

# Branding Guidelines

PROGRESSIVE AUTOMATIONS INC.

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# Outline

## WHAT WE'LL BE COVERING

- 03. About Us
- 05. Identity
- 06. Logo Usage and Guidelines
- 15. Font Guidelines
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- 30. Design Team
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# Introduction

## ABOUT THE BRAND

**We are experts and industry leaders in electric linear actuators and motion control products.**

*We have over a decade of experience in the automation industry, constantly expanding and diversifying our range of motion control products.*

*Through this experience and growth, we understand that businesses and individuals need to stay ahead of the game, constantly improving and innovating their technology.*

### **Mission**

To offer the most comprehensive selection of linear motion products to various industries, and provide an incredible customer experience.

### **Core Values**

- Focus on new and innovative business ideas
- Meet the changing needs and desires of clients and consumers
- Practice high ethical standards
- Respect and protect the environment

**Excellent customer service.  
Innovation.  
Reliability.  
Quality and value for money.**



# Communication Values



- Our tone of writing is professional, technical, informative, and well-structured.
- While professionalism and technicality are imperative, the writer needs to be reminded that this isn't an academic essay or journal – the writing still needs to be crafted with a blog post format in mind, making it easy to read for the reader.
- Progressive Desk warrants a more casual tone, whilst still remaining informative and professional. This is a less technical site based on its primary demographic.
- Padding and 'creative' style text does not sit well with our readers and blog tone, so should be avoided.

# Identity

EXPLAINING THE DESIGN



**Logo**  
**is the main visual identifier of the brand.**

A logo is generally a combination of typographies, graphics, symbols, descriptors and colors. These elements are then all arranged in a certain order and proportions.



**Color palette**  
**is the foundational element of any brand identity.**

By using the same colors in all business ventures, we strengthen the brand's association with those colors and, by extension, strengthen brand awareness as a whole.



**Typography**  
**shapes a company's personality.**

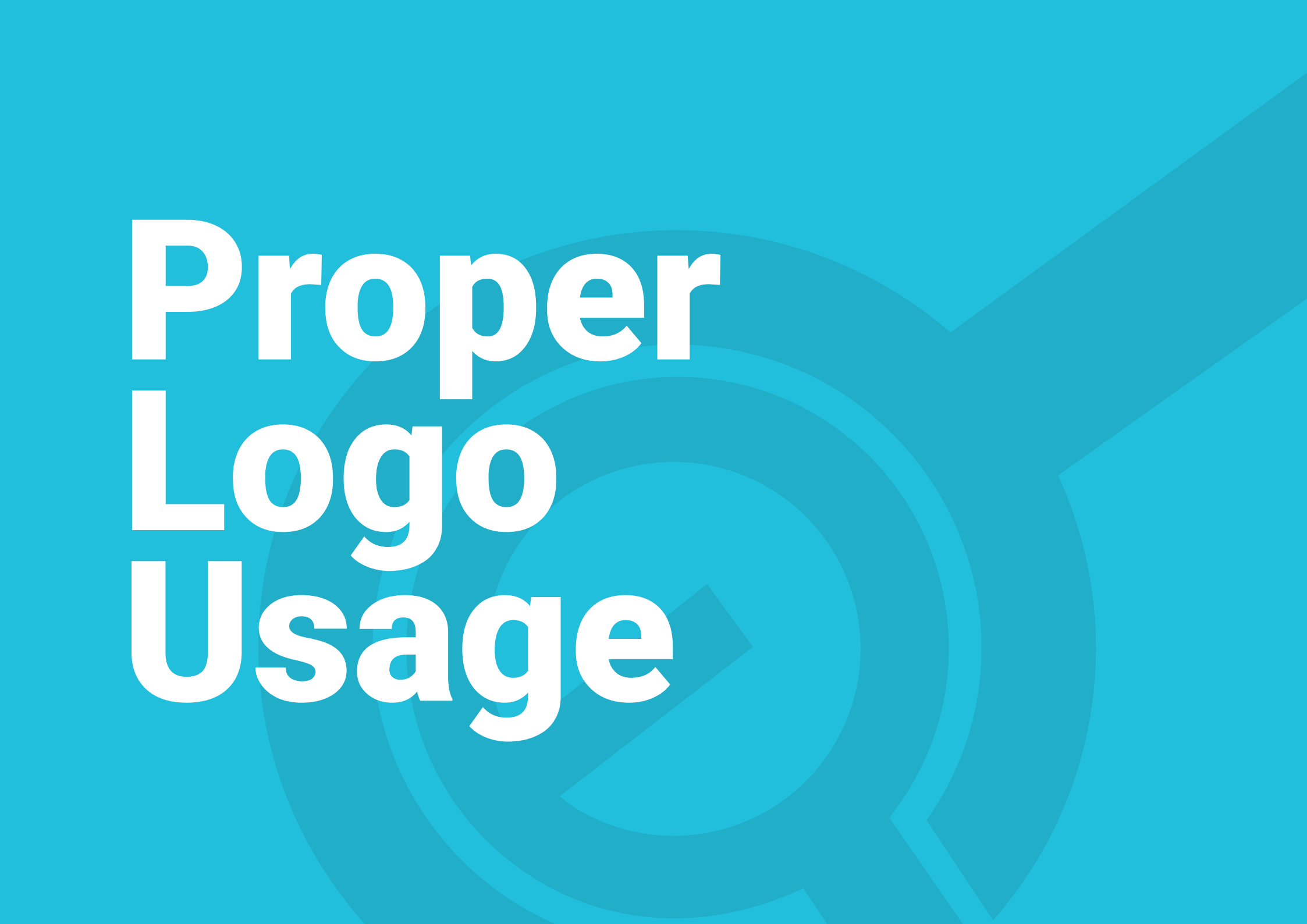
Typography in a brand guideline specifies the fonts that designers can use when designing for the brand. They spec out the size, spacing, capitalization, and proper usage of type. Typography specs keep a brand's fonts consistent.



GET INSPIRED

# To Automate the World So You Never Lift A Finger

# Proper Logo Usage

The background features a large, light blue gear-like shape on the right side, with a white play button icon (a triangle pointing right) centered within it. The overall background is a solid, vibrant blue.

# Proper Logo Usage

THE ORDER OF OUR LOGO'S ELEMENTS – BOTH PLACEMENTS AND PROPORTIONS – CAN NOT BE CHANGED.

## 1 Standard Version

A single composition of the text and the symbol.  
The logo can not be used without a symbol,  
and the text can not be divided or changed.



## 2 Symbol

A simplified version of the logo is specifically  
for applying on the plane of small formats,  
as well as for use in branding.





# Proper Logo Usage

## 3 Logo With the Tagline

The purpose of a logo slogan is to convey the company's mission in a way that audiences will remember and identify. In doing so, a slogan helps to spread the word about our products and services, and grow our brand's recognition.

The 'Forward Thinking' tagline can be used:

- with three underline color options - white (on a black background), blue, and red.
- on a white or black background.



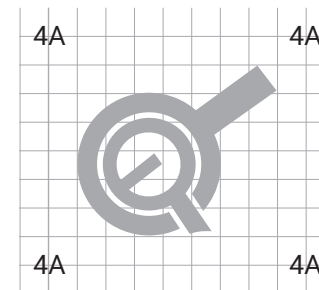
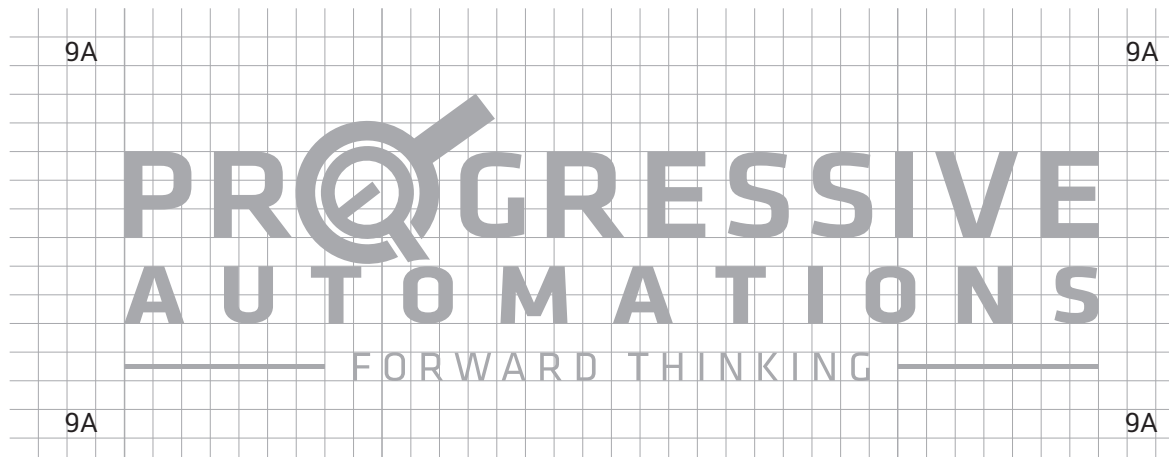
# Proper Logo Usage

## 4 Logo Placement Guidelines

To ensure logo integrity and visibility, Progressive Automations' visual identity should be kept clear of competing text, images or other graphic elements. It is not permissible to change the ratio of the text, symbol, or tagline.

There must be adequate, clear space surrounding the identity on all four sides.\*

\* In cases where the size of the logo is so small that the letters of the descriptor become less than 5pt, it is recommended to use a logo without a tagline.



A – conventional unit of measurement

# Proper Logo Usage

## RULES OF LOGO APPLICATIONS, WITH DO'S AND DON'TS

### Don't's

- Reverse
- Stretch
- Change the color
- Apply effects
- Apply transparency
- Scale without using proportions



### Do's

Scale 1:1  
 Minimum logo size is 0.944882 inches (24 mm)



### Logo placement on a complex background

**It is allowed** to place the logo on a complex background if the background is dark or blurred both inside and around the logotype.

**It is forbidden** to put the logo on variegated textures. In this case, the logo should be solely placed on a white or black blurred background for a better contrast display.



Correct Placement



Incorrect Placement

# Corporate Colors



# Corporate Colors

## THE OFFICIAL HEX CODES



PANTONE  
311 C

CMYK:  
58 00 14 00

RGB:  
107 198 219

web: #A6BC5DB

PANTONE  
423 C

CMYK:  
00 00 00 45

RGB:  
168 168 169

web: #A8A8A9

PANTONE  
424 C

CMYK:  
00 00 00 60

RGB:  
137 137 137

web: #898989

PANTONE  
426 C

CMYK:  
00 00 00 100

RGB:  
43 42 41

web: #282A29

PANTONE  
1925 C

CMYK:  
00 93 55 00

RGB:  
234 52 87

web: #EA3457

PANTONE  
1797 C

CMYK:  
02 98 96 11

RGB:  
204 38 39

web: #CD2627

# Typography

The background features a solid teal color with a large, faint graphic of overlapping circles and a diagonal line. The circles are centered around the word 'Typography' and vary in opacity, creating a layered effect. A diagonal line runs from the top right towards the bottom left, intersecting the circles.

# Typography

PRIMARY FONT

**Aa**

**This font is  
for internal & external  
communication,  
and print collateral**

Arial Regular

*Arial Italic*

**Arial Bold**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

# Typography

SECONDARY FONT

**Aa**

**This font is  
for websites  
and online collateral\***

\* As an alternative option, the LATO font is permitted.

Roboto Regular

*Roboto Italic*

**Roboto Bold**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn**

**Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

**1 2 3 4 5 6 7 8 9 0**



# Typography

SECONDARY FONT

**Aa**

**This font is  
for the logotype only**

Klavika Regular

*Klavika Italic*

**Klavika Bold**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn**

**Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

**1 2 3 4 5 6 7 8 9 0**

# Corporate Signature

Ajay Arora

Sales Director

Tel: (toll free) 1-800-676-6123 ext 106

Fax: (toll free) 1-888-812-4189



# Photography Guidelines

# Photography Guidelines

PHOTOGRAPHY AND ILLUSTRATIONS ARE POWERFUL, ENGAGING ELEMENTS THAT ADD REAL VALUE WHEN USED APPROPRIATELY AND CONSISTENTLY ALONGSIDE CONTENT.

## 1 Photo Style

Our photography style is light, airy and natural. We use natural light whenever possible. Light is also used as an active element in our photography, sometimes to the point of slight overexposure. To avoid unnatural angles, never rotate the camera to an angle other than 90 degrees.

## 2 Subject Categories

- Product overview (from different angles).
- Topical subjects – i.e., product integrations into projects/applications.
  - *Topical photography is the best way to capture the product's impact.*
  - *These photos are specific – relating directly to the content of what is being communicated.*
- Compilations – banners, infographics, etc.
- Illustrations and icons.
- Video.
  - *Product Overviews.*
  - *Project/application overviews.*
  - *"How To" videos.*

## 3 Photo Submissions

All images and video footage should be revised and approved by the marketing department.

# Imagery

The image features a solid blue background with a large, faint, light-blue geometric graphic. This graphic consists of several overlapping circular and semi-circular shapes, creating a sense of depth and movement. The word "Imagery" is written in a bold, white, sans-serif font, centered horizontally and slightly above the vertical center of the frame.

# Imagery

## Product Image Guidelines

- Should be created for multi-channel purposes and be mobile friendly.
- Should be showcased from different angles, with large and clean images created.
  - *Represent the actual product with minimal or no propping.*
  - *Including props or accessories may mislead the customer into thinking these are part of the product, or included with their purchase.*
- Should be placed on a transparent or white background.
  - *Artistic shadowing is allowed.*
- Images should be prepared in three formats: raw file format (the highest resolution), .jpg and .png.
  - *Transparent backgrounds - compressed images.*

## Other

### Infographics

- Use the template.
- Use USP's and the product application showcase.

### Illustrations and Icons

- Light, simple and clean style.
- Use the color palette as a reference.

### Technical Documentation

- All types of technical documentation we provide should include our branding elements.
- Use the template.

## Progressive Automations Imagery Types:

- Product images
- Illustrations and icons
- Technical documentation
- Infographics
- Videos

# Imagery

## VIDEO

### General Guidelines

- Video shots should be tastefully composed with the goal of drawing viewers to the imagery.
- Audio should be clean and well adjusted. Using external microphones is a must in all cases.
- Lighting should be well-balanced - if using artificial lights.
- If using natural light, make sure the subject doesn't have harsh shadows on his/her face.
- Position the subject in shade, or use reflectors to balance out the light when possible.
- The logotype should be placed on a one-color background, or add a semi-transparent white background.
- Use an intro before the core video footage.
- Add a "subscribe" notification at the end of the video.

### Technical & Video Formatting Guidelines

#### File Format:

- MPEG-2: Audio codec: MPEG Layer II or Dolby AC-3;
- MPEG-4: Video codec: H.264; Audio codec: AAC; Audio bitrate: 128 kbps or better.

#### Framerate:

- 24fps or 35fps progressive master yields.


#### Video resolution

- Minimum - 1920x1080 with a 16:9 aspect ratio.
- Music should be royalty-free OR licensed for our use unless noted otherwise.

#### Audio formats:

- Mp3, pcm in wav container, aac in mov container, flac. Minimum audio bitrate is 64 kbps.

# Image Guidelines





The background features a solid teal color with a large, faint, semi-transparent graphic. This graphic consists of several overlapping circles of varying shades of teal, creating a layered effect. A prominent diagonal line, also in a darker shade of teal, runs from the top right towards the bottom left, intersecting the circles.






# Image Guidelines

	Product page	Blog page	ActuatorZone	Marketplaces
Banner Size	1920 x 662 px (Homepage)	1900 x 300	1950 x 427 px	Depends on the page
Product Image Size	600 x 472 px (or 872 x 691 px)		770 x 554 px (or 1540 x 1108 px)	2000 x 2000 px
Background Color	Pure White	Pure White	Pure White	Pure White
File Format	png, jpg, gif	png, jpg, gif	png, jpg, gif	png, jpg, gif
Image Resolution	72 px in an inch	72 px in an inch	72 px in an inch	72 px in an inch

# Social Media

				
Profile Picture	180 x 180 px	110 x 110 px	400 x 400 px	300 x 300 px (Logo)
Cover Photo	820 x 462 px	161 x 161 (Thumbnails)	1500 x 500 px	1536 x 768 px
Post Image	1200 x 630 px	1080 x 1080 (Square), 1080 x 566 (Landscape), 1080 x 1350 (Portrait) Stories: 1080 x 1920	1200 x 628 px	1200 x 1200 (Desktop), 1200 x 628 (Mobile)
Video Size & Length	1280 x 720 px, 240 min	1080 x 1920 (IGTV), 600 x 600 (Square), 600 x 315 (Landscape), 600 x 750 (Portrait), 600 x 700 (Carousel video); 60 sec	720 x 720 (Square), 1280 x 720 (Landscape), 720 x 1280 (Portrait), 140 sec	256 x 144 (min), 4096 x 2304 (max), 10 min

# Social Media

	 YouTube		
<b>Profile Picture</b>	180 x 180 px	165 x 165 px	
<b>Cover Photo</b>	2048 x 1152 px; 2560 x 1440 (Desktop), 1546 x 423 (Smartphones)	222 x 150 px	1200 x 628 px (Banner)
<b>Post Image</b>	1280 x 720 (Thumbnail), 2 Mb	1000 x 1500 px	720 x 567 px
<b>Video Size &amp; Length</b>	1920x1080; 1280 x 720	Square (1:1) or vertical (2:3, 9:16) Length: Minimum 4 seconds, Maximum 15 minutes	

The image features a solid blue background with a large, faint, stylized graphic of a pen nib or quill pen. The graphic is composed of several overlapping, semi-transparent blue shapes that form the outline of the pen's tip and the body. The word "Stationery" is written in a bold, white, sans-serif font, centered horizontally and slightly above the middle of the image. The text is the primary focus, with the background graphic providing a thematic context.

**Stationery**

# Stationery

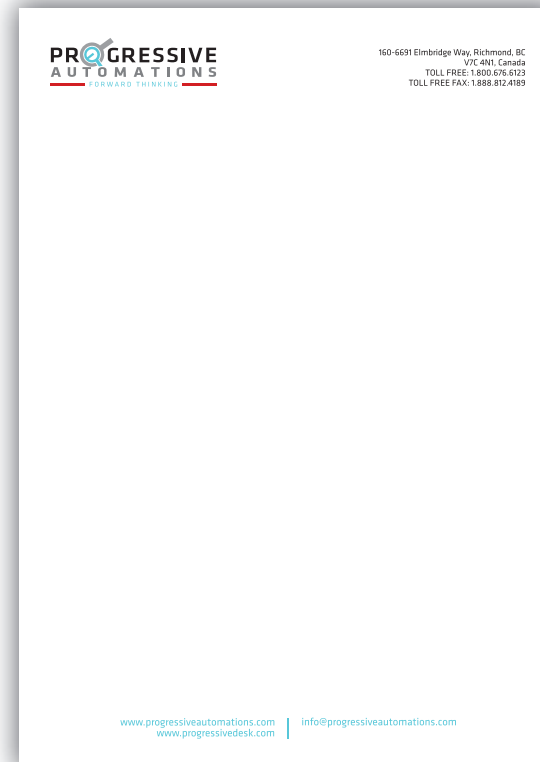
## Pen

- **Material:** aluminum
- **Color:** silver
- **Method of application:** color laser engraving, with the impossibility of color engraving use a monochrome version.



## Letterhead

- **Size:** A4
- **Material and density:** offset paper, 80 g/m<sup>2</sup>



# Stationery

## Envelope

- **Size:** 220 x 110 mm
- **Material and density:** offset paper, 80 g/m<sup>2</sup>



## Business Card

- **Size:** 85 x 55 mm
- **Material and density:** coated paper, 350 g/m<sup>2</sup>  
full color printing 4+4 or designer  
cardboard ispira purezza,  
360 g/m<sup>2</sup>, screen printing



# Stationery

## T-shirt

- **Material:** 100% cotton
- **Manufacturer:** US Basic (model Boston)
- **Color:** white
- **Method of application:** silkscreen, thermal transfer or embroidery



## Windbreaker

- **Material:** polyester
- **Color:** grey
- **Method of application:** silkscreen or thermal transfer



# Stationery

## Thermos

- **Material:** stainless steel with double wall
- **Coloe:** color inserts – blue (Pantone 298C)
- **Method of application:** color laser engraving, with the impossibility of color engraving, use a monochrome version.



## Power Bank

- **Size:** 90x60, 4x22 mm
- **Material:** aluminium
- **Manufacturer:** NOMI
- **Color:** silver
- **Method of application:** color laser engraving, with the impossibility of color engraving, use a monochrome version.





# Contact Details



## Mailing address

### USA

6015 180th Street, NE Ste #103  
Arlington, WA  
98223, USA

### Canada

160-6691 Elmbridge Way  
Richmond, BC  
V7C 4N1, Canada

## Email address

[sales@progressiveautomations.com](mailto:sales@progressiveautomations.com)

## Phone number

Toll Free: 1-800-676-6123

## Web site

[www.progressiveautomations.com](http://www.progressiveautomations.com)

**PRO****GRESSIVE**  
— **DESK** —

[www.progressivedesk.com](http://www.progressivedesk.com)

# Introduction

## ABOUT THE BRAND

### Our Mission

To Create a Space that Gets You Moving

### Why choose a Progressive Desk?

With over 10 years of experience in manufacturing high-quality linear motion products, Progressive Desk offers superior comfort combined with ergonomic technology.

At Progressive Desk, we believe in creating a workspace that's comfortable and lets you power through your day. We not only design and manufacture our products, but we also have our entire office working at standing desks and getting the most out of their workday.

**8 year warranty.**  
**Easy assembly.**  
**Custom design.**  
**Free shipping.**



# Proper Logo Usage

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## 2 Logo Placement Guidelines

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\* In cases where the size of the logo is so small that the letters of the descriptor become less than 5pt, it is recommended to use a logo without a tagline.



A – conventional unit of measurement

# Corporate Colors

## THE OFFICIAL HEX CODES



PANTONE  
311 C

CMYK:  
58 00 14 00

RGB:  
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PANTONE  
423 C

CMYK:  
00 00 00 45

RGB:  
168 168 169

web: #A8A8A9

PANTONE  
424 C

CMYK:  
00 00 00 60

RGB:  
137 137 137

web: #898989

PANTONE  
426 C

CMYK:  
00 00 00 100

RGB:  
43 42 41

web: #282A29

PANTONE  
1925 C

CMYK:  
00 93 55 00

RGB:  
234 52 87

web: #EA3457

PANTONE  
1797 C

CMYK:  
02 98 96 11

RGB:  
204 38 39

web: #CD2627

# Image Guidelines

<b>Banner Size</b>	<b>Homepage:</b> 1148 x 753 px (left) 971 x 770 px (right)	<b>Blog Page:</b> 1730 x 832 px	<b>Standing Desk Category Page:</b> 1920 x 300 px
<b>Product Image</b>	<b>Standing Desk Product Pages:</b> 720 x 567 px (or 892 x 702 px)	<b>Other Product Pages:</b> 770 x 610 (or 894 x 715)	
<b>Other Images</b>	<b>Product Pages:</b> 720 x 567 px (or 689 x 600 px)	<b>Product Categories:</b> 720 x 567 px	
<b>Builder Images</b>	900 x 678 px		
<b>Product Image Background</b>	White or transparent	<b>File Format</b>	jpg

# Contact Details

## Mailing address

### **USA**

6015 180th Street, NE Ste #103  
Arlington, WA  
98223, USA

### **Canada**

160-6691 Elmbridge Way  
Richmond, BC  
V7C 4N1, Canada

## Email address

[sales@progressivedesk.com](mailto:sales@progressivedesk.com)

## Phone number

Toll Free: 1-800-828-9414