



# VISUAL STYLE GUIDE

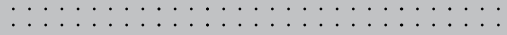
May 2020 .....

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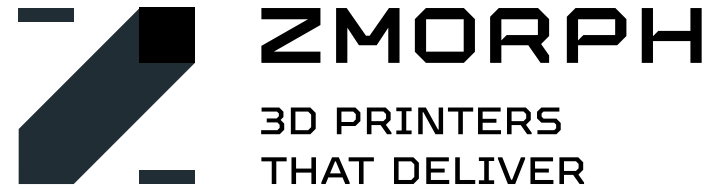
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# A1.

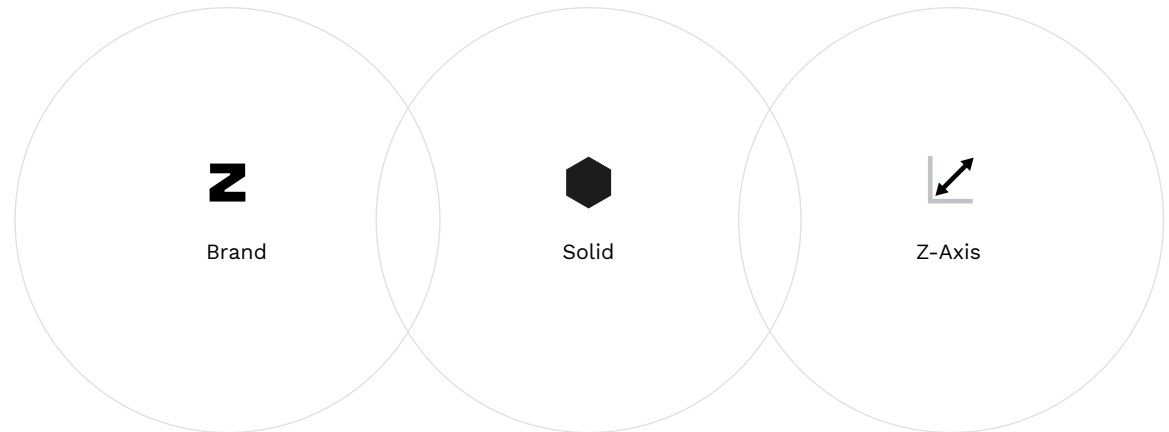
## Origins

The logo is technical in nature, referring to the brand's main visual communication: 3D printers that deliver.

The construct of the symbol refers to a 3D solid created in the space of the Z-axis. The solid, along with the horizontal lines placed on opposite corners, forms the first letter of the brand name.



Presenting the concept visually: Brand, Solid, Z-Axis



A2.

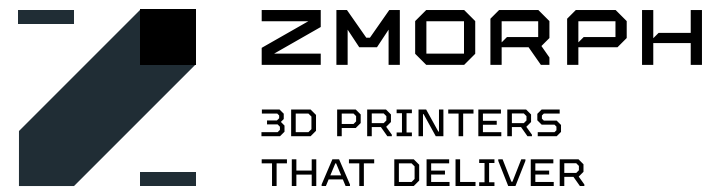
## Primary logo

The primary logo is made up of a symbol, name, and slogan.

The primary logo is the main element of the brand's visual identity. It should be applied in all elements.

Symbol

Name



Slogan

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A3.

## Simplified logo

The simplified logo has no slogan and its composition is modified.

The simplified logo is to be used in instances when, due to the design of the document, the slogan might be illegible or less relevant.

Symbol

Name



### A4.

# Symbol

The symbol may be used by itself when the primary or simplified logo cannot be applied.

Instances of applying the symbol alone include:

- Profile picture on social media;
- URL icon;
- Mobile app icon.



## A5. Variations

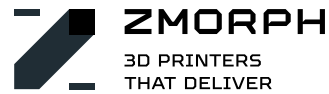
There are 4 variations of the logo:

- a. Color version in positive space;
- b. Color version in negative space;
- c. Achromatic version in positive space;
- d. Achromatic version in negative space;

The color versions are superior and should be applied whenever possible.

The described variations also apply to the simplified logo and symbol.

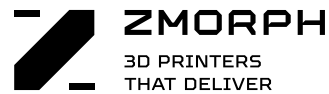
a)



b)



c)



d)



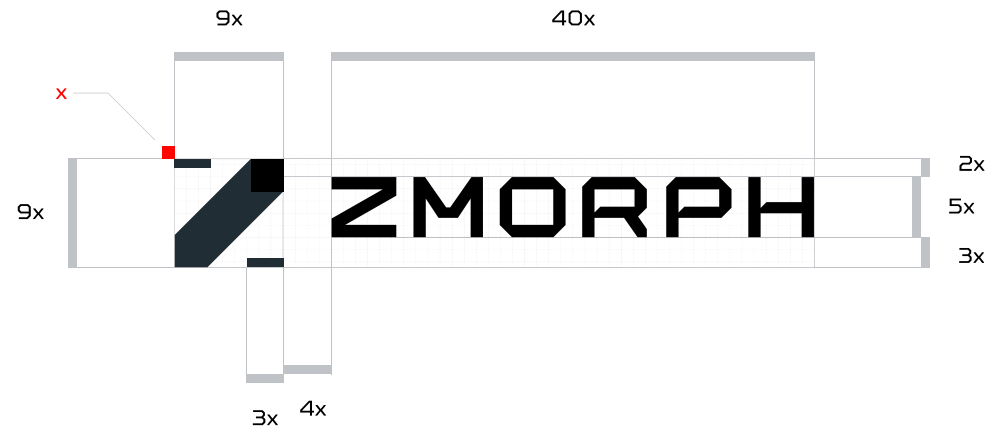
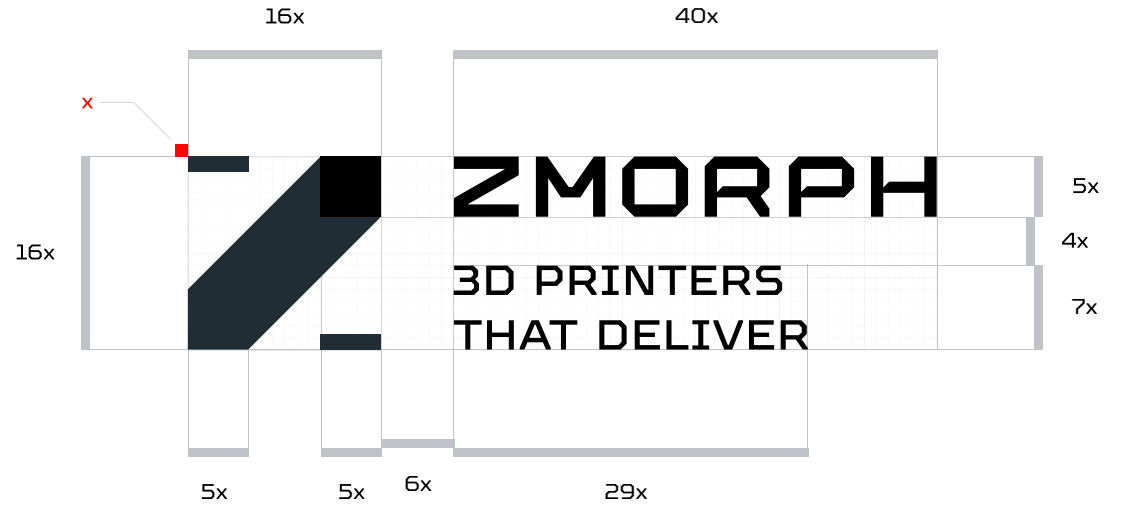


# A6.1.

## Construct: Grid

The logo construct was based on the adopted x size.

All dimensions given are multiples of the established x size.



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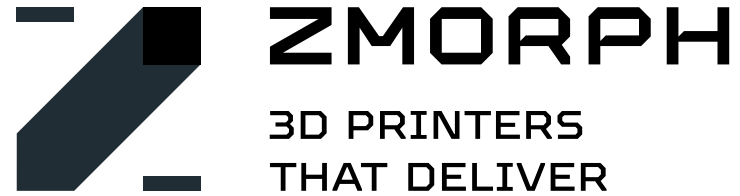
## A6.2.

### Construct: Typography

The letters in the name have been designed specifically to make it more unique for the brand's needs.

The font used in the slogan is TT Octosquares Medium.

Designed letters



Font: TT Octosquares  
Style: Medium

---

## A6.3.

### Construct: Colors

Graphite and black are colors intended for the version in positive space.

Grey is intended for the version in negative space.

#### Graphite

CMYK: 81 / 63 / 53 / 61

Pantone: 432c

RGB: 32 / 45 / 53

RAL: 240 / 20 / 10

#### Grey

15% graphite opacity

RAL: 000 / 80 / 00

#### Black

CMYK: 80 / 60 / 60 / 100

Pantone: Black

RGB: 0 / 0 / 0

RAL: 000 / 15 / 0

---

## A7.

### Safe area

The safe area is a conventional space around the logo that cannot be obstructed by any external visual elements.

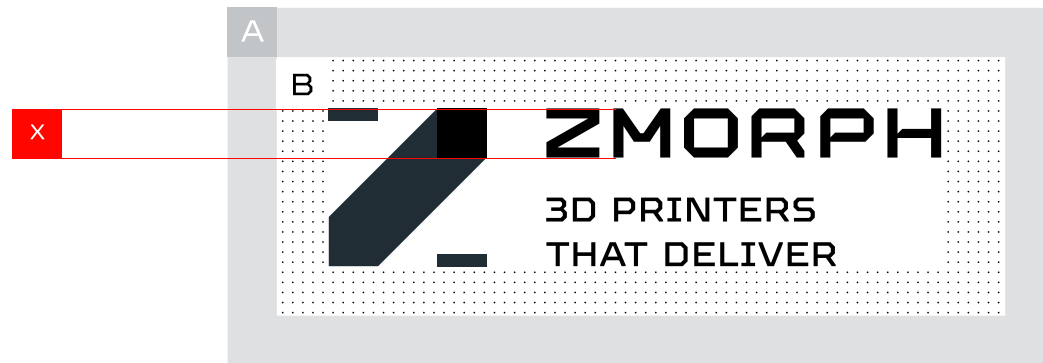
The logo's safe area is determined based on the adopted X value which is determined by the height of the Z letter in the name.

There are two variations of the safe area:

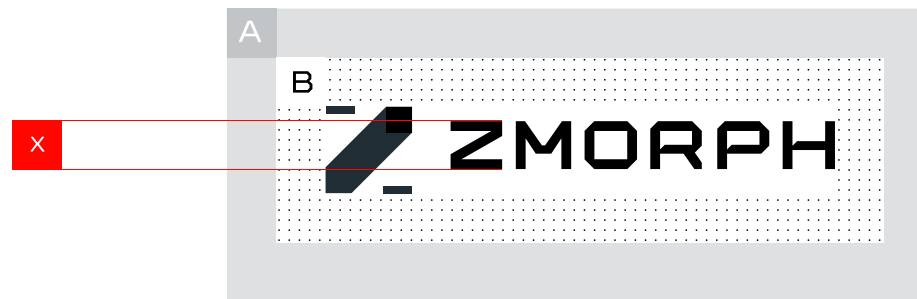
A - Preferred safe area;

B - Minimal safe area.

Primary logo



Simplified logo



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A8.

## Minimal size

In order to maintain quality and legibility, the logo has a minimal size that must be reproduced in print and digital media.

The minimal sizes are specified in millimetres for printing and pixels for the digital version.

The logos cannot be smaller than the values displayed.

Primary logo

Print version

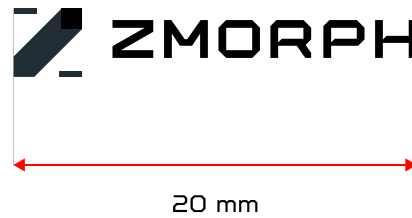


Digital version

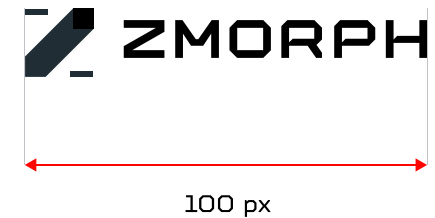


Simplified logo

Print version



Digital version



## A9. Don'ts

Interference in any version of the logo is illegal.

The examples provided are the most common mistakes:

- a. Changing the proportion of elements;
- b. Changing the distance between elements;
- c. Rotating elements;
- d. Changing the color into one not included in the visual guide;
- e. Disproportionate narrowing or stretching;
- f. Too little contrast between the logo and the background.

a.



b.



c.



d.



e.



f.





---

## B1.1. Lettering: Primary typeface

The TT Octosquares typeface family is the basic typeface. The typeface family presented is applicable to all corporate communication networks.

It should be applied, among other things, in promotional materials, office supplies, slogans or websites.

Consistent use of this typeface family serves to maintain the consistency of publications and the company's image.

If TT Octosquares typeface cannot be applied, Verdana should be used instead.

---

# TT Octosquares

Extra Light

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Light

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Regular

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Medium

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

SemiBold

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Bold

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



---

B1.2.

**Lettering:  
Secondary typeface**

The secondary typeface is Work Sans. For Work Sans, only apply the following three styles:

- Regular - for longer text forms with more than two sentences.
- Bold - to highlight a part of the text.
- Italic - for quotations that exceed two sentences.

If Work Sans typeface cannot be applied, Verdana should be used instead.

---

# Work Sans

Regular

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Italic*

---

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

**Bold**

---

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

### B1.3.

## Lettering: Example of usage

The example presented demonstrates how to use specific typefaces and their styles when designing brand identification materials.

The style of the title and headline should be optically consistent with the boldness of the brand name in the logo.

For longer texts, we use the Work Sans typeface.

For additional/secondary information, apply the TT Octosquares typeface

Logo



Title:

TT Octosquares Regular

Discover precision  
in 3D printing

Headline:

TT Octosquares Bold

ZMORPH 3.0 IS ALREADY AVAILABLE

Paragraph:

Work Sans Regular + Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean scelerisque aliquam sem nec vestibulum. **Morbi tincidunt lorem** orci, quis semper sem ultricies eget. In lorem ligula, efficitur pulvinar feugiat id, ullamcorper eu nisi. Mauris tincidunt eros augue, sagittis elementum sapien tincidunt in. Nullam egestas convallis viverra. Cras nec mi a dui vulputate aliquet maximus id lorem. Pellentesque iaculis faucibus auctor.

Additional info:

TT Octosquares Regular

Prints, mills, cuts, engraves. ZMorph goes where ordinary 3D printers just can't go, and still fits on your desk.

[www.zmorph3d.com](http://www.zmorph3d.com)

### B2.1.

## Brand colors

The brand's primary colors are:

- Graphite;
- Yellow;
- Black;
- Grey.

The color descriptions in the most widely used standards are illustrated here.

**Graphite**

CMYK: 81 / 63 / 53 / 61  
Pantone: 432c  
RGB: 32 / 45 / 53  
RAL: 240 / 20 / 10

75% 50% 25%

**Yellow**

CMYK: 0 / 0 / 90 / 0  
Pantone: 395c  
RGB: 242 / 255 / 0  
RAL: 095 / 80 / 80

75% 50% 25%

**Black**

CMYK: 80 / 60 / 60 / 100  
Pantone: Black  
RGB: 0 / 0 / 0  
RAL: 000 / 15 / 0

75% 50% 25%

**Grey**

CMYK: 28 / 20 / 20 / 2  
Pantone: Cool Gray 7c  
RGB: 193 / 194 / 196  
RAL: 000 / 65 / 00

75% 50% 25%

### B2.2.

## Brand colors: Rules of usage

Specific color pallets are used depending on the type of visual communication.

- a. For more technical visual communication, we limit yellow as much as possible, highlighting only one element (a fragment of the headline or a link to the website).
- b. If you want a more modern image of visual communication (e.g. on social media), more yellow is allowed.

#### a. Technical image



#### b. Modern image



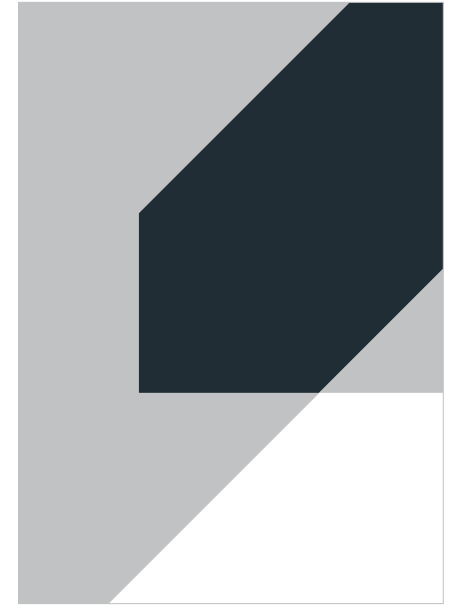
### B3.1.

## Baseline: Origins

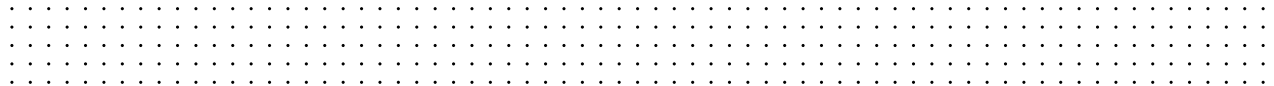
The idea was to apply the shape of the symbol, scaling it to a larger size in reference to the "precision" used in the slogan.

Another element is the dot grid that highlights the technical nature of the brand. It is used as an accent or background for an element.

The shapes referring to the brand's symbol



Dot grid



---

B3.2.

**Baseline:  
Compositions**

Arranging the shapes can create new types of compositions, making it easier to distinguish between individual visual identification materials or use technical and modern visual communication interchangeably by applying the right color pallet (more about using colors in B3.2.)

The example demonstrates the use of vertical and horizontal composition.

Vertical composition



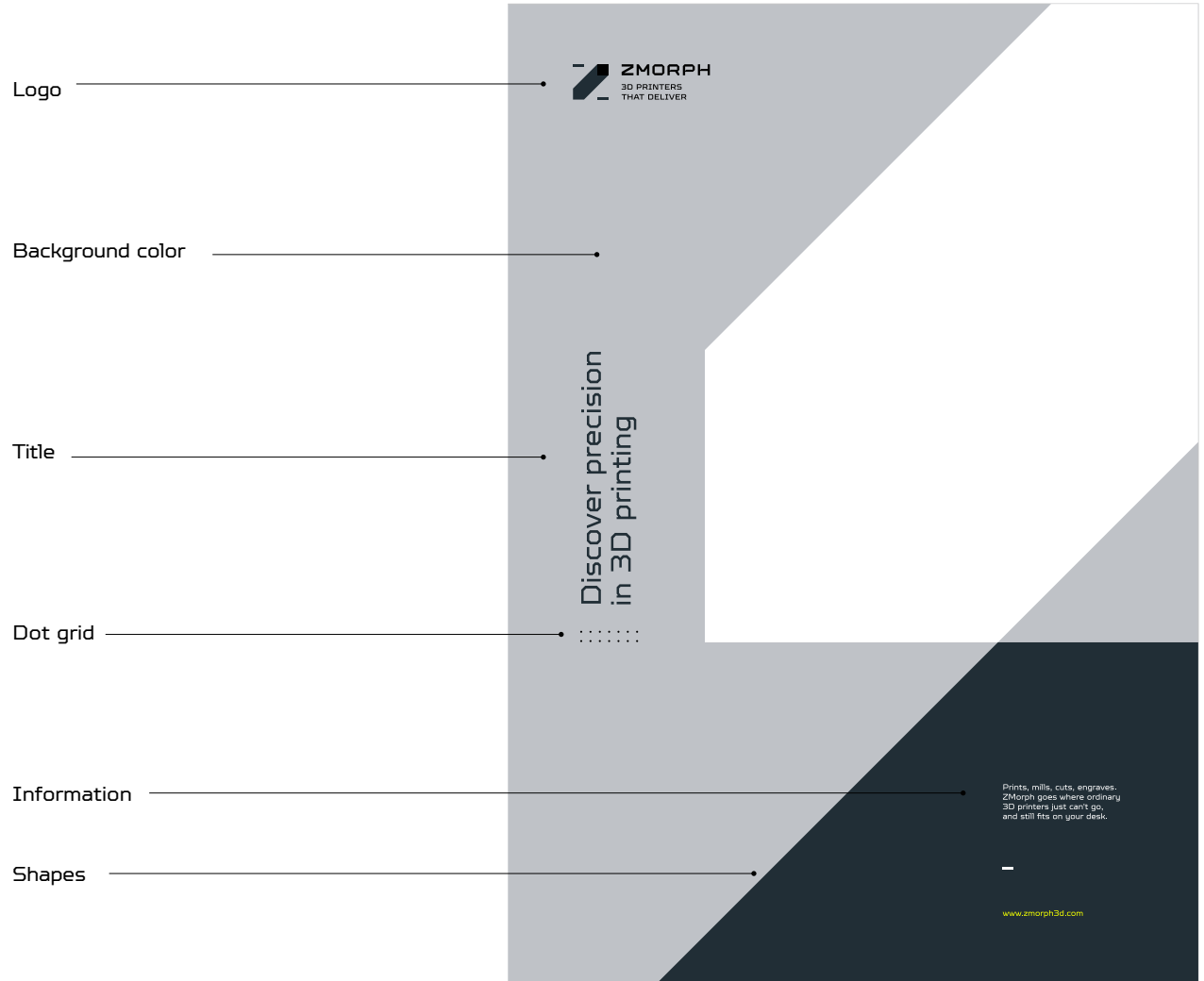
Horizontal composition



B3.3.

# Baseline: Application

The presented example shows how the composition of the shapes can be combined with the logo, title, dot grid, and secondary information.



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## B3.4. Baseline: Visualization

The visualization demonstrates three different cover compositions, presenting the possible outcomes for building different brand identity materials.





### B4.1.

## Project photos: Application

Project photos can be used by extending them beyond the shape in which they are displayed, generating a 3D effect.

There are two methods of embedding photos:

- a. Photos in shapes;
- b. Photo in symbol.

The presented solutions can be used when designing covers, leaflet elements, in social media, and many more.

a. Photos in shapes



b. Photos in symbols



## B4.2. Project photos: Visualizations

The presented visualizations are an example of how to combine photos with logo elements, text, and the dot grid.

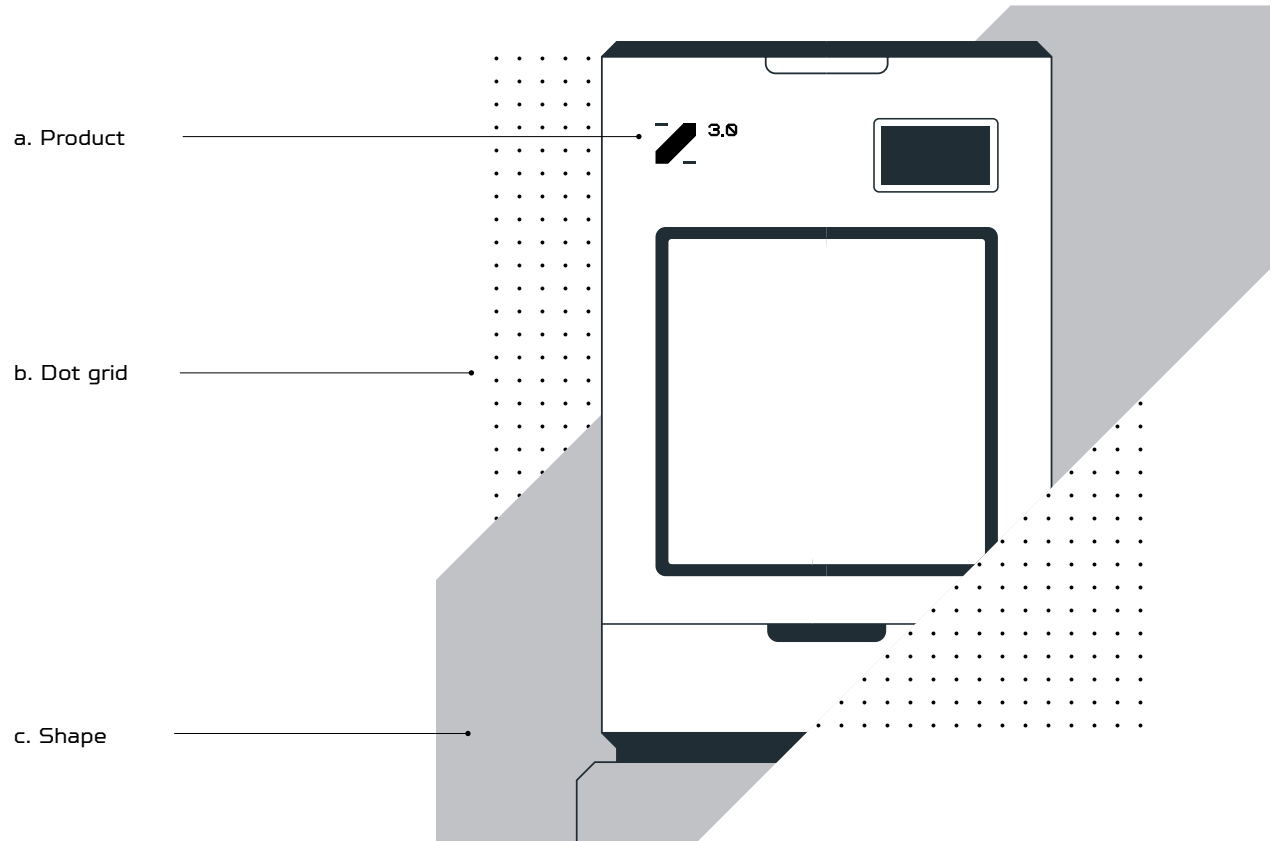


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## B5.1. Product photos: Construct

When promoting a specific product, we can apply the presented composition, which consists of the following elements:

- a. Product - coming out of the shape;
- b. Dot grid - creating space around elements;
- c. Shape - referring to the brand's symbol.



B5.2.

**Product photos:  
Visualization**

The presented visualization is an example of how to combine product photos with logo elements, text, and the dot grid.



B6.1.

## Secondary elements: Iconography

The design of the icons refers directly to the spatial shape in the brand's symbol. It is the main and most important feature that should be applied when designing subsequent icons.

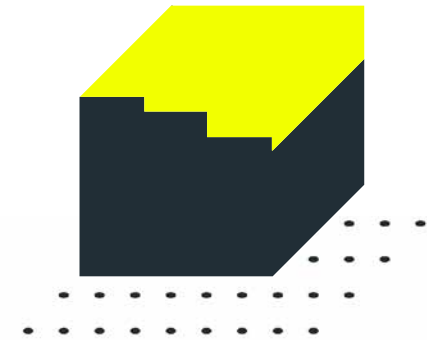
The size or color of the icon may vary depending on the medium in which it will operate.

a. Icon construct

Highlight an important element with color

The spatial shape referring to the symbol

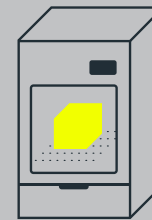
Dot grid



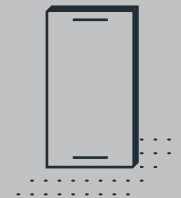
b. Examples of icons



Product features



Simplified product



Others

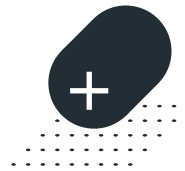
B6.1.

**Secondary elements:  
Interface icons**

When preparing icons for the printer's interface, we continue to refer to the spatial shape of the symbol.

The construct of the icons combines filled shapes with outlines, which are complemented by the dot grid.

Examples of interface icons



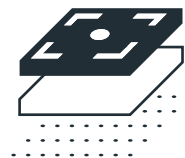
New project



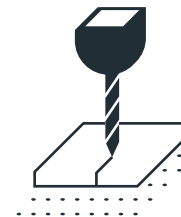
3D printing



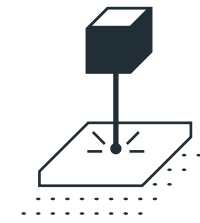
Project finished



Calibration



CNC



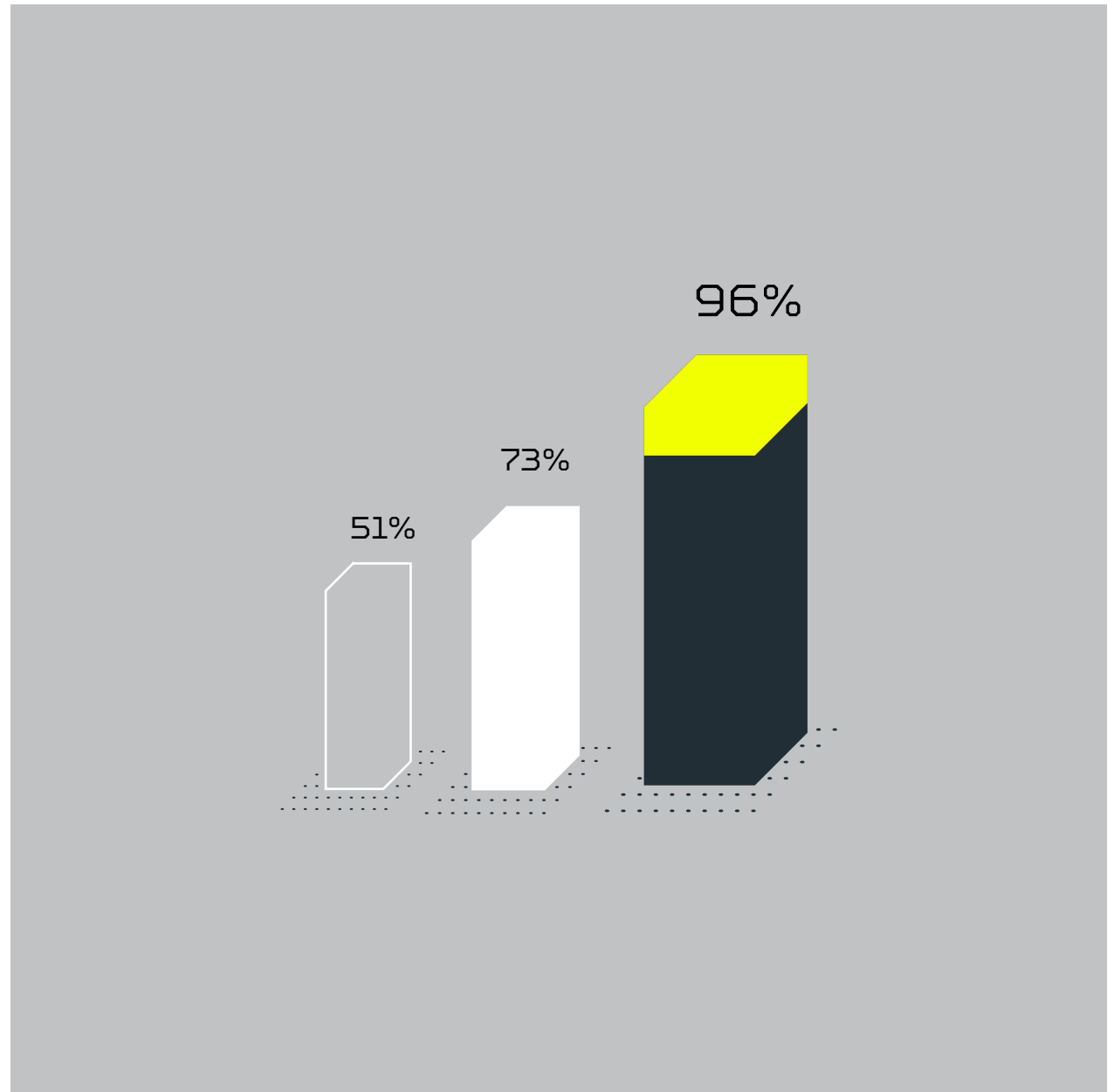
Laser

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## B6.2. Secondary elements: Statistics

When presenting statistical data, the most important aspect of the structure is the spatial form referring to the brand's symbol.

The colors, sizes, and placement of information may vary depending on the element's medium of operation.

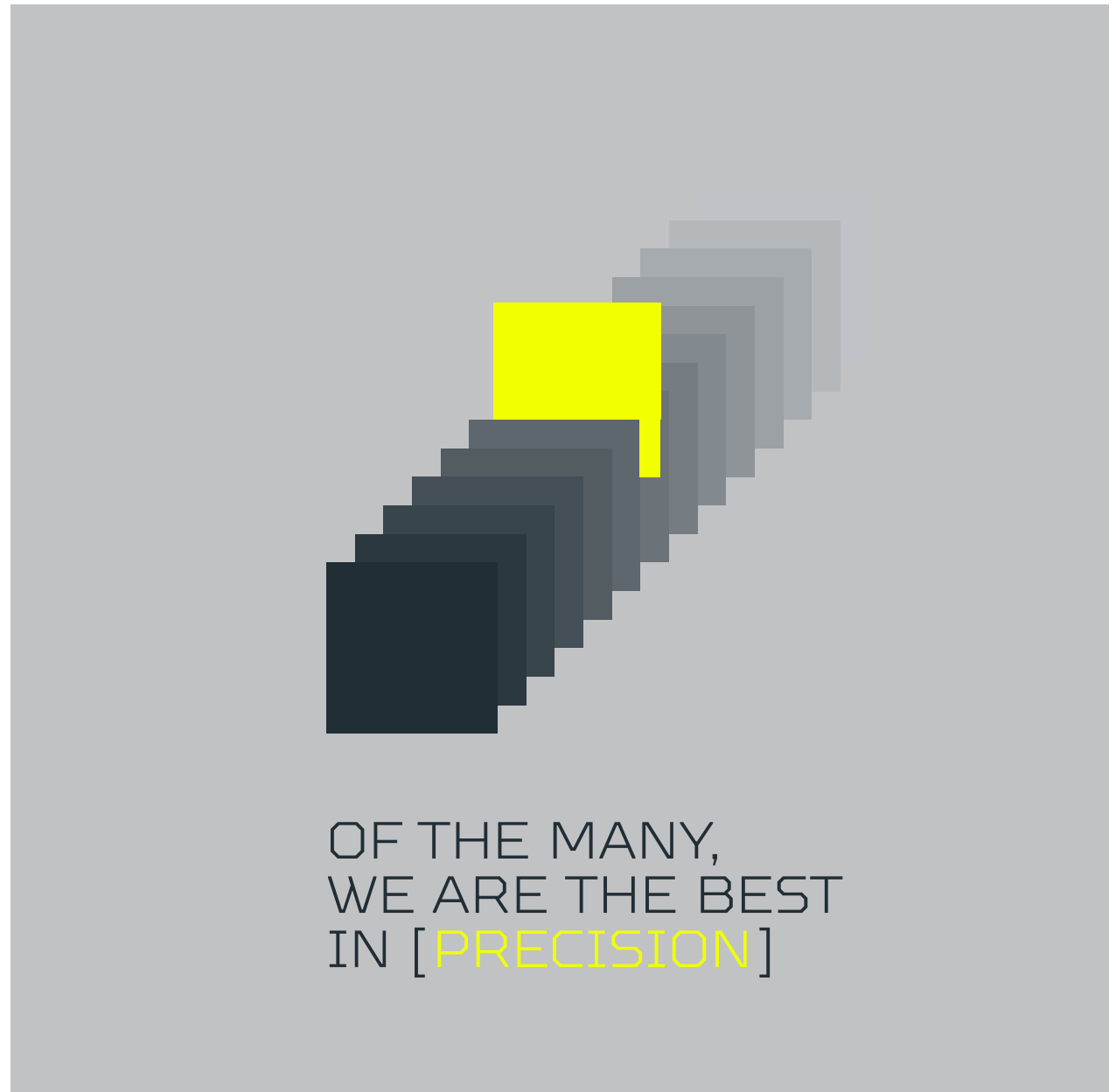


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### B6.3.

## Secondary elements: Illustrations

The spatial form of the shape embedded in the symbol can be used to build visual communication with the viewers by creating simple illustrations.





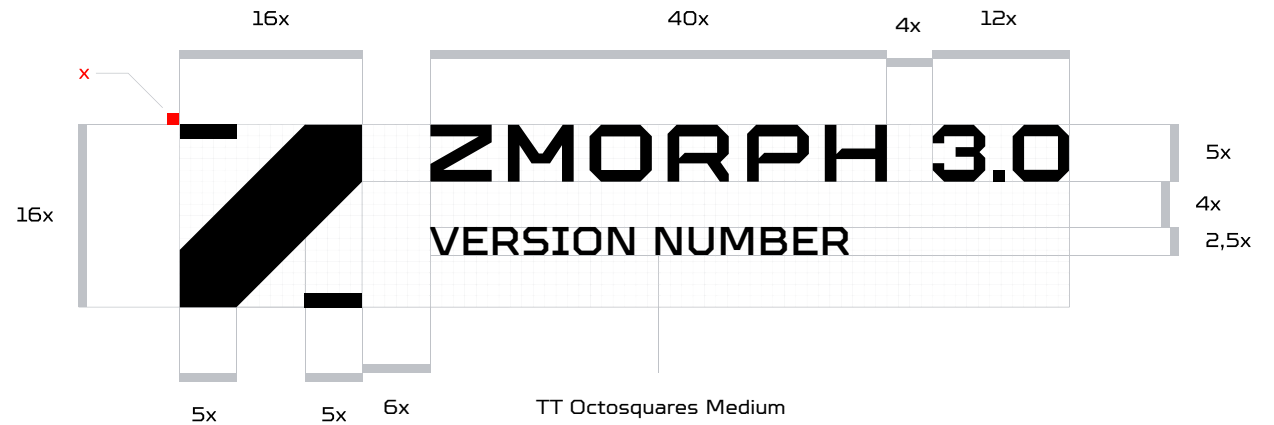
## B7.1. Marking a 3.0 product

The design of product markings should be consistent with the design of the ZMORPH brand logo and should be based on the same dot grid.

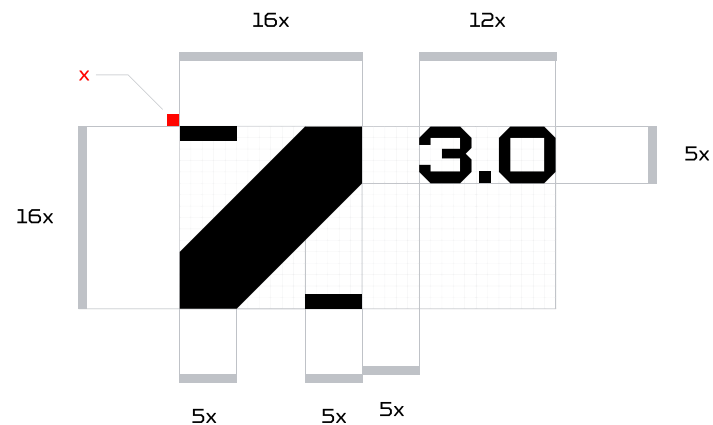
Letters for product markings should be created based on the dedicated lettering used in the ZMORPH name.

For product markings, we only use the achromatic color version.

Primary construct



Simplified construct



B7.2.

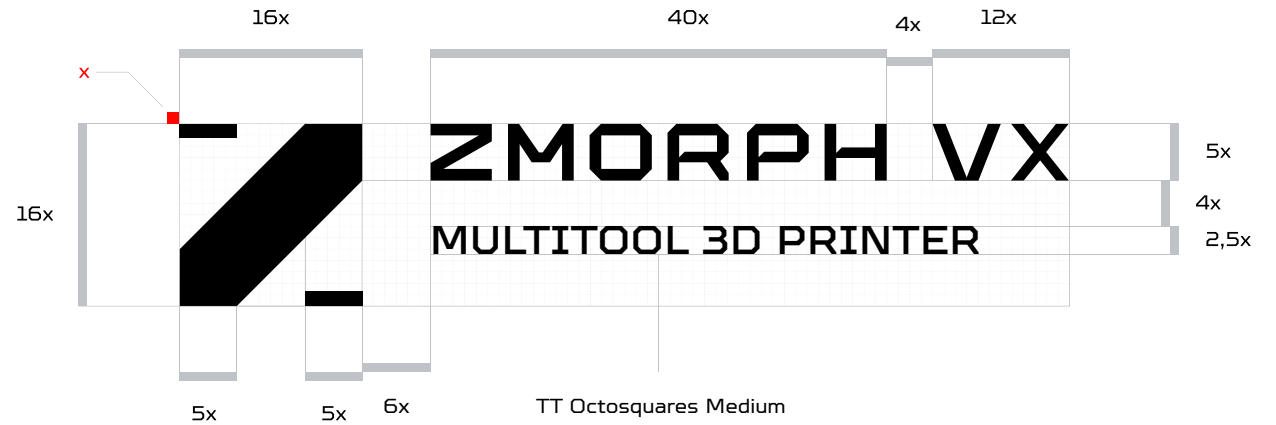
Marking a VX product

The design of product markings should be consistent with the design of the ZMORPH brand logo and should be based on the same dot grid.

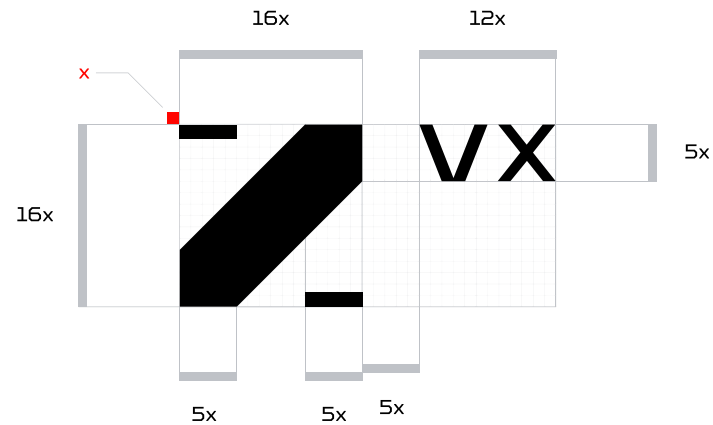
Letters for product markings should be created based on the dedicated lettering used in the ZMORPH name.

For product markings, we only use the achromatic version.

Primary construct



Simplified construct



---

## B8. Printout guidelines

When printing out any of the elements, if available technology allows for it, an embossing (convex) effect is applied to the symbol for a more three-dimensional look.

As printing substrate, Europapier's pulp-colored paper with the following markings is recommended:

- a. Esprit de Nature - Ombre (54)
- b. Fluo Poster - Yellow (40)
- c. Remake - Midnight (59)

An example of embossing on the symbol



Pulp-colored paper



a. Esprit de Nature - Ombre (54)



b. Fluo Poster - Yellow (40)



c. Remake - Midnight (59)



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