



PRECISION POINT METRICS

GRAPHIC STANDARDS

2026

A guide to maintaining brand standards through logo and visual asset usage.

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A Brief Explanation of File Format

Various logo formats are provided in the corresponding logo suite. The appropriate format should be used for its intended media application in order to preserve resolution, color integrity, and reasonable file size. If the color or resolution appears incorrect, it is likely that the incorrect file format is being used.



JPEG/PNG FORMATS

JPEG/PNG formats are best used for web and digital applications. They use the RGB color system that displays correctly on monitors. PNG formats have a transparent background and can be juxtaposed on separate graphics, photos, and colors.

IF THE VISUAL WILL ONLY BE SEEN ON A SCREEN, USE FILES LABELED "PNG", "JPEG", "HEX", or "RGB."



VECTOR FORMATS

VECTOR files (.ai) are intended for print applications. They can be scaled to any size and maintain maximum resolution. They are designed in either the CMYK, Pantone Spot Color or Grayscale color system which will maintain accurate color output.

CMYK files should be used when printing in the "FOUR COLOR PROCESS" format (most likely collateral materials).

PANTONE colors should be used when printing in 2-color or 3-color formats.

IF THE VISUAL ULTIMATELY WILL BE PRINTED, USE "PANTONE" or "CMYK."



ICON ONLY

Along with the logo, a series of icons have been designed that isolate the "Scale" brand mark. VECTOR formats are included.



Color Palette

The following swatches detail the primary brand colors for printing (Process CMYK Builds and Pantone Spot colors) along with digital/web equivalents in RGB/HEX. A series of complimentary supporting colors (with respective hex assignments) has also been developed and should be used with restraint. It is imperative not to deviate or approximate colors in order to maintain brand fidelity.

PRIMARY LOGO COLORS

PRECISION BLUE



HEX: #1a325d

PRECISION GOLD



HEX: #f89522

PRECISION GRAY



HEX: #6e6f71



PANTONE 295 C
CMYK: 100/87/36/28



PANTONE 144 C
CMYK: 0/49/98/0



PANTONE COOL GRAY 9
CMYK: 29/23/16/51

SUPPORTING COLORS

Used with restraint and as accent to primary palette. Typically applied to backgrounds, flourishes, and minor design elements.



#001b49



#d0d2d3

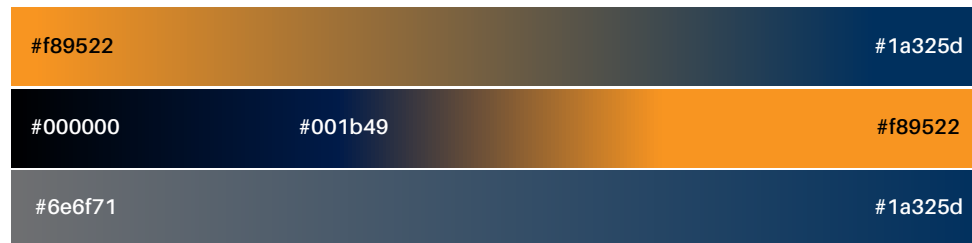


#ffc800



#ff6400

Gradient builds created by combining harmonious RGB values to create a dynamic palette.



Color Hierarchy

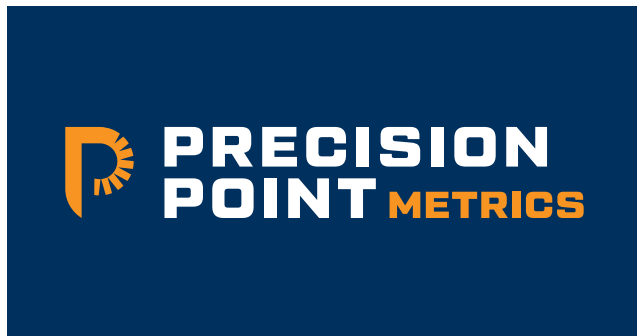


Logo

The logo is intended to be the cornerstone of the Precision Point brand. It exists in various formats (explained in "File Formats").

PREFERRED VERSIONS

The preferred logo is the version below:



QUICK GUIDE

VECTOR=PRINT

Anything labeled "eps", "ai", "CMYK", or "PANTONE" should be used for print.

PNG/JPEG=MONITOR

Anything labeled "png", "jpeg", "HEX", or "RGB" should be used for digital display.

OTHER LOGO VARIANTS

When production or aesthetic limitations exist, a spectrum of other logos should be considered:



White (or Knockout)



Black

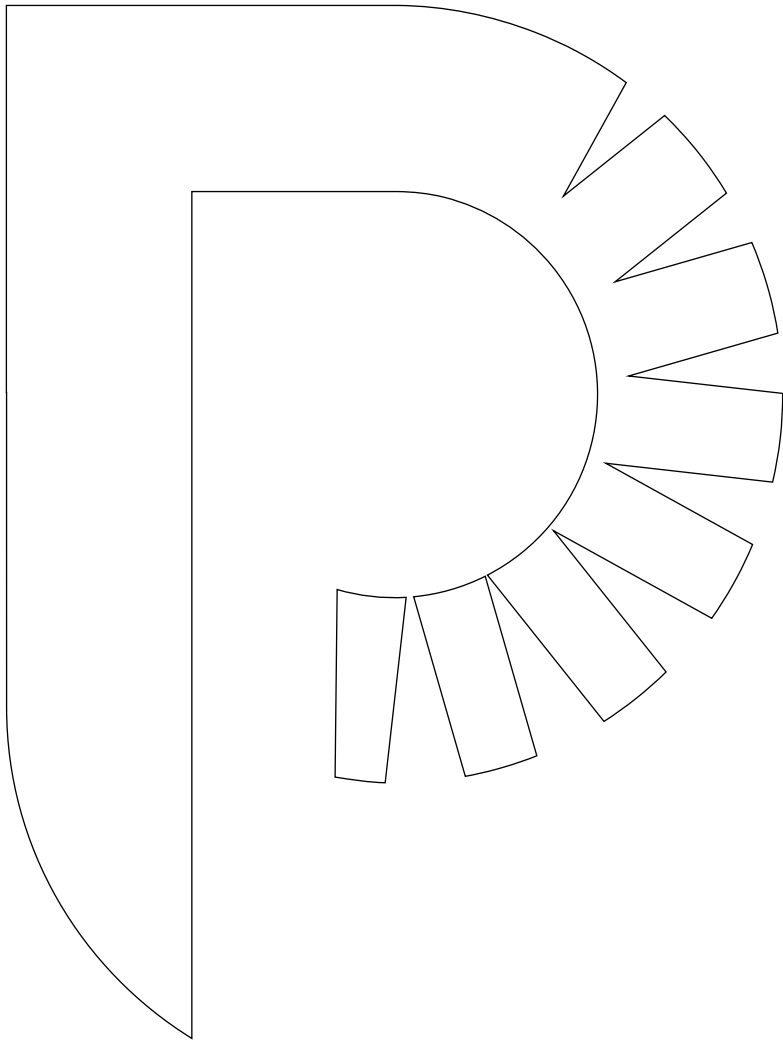


Vertical/Stacked (to be used sparingly)



Mono





Icon Explained

The brand mark is a letterform "P" within the negative space of a notched monogram "P," representing the words "Precision" and "Point." The notched curvature is an abstraction of a progressing measurement, as found in instrumentation such as a scale.



Typography

A series of typefaces maintain brand recognition. Headlines, Sub Headlines, Call-Outs, and Body Copy are designated below.

The “Precision Point” logotype is set in the typeface **Tactic Sans Black** and can be used in limited situations such as short headlines or headers. Tactic Sans can be purchased here: <https://www.myfonts.com/products/tactic-sans-complete-family-package-168823>

Free google font alternatives include:

Michroma: <https://fonts.google.com/specimen/Michroma>

Goldman: <https://fonts.google.com/specimen/Goldman>

Large sections of type (paragraphs, body copy, etc) should be set in **Aileron**. Available via Adobe Fonts: <https://fonts.adobe.com/fonts/aileron>

A free google font alternative is **Work Sans:**

<https://fonts.google.com/specimen/Work+Sans?query=work+sans>

LOGOTYPE (AND SHORT HEADLINES)

Tactic Sans (Black)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Tactic Sans (Bold)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Goldman (Google alternative)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

BODY COPY

Aileron (Bold)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Aileron (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Work Sans (Google alternative)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Graphics

A series of graphics, textures, and photography are in development for brand usage. The visual library will continue to evolve and grow over time. Modern minimalism, scientific/industrial images, and technical accuracy should be considered when expanding the visual library.



Reliable—
Accurate—
Modern—



From Heavy
Metal to Feather
Weight. 

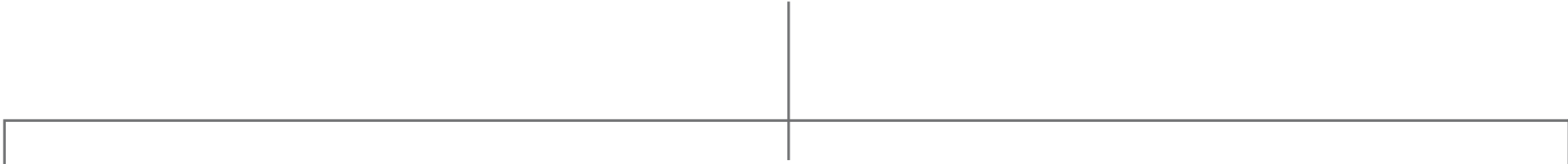


Sub-brands

A system of sub-brand logos has been developed to represent the vertical markets that Precision Point operates within. The following pages provide an overview of these brands and the graphic standards that they adhere to. Precision Point Metrics remains the “parent” or “holding” entity that all subsequent brands exist under.



Brand Overview



SCALES Logo

Like the Metrics version, the Precision Point Scales logo exists in various configurations and formats (explained in "File Formats").

PREFERRED VERSIONS

The preferred logo is the version below:



QUICK GUIDE

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Anything labeled "eps", "ai", "CMYK", or "PANTONE" should be used for print.

PNG/JPEG=MONITOR

Anything labeled "png", "jpeg", "HEX", or "RGB" should be used for digital display.

OTHER LOGO VARIANTS

When production or aesthetic limitations exist, a spectrum of other logos should be considered:



White (or Knockout)



Black



Vertical/Stacked (to be used sparingly)



Mono



CALIBRATION Logo

Like the Metrics version, the Precision Point Calibration logo exists in various configurations and formats (explained in "File Formats").

PREFERRED VERSIONS

The preferred logo is the version below:



QUICK GUIDE

VECTOR=PRINT

Anything labeled "eps", "ai", "CMYK", or "PANTONE" should be used for print.

PNG/JPEG=MONITOR

Anything labeled "png", "jpeg", "HEX", or "RGB" should be used for digital display.

OTHER LOGO VARIANTS

When production or aesthetic limitations exist, a spectrum of other logos should be considered:



White (or Knockout)



Black



Vertical/Stacked (to be used sparingly)



Mono



METROLOGY Logo

Like the Metrics version, the Precision Point Metrology logo exists in various configurations and formats (explained in "File Formats").

PREFERRED VERSIONS

The preferred logo is the version below:



QUICK GUIDE

VECTOR=PRINT

Anything labeled "eps", "ai", "CMYK", or "PANTONE" should be used for print.

PNG/JPEG=MONITOR

Anything labeled "png", "jpeg", "HEX", or "RGB" should be used for digital display.

OTHER LOGO VARIANTS

When production or aesthetic limitations exist, a spectrum of other logos should be considered:



White (or Knockout)



Black



Vertical/Stacked (to be used sparingly)



Mono

