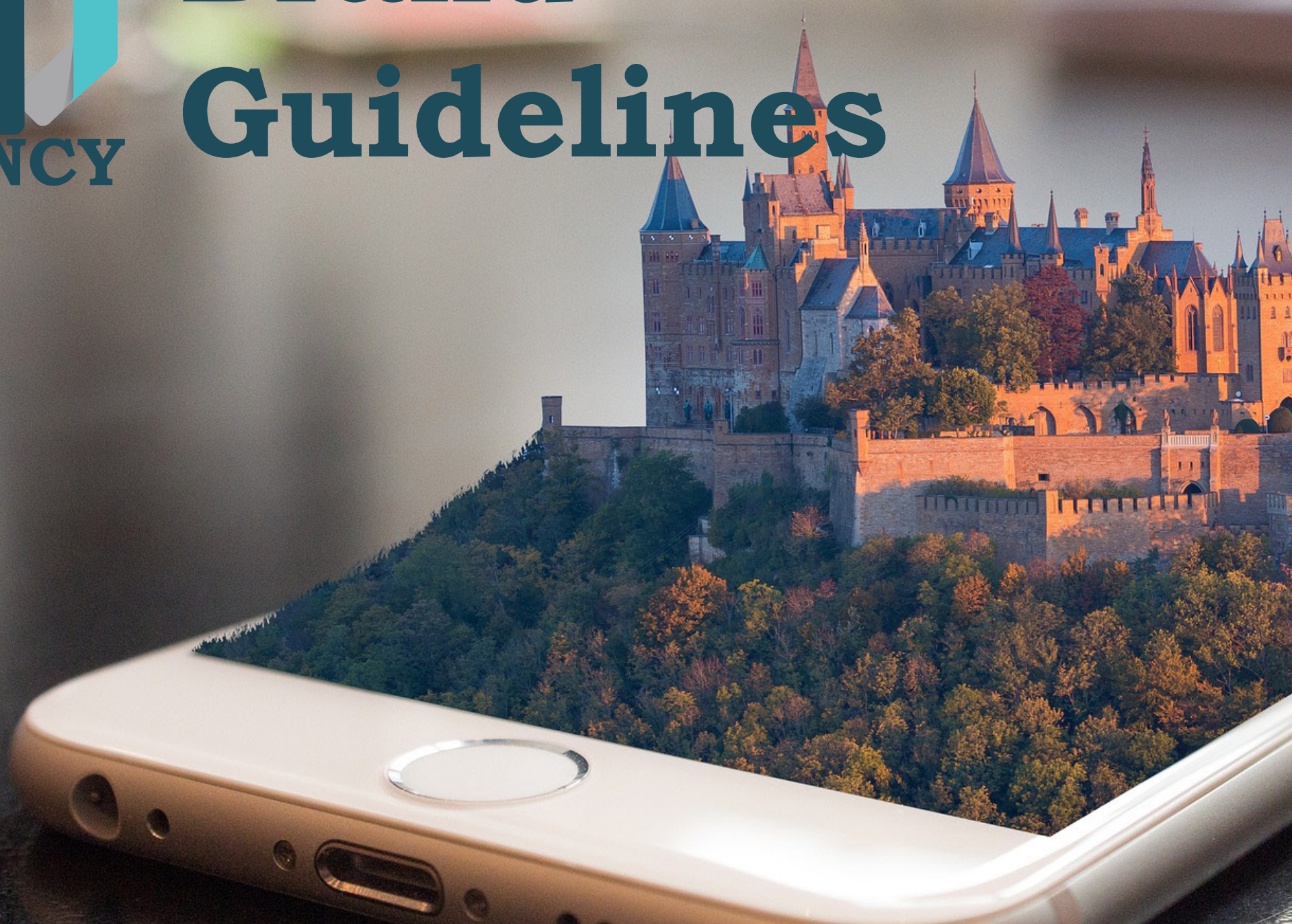




# Brand Guidelines





A small, bright green plastic toy boat is positioned on a light-colored wooden surface. The boat has a simple, blocky design with a small chimney-like structure on top. The background is blurred, showing what appears to be a window or a screen. The overall scene is well-lit, with soft shadows.

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## Who We Are

We are tech driven,  
competitive, innovative, and  
always looking forward.  
Values we use to offer top of  
the line 3D modelling and  
VR/AR experiences.

# Logo

The logo should be used top left aligned, centered, or bottom right aligned.

Logo should sit no closer than 10 mm from the edge if not centered.



**PANTONE Cool  
Grey 6 C**

RGB: 167 168 170

HTML: A7A8AA

CMYK: 16 11 11 27

**PANTONE Black 6 C**

RGB: 16 24 32

HEX/HTML: 101820

CMYK: 100 79 44 93

**PANTONE 7709**

RGB: 99 177 188

HEX:63B1BC

CMYK: 62 0 18 6

**PANTONE 7477**

RGB:36 76 90

HEX: 244C5A

CMYK: 86 29 21 67

**Colours**

# **Bookman Old Style Bold**

## **Title Font**

Used in bold for titles and buttons and in regular for the logo font.

# Verdana

## Body Font

Used in body text in dark green Pantone 7477.

**Typography**



# Images

Images can be used in two ways.

1. Bleeding off the page or section either on 3-4 sides as shown to the left.
2. Encased in the borders shown in the bottom right.



Borders are equivalent to the size of the images just rotated and angles.



Ultimaker  
2 Extended

