



**BRAND GUIDELINES**

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# INTRODUCTION

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As a brand, PRISMIER® represents a singular promise to our customers: making MANUFACTURING SIMPLIFIED®.

As such, we need to make sure that everything we do embodies that promise. We need to immediately communicate to our customers and potential customers that when they work with Prismier, they can have complete confidence in us.

That's why it's important to make sure our brand is used consistently. Presenting our brand inconsistently doesn't just tarnish our professionalism and our reputation, it undermines our promise of simplicity by presenting our brand as muddled and inconsistent.

**However, when we use it consistently, it's one of our most important assets.** It helps us communicate our

identity, our values and our reputation consistently, clearly and concisely at every opportunity.

That's why it's crucial that everybody understands how to use our brand correctly.

These brand guidelines are here to help you present Prismier in a consistent manner, no matter what you're doing. They'll help you build and maintain Prismier's strength and familiarity over time, even as the brand grows, evolves and changes on its path to becoming a market leader.

**If you have any questions, or are ever in doubt about how to use the logo or brand please contact Kone Marketing at [sales@konemarketing.com](mailto:sales@konemarketing.com) or call (888) 670-5663.**

# PRIMARY LOGO: VARIATIONS

[01]



[02]



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The logo can be used with or without the registered tag line  
MANUFACTURING SIMPLIFIED®. (See page 7 for guidelines regarding this.)

# BREATHING SPACE



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The clear space requirement is designed to maintain the integrity of the logo. This ensures visibility and legibility.

The clear space around the logo is equal to the height of the triangle, shown above as "X height". No graphic

elements, including patterns, photos or colors (other than approved colors in reverse or the tagline) can be used in the clear space.

## COLOR VARIATIONS



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In addition to the full color logo on a white background, the logo can be used in full color + white on a black background or in white on any branded color background.

# INCORRECT USAGE



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The Prismier logo is designed for specific uses to maintain the consistency of the logo. Above are some examples of how not to alter the logo. Photos,

text or objects should never be used in the clear space and elements of the logo should never be rearranged for any reason.

# REGISTERED TRADEMARK USAGE

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The version of the logo with MANUFACTURING SIMPLIFIED® tag line shown here can be used with discretion in situations where deemed appropriate. It is recommended for use in instances where the audience may not be familiar with the service that Prismier provides.

Prismier owns the above trademarked phrase in order to solidify our branded simplified messaging. This phrase must be used with the registered symbol on the word 'simplified', as shown here.

The phrase can be used in two ways: layered on a black and white photograph or solid background, or can be used in conjunction with the logo, both shown here.



# PRISMIER

MANUFACTURING SIMPLIFIED®

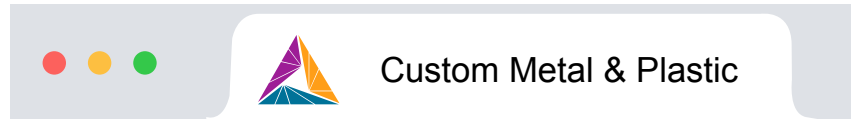




# TRIANGLE USAGE



Social media profile



Favicon in browser

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The 3 colored triangle of the logo is a registered symbol. It can be used on its' own in certain circumstances, such as a favicon icon on web page, or a profile image on social media. It can be used

where space does not allow for the entire logo. The isolated triangle mark should be given ample white space whenever possible and should never have other graphic elements too close.

## ADDITIONAL TRADEMARKS

**PROTOTYPING SIMPLIFIED™**

**DIE CASTING SIMPLIFIED™**

**METAL FABRICATION SIMPLIFIED™**

**ASSEMBLY SIMPLIFIED™**

**METAL STAMPING SIMPLIFIED™**

**3D PRINTING SIMPLIFIED™**

**CNC MACHINING SIMPLIFIED™**

**INJECTION MOLDING SIMPLIFIED™**

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The above phrases are also registered to Prismier to reinforce our 'simplified' messaging. These phrases should be treated as logos. They should

not be used in sentences or typed out. Always use the proper digital file provided. These should always have ample clear space.

# USAGE OF TRADEMARKS

## **METAL STAMPING SIMPLIFIED™**

When high volumes are called for, you need a manufacturing partner that can guarantee quality in every part. As a worldwide manufacturer, Prismier delivers high repeatability and absolute precision at a competitive price. Need finishing, assembly, or assistance with logistics? We offer solutions for that, too. Make your job easier without busting your budget.

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These 8 phrases should always appear as isolated elements, as above, and should never appear within the context of a sentence.

# COLOR PALETTE

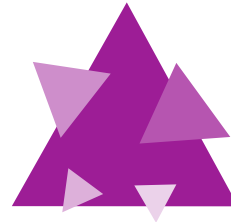


ORANGE - PANTONE 1375C

RGB 255, 157, 23

CMYK 00, 45, 96, 00

HEX #ff9e18



PURPLE - PANTONE 254C

RGB 157, 29, 150

CMYK 45, 99, 00, 00

HEX #9d1d96



BLUE - PANTONE 7468C

RGB 00, 114, 152

CMYK 98, 46, 26, 03

HEX #007298



BLACK - PANTONE BLACK C

RGB 45, 42, 38

CMYK 67, 64, 67, 67

HEX #2d2a26

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To add depth and visual interest, it is encouraged to utilize any tint percentage of any of the primary colors. Above they are shown in 100%, 75%, 50%, 35% and 20%.

# BRAND TYPEFACE

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The official font family for the Prismier brand is DIN.

Titles should be in DIN Condensed Bold, all upper case and a similar size as shown here.

DIN Light or Regular can be utilized for body text.

DIN should be used in all Prismier communications and marketing wherever possible.

TITLES SHOULD BE FORMATTED TO DIN CONDENSED BOLD IN ALL CAPS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!@#\$%\*!?**

BODY COPY SHOULD BE FORMATTED TO DIN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%\*!?

# TYPOGRAPHY SAMPLES

## TITLE GOES HERE

Sed quia. Lorruntion perspernam, eles eiciam faceper chillorem que qui omnis accullis moloria sam repta dolore el eium volores nam, venimin.

## TITLE GOES HERE

Sed quia. Lorruntion perspernam, eles eiciam faceper chillorem que qui omnis accullis moloria sam repta dolore el eium volores nam, venimin.

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Titles can be formatted to match the demonstration above. There should be ample space after titles. They can also be formatted with any branded color to highlight.

# GRAPHIC TREATMENTS



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In general, photographs that are used as a background should be configured to black and white only. On this page, a 75% opaque, Pantone Black C box is overlaid on top so text and other elements

are easily visible on top. The box's overlay is set to 'multiply'. To create contrast and dynamism, isolated imagery in full color is used on the dark background.



**PRISMIER**