



***InFocus***

**Brand Guide**

2020

# 01

## Always InFocus

to be the first, to be the best – our quest for innovation drives our continued success

In 1986, a team of engineers in Portland's Silicon Forest imagined there must be a better way to share information. Founded on this belief, InFocus went on to create new ways to present information and collaborate beyond overhead projection, combining digital technology with light to advance how and what we can display in large, impactful ways. InFocus is the inventor of the digital projector. Many firsts followed, including the first DLP projector, the first sub-five-pound projector, the first ultra-thin projection television, the first all-in-one interactive whiteboard with touch technology and videoconferencing, and many more milestones that have contributed to creating a multi-billion-dollar display industry.





## Purpose & Usage

These guidelines exist to help you use the InFocus brand and assets — including logos, content and trademarks — without having to seek approval for each individual use. By using the InFocus brand and assets, you agree to the InFocus Terms of Service, these InFocus Brand Guidelines, and all InFocus rules and policies. You also acknowledge that InFocus is the sole owner of InFocus logos and associated trademarks, and you agree to honor the rights of InFocus with respect to these brand assets. InFocus may review use of the branding materials at any time and reserves the right to terminate or modify any use. For questions, please contact: [jeremy.farren@infocus.com](mailto:jeremy.farren@infocus.com) regarding usage of assets in a manner not outlined in this document.

## 02

# Logos

**Flexible Branding** – is the term given to a visual identity that allows the logo to be adaptable, changing colour, pattern and scale – whilst retaining the essence of the brands tone of voice and visual style.

Our new branding is based on three main colours: Lush Lava, Deep Sky Blue and Big Stone the combination of these three colours give the brand a fresh and up-to-date appeal while maintaining the values of the brand. Multiple tints, shades and tones are available to competent the overall colour pallet.

### 1. The Logo

a. The standard full-colour Wordmark Logos are Lush Lava, Deep Sky Blue and Big Stone.

**InFocus** **InFocus** **InFocus**

b. However any of the full -colour InFocus Wordmark logo tints may be used as deemed appropriate for the content being prepared for presentation or display.

**InFocus** **InFocus** **InFocus**

**c.** One colour reverse logo When required, the InFocus logo may be reversed to white on an image or field of color, provided there is sufficient contrast for legibility. The logo is available in a special reversed version that may be used on dark colors and photos.

**d.** The Abstract Logos which incorporate the standard Wordmark Logo should be used on product collateral materials for both print and display. Deep Sky Blue for Projectors and associated accessories, Lush Lava for Interactive Displays and associated accessories, Big Stone for Video Wall Displays and associated accessories.

**e.** InFocus may release from time to time specialty logos for seasonal events, special promotions or other usage.

All logos in various formats and sizes can be found in the InFocus Partner Portal.

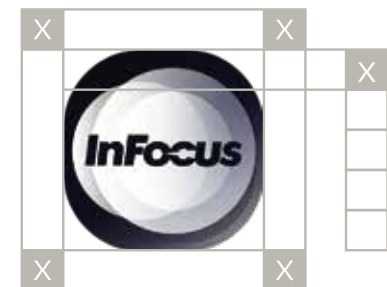
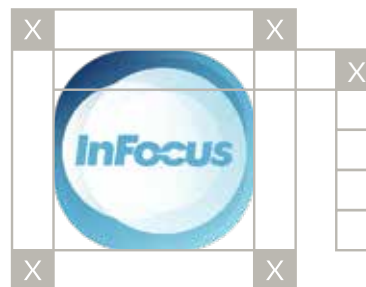
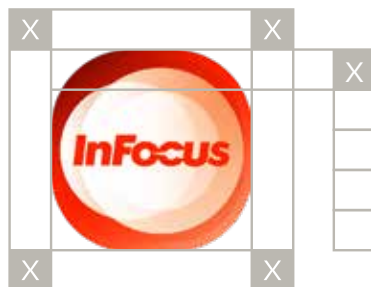


Extended Warranty Logos



## 2. Clear space

The box surrounding the logo illustrates the required minimum clear space. Clear space is based on the x-height of the logotype and is represented by the unit “x.” No type, logos, graphic elements or edges of pages should ever appear within the clear space indicated.



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Minimum size is determined by the width of the logotype. For print applications, the width should not be smaller than .75 inches (20 mm). For website or other on-screen applications, the width should never be smaller than 100 pixels.

## 03

## Colour Pallet

When choosing colors, instead of pulling direct color from screenshots of this page, please refer to the individual color number values below. Web images are in RGB, while print images should use CMYK values.

<p>DEEP SKY BLUE</p> <p>CMYK: 63.8 / 9.7 / 0 / 0</p> <p>RGB: 0 / 186 / 255</p> <p>HEX: 00BAFF</p>	<p>LUSH LAVA</p> <p>CMYK: 0 / 86.9 / 100 / 0</p> <p>RGB: 255 / 69 / 0</p> <p>HEX: FF4500</p>	<p>BIG STONE</p> <p>CMYK: 89.1 / 77.6 / 51.7 / 61.5</p> <p>RGB: 22 / 33 / 51</p> <p>HEX: 162133</p>
CMYK: 17.8 / 0 / 0.3 / 0 RGB: 204 / 241 / 255 HEX: CCF1FF	CMYK: 0 / 16.5 / 15.3 / 0 RGB: 255 / 218 / 204 HEX: FFDACC	CMYK: 17.3 / 12.1 / 11.2 / 0 RGB: 208 / 211 / 214 HEX: D0D3D6
CMYK: 0 / 31 / 30.6 / 0 RGB: 255 / 189 / 165 HEX: FFBD A5	CMYK: 0 / 31 / 30.6 / 0 RGB: 255 / 189 / 165 HEX: FFBD A5	CMYK: 33 / 24.8 / 22 / 0 RGB: 173 / 177 / 183 HEX: ADB1B7
CMYK: 42.4 / 0 / 0 / 0 RGB: 127 / 219 / 255 HEX: 7FDBFF	CMYK: 0 / 44.4 / 47.8 / 0 RGB: 255 / 162 / 127 HEX: FFA27F	CMYK: 49 / 37.9 / 32.5 / 1.6 RGB: 138 / 144 / 153 HEX: 8A9099
CMYK: 52.6 / 0 / 0 / 0 RGB: 89 / 210 / 255 HEX: 59D2FF	CMYK: 0 / 58.8 / 66.9 / 0 RGB: 255 / 134 / 89 HEX: FF8659	CMYK: 62.6 / 50.7 / 40.6 / 12.1 RGB: 103 / 110 / 122 HEX: 676E7A
CMYK: 59.6 / 1.9 / 0 / 0 RGB: 51 / 199 / 255 HEX: 33C7FF	CMYK: 0 / 72.8 / 85.5 / 0 RGB: 255 / 106 / 51 HEX: FF6A33	CMYK: 74.4 / 63.1 / 46 / 29.6 RGB: 69 / 77 / 92 HEX: 454D5C
CMYK: 63 / 7.7 / 0 / 0 RGB: 12 / 189 / 255 HEX: 0CBDFD	CMYK: 0 / 84.2 / 100 / 0 RGB: 255 / 77 / 12 HEX: FF4D0C	CMYK: 86.6 / 75.3 / 50 / 53.1 RGB: 33 / 43 / 61 HEX: 212B3D
CMYK: 78.8 / 27.6 / 3.7 / 0 RGB: 0 / 148 / 204 HEX: 0094CC	CMYK: 13.6 / 91.4 / 100 / 4.45 RGB: 204 / 55 / 0 HEX: CC3700	CMYK: 87.3 / 76.9 / 54.3 / 69.4 RGB: 18 / 26 / 41 HEX: 121A29
CMYK: 87.6 / 44.4 / 17.9 / 1 RGB: 0 / 121 / 166 HEX: 0079A6	CMYK: 23.5 / 92.8 / 100 / 18.5 RGB: 166 / 45 / 0 HEX: A62D00	CMYK: 84.1 / 74.4 / 57 / 74.3 RGB: 14 / 21 / 33 HEX: 0E1521
CMYK: 94.8 / 60.3 / 31.2 / 11.1 RGB: 0 / 92 / 128 HEX: 005C80	CMYK: 27.4 / 92.9 / 100 / 30.2 RGB: 141 / 38 / 0 HEX: 8D2600	CMYK: 80.5 / 71.3 / 59.7 / 78.5 RGB: 11 / 17 / 26 HEX: 0B111A
CMYK: 98.1 / 68.4 / 44 / 31.9 RGB: 0 / 66 / 90 HEX: 00425A	CMYK: 34.4 / 89.3 / 100 / 51.3 RGB: 102 / 28 / 0 HEX: 661C00	CMYK: 77.3 / 69.2 / 63.2 / 82.7 RGB: 8 / 12 / 18 HEX: 080C12



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## 04

### Typography

Keeping with the fresh, modern look to our branding we will be using one of the most celebrated font updates in recent times Helvetica Now 2019. Specifically **Helvetica Now Display** in all weights from Hair-line to XBlack.

The planning and design for Helvetica® Now began in December 2014, with the goal of creating a Helvetica that addresses the needs of today's designers and creatives. Helvetica Now was a collaborative effort involving dozens of designers and engineers in the Monotype Studio.

Thin

*Thin Italic*

Extra Light

*Extra Light Italic*

Light

*Light Italic*

Regular

*Italic*

Medium

*Medium Italic*

**Bold**

***Bold Italic***

**Extra Bold**

***Extra Bold Italic***

**Black**

***Black Italic***

## 05

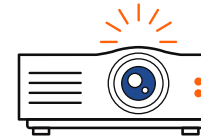
## Iconography

The InFocus icon style is simple and clear, referencing international standards for graphical symbols, but rendered with a degree of personality and uniqueness.

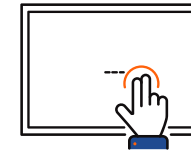
Concepts are represented with as few pictorial details as possible.

The line-work drawing style is defined by the utilization of line fragments to suggest objects rather than render them in full. The technique is also used when one or more objects are overlapping. The lines of an object become broken and implied where an object resides in front of it. No more than two line weights should be used in an icon or set of icons, and care should be taken to ensure all icons have a similar visual weight. Any of the InFocus brand colors may be applied to the icons.

### Product Category and Segment Icons



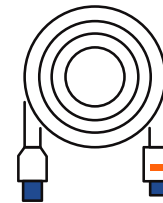
Projectors



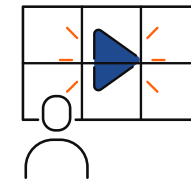
Interactive Displays



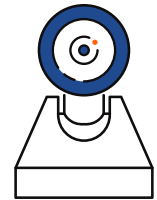
Wireless Devices



Accessories



Videowall Displays

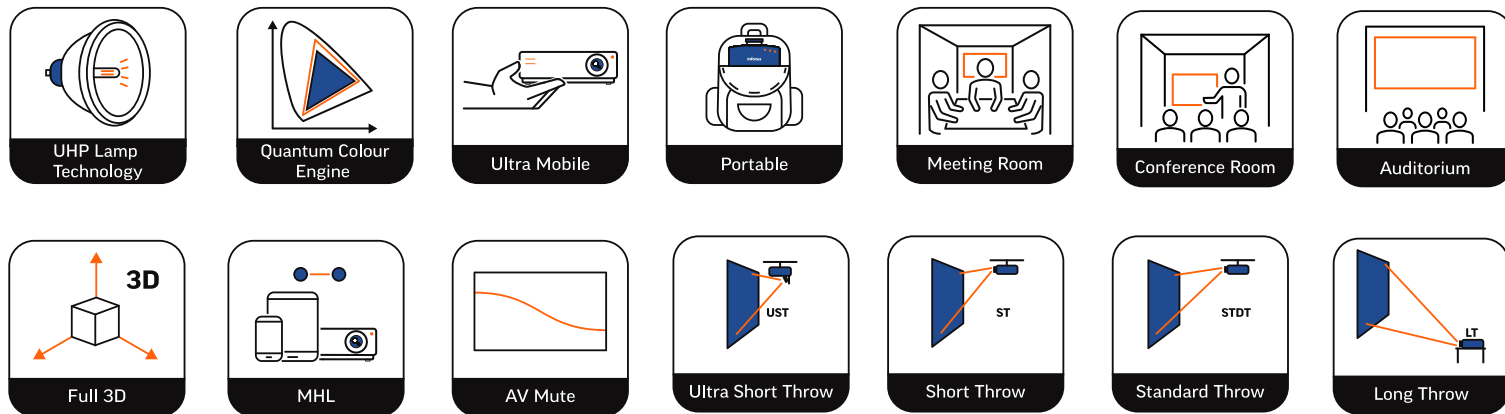


Cameras



Software

## Products Feature and Specifications Icons



## Service & Support Icons



## 06

### Tone of Voice

At InFocus, we know that the true value of our products lies in their ability to help people reach their goals and work better together. It's our appreciation of this human element that separates us from a lot of other tech companies. It also informs the way we speak.

The InFocus voice is that of a person, not a machine. Beneath the surface of our brand beats a heart, and we must maintain a degree of warmth in our communications. One way is by avoiding the rote and the cliché — basically anything that suggests we're less than fully engaged with our audience. Honesty is also part of it. There's nothing to be gained from exaggeration, so only make promises that we can keep, and think twice before using superlatives.

Because we know our audience and their priorities, we can talk to them directly and use the second person ("you") where appropriate.

Be wary of long-winded phrasing that can drain a sentence of its life. Instead, prioritize clarity and concision. Doing so forces us to say only what really matters, and demonstrates our appreciation for the fact that our customers lead busy lives.

Related to brevity is simplicity. In all our communications, we should strive to make even the complex easy to follow. When we confuse people, we lose them. Enough said.

The desire to be clever in headlines is tempting, but a little cleverness goes a long way. It can also make us look like we're trying too hard. The same is true when we use a big word where a small one would be better. Ultimately we want to appear confident and maintain a serious yet approachable tone. An easy way to test this is to ask ourselves if the communication sounds like something we'd actually say to another person. The answer, of course, should always be "yes."

## 07

### **Brand-level message**

Whether you're a schoolteacher or a CEO, a firefighter or someone who puts out fires every day at the office, people depend on you. We respect that and know the work you do is important.

InFocus provides the tools you need for success. Our display, projection, and conferencing solutions let you share information and work together in new ways. This is the reason Fortune 500 companies and school districts alike choose InFocus. We solve your communication and collaboration challenges so you can make an even bigger impact every single day.





PORTRAITS - HEADSHOTS



CLOSE UPS - DETAILS



PRODUCTS IN USE - LIFESTYLE





## Photography Style

InFocus photography is bright, natural, and warm. The primary subject matter is people, and the work they do. Photography should focus on depicting collaborative interactions and dynamic workplace environments. A balance should be struck between photos that show InFocus products in use, and portraits of people where products and technology are not the main emphasis.

Whenever possible, avoid photographs that appear too staged, or where people are overly posed or expressive in exaggeration. It is important to represent diversity in terms of race and age, while avoiding a mix of people that seems awkward or unrealistic. Men and women should be represented equally where there are multiple photographs or subjects.

Photographs fall into three general subject categories, which may be used in conjunction with each other to create visual rhythm and variety.

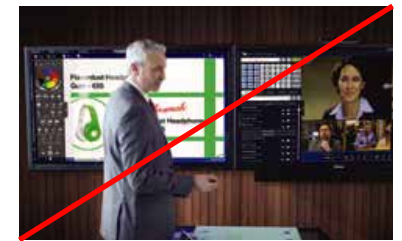
**POORLY EDITED**



**OVERLY STAGED OR POSED**



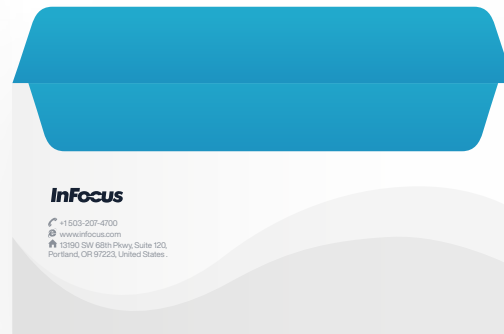
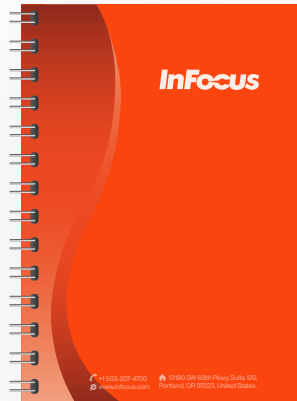
**OVERLY DARK OR MOODY**



09

## Design Examples





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