



zSpace®

# BRAND GUIDELINES

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## What is zSpace ?

**WE** created zSpace. zSpace is an experience that merges your physical reality and a virtual reality. zSpace is a visceral, emotive experience that is hard to describe. People's first reaction to zSpace is usually "Wow!" When asked to describe zSpace, people usually say "You need to experience it yourself." This document defines the zSpace brand. It describes our values, personality, and professionalism with a view to building relationships with our customers and partners. These brand guidelines contain a set of graphic elements (including color and typography) and voice and tone elements. Follow these guidelines to create strong, memorable customer impact and present a unified, confident image for zSpace.

## Manifesto

Computers should enhance reality, not create barriers for experiencing it.

There is nothing natural about today's computing experience. It's tedious, distant, and pretty unfriendly.

Virtual reality isn't any more real today than it was 20 years ago. "Multi-touch" and "Natural User Interfaces" are simply an evolution, not a revolution. "3D" is more hype than help.

- We believe there is a better reality. A reality where:
- Technology and devices become transparent
- Your imagination defines your reality

## Manifesto cont.

### It's time for a new dimension.

Imagine a new digital world that exists as you see it and imagining it to be; a world that blurs the boundary between the space in front of you and the vast digital universe; a new reality enhanced by your own innate behavior.

Welcome to a new and revolutionary way to interact with your digital world; to a place that has to be experienced to be believed.

Welcome to our space, to your next space.

### Welcome to zSpace.

## Brand Asset Usage

The following guidelines explain how to use these brand marks. Use of these marks for any purposes need to adhere to these guidelines. Following these guidelines protects and strengthens our brand. The Brand team will provide artwork as needed. Approved art is available online.

### Please note:

- Do not alter provided artwork in any way, including resizing. If needed, please request a new image in the size and/or resolution needed)
- Each piece of artwork stands alone. Do not combine with other brand marks or any other object (except as approved by the Brand team)

## Brand Voice

Our brand voice includes the words, the attitude, and the overall feel of our communication. Brand voice is a filter to apply to every piece of communication from our web site to press releases to product sheets to brochures.

### zSpace's brand voice is:

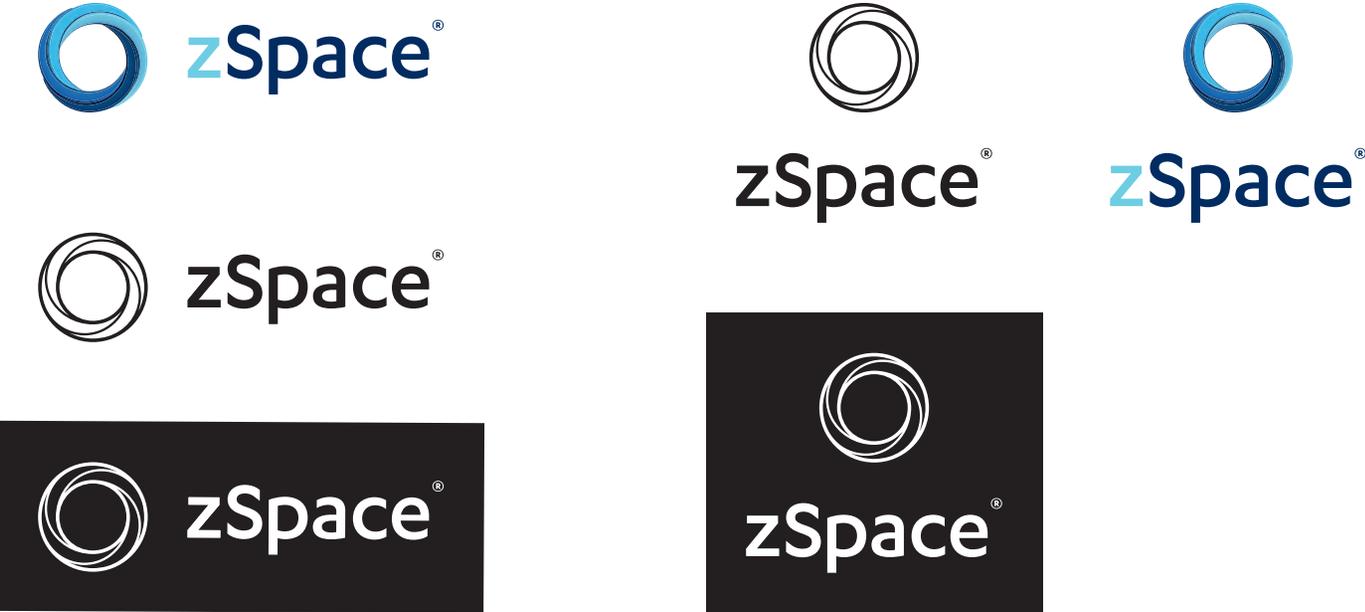
- Professional but not boring
- Not Academic
- Not Stuffy
- Not Geeky
- Casual but Honest and Direct
- Concise, Clean, and Simple
- It uses an Active voice but is not overly energetic

## zSpace Name & Usage

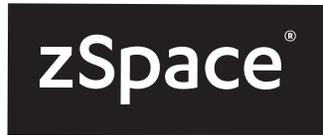
These guidelines describe the usage of the words “zSpace” in the construction of normal text such as sentences. When used in normal text, “zSpace” is always written as such. There is no space between “z” and “Space”. The “z” is always lowercase. The “S” is always uppercase.

# Brand Marks

Brand marks are the graphical elements that express our brand. The primary brand assets are “zSpace” and the Portal. Use these assets to convey specific messages.



## zSpace Wordmark

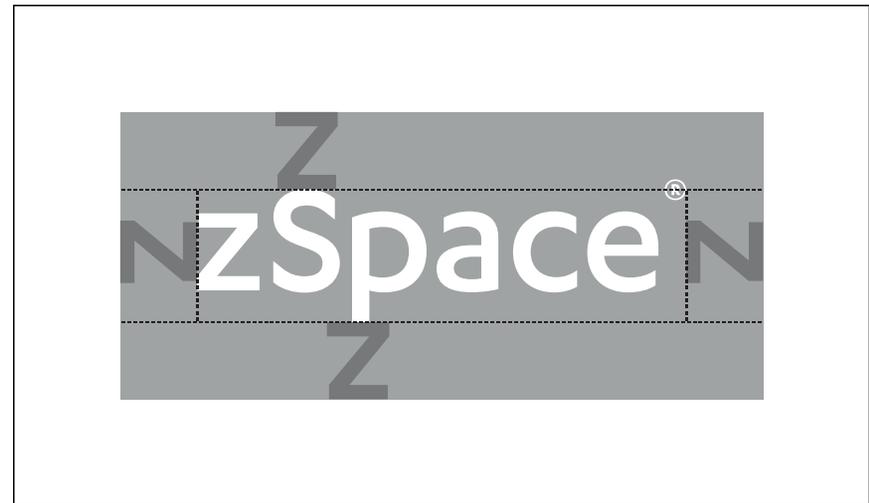


It is shown as “zSpace” using two blue colors or using white and black or using grey and black.

To ensure legibility, the “zSpace” logo must always be 0.25” in height or larger. The register symbol (®) is part of the logo and may not be removed.

### Usage

Use the “zSpace” wordmark to denote the zSpace product (but not the the zSpace platform). Use the color version only on white background. For non-white backgrounds, use the white wordmark. Keep the “zSpace” mark clearly visible and visually separate from other content. No graphics, type, photography or illustration should violate the mark’s “clear space” on any side of the mark. This clear space is surrounding whitespace above, below, to the left and right of the zSpace mark. The whitespace is equal to the width and height of the lowercase letter “z” in the “zSpace” mark.



- Clear space
- Free space

## zSpace Portal Mark

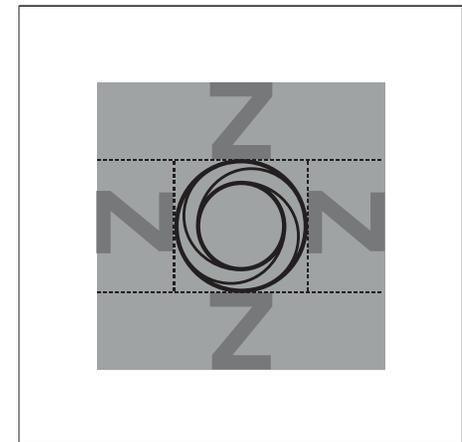


The Portal is the ring comprised of 4 pieces. Those pieces can either be specific shades of blue or monochromatic (defined below). The Portal is an iris or lens to new worlds. It represents the zSpace platform, the zSpace experience, the power to transport you into a new, unique experience, it symbolizes the zSpace experience; **The merging of your physical experience with a virtual reality experience.**

### Usage

The Portal is a symbol of the zSpace platform's ability to connect you with a new experience. Use the Portal only to depict the zSpace platform. You cannot use the Portal alone to represent the zSpace product. The color version can only be used on a white background. For non-white backgrounds, use a monochromatic version of the mark. Keep the Portal mark clearly visible and visually separate from other content. No graphics, type, photography or illustration should violate the mark's "clear space" on any side of the mark. This "clear space" is derived from the height of the lower-case letter "z" in the "zSpace" mark.

To ensure legibility, the Portal mark must always be 0.50" in height or larger.



- Clear space
- Free space

## Primary Logo | Horizontal Version



### Usage

This is a combination of the Portal mark and the zSpace word mark. It is used to denote the zSpace platform or experience (but not the zSpace product). Primary logo may only be used on a white background. Keep the logo clearly visible and visually separate from other content. No graphics, type, photography or illustration should violate the mark's "clear space" on any side of the mark. This "clear space" is derived from the height of the lower-case letter "z" in the "zSpace" mark.

To ensure legibility the logo must always be 0.50" in height or larger. The register symbol (®) is part of our mark and may not be removed.



■ Clear space

□ Free space

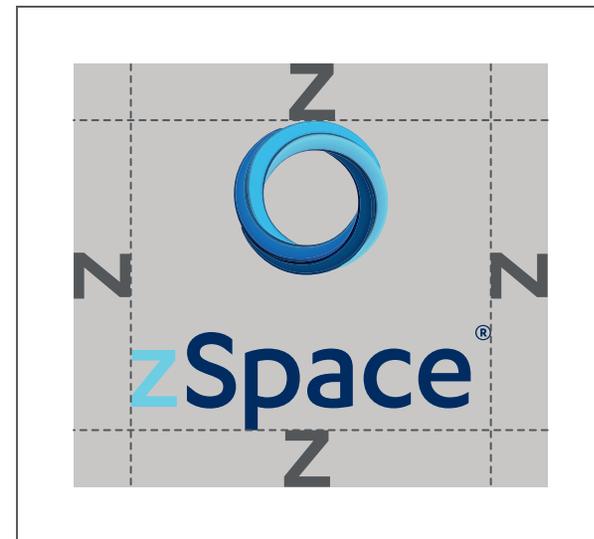
## Primary Logo | Vertical Version



### Usage

This is a combination of the Portal mark and the “zSpace” wordmark. It is used to denote the zSpace platform or experience (but not the zSpace product). Primary logo may only be used on a white background. Keep the “Portal + zSpace” vertical mark clearly visible and visually separate from other content. No graphics, type, photography or illustration should violate the mark’s “clear space” on any side of the mark. This “clear space” is derived from the height of the lower-case letter “z” in the “zSpace” mark.

To ensure legibility this logo must always be 0.75” in height or larger. The register symbol (®) is part of our mark and may not be removed.



- Clear space
- Free space

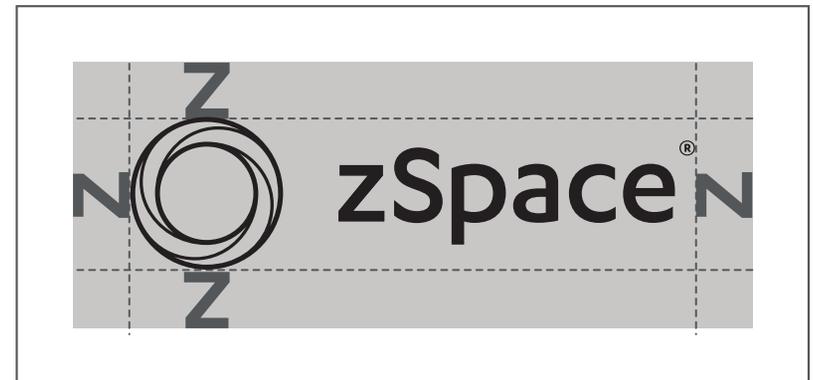
## Secondary Logo | Horizontal Version



### Usage

This is a combination of the Portal mark and the zSpace wordmark. It is used to denote the zSpace platform or experience (but not the zSpace product). Secondary logo may only be displayed using the brand colors. However the logo itself must always be one solid color. This version may be placed on photo or images without losing the appearance of the logo. No type should violate the mark's "clear space" on any side of the mark. This "clear space" is derived from the height of the lower-case letter "z" in the "zSpace" mark.

To ensure legibility the logo must always be 0.50" in height or larger. The register symbol (®) is part of our mark and may not be removed.



- Clear space
- Free space

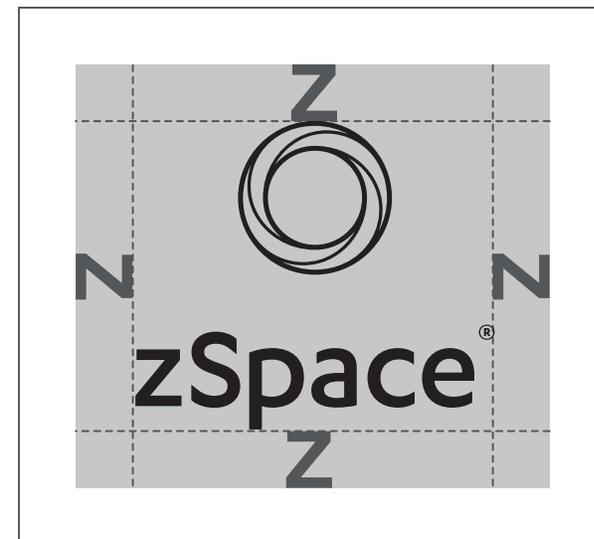
## Secondary Logo | Vertical Version



### Usage

This is a combination of the Portal mark and the zSpace wordmark. It is used to denote the zSpace platform or experience (but not the zSpace product). Secondary logo may only be displayed using the brand colors. However the logo itself must always be one solid color. This version may be placed on photo or images without losing the appearance of the logo. No type should violate the mark's "clear space" on any side of the mark. This "clear space" is derived from the height of the lower-case letter "z" in the "zSpace" mark.

To ensure legibility this logo must always be 0.75" in height or larger. The register symbol (®) is part of our mark and may not be removed.



- Clear space
- Free space

# Brand Mark Misuse



**DO NOT** ADJUST **ANY** PART OF THE LOGO



**DO NOT** FLIP OR ROTATE THE LOGO



**DO NOT** VIOLATE THE CLEAR SPACE



**DO NOT** SKEW, STRETCH, OR OTHERWISE CHANGE THE LOGO PROPORTION

\*ANY QUESTION REGARDING BRAND GUIDELINES  
PLEASE CONTACT THE MARKETING DEPARTMENT

# Brand Mark Misuse



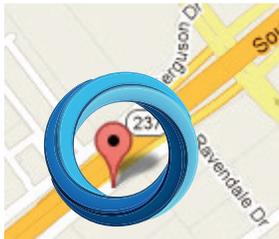
**DO NOT CHANGE THE LOGO COLOR UNLESS ACCORDING TO BRAND GUIDELINES**



**DO NOT HAVE TWO COLORS ON SECONDARY LOGO**



**DO NOT ADD TEXT TO THE LOGO**



One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections. The bedding was hardly able to cover it and seemed ready to slide off any moment. His many legs, pitifully thin compared with the size of the rest of him, waved about helplessly as he looked. "What's happened to me?" he thought. It wasn't a dream. His room, a proper human room although a little too small, lay peacefully between its four familiar walls.

**DO NOT PLACE THE LOGO ON IMAGES IF THE BACKGROUND INTERFERES WITH THE LOGO LEGIBILITY**

**\*ANY QUESTION REGARDING BRAND GUIDELINES PLEASE CONTACT THE MARKETING DEPARTMENT**

## Typography

Typography is an essential aspect of brand. Consistent use of fonts and font families for a brand ensures clear messaging to customers. Typography is a powerful tool in establishing and maintaining a strong brand.

A customized version of Karbon Medium was used to create the “zSpace” wordmark. Do NOT use Karbon Medium in any other context.

Fedra Sans Alt Standard is the primary typeface for the zSpace brand. Fedra Sans Alt Standard Light and Fedra Sans Alt Standard Medium should be used most frequently. If Fedra Sans Alt Standard is not available, use Calibri (Regular and Bold). If Calibri is not available, choose a sans serif font.

## Typography

Fedra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

**Fedra Medium**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

**Calibri Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

## Brand Color Specifications

Color plays an important role in communicating the personality of the zSpace brand. Using the brand color palette consistently will strengthen brand awareness and recognition.

The primary colors in the zSpace brand color palette consists of 4 blues, black, white, and 2 grays. These colors play a prominent role in all company communications. They are also the colors used in the brand marks.

The secondary colors are purple, violet, red, and orange. These secondary colors broaden the color palette and support the primary colors. You can use these colors as an accent color; do not use them as the majority color in any design or as the backdrop for brand marks.

Use the Pantone colors whenever possible. The CMYK and Hex values are a last resort when the usage or application does not accept Pantone colors as input.

# Brand Color Specifications

## Primary Colors

Pantone 648 C R 0 G 46 B 93 Hex # 002E5D	Pantone 300 C R 0 G 94 B 184 Hex # 005EB8	Pantone 306 C R 0 G 181 B 226 Hex # 00B5E2	Pantone 310 C R 106 G 209 B 227 Hex # 6AD1E3
Pantone Solid Black C R 0 G 0 B 0 Hex # 000000	Pantone Solid Matte 425 M R 101 G 103 B 104 Hex # 656768	Pantone Solid Matte Cool Gray 3 M R 205 G 206 B 204 Hex # CDCECC	White R 255 G 255 B 255 Hex # FFFFFFFF

## Secondary Colors

Pantone Solid Coated 2617 C R 71 G 10 B 104 Hex # 470A68	Pantone Solid Coated 222 C R 108 G 29 B 69 Hex # 6C1D45	Pantone Solid Coated 1805 C R 175 G 39 B 47 Hex # AF272F	Pantone Solid Coated 166 C R 227 G 82 B 5 Hex # E35205	Pantone Solid Coated 123 C R 255 G 199 B 44 Hex # FFC72C
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## Brand Shape Elements

Shape elements that can be used in a creative way when developing graphics.



Trapezoid



Isceles Trapezoid



Rectangle



Rhombus



Line

## Email Signature

A unified signature for external email messages provides another opportunity to solidify the usage of brand assets. However, due to the limited formatting options provided by some email client applications, the corporate signature is purposefully simple. While there are a number of required elements to the signature, there are a number of options should your email client allow you to embellish it. Use Fedra or Calibra for you font choice. An abstracted template below in grey box.

Name  
Title  
email: xxxxxx@zspace.com  
office: (408) 498-4050 x [Your extension]  
mobile: (000) 000-0000 [Optional]  
490 De Guigne Drive, Suite 200 Sunnyvale, CA 94085

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**zSpace** - Immersive Exploration

This message is a private communication and is intended only for the named addressee. It may contain information which is confidential, proprietary and/or privileged under applicable law. If you are not the designated recipient, you may not review, copy or distribute this message. If you receive this message in error, please notify the sender by reply e-mail and delete this message from your system.



**zSpace<sup>®</sup>**



**IMMERSIVE  
EXPLORATION**