



# Brand Guidelines

2024

# Corporate Logo

## Main Logo



## Logo Introduction

Use of any stylized, animated, hand drawn or other versions of official logo is not recommended. This undermines consistency of the brand. Please consult with PATRIZ Trademark Licensing if you have any questions or need further help.

## Recommended Formats

.eps / .ai / .png / .jpg / .tiff

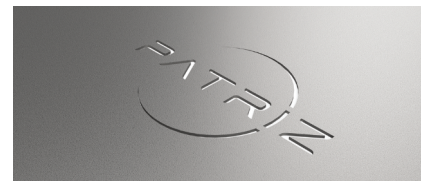
## Logo used on prototypes and case studies



Logo raised, preferred for casting or additive manufacturing.



Logo embossed, used for CNC-Milling or die-sinking EDM.



Logo thru part, preferred for laser cutting and stamps.



Logo simplified, used in reduced spaces.

# Logo Clear Space

## Main Logo



## Logo Introduction

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the logo. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the logo. They have a fixed relationship that should not be altered.



## Background Usage



# Logo Violation



## Logo Violation

- Do not change the color.
- Do not distort or skew.
- Do not add any visual effect.
- Do not move any logo component.
- Do not edit the logo any way.
- Do not change the logo type style.



# Corporate Typography

## Primary Font

# Saira

### Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

### Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

### Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0**

### Black

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0**

### Designer

Omnibus-Type

### Link Download

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

# Corporate Typography

## Secondary Font

# Poppins

### Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Bold

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

### Black

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

### Designer

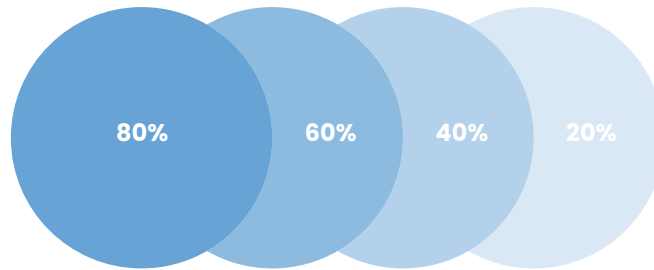
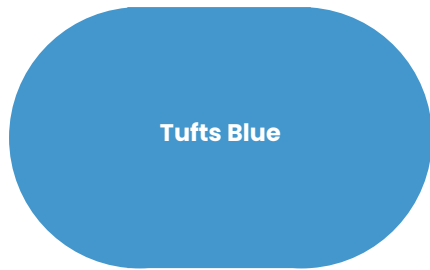
Indian Type Foundry

### Link Download

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

# Corporate Color

## Primary Color

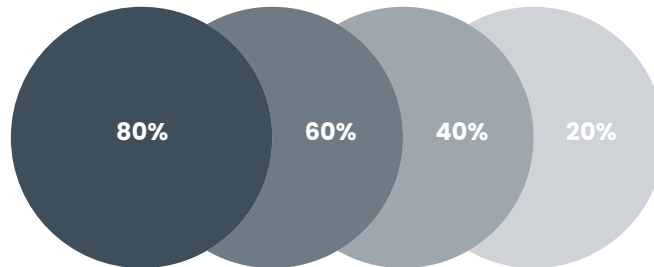


PANTONE 7688 C

CMYK : 70 / 28 / 4 / 0

RGB : 69 / 151 / 203

HEX : #4597CB

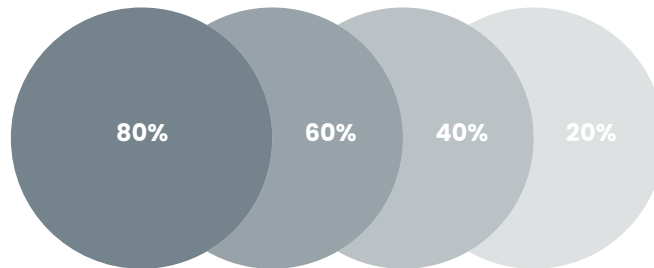


PANTONE 5463 C

CMYK : 89 / 66 / 60 / 66

RGB : 8 / 38 / 44

HEX : #08262C



PANTONE 431 C

CMYK : 66 / 52 / 44 / 17

RGB : 92 / 102 / 112

HEX : #5C6670

# Corporate Color

## Secondary Color

**Medium Aquamarine**

PANTONE 346 C  
 CMYK : 56 / 0 / 54 / 0  
 RGB : 110 / 203 / 152  
 HEX : #6ECB89

**Middle Blue Green**

PANTONE 565 C  
 CMYK : 37 / 1 / 24 / 0  
 RGB : 159 / 213 / 202  
 HEX : #9FD5CA

**Cambridge Blue**

PANTONE 5585 C  
 CMYK : 36 / 16 / 31 / 0  
 RGB : 167 / 189 / 176  
 HEX : #A7BDB0

## Tertiary Color

**Cinnabar**

PANTONE 2348 C  
 CMYK : 10 / 85 / 77 / 0  
 RGB : 220 / 77 / 69  
 HEX : #DC4D45

**Light Coral**

PANTONE 177 C  
 CMYK : 0 / 60 / 30 / 0  
 RGB : 244 / 133 / 142  
 HEX : #F4858E

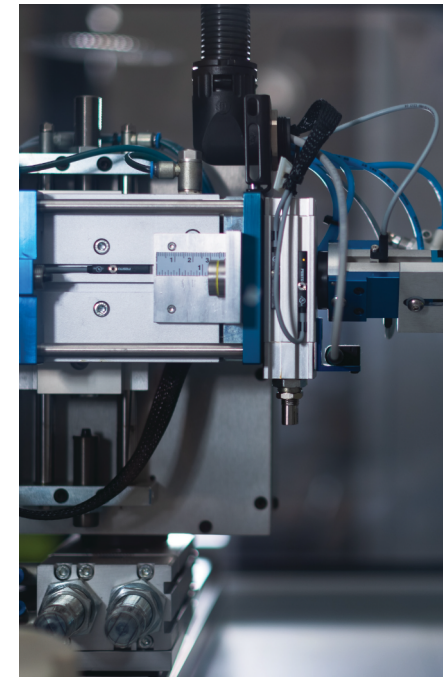
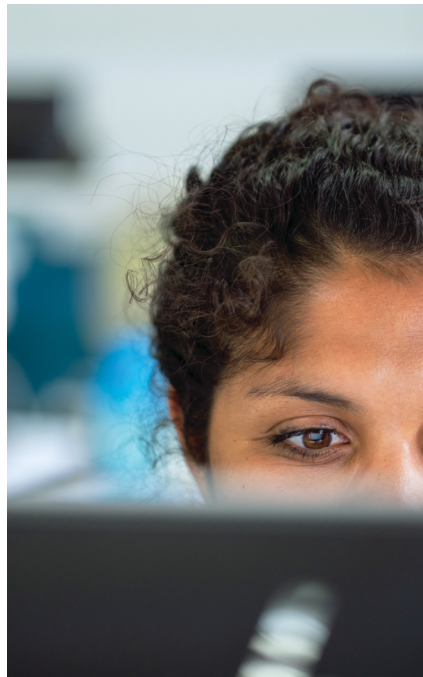
**Deep Champagne**

PANTONE 2005 C  
 CMYK : 0 / 15 / 50 / 0  
 RGB : 255 / 217 / 144  
 HEX : #FFD990

# Corporate Imagery

Corporate images include several views of how logo will look in the media and how it will work in branding. It also helps to discover new ideas and points of view about the logo.

## Examples Of Corporate Imagery



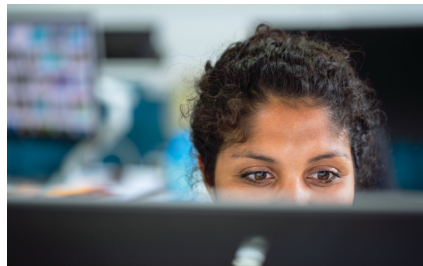
# Imagery Theme

## Acceptable

Desaturate colors



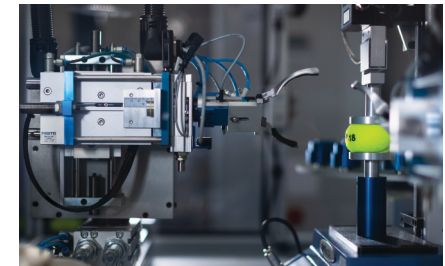
High contrast



Sharp images



About About engineering



## Not Acceptable

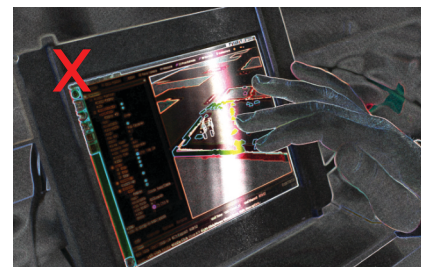
Don't stretch the image disproportionately



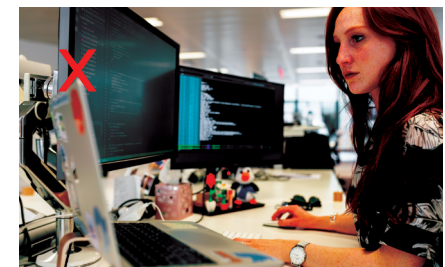
Don't use images that are not related to the content



Don't use chaotic image



Don't use over saturated



# Approach To Collateral

The purpose of these guidelines is to explain the use of the new brand style and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and offline. Guidelines on the use of the logo are included.



**Apparel**

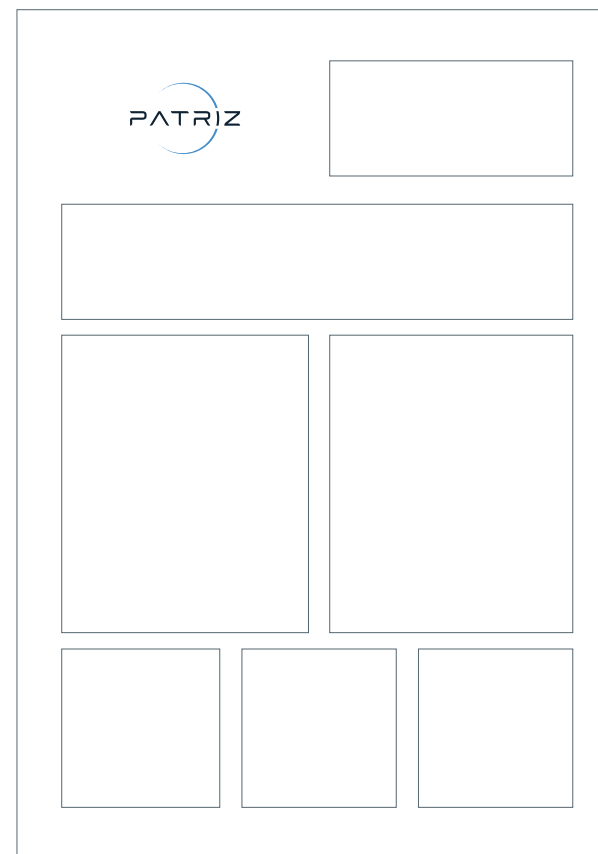
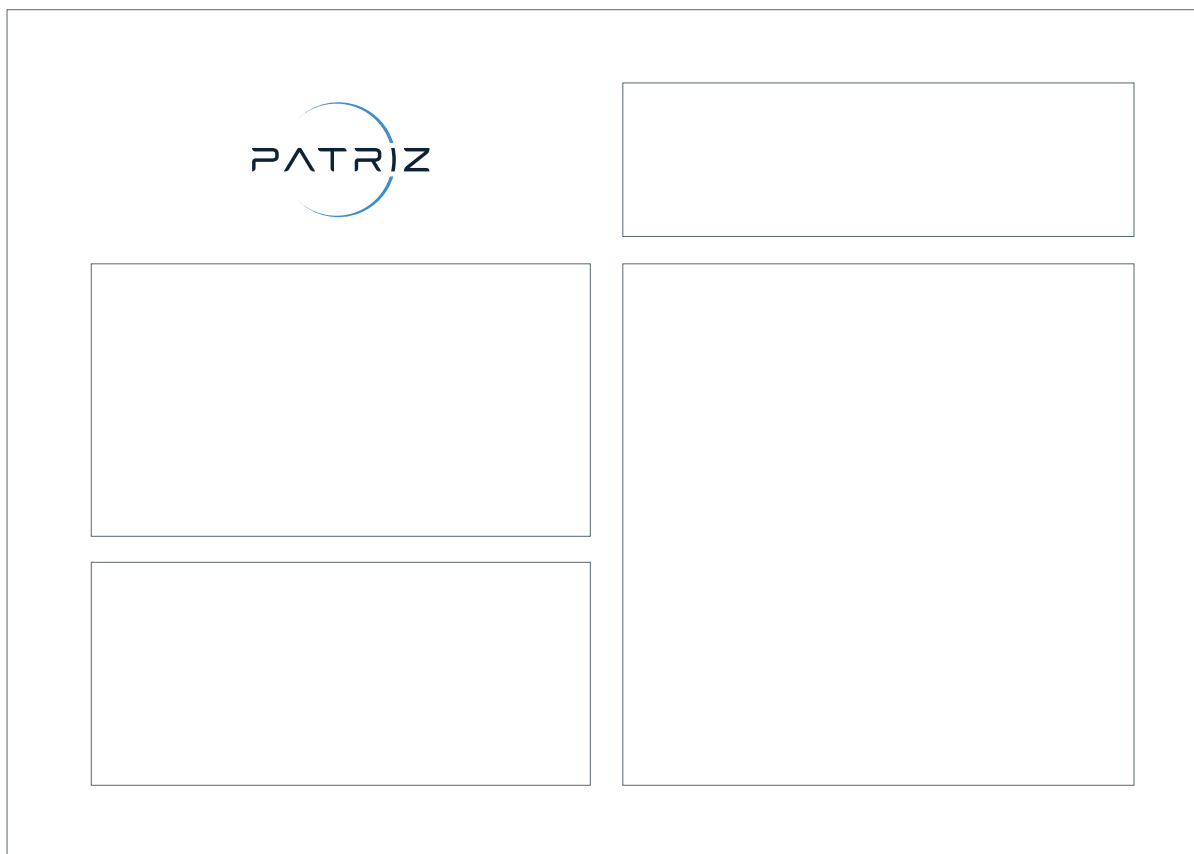


**Giveaways**



**Printed Media**

# Working With Grids





## Summary & Contact

PATRIZ brand, including the logo, name, colors and identifying elements, are valuable company assets. The company brand is an important element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding because the brand cannot be compromised, we've created this guide to provide all specifications you need to maintain its integrity. The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials we create will represent your company cohesively to the outside world.

### Company Contact

#### **PATRIZ AG**

Gewerbezone 12  
6315 Morgarten

[info@patriz.ai](mailto:info@patriz.ai)  
[www.patriz.ai](http://www.patriz.ai)



# A List Of Words And Their Meaning

## **RGB**

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

## **CMYK**

Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

## **RASTER**

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

## **VECTOR**

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

## **LOSSY**

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

## **LOSSLESS**

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

## **SVG**

Scalable Vector Graphics (SVG) is an XML-based vector image format for two-dimensional graphics with support for interactivity and animation. The SVG specification is an open standard developed by the World Wide Web Consortium (W3C) since 1999. SVG images and their behaviors are defined in XML text files.

## **PDF**

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

## **EPS**

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

## **TIFF**

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You’ll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a “container” for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.

## **AI**

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

## **JPEG/JPG**

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.



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