - 1234567890

- Proxima Nova Regular
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz - 1234567890

- Proxima Nova Bold
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz - 1234567890

- Proxima Nova Conden Light
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz - 1234567890

- Proxima Nova Conden Regular
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz - 1234567890

- Proxima Nova Conden Bold
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz - 1234567890

Secondary Font
Arial, Arial Bold, Arial Narrow, and Arial Narrow Bold

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

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

Images for Print and Web


