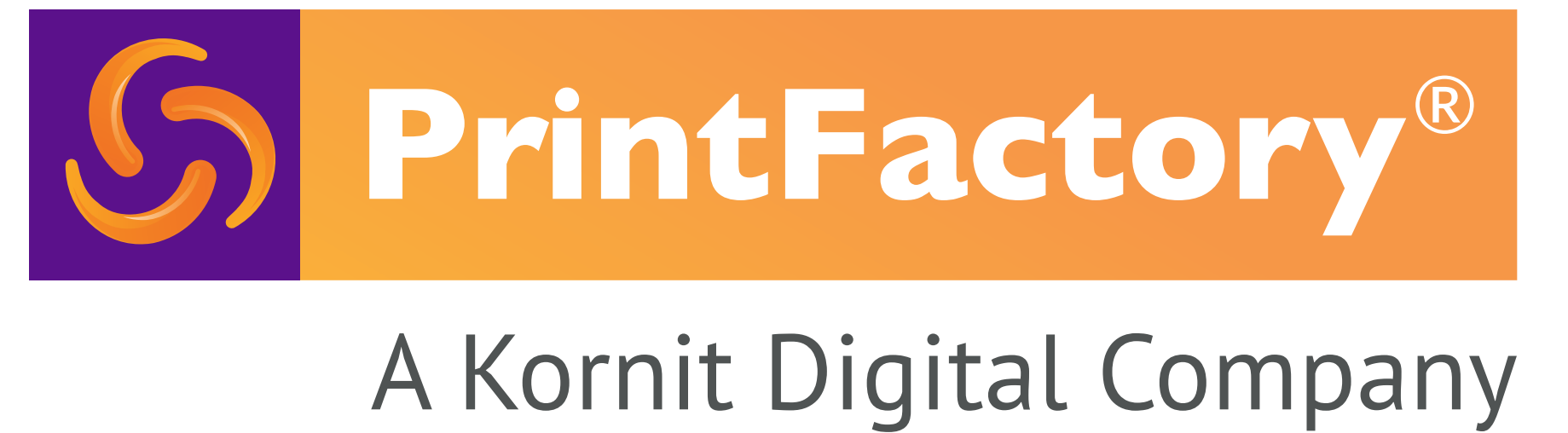


# BRAND GUIDELINES

VERSION: JUNE 2026

PrintFactory® 2026 | A Kornit Digital Company.



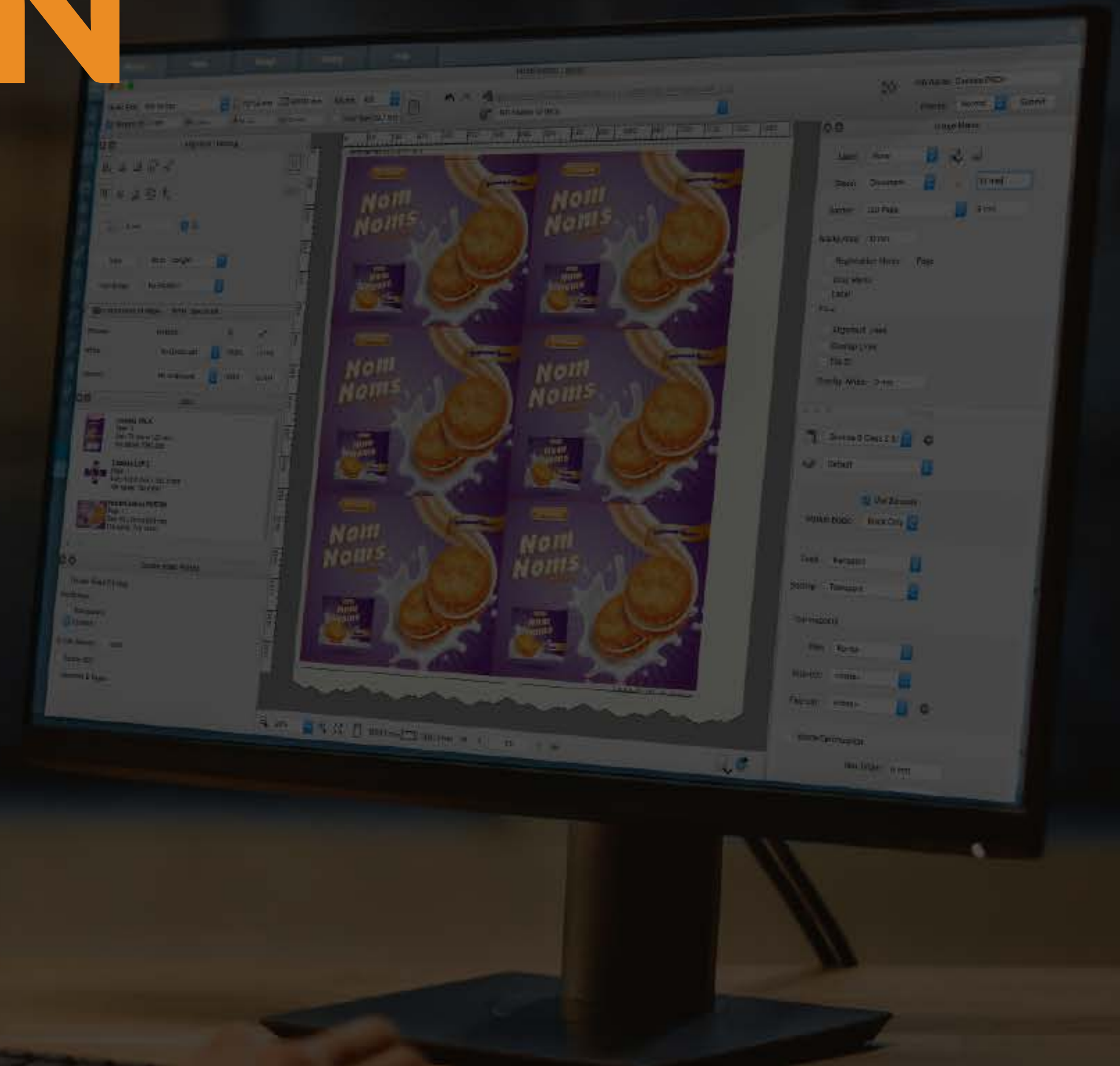
# OUR VISION

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..



# OUR PHILOSOPHY

**We believe that technology should simplify, not complicate.**

For too long, print businesses have been burdened by fragmented systems, manual processes, and unnecessary complexity. We exist to challenge that status quo by bringing every stage of print production into one intelligent, connected workflow.

Our philosophy is built on three principles: simplicity, consistency, and control. By reducing complexity, standardising processes, and automating repetitive tasks, we empower print professionals to work smarter, minimise waste, improve reliability, and increase profitability.

We don't just develop software; we create better ways of working that help print businesses grow, adapt, and thrive.

# BRAND VALUES



Focus

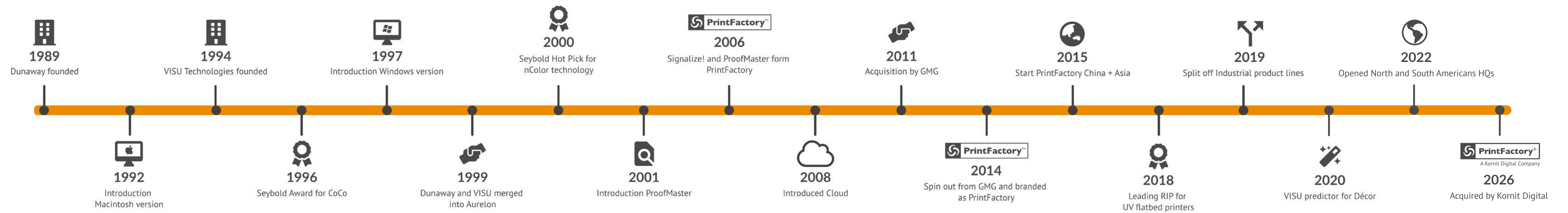


Free & future thinking



Familiarity

# OUR HISTORY



# OUR LOGO

## **PrintFactory® | A Kornit Digital Company**

For over two decades, PrintFactory has helped print businesses simplify production, improve colour accuracy, and achieve greater consistency across their workflows.

Rooted in Dutch heritage, the PrintFactory logo combines a traditional windmill with a modern wind turbine – symbolising movement, innovation, precision, and continuous progress.

Today, PrintFactory operates as a Kornit Digital company. While maintaining its independent identity and specialised expertise, PrintFactory benefits from Kornit’s global scale, innovation, and long-term vision.

The PrintFactory brand remains the primary expression of who we are. “A Kornit Digital Company” serves as an endorsement of stability, innovation, and global support.



A Kornit Digital Company

# OUR LOGO

## PRIMARY LOGO

**Our logo visually represents our ethos.**

The vibrant orange and purple palette reflects both our Dutch heritage and our commitment to colour excellence. The swirl symbol represents movement, connectivity, and the continuous evolution of print production through intelligent workflow technology.

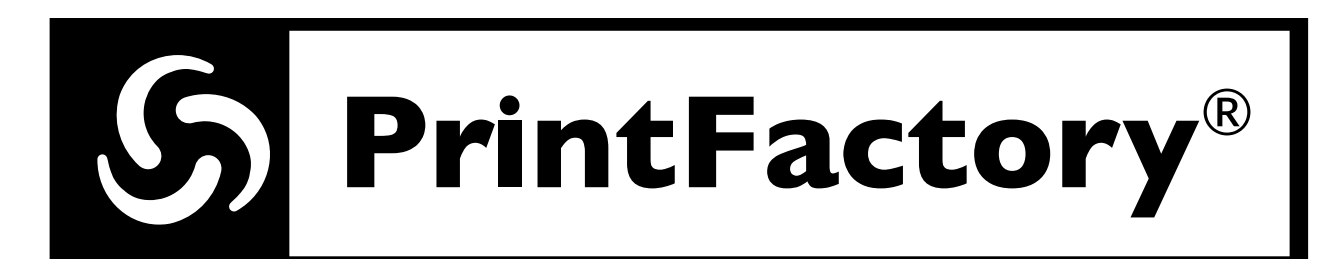
When used with the endorsement lockup, the PrintFactory logo always remains the dominant brand element, with “A Kornit Digital Company” appearing as a secondary endorsement.

## PRIMARY LOGO - COLOUR



A Kornit Digital Company

## PRIMARY LOGO - MONO



A Kornit Digital Company

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

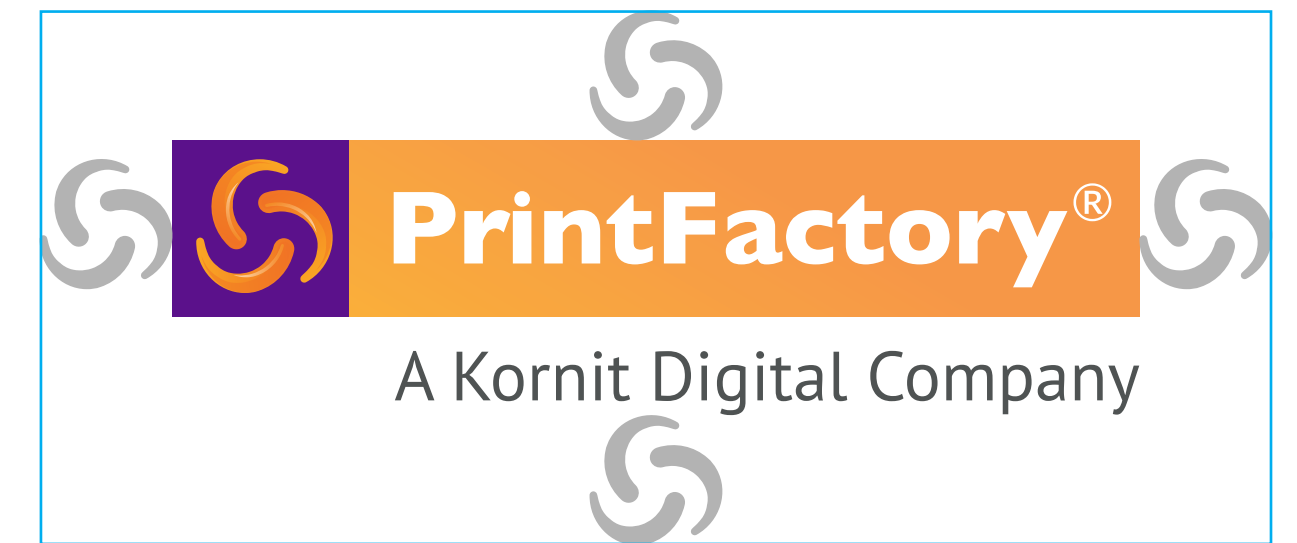
# LOGO USAGE

## 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.



# LOGO USAGE



A Kornit Digital Company

## Endorsement Lockup Guidelines

- ✓ PrintFactory logo remains visually dominant.
- ✓ Use the wording exactly as: "A Kornit Digital Company"
- ✓ Use PT Sans Regular or Lato Light.
- ✓ Colour: #575757.
- ✓ Never place the endorsement inside the orange logo block.
- ✓ Never use the Kornit logo alongside the endorsement unless required for investor or corporate communications.
- ✓ Maintain minimum spacing of 0.5× the swirl height.

## Never use:

- ✗ Powered by Kornit
- ✗ PrintFactory by Kornit
- ✗ Side-by-side equal-sized logos
- ✗ Kornit colours inside the PrintFactory logo
- ✗ Modified endorsement wording

# LOGO VARIATIONS



A Kornit Digital Company

## Primary logo

To be used on all digital and small print collateral



A Kornit Digital Company

## Pantone

To be used on all large format print collateral when using Pantone print



A Kornit Digital Company

## Vertical

To be used only when the environment doesn't support the primary logo proportion  
E.g. exhibition stand



## Square

Only for use for avatars and other "round masked" appearances



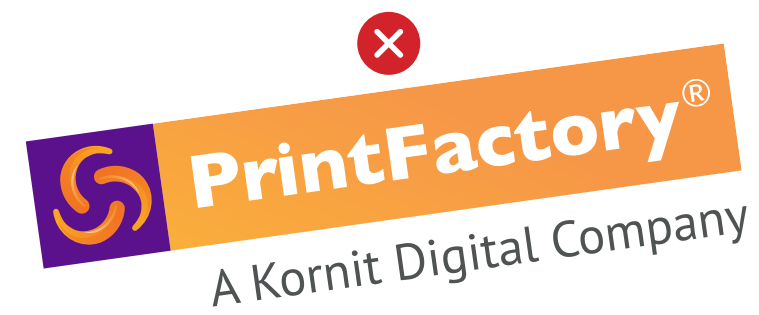
## Horizontal

Horizontal endorsement when the environment doesn't support the primary logo proportion

# LOGO USAGE



Don't stretch, skew or distort the logo in any way



Don't rotate the logo



Don't add graphic effects to the logo



Don't change the size of the swirl or the text



Don't change the position of the D or text

# BRAND COLOURS

The primary colours of PrintFactory Purple and PrintFactory Orange are used together across the brand.

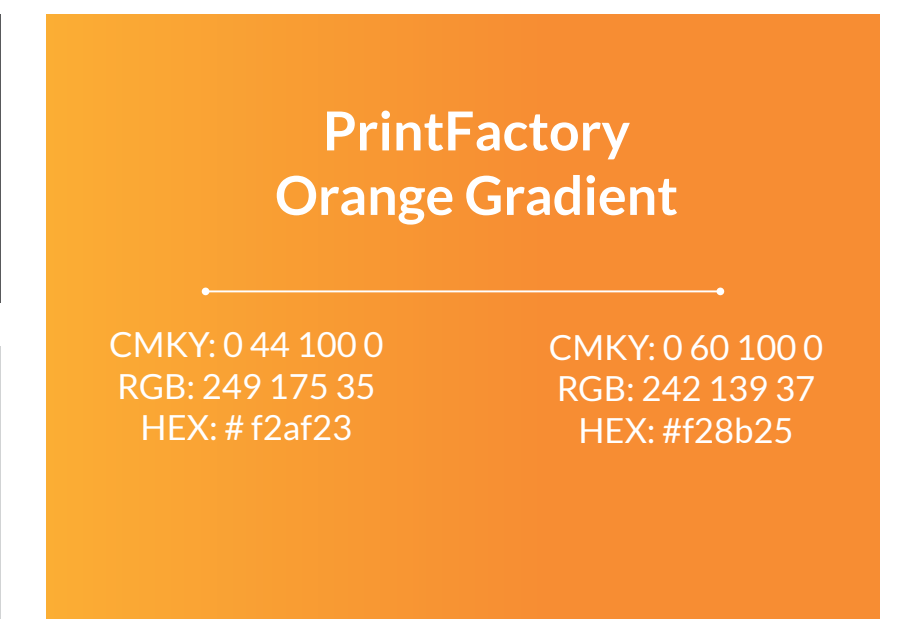
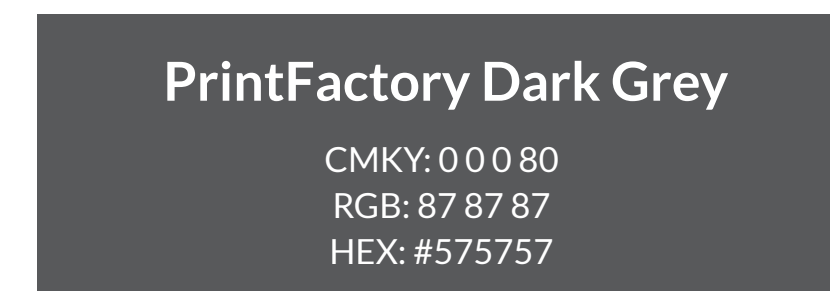
These two vibrant Pantone colours complement each other well and are both professional and eye-catching.

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

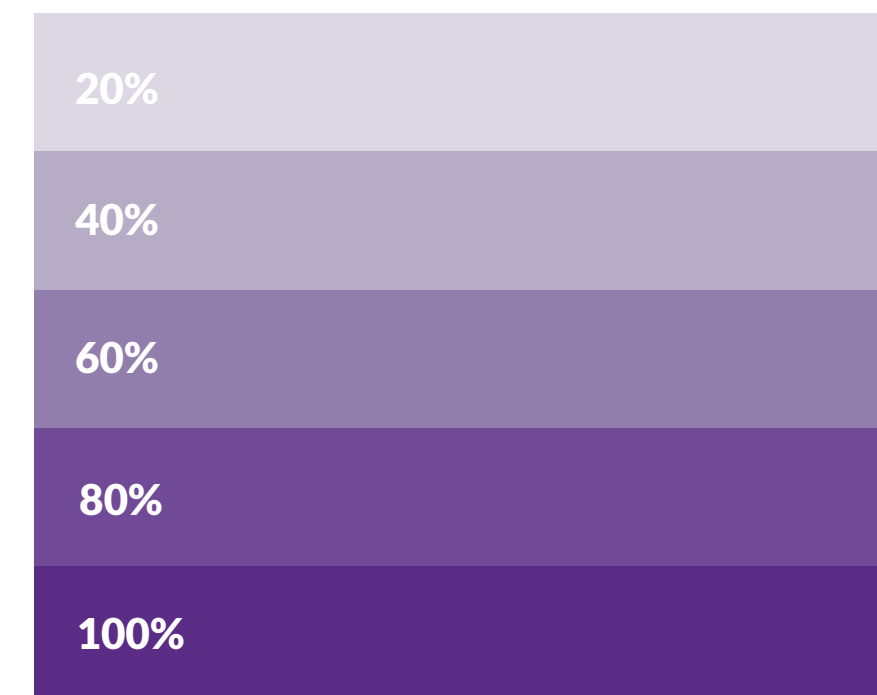
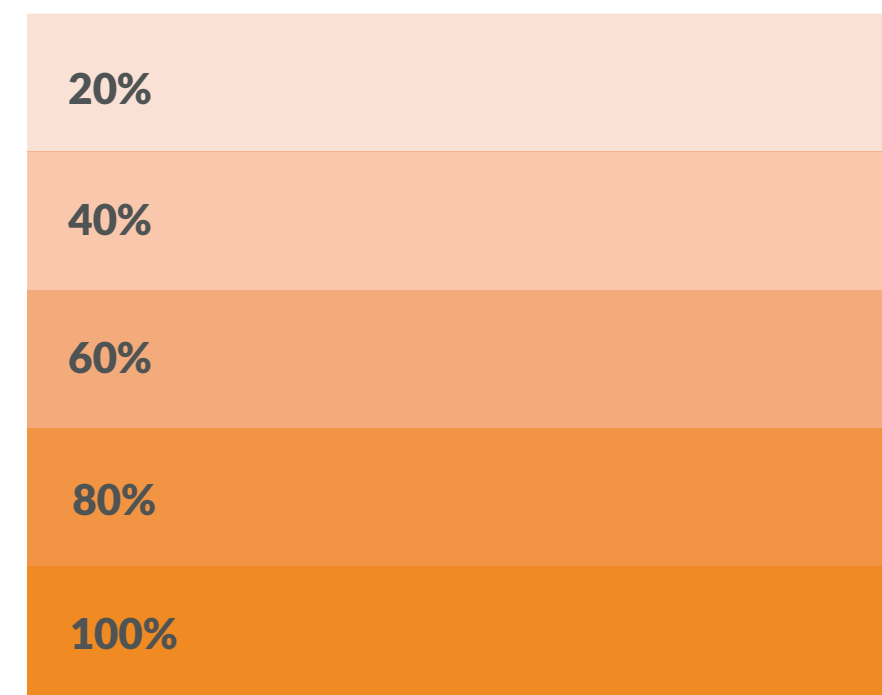
When printing CMYK your settings should be set to FOGRA39. PDF/X-4 conforming processing is mandatory with FOGRA39 (ISO 12647-2:2004) as minimal.



# WORKFLOW BAR

## PrintFactory Workflow Bar

The PrintFactory Workflow Bar is a supporting graphic element that symbolises the flow of colour, data, and production through a connected workflow. Using the PrintFactory orange and purple palette, it adds energy, movement, and consistency across brand communications.



# WORKFLOW BAR

## Usage Principles

- ✔ Use between 2 and 5 colour bars only.
- ✔ Always use approved PrintFactory brand colours.
- ✔ Maintain consistent proportions between bars.
- ✔ Use as an accent element, not as a background covering the entire layout.
- ✔ The Workflow Bar should support the content and guide the eye through the design.

## Avoid

- ✘ Adding more than 5 bars.
- ✘ Distorting or resizing individual bars independently.
- ✘ Using unapproved colours or gradients.
- ✘ Allowing the Workflow Bar to overpower the logo or key messaging.

# BRAND ICONS

## Iconography

Modern flat icons are used within brand collateral and websites.

They are clean, easy to understand and complement content.



Lower Ink Cost



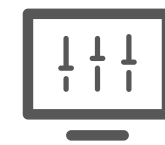
Less Wasted Media



Consistent Color



Smarter Job Prep



Automated PrePress



Advanced Color Management



Cloud Connectivity



Transparent Pricing



Production Visibility



Fewer Reprints

# PRIMARY FONTS

## Our primary font is Lato.

We have chosen this font for its modern, clean and aesthetic characteristics, which give an professional but friendly feel.

We use Lato Light for all headlines and sub headings.

PT Sans has been selected to accompany the primary font and should be used for all other copy including, body copy and web.

This has been chosen for its versatility of multiple weights and ease of use across all channels.

Lato Black is used on all pull out quotes across digital and print collateral.

aA

Lato Light

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789?!&%£\$

aA

PT Sans Regular

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789?!&%£\$

aA

**Lato Black**

**abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789?!&%£\$**

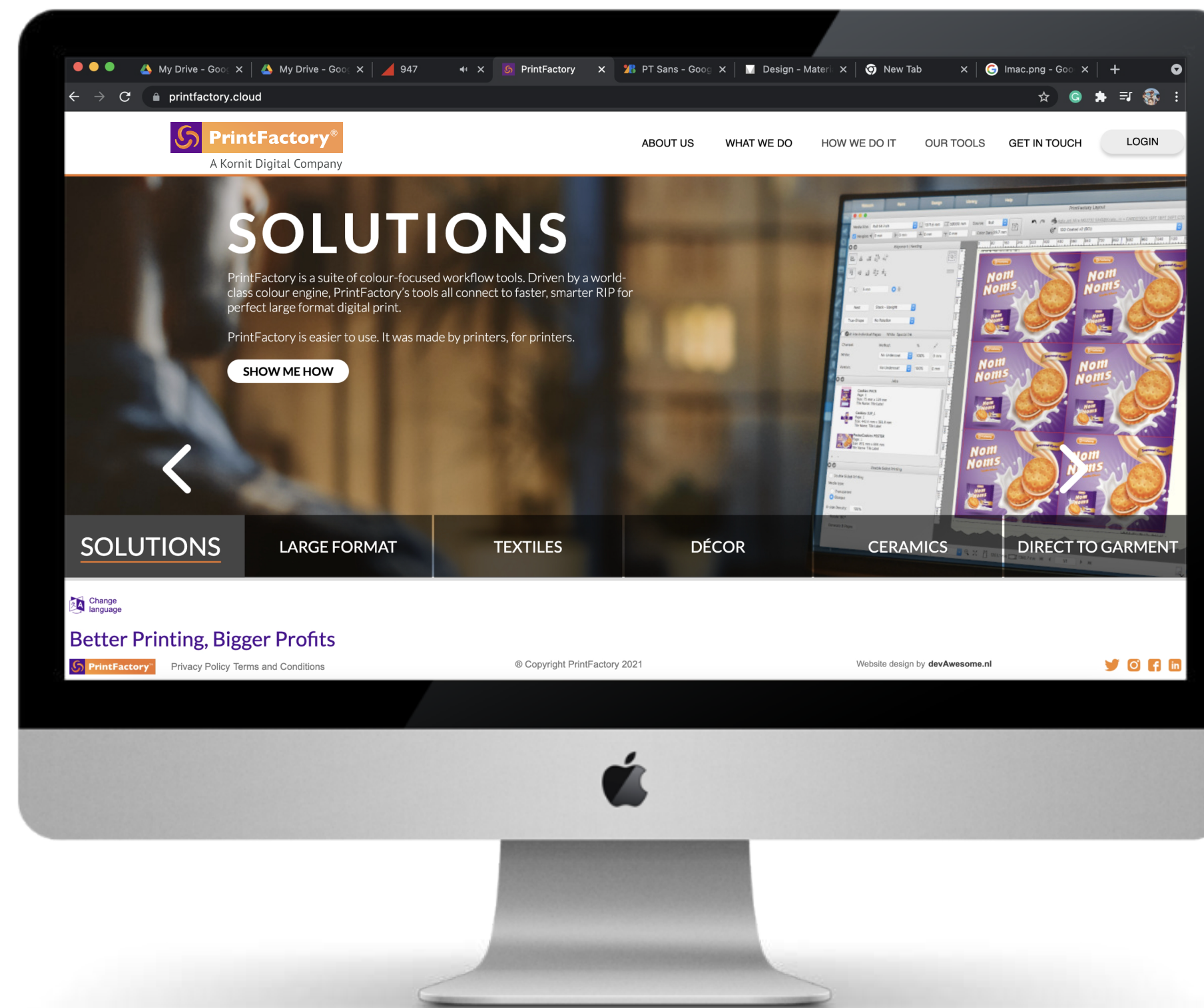
# FONT APPLICATION

## Web Application

Headings: PT Sans bold  
Body: PT Sans regular

## Print Media Application

Headings: Lato black  
Body: Lato light



	FOCUS	PRODUCTION	CONNECT	AUTOMATION
Print	☑	☑	☑	☑
Cut	☑	☑	☑	☑
ICC Support	☑	☑	☑	☑
Modules				
BP*	☑	☑	☑	☑
Layout	3	☑	☑	☑
Editor	1	☑	☑	☑
Print Station	—	☑	☑	☑
Colour				
Profile Creation	☑	☑	☑	☑
Profile Tuning	☑	☑	☑	☑
Ink Saving	☑	☑	☑	☑
Tools				
Advanced Tools*	☑	☑	☑	☑
Automation	Queue	Queue	☑	☑
Variable Data	—	Manual	☑	☑
Pre-flighting	—	—	☑	☑
API	—	—	☑	☑
Cloud†				
Ink and Media Usage	☑	☑	☑	☑
Live Dashboard	☑	☑	☑	☑
Backup & Sync	☑	☑	☑	☑
Nesting	—	—	☑	☑
Administration	—	—	☑	☑
Certification	—	—	☑	☑
API	—	—	☑	☑
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.

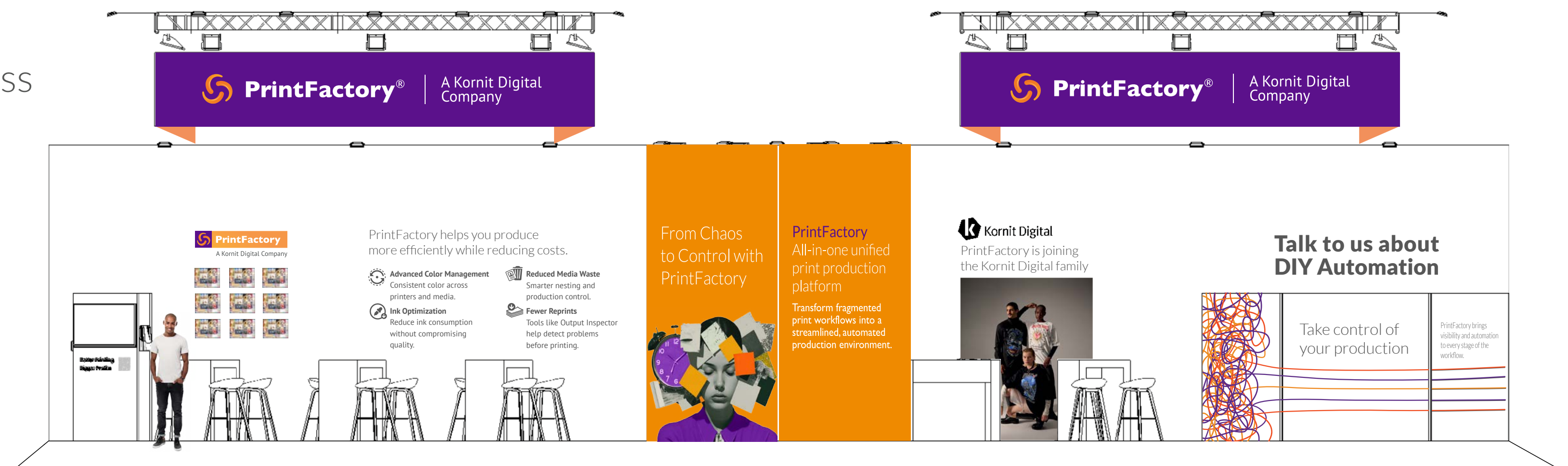
# TRADE SHOWS

Our exhibition spaces are designed around a clear narrative — transforming complex, fragmented print workflows into a seamless production environment.

Key principles:

- Open & Inviting
- Technology-Led
- Product-Centric
- Minimal & Impactful
- Consistent Brand Experience

Every PrintFactory stand should feel modern, intelligent, and confident — demonstrating how a unified platform can bring visibility, automation, and control to every stage of print production.



# BRAND OWNERS

If you have any further questions or require more information regarding the PrintFactory brand please contact our brand owners on the details below:

**Marketing@printfactory.cloud**

**+31 20 899 5953**

PrintFactory® 2026 | A Kornit Digital Company.



A Kornit Digital Company