Printelligent3D Brand Identity Guide

# 1. Logo Usage

The Printelligent3D logo represents precision, innovation, and modern engineering. It should be used consistently across all platforms. The primary logo includes the Klein Blue gear with 3D nozzle and cube mark alongside the wordmark.

Logo Variants:

• Primary: Full-colour logo on light or white backgrounds

• Secondary: White-on-dark version for dark backgrounds

• Monochrome: Black or white for embossing, engraving, or single-colour printing

•3D Full-colour for Website

# 2. Colour Palette

The primary brand colour is Klein Blue, symbolising precision, depth, and professionalism. Secondary tones support contrast and flexibility for different applications.

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| --- | --- | --- | --- |
| Colour | HEX | RGB | CMYK |
| Klein Blue (Primary) | #002FA7 | RGB(0,47,167) | CMYK(100,72,0,35) |
| Charcoal Grey (Text) | #333333 | RGB(51,51,51) | CMYK(0,0,0,80) |
| Metallic Silver (Accent) | #B4B4B4 | RGB(180,180,180) | CMYK(0,0,0,30) |
| Pure White (Background) | #FFFFFF | RGB(255,255,255) | CMYK(0,0,0,0) |
| Signal Orange (Highlight) | #FF6B00 | RGB(255,107,0) | CMYK(0,58,100,0) |

# 3. Typography

Typography reflects the technical precision and modern design of Printelligent3D. Use consistent fonts across web, print, and digital media.

• Primary Typeface: Montserrat – Bold for headings and medium for subheadings.

• Secondary Typeface: Aptos – Regular for body text and light for captions.

# 4. Visual Identity

Printelligent3D’s design language focuses on clarity, structure, and precision. Graphics should use clean lines, strong contrast, and geometric balance. Avoid excessive gradients or decorative elements that distract from the technical focus.

# 5. Applications

• Website: Use 3D metallic logo on dark header background.

• Business Cards: Klein Blue logo on white matte card, text in charcoal grey.

• Embossing/Engraving: Use monochrome version for precision machining and 3D printing surfaces.

• Packaging: Use the orange highlight for accent lines or call-to-action elements.

# 6. Mockup Guidance

When applying the logo in mockups, maintain at least 20% whitespace around all sides. For dark mode or metallic use, replace text tone with silver or white for contrast.