# TECH SOFT 3D

BRAND & STYLE GUIDE

# 3D dependable dynamic durable

Tech Soft 3D's commitment to help others rise to the top started the day our organization was born. Our company is comprised of seriously talented industry veterans who have retained the energy, drive and dynamism of a start-up. Our brand and tone relfect these values.

A comprehensive resource library can be found at:
**style.techsoft3d.com**

www.techsoft3d.com
+1 541 385 3000
marketing@techsoft3d.com

TECH SOFT 3D
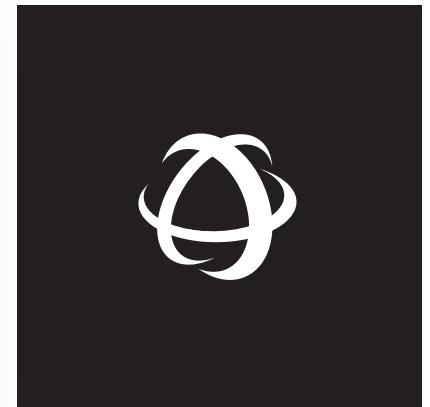
Primary logo, used where color is permitted.



White logo, for use on dark backgrounds.



Royal logo, for use when constrained to a single color.



Symbol only is acceptable where the full logo is not possible.
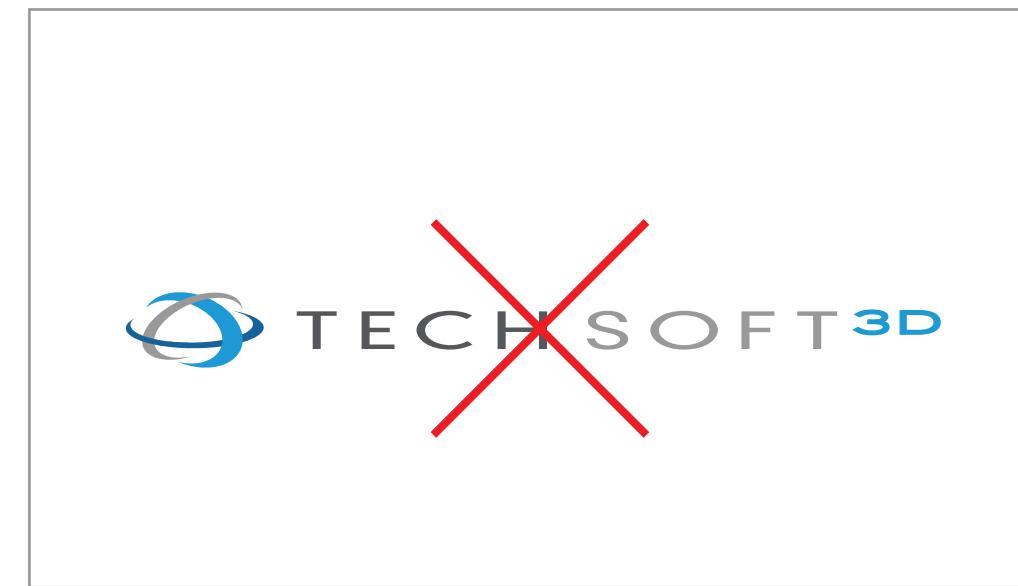
Please allow adequate spacing at all times.



Do not change the alignment of the logo.



Do not break the proportions of the logo.

# Open Sans

Primary font ──────────────────

ABCDEFGHIJKLMNOPQRSTUVW
abcdefghijklmnopqrstuvw
1234567890

Light ──────────────────

AaBb

Regular ──────────────────

AaBb

Bold ──────────────────

**AaBb**

TECH SOFT 3D

# Din Neuzeit

Headline font

ABCDEFGHIJKLMNOPQRSTUVW

abcdefghijklmnopqrstuvw

1234567890

Light

AaBb

TECH SOFT **3D**

# 06 Brand Color

**SKY**

HEX 0090D0

R 0  G 155  B 222

C 76  M 25  Y 0  K 0

**SLATE**

HEX 58585B

R 85  G 86  B 90

C 65  M 57  Y 52  K 29

**ROYAL**

HEX 006098

R 0  G 96  B 152

C 100  M 62  Y 18  K 2

**SILVER**

HEX 979898

R 153  G 153  B 154

C 43  M 35  Y 35  K 1

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IN PROGRESS

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# 08 Glossary

### 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.

### Vector

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

### 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.

### 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.

### 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.

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# 09 Glossary

### 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.

### 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.

### PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

### 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).

### 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. 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.

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