



Brand Guidelines

March 2019

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Introduction

The Datacolor brand is one of our most vital assets. It is crucial in advancing our reputation, maintaining customer relationships and attracting prospects. Being a strong brand requires that we provide a sense of who we are, what we do, and how that distinguishes us from competitors. It is also important that we are unified in the manner in which we present ourselves. This document explains how to best use our brand and core components, which serve as our building blocks for our current and future successes.

Albert Busch

President and CEO

1. Strategic platform

1.1 Brand promise

Our promise is the focus of the Datacolor brand. It articulates how we want to be perceived in the marketplace and everything we do should build on it. It captures our focus on innovation and our commitment to using technology to further color science for the benefit of our customers. Bold and optimistic, the promise highlights our expertise and our focus on the future.

DATA MEETS COLOR

WHAT	Today, technology, engineering, and ingenuity converge to create new thresholds of excellence. Creativity meets science. Inspiration meets precision. Innovation meets opportunity. Data meets color.
HOW	Our expertise in applied color science creates high-performing, intelligent, and effective solutions. Every day, our dedicated teams collaborate to advance the ways we orchestrate new solutions, connecting today’s needs with tomorrow’s technologies.
WHY	Our commitment is to harness the advancements of modern technology because we understand that details count, color matters, and trust is everything.

1. Strategic platform

1.2 Brand attributes/personality

Our personality details the distinctive and desired traits of our brand. It is expressed in the way we communicate verbally, visually, and behaviorally, and sets the tone and style for our messaging. The Datacolor brand has been defined as visionary, engaging, intelligent, and open. Supporting and supported by our brand promise, these attributes describe who we are and guide how we interact with our audiences.

VISIONARY

Inventive & Creative

ENGAGING

Inspiring & Dedicated

INTELLIGENT

Knowledgeable & Imaginative

OPEN

Accessible & Collaborative

1. Strategic platform

1.3 Messaging themes

Our three messaging themes are used to create and organize our brand's messages. Each theme speaks to an important aspect of Datacolor's promise to ensure that key elements come through in communications. Emphasizing the same themes helps clients, employees, and stakeholders understand what Datacolor stands for and what matters to our brand. Credibly communicating and delivering on messages in these areas will enable us to prove our brand promise.

While specific messages may change, our themes should remain consistent across our organization. Although some themes may be more relevant to specific audiences or portfolios than others, it is important that we all use the same themes when we are trying to craft brand communications.

These themes can be used to develop high level messaging or messages for specific industries and audiences.

Innovation that inspires

- Suggests Datacolor is always looking ahead and forward-thinking
- Highlights leveraging the latest technologies to create advanced instruments and solutions
- Connects the pursuit of innovation to benefit customers

Trusted to deliver

- Highlights reliability, performance, and having a proven record
- Emphasizes trust to establish a more personal connection between what we do and who we serve
- Suggests our instruments are precise and that our service is reliable

Experts in color

- Leverages our primary strength: our people and our know how
- Suggests that we are experts at what we do, from our engineers to our customer service representatives
- Highlights the people behind what we do, making the brand more personal and human

1. Strategic platform

1.4 High level messaging

These messages are used as guides for all communications, helping us express the brand consistently. They serve as headlines or catchy copy in marketing materials and communications and are short and general in focus in order to have broad appeal. High level messages rarely exist alone and are generally accompanied with more detailed information in communications.

Common usages for high level messages include brand and marketing campaigns, webpage headlines and headings, calls to action, and opening or closing statements.

Innovation that inspires

Solutions that take you further, faster.

When data meets color, inspiration meets results.

Inspiration + innovation.
The Datacolor difference.

Trusted to deliver

Confidence + quality.
The Datacolor difference.

Delivering color confidence.

Experts that work with you.
Solutions that work for you.

Experts in color

When data meets color, insight meets opportunity.

Expertise + ingenuity.
The Datacolor difference.

1. Strategic platform

1.5 Industry messaging

To further illustrate how our brand communicates, we have developed messaging for three key industries. Notice how these messages specifically relate to customers and prospects in each particular industry. These messages can be used verbatim or they can be used to inspire new messages that convey similar sentiments.

Academy messaging highlights the role of Datacolor Academy, Datacolor’s community for sharing insights and expertise about color science.

ACADEMY

Innovation that inspires

Sharing insights and perspectives on current and future trends and opportunities, Datacolor Academy was designed to help our clients and the industry innovate, ideate and generate ways to advance color science.

Bringing knowledge, inspiration and innovation to life, Datacolor Academy is here to guide and facilitate discussion so you can make the most informed decisions that will benefit you now and in the future.

Trusted to deliver

Datacolor Academy is a community of diverse industries and academics where innovative ideas are generated, strengthened and realized with new ways of thinking about what’s possible.

Experts in color

Datacolor Academy is at the heart of our company. It seeks to merge inspiration with innovation, and science with technology to bring ideas and ingenuity to life.

1. Strategic platform

1.5 Industry messaging

To further illustrate how our brand communicates, we have developed messaging for three key industries. Notice how these messages specifically relate to customers and prospects in each particular industry. These messages can be used verbatim or they can be used to inspire new messages that convey similar sentiments.

Retail paint messaging speaks directly to paint retailers to communicate how Datacolor’s products, solutions, and services can help their businesses and customers.

RETAIL PAINT

Innovation that inspires

As color professionals, it is your job to resolve color challenges and find new and innovative ways to bring inspiration to life. As color experts, we see it as our job to bring you the state-of-the-art tools to help you do it.

Datacolor is reshaping the way that color is matched, formulated, and dispensed, setting a new standard for simplicity in the process. We are making innovation accessible and affordable so you can turn your paint department into a design center with ease.

Trusted to deliver

Datacolor delivers trust, reliability and accuracy to our customers so that you can do the same for yours.

Datacolor is improving the ways that you can achieve results with innovative, easy-to-use color matching products and services that are fast, effective and affordable. Our teams provide outstanding service and customizable color technology solutions to paint retailers around the world.

Experts in color

It takes both passionate people and innovative technologies to produce quality color. At Datacolor, we have developed retail paint solutions that find the perfect balance between artistry and technology, so you can deliver consistent, high-quality results for your customers.

Datacolor experts work with you to identify the solutions that work best for you. From easy-to-learn and easy-to-use software solutions, to lab quality color measurement and matching systems, we provide you with the tools you need to grow your retail paint business and make color your competitive advantage.

1. Strategic platform

1.5 Industry messaging

To further illustrate how our brand communicates, we have developed messaging for three key industries. Notice how these messages specifically relate to customers and prospects in each particular industry. These messages can be used verbatim or they can be used to inspire new messages that convey similar sentiments.

Textile messaging conveys the positive impact that Datacolor’s products can make on textile businesses, providing reliability, speed, and quality.

TEXTILE

Innovation that inspires

Datacolor is always innovating so you can do the same. We are transforming traditional ways of managing color, enabling brands to respond to changing trends more quickly and bring new products and offerings to market faster.

Trusted to deliver

With shorter lead times, increased cost pressures and greater productivity demands, you need outcomes that you can rely on. We understand the impact color has on the textile business and that means you can count on us to deliver what you need, when you need it.

Experts in color

Color is transformational and contributes to a consumer’s perception of the credibility, quality and value of your product. At Datacolor, our expertise is in understanding how color impacts your business. That’s why our teams provide you with the insights, tools and support you need to get to market quickly with on-trend products.

2. Core identity elements

Our identity is the visual expression of the Datacolor brand.

The core elements of our identity are simple and clean, reflecting the sophistication of our brand and communicating the precision and quality of our products and services.

This section outlines proper use of our logo, color palette, and typography, so that we can effectively leverage these powerful visual tools and maintain consistency and clarity throughout our marketing materials, communications, and products.

2. Core identity elements

2.1 Datacolor logo

The Datacolor logo is the most immediate representation of our company, our people, and our brand to the world. It is a valuable corporate asset that must be used consistently in the proper, approved forms.

The preferred version is the full color over a white background. All the other versions presented here are acceptable but for restricted uses that must be approved with the marketing and communication department.

PREFERRED VERSION



ACCEPTABLE VERSIONS



ACCEPTABLE VERSIONS



2. Core identity elements

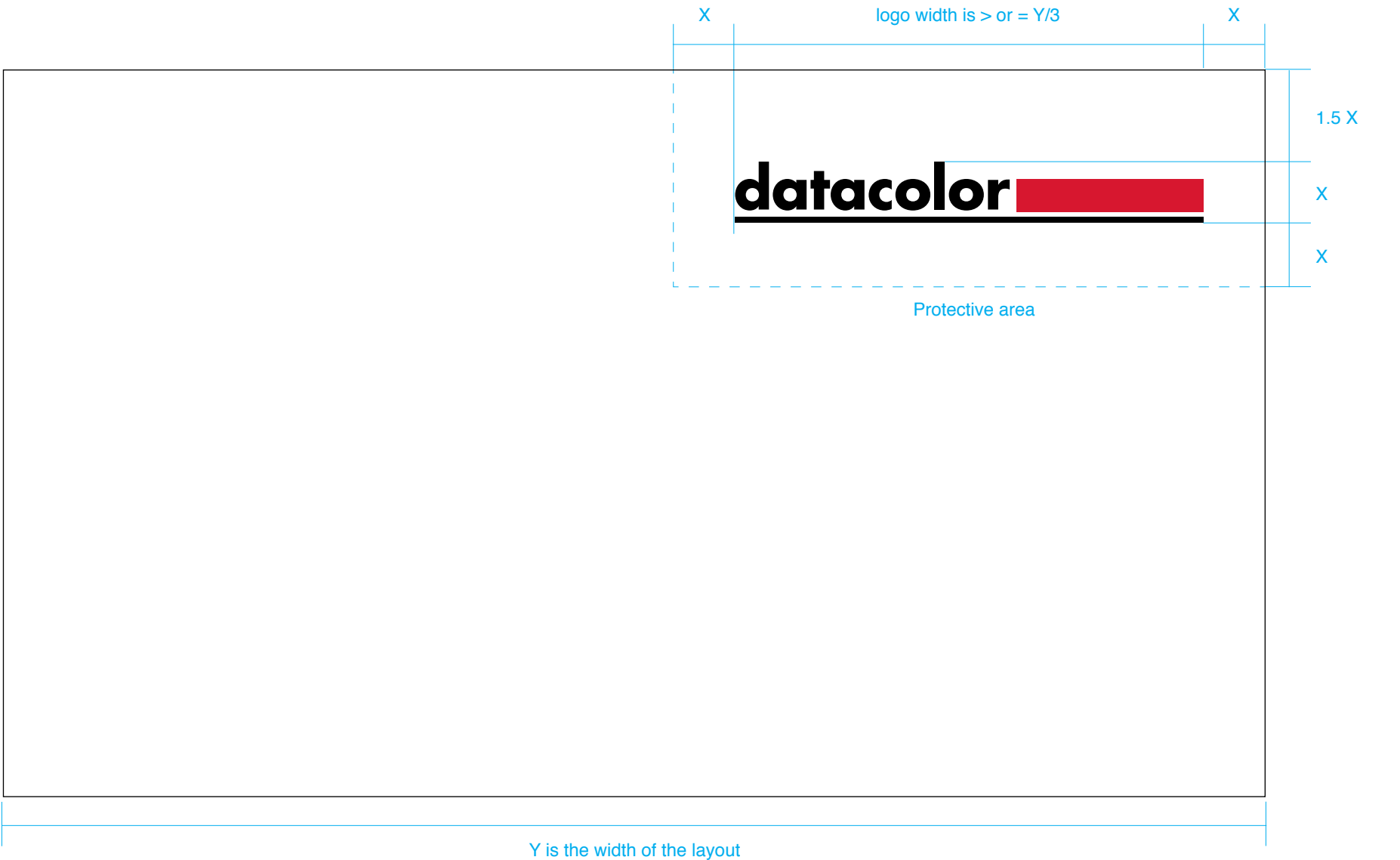
2.2 Datacolor logo size and clear space

The logo size is always determined in relation to the layout format.

Because the Datacolor logo performs better when relatively large, it is recommended that the width of the logo be at least 1/3 the width of the layout.

To protect the logo from the interference of other elements and make it always prominent, keep a protective area of at least “X,” as illustrated to the right.

The preferred alignment of the logo is in the upper right corner of the layout. If the upper right corner is not ideal, e.g., on web pages, it is acceptable to place the logo in other areas of the layout.



2. Core identity elements

2.3 Datacolor logo improper use

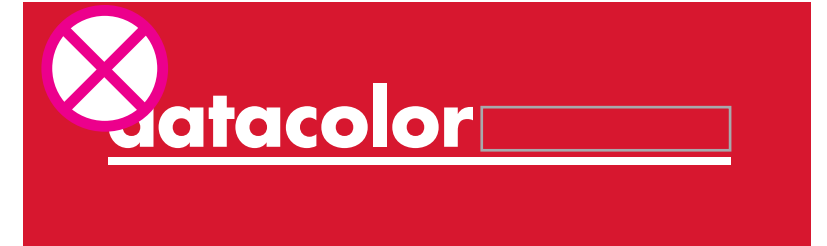
To avoid inconsistencies, never use logo versions that are not provided in this document.

Always follow the guidelines for color versions and contrast control. Never change the position or size of the components or distort the logo.

These are just examples of the improper usages.



Do not use the reversed version with a red bar on black



Do not use the reversed version with a red bar on red



Do not change the proportion of the elements



Do not rotate or distort the logo



Do not remove any of the logo elements



Do not place the logo over busy graphics and images

2. Core identity elements

2.4 Color specifications

Use the color specification that better fits the application process of reproduction.

Pantone

Primary for print, when precision is required or when the CMYK process is not feasible. The Pantone specification also works as reference for material colors, such as vinyl, wall painting, textiles etc.

CMYK

Print only, specially for the Offset Process that works with the combination of cyan, magenta, yellow and black colors.

RGB and HEX

Screens only, where the colors are generated by the combination of red, green and blue.

PRIMARY PALETTE

<div><div>Datacolor Red</div><div>Pantone 1797</div><div>C0 M100 Y85 K10</div><div>R215 G25 B45</div><div>HEX #d7172f</div></div>	<div><div>Datacolor Black</div><div>C0 M0 Y0 K100</div><div>R0 G0 B0</div><div>HEX #000000</div></div>	<div><div>Datacolor White</div><div>C0 M0 Y0 K0</div><div>R255 G255 B255</div><div>HEX #ffffff</div></div>
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NEUTRAL PALETTE

<div><div>Dark Gray</div><div>Pantone Cool Gray 11C</div><div>C0 M0 Y0 K70</div><div>R83 G86 B90</div><div>HEX #53565A</div></div>	<div><div>Gray</div><div>Pantone Cool Gray 7C</div><div>C0 M0 Y0 K40</div><div>R151 G153 B155</div><div>HEX #97999B</div></div>	<div><div>Light Gray</div><div>Pantone Cool Gray 3C</div><div>C0 M0 Y0 K20</div><div>R200 G201 B199</div><div>HEX #C8C9C7</div></div>
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2. Core identity elements

2.5 Typography

The correct use of the specified typefaces is fundamental for the consistency of Datacolor’s visual identity.

For most applications, including printed and digital materials, Helvetica is the recommended family. It is a very complete family with multiple weights and italics, allowing for sophisticated compositions.

Roboto is only to be used on the website.

Do not use all-caps.

Although Helvetica is available on most computers, if a different system font is required, use Arial.

CORPORATE TYPEFACE

Helvetica Bold

ABCDabcd
1234

Helvetica Medium

ABCDabcd
1234

Helvetica Regular

ABCDabcd
1234

WEBSITE TYPEFACE

Roboto Bold

ABCDabcd
1234

Roboto Regular

ABCDabcd
1234

Roboto Light

ABCDabcd
1234

2. Core identity elements

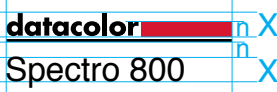
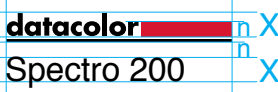
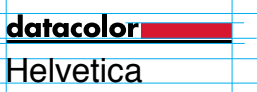

2.6 Product branding typography

The matrix presented on this page describes the process to select the right configuration for each product and application.

Whenever possible, the product brand should be placed on the front right side of the physical product unit.

Whenever possible, the length of the product name should not exceed the length of the logo. If it appears longer, then please consider a shorter product name. For existing product, please reduce the size of the product name so the length is flush with the logo.

If a specific situation is not covered here, please contact the marketing and communication department.

	LOGO TREATMENTS		TEXT TREATMENTS	
MASTER BRAND For use as a sign-off for the majority of situations. Product identification to be achieved through established typographic treatments.			Datacolor Spectro 800 Datacolor Spectro 500 Datacolor AhibaIR	Datacolor Elrepho Datacolor Guardian Datacolor ViewPort
PRODUCT BRAND(S)* Logo configurations for B2B or B2C product lines and product groups that would benefit from increased visibility and a direct link to the Datacolor brand. * Lock-ups to be used principally on the product itself or as shorthand in limited space situations.			Spyder 5 Checkr Spyder 5 Elite Spyder Lenscal Spyder Cube Spyder X ColorReader ColorReader Pro Datacolor SpectraVision Datacolor Guardian	
Visual & typographic conventions		Graphic identities to be created according to the pre-established size relationship between masterbrand and product name	Helvetica Bold HelveticaLight	Graphic identity to be created according to pre-established relationship between brand name and versions/functionalities

2. Core identity elements

2.7 Product color scheme

Datacolor products must be designed considering the white as the main color for the body and red for details, such as a printed band or actual parts of product.

Avoid the overuse of black and metallic coating as used on previous products.



2. Core identity elements

2.8 Product branding

Contact guidelines@datacolor.com if you need more detailed information or guidance.



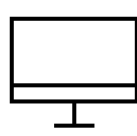
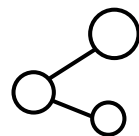
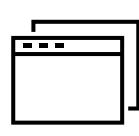
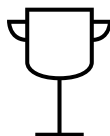
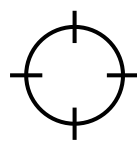
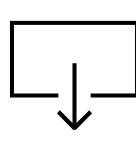
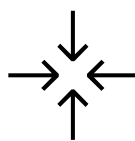
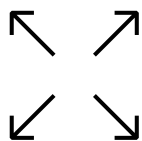
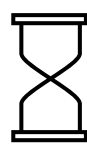
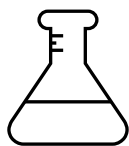
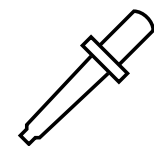
3. Graphic system

3.1 Icons style

Linea is the icon set selected for Datacolor because of its simplicity and precision that reinforce the aesthetics of the brand's visual identity.

When it is necessary to use icons, such as in digital interfaces or for the construction of infographics and instructions, start with the Linea set, available at: <http://linea.io>

If the desired icon is not available in the set, a custom icon must be designed, following the same formal characteristics of Linea.



3. Graphic system

3.2 Photography style

The correct presentation of Datacolor products in photography is extremely important. To avoid interferences and distractions, a studio photography with a white background is the preferred style.

The product must be evenly lit and sharp, without hard shadows and out-of-focus areas.

Make sure the color of the product is reproduced with accuracy.

PRODUCTS ON WHITE BACKGROUND



3. Graphic system

3.2 Photography style

Each Datacolor product has a very precise application and mode of use, that is why it is important to present them in the context of real professional situations.

Make sure to show the applications and industries. Ideally, show a person interacting with or holding a product to demonstrate scale and give a cue of the mode of use.

PRODUCTS IN CONTEXT



3. Graphic system

3.2 Photography style

Software based products and solutions can be presented as screenshots and staged on devices. When presenting staged on devices, try to focus on neutral aspects of the device avoiding recognizable parts.

If the device or the operational system need to be part of image, prefer the latest model or version, considering devices images don't age well.

SOFTWARE PRODUCTS



3. Graphic system

3.2 Photography style

The universe of applications of Datacolor products is very diverse but has color as the common element. Support images help tell the story of Datacolor. They have an illustrative character and complement the visual system. Suggested themes highlight the power of color and its importance in end-user products. This can be shown in the detail of products, textures, colorful compositions, environments and people interacting with products.

Support images are recommended to be used as a complement to the layout, but must always be paired with photography of Datacolor's products or solutions.

Whenever possible, always use image with red, white, black as the dominate colors.

SUPPORT IMAGES



3. Graphic system

3.4 Incorrect uses of photography

Here are examples of misuse of photography regarding the new guidelines.

Use the styles of photography shown in previous sections of these guidelines, and when making compositions in layouts, stick to a clear, simple message by avoiding:

- Confusing montages
- Products over pictures
- Overlaps and transparencies
- Dramatic scale changes



Do not place products over images



Do not place products over images and respect product scale



Do not use overlaps and transparencies



Avoid discrepant scale comparison



Do not use confusing montages



Do not use confusing montages, transparencies and overlaps



Do not use confusing montages

4. Templates and Examples

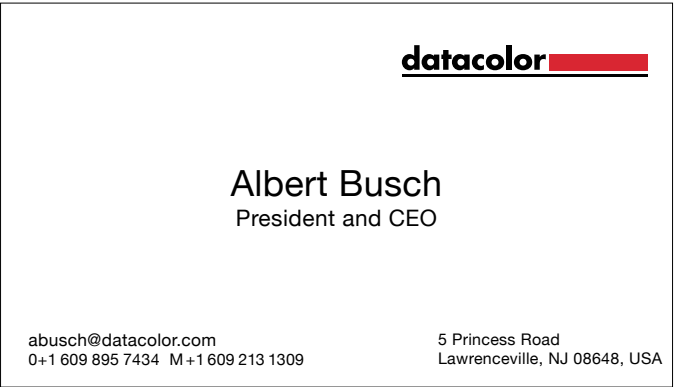
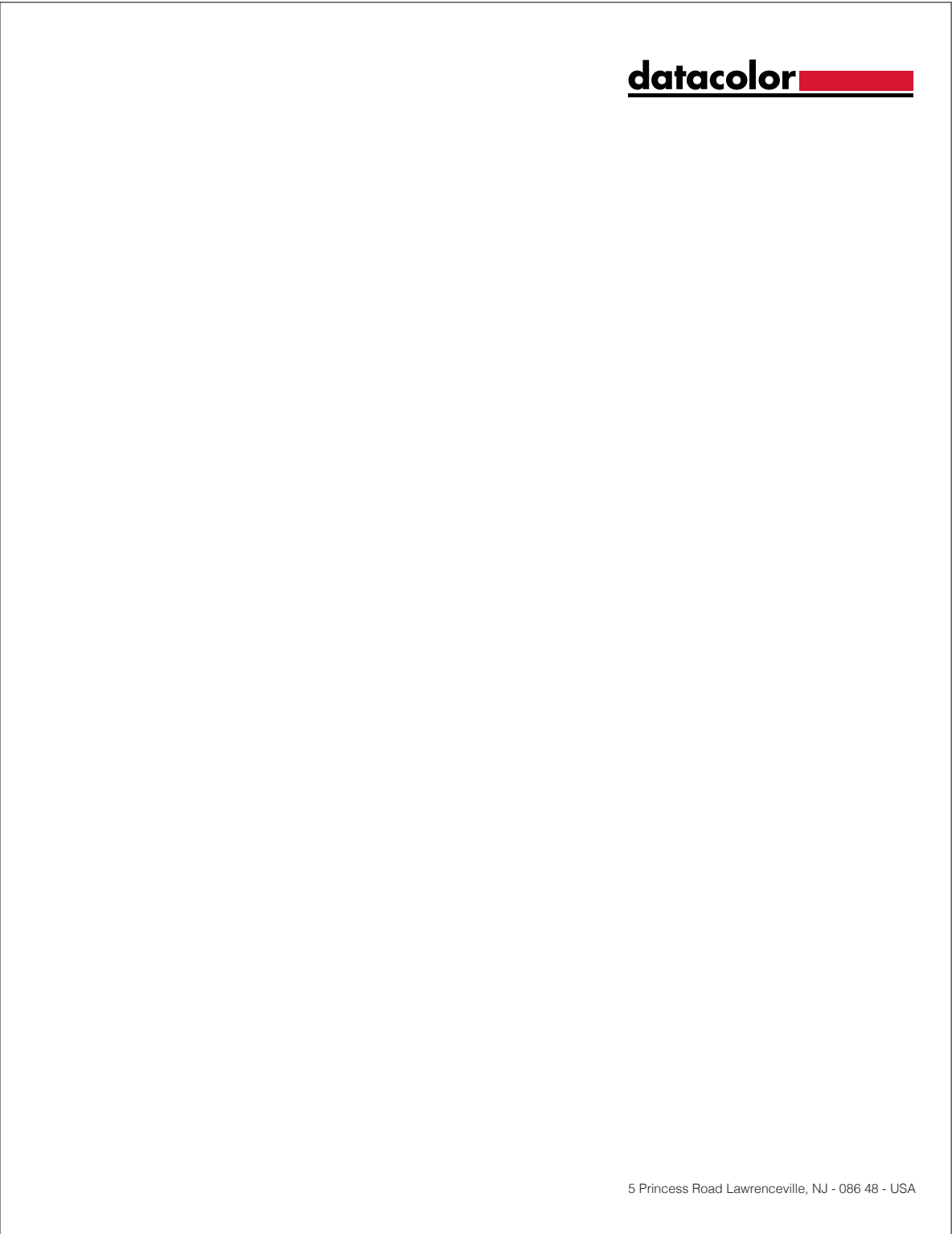
Presenting Datacolor branding consistently across our products, advertisements, websites, brochures, and corporate communications is essential to creating an integrated and aligned experience of the brand. Provided here are templates and examples to be used as a reference for the development of all future Datacolor marketing materials. This way, we ensure that everything we do and make going forward matches and reflects the aesthetic we have created for our brand.

4. Templates

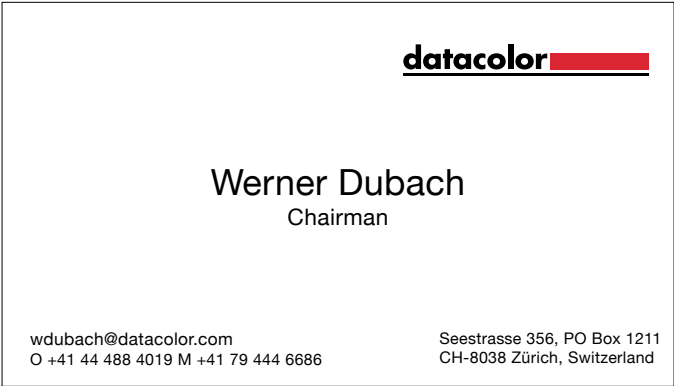
4.1 Business card and letterhead

Contact guidelines@datacolor.com if you need more detailed information or guidance.

[Download the template here](#)



US version (3.5" x 2")



Swiss version (85mm x 55mm)

4. Templates

4.2 Power Point template

Contact guidelines@datacolor.com if you need more detailed information or guidance.

[Download the template here](#)



datacolor

SpyderX
Launch February 11th

Title – Arial Bold 25pt

- **Bullets**
- **Arial Regular 20pt**
- **Linespacing: 1.1**
- **Spacing Before: 4pt**
- **Shrink text on overflow**
- **Indentation: 0.4cm**

datacolor


Title – Arial Regular 15pt

Text

Arial Regular, **Bold**, etc. 10pt

Line Spacing: 1.1

Spacing Before: 4pt
(Shift-Return for soft return)



Datacolor Confidential All Rights Reserved 2018

4. Examples

4.3 Brochure

Contact guidelines@datacolor.com if you need more detailed information or guidance.



4. Examples

4.5 Web page

Contact guidelines@datacolor.com if you need more detailed information or guidance.

[Company](#)
[Investors](#)
[Careers](#)
[Media Center](#)
[Contact](#)

[Business Solutions](#)
[Photography & Design](#)

Datacolor 20D

All the tools for your perfected workflow

[Discover now](#)

Business solutions

Photography & Design

Featured products

<p>Datacolor 500 Paesent dapibus enim turpis, quis elementum metus facilisis in.</p>	<p>Datacolor 20D Paesent dapibus enim turpis, quis elementum metus facilisis in.</p>	<p>Spyder X Paesent dapibus enim turpis, quis elementum metus nulla id eros ac erat sodales.</p>	<p>ColorReader Pro Paesent dapibus enim turpis, quis elementum metus facilisis in.</p>
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What's New with Datacolor

<p>News one Paesent dapibus enim turpis, quis elementum metus facilisis in.</p>	<p>News two Paesent dapibus enim turpis, quis elementum metus facilisis in.</p>	<p>News three Paesent dapibus enim turpis, quis elementum metus nulla id eros ac erat sodales.</p>	<p>News four Paesent dapibus enim turpis, quis elementum metus facilisis in.</p>
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4. Examples

4.5 Web page

Contact guidelines@datacolor.com if you need more detailed information or guidance.

Company

Investors

Careers

Media Center

Contact

datacolor

Business Solutions

Photography & Design


Perfect Color Management

All the tools for your perfected workflow


Datacolor instruments, software and support ensure accurate color in your workflow.

Discover now


Business solutions



Photography & Design




Featured products




Datacolor 500

Paesent dapibus enim turpis, quis elementum metus facilisis in.




Datacolor 20D

Paesent dapibus enim turpis, quis elementum metus facilisis in.



Spyder 5


Paesent dapibus enim turpis, quis elementum metus fulla id eros ac erat sodales.



ColorReaderPro

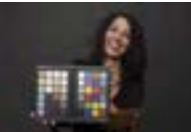
Paesent dapibus enim turpis, quis elementum metus facilisis in.

What's New with Datacolor




News one

Paesent dapibus enim turpis, quis elementum metus facilisis in.




News two

Paesent dapibus enim turpis, quis elementum metus facilisis in.



News three

Paesent dapibus enim turpis, quis elementum metus fulla id eros ac erat sodales.



News four

Paesent dapibus enim turpis, quis elementum metus facilisis in.

Company

Investors

Careers

Media Center

Contact


datacolor

Business Solutions

Photography & Design


Datacolor Solutions

The Benchmark for Integrated Color Management




Business solutions


However color influences your business, we provide solutions to boost your productivity. Whether it's getting more accurate color matches, improving color quality, or sharing color information digitally, Datacolor's team of experts will help you find the answer.




>



>



>




Color measurement

Color formulation

Analysis & communication


Visual assessment




Hugo Boss

Trendsetter in using digital color assessment for "Mix & Match" suits


Choose your market




Textile & apparel



Paint & coatings



Plastics



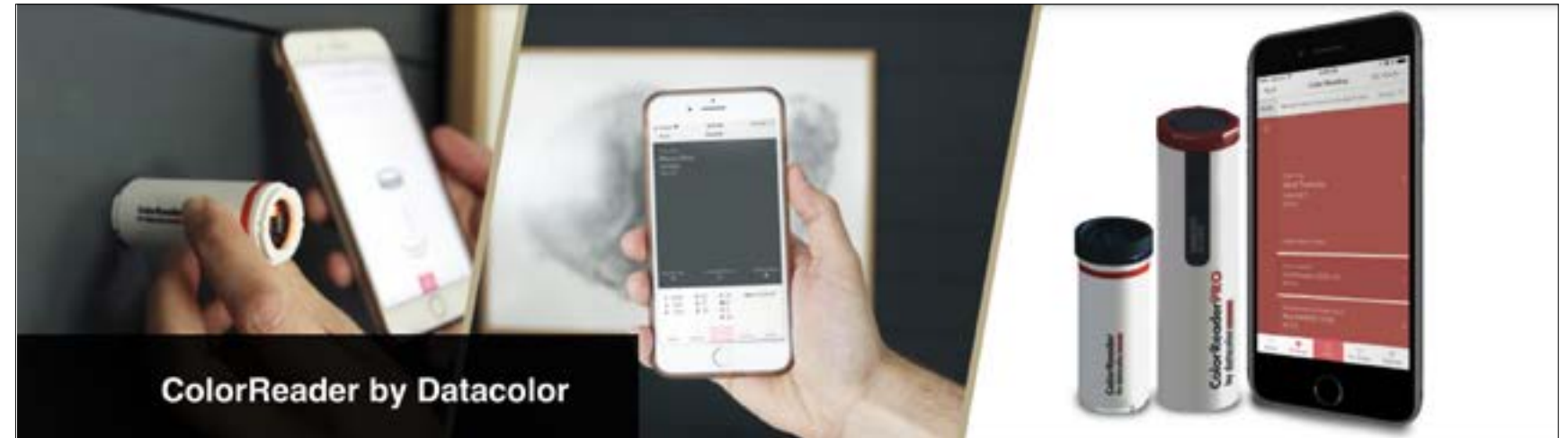
Specialties

32

4. Examples

4.6 Banner ads

Contact guidelines@datacolor.com if you need more detailed information or guidance.



datacolor

Color ReaderPro

Cost effective,
accurate color
measurement



datacolor



Color Management eBook
Free download

datacolor

Color Management eBook

Free download

datacolor

Datacolor 20D

Cost effective,
accurate color
measurement



4. Examples

4.7 Packaging

Contact guidelines@datacolor.com if you need more detailed information or guidance.



4. Examples

4.8 Booth graphic

Whenever possible, keep the booth graphics simple. Use more display screens for digital representation.

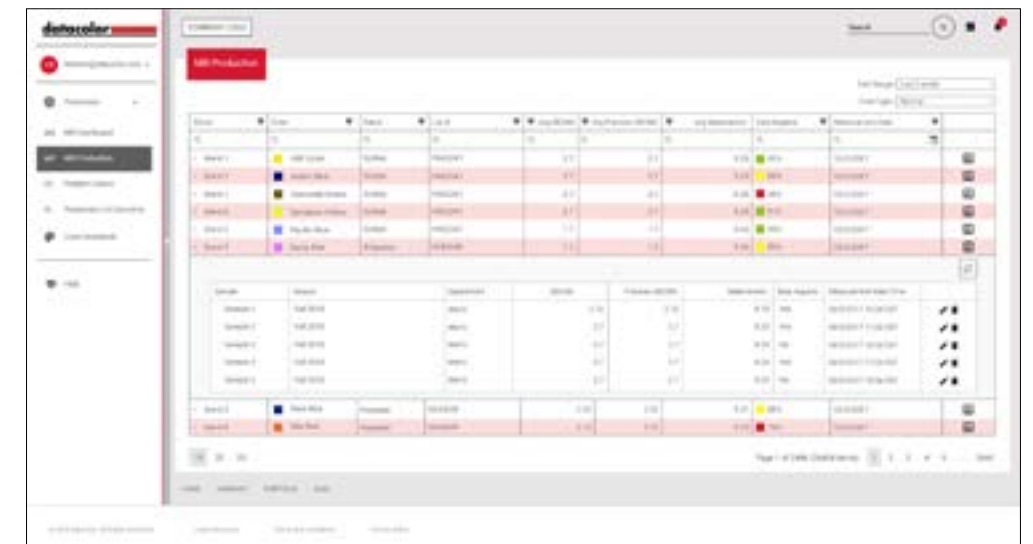
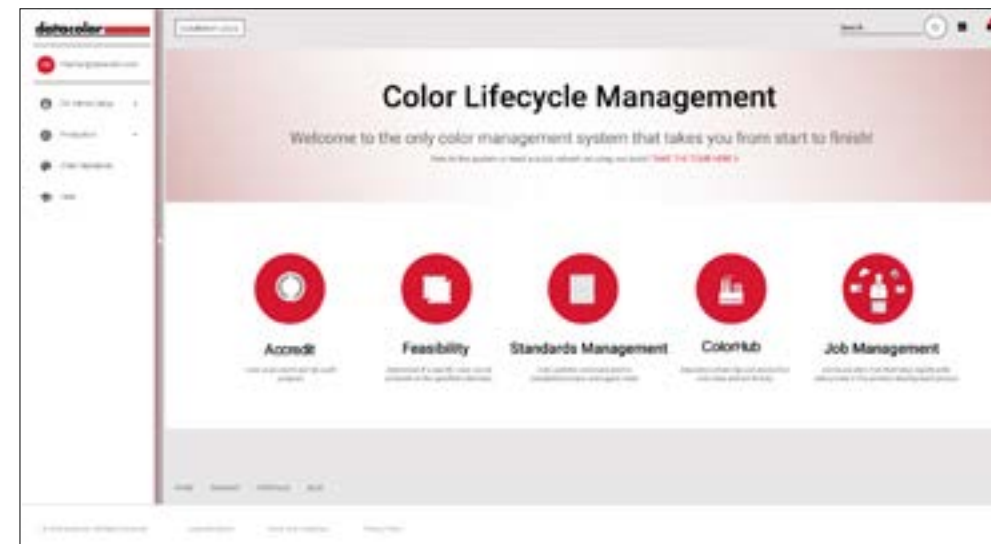
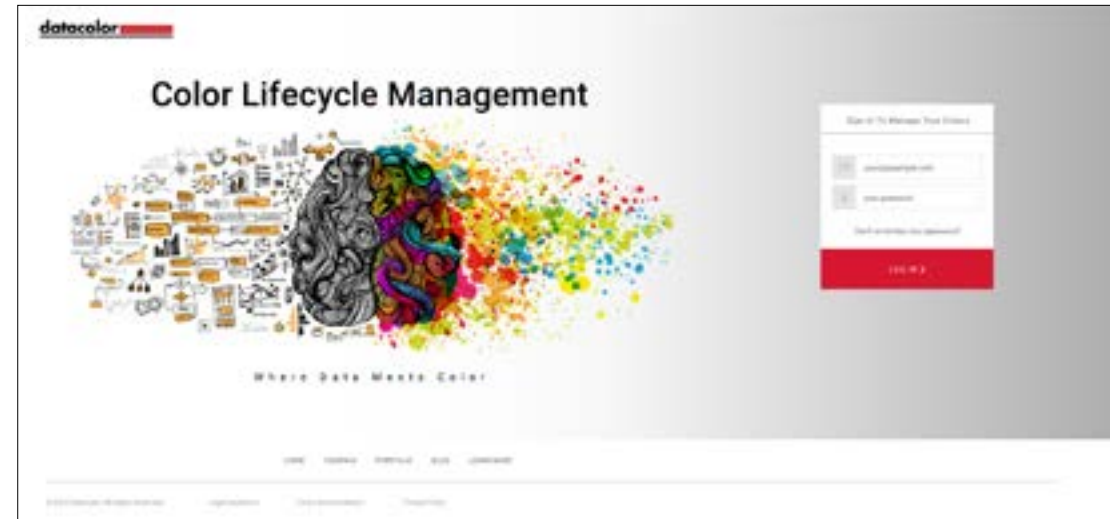
Contact guidelines@datacolor.com if you need more detailed information or guidance.




4. Examples

4.9 Software


Contact guidelines@datacolor.com if you need more detailed information or guidance.



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Business Solutions
Photography & Design



Febratex 2018
August 21-24, 2018 | Blumenau, SC Brazil

Visit Datacolor's booth at **Febratex** to learn how you can reduce time from concept to consumer with our latest technology.

Fast fashion and online retail are changing the textile apparel industry, putting more pressure on brands to improve speed to market by cutting production time and increasing operational efficiency.

Embrace trends at the speed of fashion with **SpectraVision**, the industry transforming technology from Datacolor. The solution enables retailers and their suppliers to objectively measure and digitally communicate the color of "the unmeasurables – prints, trims, yarns, faces, etc." thereby saving costs and shortening the time from concept to consumer.

The solution will be available for live demo at our booth during Febratex. Fill out the form on this page to schedule a 1:1 meeting with one of our experts.

Visit us at Febratex: booth 101, sector 3.

Meanwhile, read our [blog post](#) about what Datacolor SpectraVision is. We promise, you'll like it.

First Name *

Last Name *

Email Address *

Company *

Phone Number *

Zip Code




Country *

When is your preferred time for meeting? *

Afghanistan

Do you have any specific questions or products you would like to discuss/learn more about at the show? *













Request a Meeting

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Go to Top

5. Artwork matrix

Always use the correct artwork according to the color system it will be applied to and the reproduction technology.

Color system			Format
Pantone 2 colors printing system	CMYK 4 colors printing system	RGB Screens and digital applications	Vector Recommended for most applications
file name <u>datacolor</u> 	file name <u>datacolor</u> 	file name <u>datacolor</u> 	
file name <u>datacolor</u> 	file name <u>datacolor</u> 	file name <u>datacolor</u> 	
	file name <u>datacolor</u> 	file name <u>datacolor</u> 	
	file name <u>datacolor</u> 	file name <u>datacolor</u> 	
		file name <u>datacolor</u> 	Bitmap For videos and digital applications where vectors can't be used
		file name <u>datacolor</u> 	

For more information or questions
contact the team responsible for
these guidelines:
guidelines@datacolor.com