



BRAND GUIDELINES

MAY 2022

OUR VISION

To be the driving force in a **fundamental shift** in the LFP sector's outlook and operations - **empowering** the world's print shops with a smarter way of working.

OUR MISSION

To **redefine** the wide-format workflow freeing LFP operations of the layers of complexity that have long impacted on cost, consistency and capacity issues in the production process.

Two decades of **dedicated software development** has led to the technology to deliver on this promise - our mission now is to convince the world's print shops of a more **liberating (more profitable, more reliable, less resource intensive)** way forward.

BRAND VALUES



Focus



Free & future thinking



Familiarity

OUR LOGO

**Our logo visually represents
our ethos.**

The strong and vibrant complementing colours represent future thinking and our ground breaking technology. The swirl represents our connected process that's continuously developing and improving.

Primary Logo - Colour



Primary Logo - Mono



*Where possible you should always use the colour version of our logo. However this logo can be used in black and white publications.

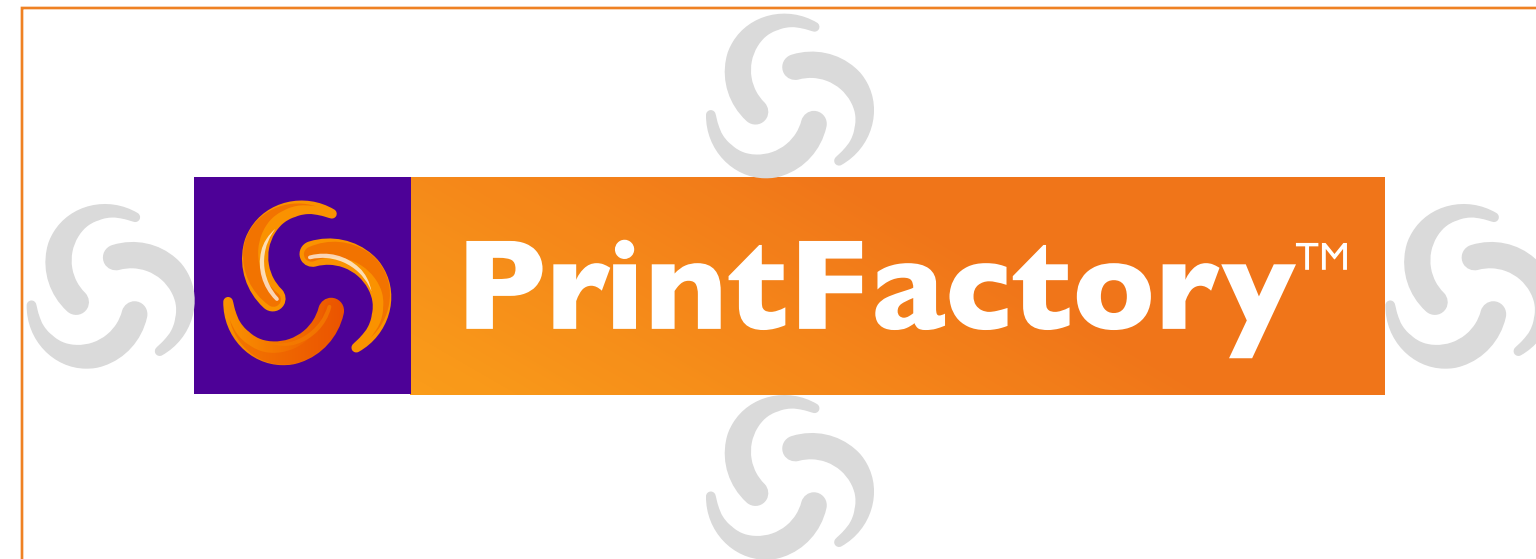
LOGO USAGE

Clearance

We have established a set of rules that ensure the logo is applied with clarity and consistency. Always leave a clear space around the logo equal to the size of the PrintFactory 'swirl' icon.

Minimum Size

The logo should never appear smaller than 25mm wide in print, or 70px wide on screen.



Minimum Size

25mm / 70px wide



LOGO APPLICATION

Primary Logo

Our logo to be used on all digital and print collateral exception to the below logo applications.



Exceptions



Help Center



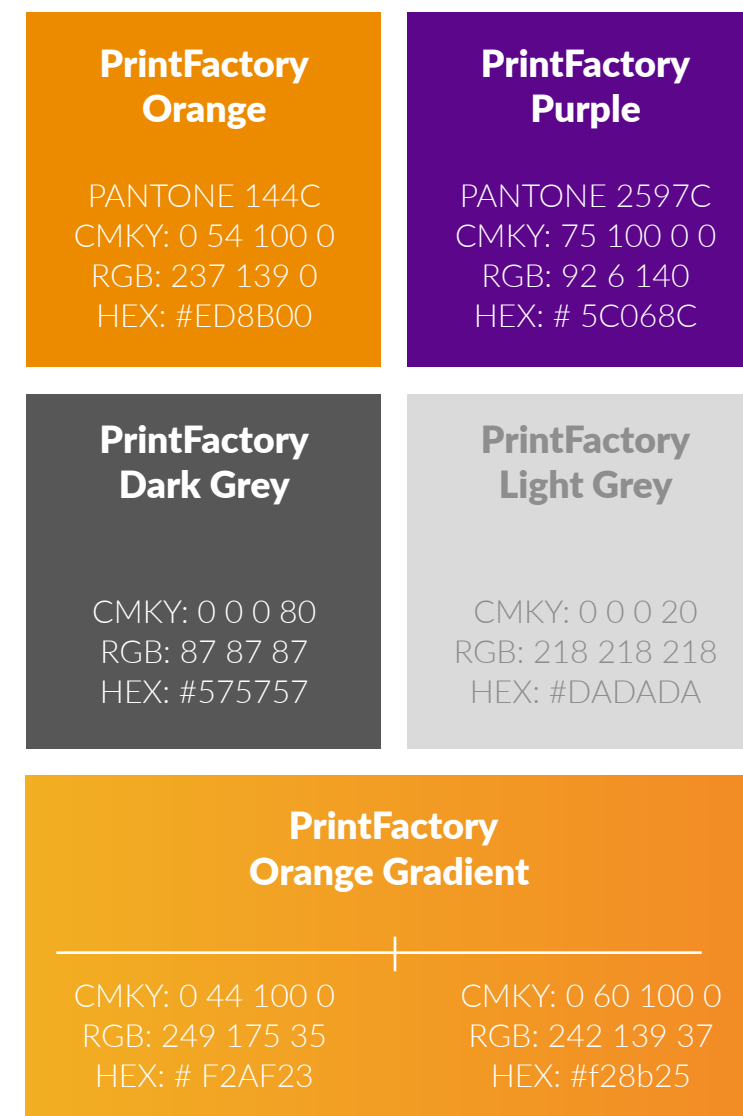
Dealer Zone

Our logo is only to be used above in applications to our help / dealer sites

Wrong logo application



BRAND COLOURS



PrintFactory

The purple and orange are used together across the brand.

These two vibrant pantone colours complement each other and are both professional and eye-catching.

The PrintFactory orange gradient is used to add subtle depth to both print and digital collateral. The PrintFactory dark and light greys are used to complement the main brand colours.

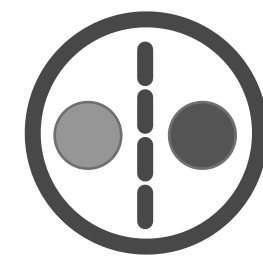
*PRINTING TIP

When printing CMYK your settings should be set to FOGRA39. PDF/X-4 conforming processing is mandatory with FOGRA39 (ISO 12647-2:2004) as minimal.

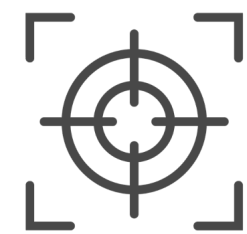
BRAND ICONS

Iconography

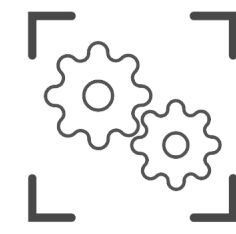
Modern flat icons are used within brand collateral and websites. They are clean, easy to understand and complement content.



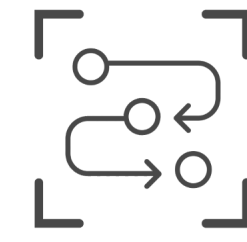
DTG



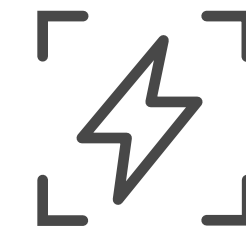
Focus



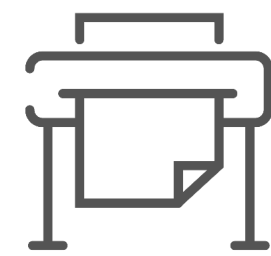
Production



Connect



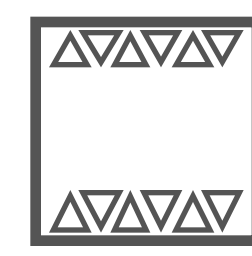
Automation



Large and wide format printing



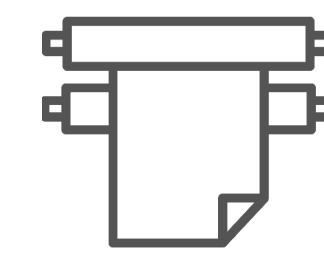
Textiles



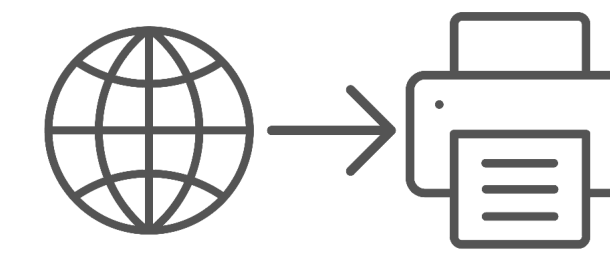
Ceramics



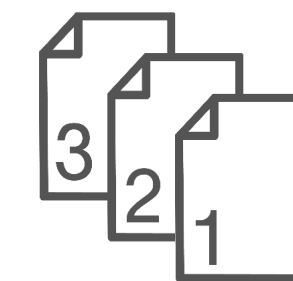
Decor



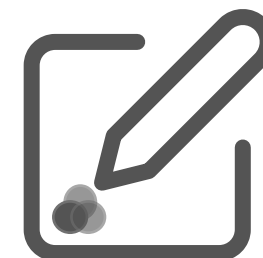
Industrial print



Web2print



Label



Editor



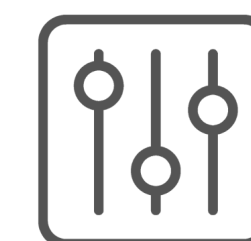
Layout



Rip



Calibrator



Printstation



Just In Time Tools



Cloud

BRAND IMAGES

Images

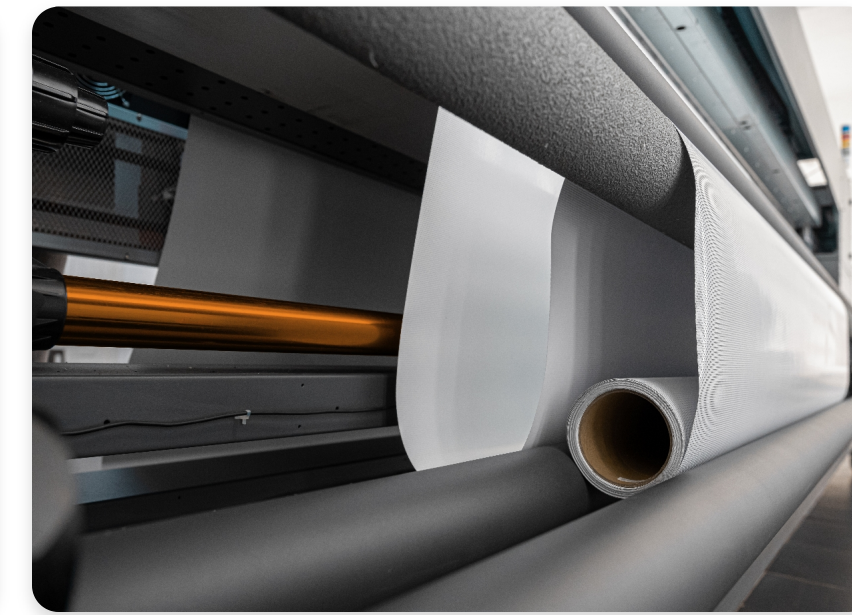
Please only use approved
PrintFactory images
which you can download
from the link below



Large Format Print



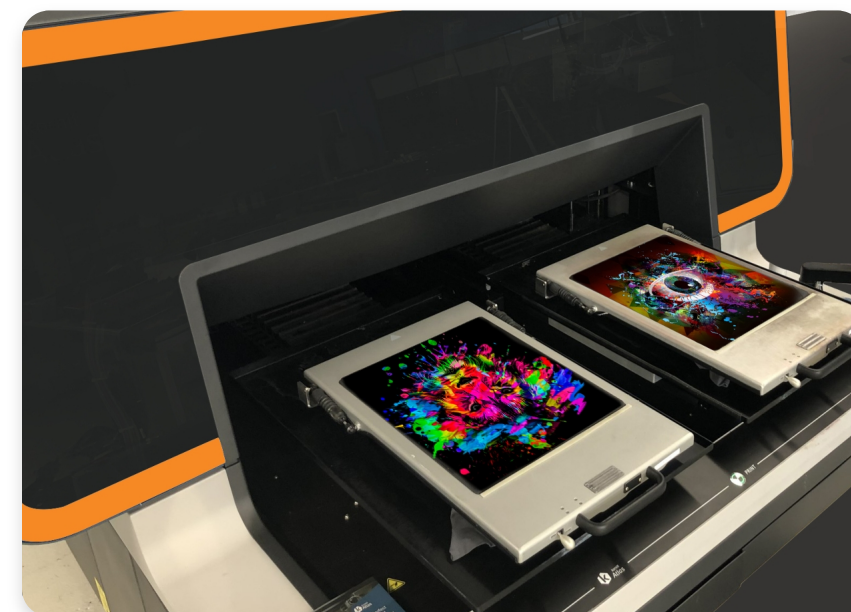
Textiles



Décor



Ceramics



Direct To Garments



Industry

PRIMARY FONTS

Fonts

aA **Lato Black**
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?!&%£\$

aA Lato Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?!&%£\$

aA **PT Sans Bold**
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?!&%£\$

aA PT Sans Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?!&%£\$

Chosen this font for its modern, clean and aesthetic characteristics, which gives a professional and friendly feel to our brand. Lato Black is used for stand out headings, pull out quotes across and headings across all digital and print collateral. We use Lato Light for all sub headings.

PT Sans accompanies our primary font and is used for all body copy and web. This has been chosen for its versatility.

FONT APPLICATION

Web Application

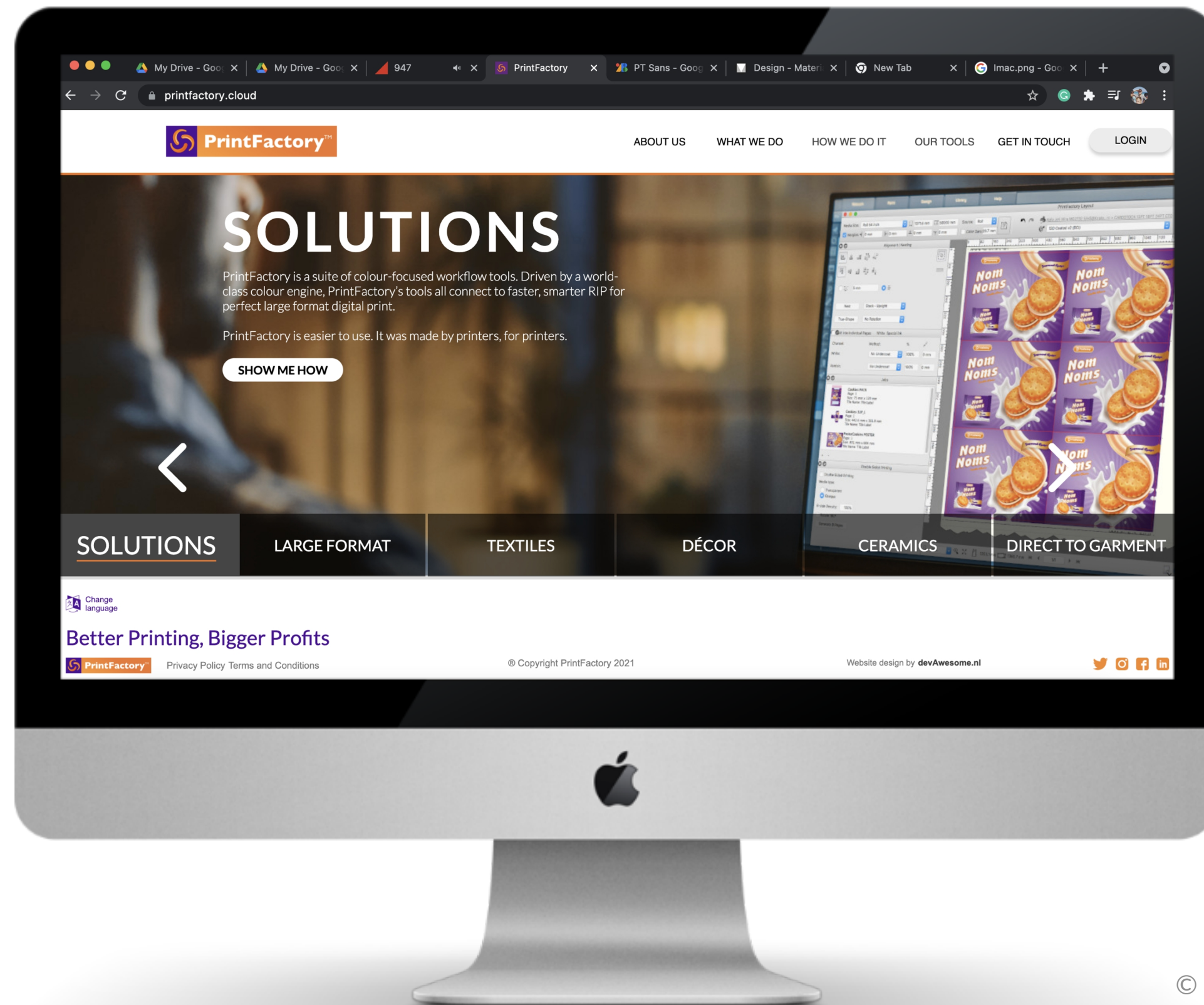
Headings: PT Sans bold

Body: PT Sans regular

Print Media Application

Headings: Lato Black

Body: Lato Light



	FOCUS	PRODUCTION	CONNECT	AUTOMATION
Print	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Cut	Roll to roll	All	All	All
ICC Support	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Modules				
RIP	oo	oo	oo	oo
Layout	3	oo	oo	oo
Editor	1	oo	oo	oo
Print Station	—	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Colour				
Profile Creation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Profile Tuning	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Job Scheduling	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Tools				
Advanced Tools*	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Automation	Queue	Queue	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Variable Data	—	Manual	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Pre-Flighting	—	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
API	—	—	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Cloud†				
Ink and Media Usage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Live Dashboard	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Backup & Sync	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Nesting	—	—	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Automation	—	—	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Certification	—	—	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
API	—	—	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Support				
Workflow Integration	—	—	DIY	Consultancy

* Includes White generation, Textile tools, Cut contour generation, Spot colour mapping.
† Available as long as the subscription is active and based on fair-use-policy.