	Engineering System Process	camoplast solideal
	Branding Strategy in CAD Application	

System+Version:	**All CAD Apps + All Version**

Business Process Overview

Scope

The purpose of this work instruction is to uniformize the Branding implementation within our CAD Application as per standard define and approve by the Marketing Departement. The objective is to define an uniform and effective way to generate Branding within our product line.

Use

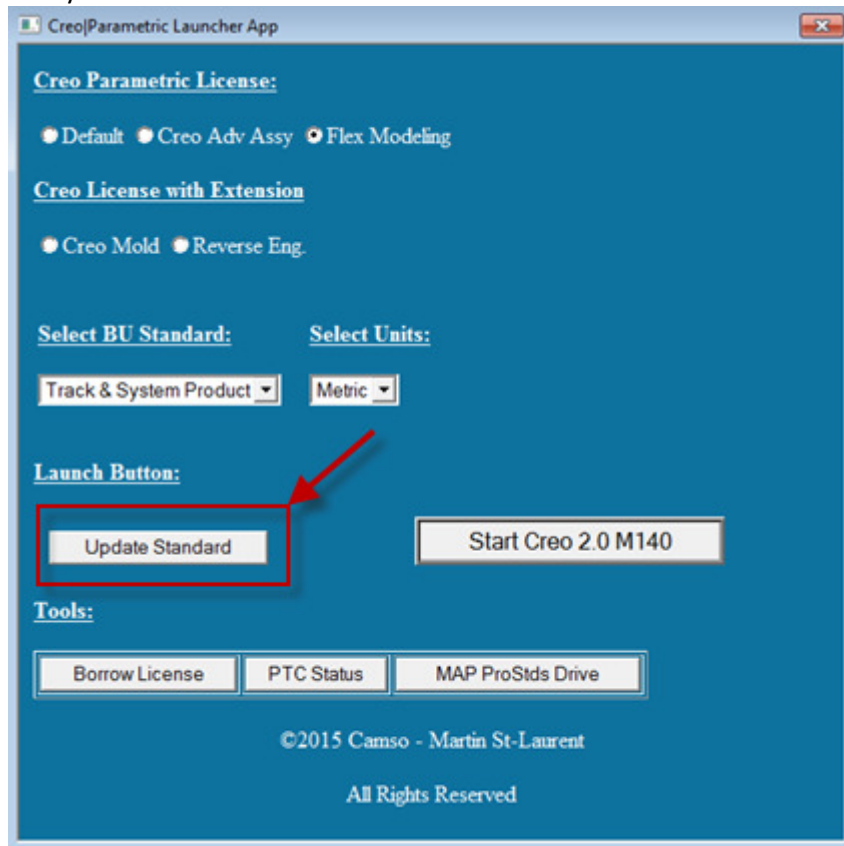Use this Work instruction in any circumstance where you need to identify the company brand using your CAD Application.

Table of Contents

Installation

1.1 Creo Parametric

The installation of the FONT is manage by the IT Engineering System team at the installation of the application and require no special user action. The Font is located under the CREO Standard folder *C:\ptc\creo\Creo_stds\fonts*. The Creo launcher manage any updated required using the *"Update Standard"* functionality:

1.1 Solidworks

Solidworks use the default FONT functionality of Microsoft Windows. So to be able to use the new font within this application, the font need to be install within the Windows Font repository on *C:\Windows\Fonts*. Simply copy the Logo Font from the CAD standard repository, *\\csnt13\InstallFiles\CAD_Stds\Creo_stds\fonts*

** You need to redo this process for any FONT Update**

Usage

1.0 Font List

Each keyboard are used for a specific Brand requirement and configuration. Here is the detail of the

Item	FONT Name	Font Description
1.1	Logo-Camso	Include all approve Font form for CAMSO logo
1.2	Logo-AG-Track	Include all approve Font form for CAMSO logo + Labelling quirement for AG
1.3	Logo-Bobcat	Bobcat customer Logo
1.4	Logo-Claas	CLAAS customer Logo
1.5	Logo-Johndeere	John Deere customer Logo
1.6	Logo-Volvo	Volvo customer Logo

* for any new Customer requirement please send a request to ITSupport@Camoplast Solideal Inc

System+Version:	**All CAD Apps + All Version**

1.1 Logo-CAMSO Font

Each keyboard are used for a specific Brand requirement and configuration. Here is the more detail of the key and their correspondance

Key Detail :

Key	Description	Expected Result
1	Logo only	
2	Name Only	CAMSO
3	Logo + Name Horizontal	CAMSO
4	Vertical Logo with Frame	
5	Horizontal Logo with Frame	CAMSO
6	Name Only for stencil	CAMSO
7	Vertical Logo for stencil without frame	CAMSO
8	Vertical Logo without frame	CAMSO
9	TerraFlex ** PRELIMINARY NOT FOR EXTERNAL USE ***	
0	Vertical Logo with extrudable Frame	CAMSO
camso	Lower case letter can also use to write the name "CAMSO"	CAMSO

1.2 Logo-AG-Track Font

Logo AG Track is the same as the Logo-Camso but we customer logo added. Each keyboard are used for a specific Brand requirement and configuration. Here is the more detail of the key and their correspondance

Key Detail :

Key	Description	Expected Result
A	John Deere Logo	
D	John Deere name Logo	
E	Bobcat name Logo	
K	Volvo Logo	
L	Volvo name Logo	
O	Claas Logo	
P	Caterpillar Logo	
Q	Bobcat Logo	
S	John Deere Logo only	
W	Bobcat Paws Logo	

camoplast solideal

System+Version:	**All CAD Apps + All Version**

1.3 Logo-Bobcat Font

Each keyboard are used for a specific Brand requirement and configuration. Here is the more detail of the key and their correspondance

.notdef	.null	nonm...	space	exclam	quote...	numb...	dollar	percent	amper...	quote...	parenl...	parenr...	asterisk	plus	comma	hyphen	period	slash	one	two	three	four	five	six
[?]				!	"	#	$	%	&	'	(	)	*	+	,	-	.	/	Bobobc	Bobca	🐾	4	5	6

seven	eight	nine	colon	semico...	less	equal	greater	questi...	at	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
7	8	9	:	;	<	=	>	?	@	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	bracke...	backsl...	bracke...	asciicir...	under...	grave	a	b	c	d	e	f	g	h
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	bracel...	bar	braceri...	asciitil...	exclam...	cent	sterling
i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z	{			}	~	¡	¢	£

currency	yen	broke...	section	dieresis	copyri...	ordfe...	guille...	logical...	registe...	macron	degree	plusmi...	twosu...	threes...	acute	mu	paragr...	period...	cedilla	onesu...	ordma...	guille...	onequ...	onehalf
¤	¥	¦	§	¨	©	ª	«	¬	®	¯	°	±	²	³	´	µ	¶	·	¸	¹	º	»	¼	½

threeq...	questi...	Agrave	Aacute	Acircu...	Atilde	Adiere...	Aring	AE	Ccedilla	Egrave	Eacute	Ecircu...	Ediere...	Igrave	Iacute	Icircu...	Idieresis	Eth	Ntilde	Ograve	Oacute	Ocircu...	Otilde	Odiere...
¾	¿	À	Á	Â	Ã	Ä	Å	Æ	Ç	È	É	Ê	Ë	Ì	Í	Î	Ï	Ð	Ñ	Ò	Ó	Ô	Õ	Ö

multiply	Oslash	Ugrave	Uacute	Ucircu...	Udiere...	Yacute	Thorn	germa...	agrave	aacute	acircu...	atilde	adiere...	aring	ae	ccedilla	egrave	eacute	ecircu...	ediere...	igrave	iacute	icircu...	idieresis
×	Ø	Ù	Ú	Û	Ü	Ý	Þ	ß	à	á	â	ã	ä	å	æ	ç	è	é	ê	ë	ì	í	î	ï

eth	ntilde	ograve	oacute	ocircu...	otilde	odiere...	divide	oslash	ugrave	uacute	ucircu...	udiere...	yacute	thorn	ydieresis	dotlessi	circum...	caron	uni02C9	breve	dotacc...	ring	ogonek	tilde
ð	ñ	ò	ó	ô	õ	ö	÷	ø	ù	ú	û	ü	ý	þ	ÿ	1	^	ˇ	¯	˘	˙	°	˛	˜

Key Detail :

Key	Description	Expected Result
1	Bobcat Logo	🐾 Bobcat
2	Bobcat name Logo	Bobcat
3	Bobcat Paws Logo	🐾

System+Version:	**All CAD Apps + All Version**

1.4 Logo-Claas Font

Each keyboard are used for a specific Brand requirement and configuration. Here is the more detail of the key and their correspondance

.notdef	.null	nonm...	space	exclam	quote...	numb...	dollar	percent	amper...	quote...	parenl...	parenr...	asterisk	plus	comma	hyphen	period	slash	zero	one	two	three	four	five
[?]				!	"	#	$	%	&	'	(	)	*	+	,	-	.	/	0	*AI*	2	3	4	5

six	seven	eight	nine	colon	semico...	less	equal	greater	questi...	at	A	B	C	D	E	F	G	H	I	J	K	L	M	N
6	7	8	9	:	;	<	=	>	?	@	*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	bracke...	backsl...	bracke...	asciicir...	under...	grave	a	b	c	d	e	f	g
O	P	Q	R	*5*	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	bracel...	bar	braceri...	asciitil...	exclam...	cent
h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z	{	|	}	~	¡	¢

sterling	currency	yen	broke...	section	dieresis	copyri...	ordfe...	guille...	logical...	registe...	macron	degree	plusmi...	twosu...	threes...	acute	mu	paragr...	period...	cedilla	onesu...	ordma...	guille...	onequ...
£	¤	¥	¦	§	¨	©	ª	«	¬	®	¯	°	±	²	³	´	µ	¶	·	¸	¹	º	»	¼

onehalf	threeq...	questi...	Agrave	Aacute	Acircu...	Atilde	Adiere...	Aring	AE	Ccedilla	Egrave	Eacute	Ecircu...	Ediere...	Igrave	Iacute	Icircu...	Idieresis	Eth	Ntilde	Ograve	Oacute	Ocircu...	Otilde
½	¾	¿	À	Á	Â	Ã	Ä	Å	Æ	Ç	È	É	Ê	Ë	Ì	Í	Î	Ï	Ð	Ñ	Ò	Ó	Ô	Õ

Odiere...	multiply	Oslash	Ugrave	Uacute	Ucircu...	Udiere...	Yacute	Thorn	germa...	agrave	aacute	acircu...	atilde	adiere...	aring	ae	ccedilla	egrave	eacute	ecircu...	ediere...	igrave	iacute	icircu...
Ö	×	Ø	Ù	Ú	Û	Ü	Ý	Þ	ß	à	á	â	ã	ä	å	æ	ç	è	é	ê	ë	ì	í	î

idieresis	eth	ntilde	ograve	oacute	ocircu...	otilde	odiere...	divide	oslash	ugrave	uacute	ucircu...	udiere...	yacute	thorn	ydieresis	dotlessi	circum...	caron	uni02C9	breve	dotacc...	ring	ogonek
ï	ð	ñ	ò	ó	ô	õ	ö	÷	ø	ù	ú	û	ü	ý	þ	ÿ	1	^	ˇ	¯	˘	˙	˚	˛

tilde	hunga...	endash	emdash	quotel...	quoter...	quote...	quote...	quote...	quote...	dagger	dagge...	bullet	ellipsis	guilsin...	guilsin...	fraction	franc	lira	peseta	Euro	numero	trade...	partial...	Delta
~	˝	–	—	'	'	‚	"	"	„	†	‡	•	…	‹	›	⁄	₣	£	Pts	€	№	™	∂	Δ

Key Detail :

Key	Description	Expected Result
1	Claas Logo	*CLAAS*
CLAAS	Upper case letter can also use to write the name "CLAAS"	*CLAAS*

1.5 Logo-Johndeere Font

Each keyboard are used for a specific Brand requirement and configuration. Here is the more detail of the key and their correspondance

Key Detail :

Key	Description	Expected Result
1	John Deere Logo	
2	John Deere Name Logo	
3	JD tag logo for part numbering	
4	John Deere Logo	
dehjnor	Upper case letter can also use to write the name "John Deere"	

1.6 Logo-Volvo Font

Each keyboard are used for a specific Brand requirement and configuration. Here is the more detail of the key and their correspondance

Key Detail :

Key	Description	Expected Result
1	Volvo Logo	
2	Volvo name Logo	**VOLVO**
lov	Upper case letter can also use to write the name "Volvo"	**VOLVO**

2.

Release history:

Version	Date (yyyy/mm/dd)	Author	Approuved By	Revised description
1.0	2015/06/19	Martin St-Laurent	MST	First edition

Keywords: Branding, CAD, CREO, logo, Solidworks