



BRAND STANDARDS

A practical system for clear, confident, customer-friendly marketing.

CORE PROMISE

Make every product easier to understand.

Version 1.0 | September 2026

Brand foundation

The brand should feel engineered, approachable, and easy to follow.

PURPOSE

Turn complex product instructions into clear visual experiences.

CUSTOMER OUTCOME

Faster assembly, fewer support calls, fewer returns, and more confidence.

PERSONALITY

Clear, capable, modern, reassuring, precise, and never overly technical.

MESSAGE HIERARCHY

01

Lead with the result

Make assembly faster and easier.

02

Explain the method

Interactive 3D videos replace hard-to-follow manuals.

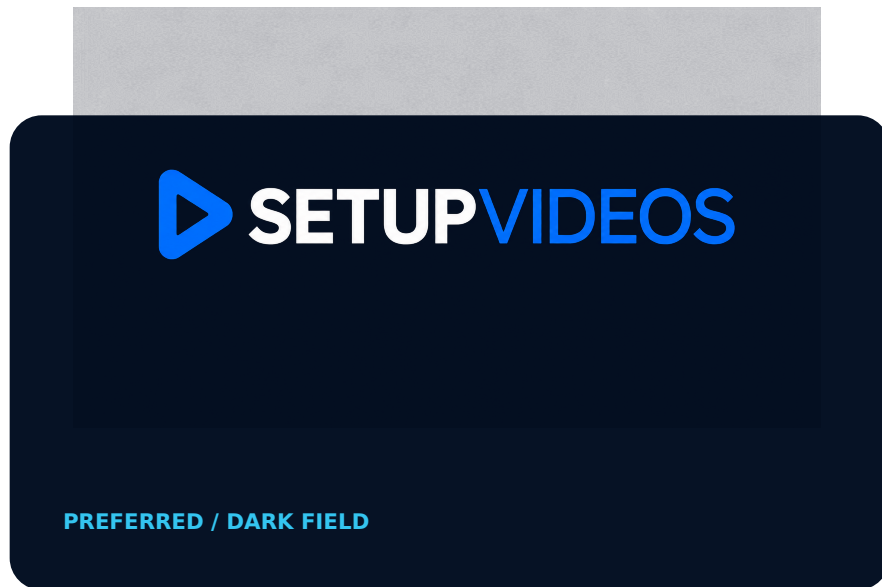
03

Prove the value

Reduce support calls, returns, and customer frustration.

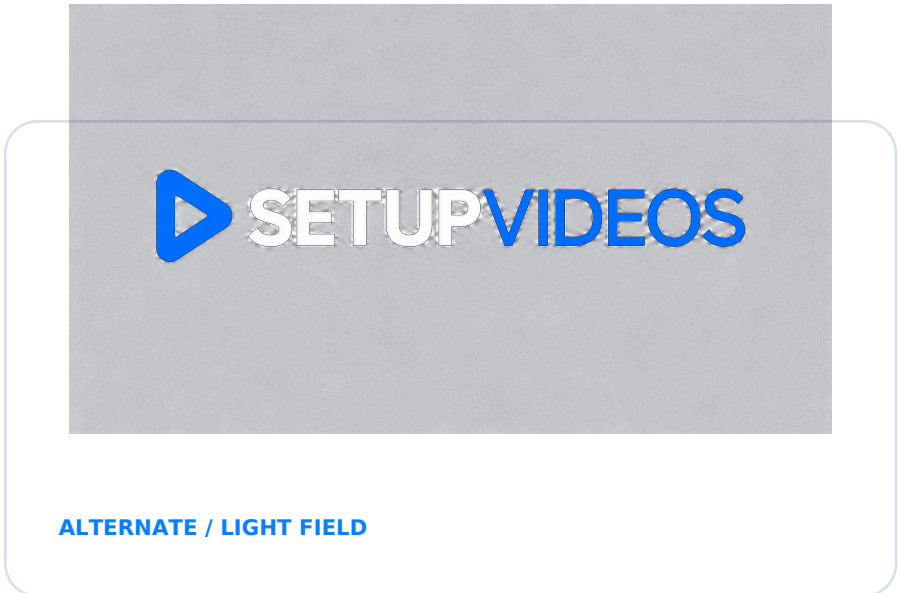
Logo system

Use the supplied artwork. Never recreate the wordmark by typing it.



Clear space

Keep empty space around the logo equal to the height of the play-icon opening.



Minimum size

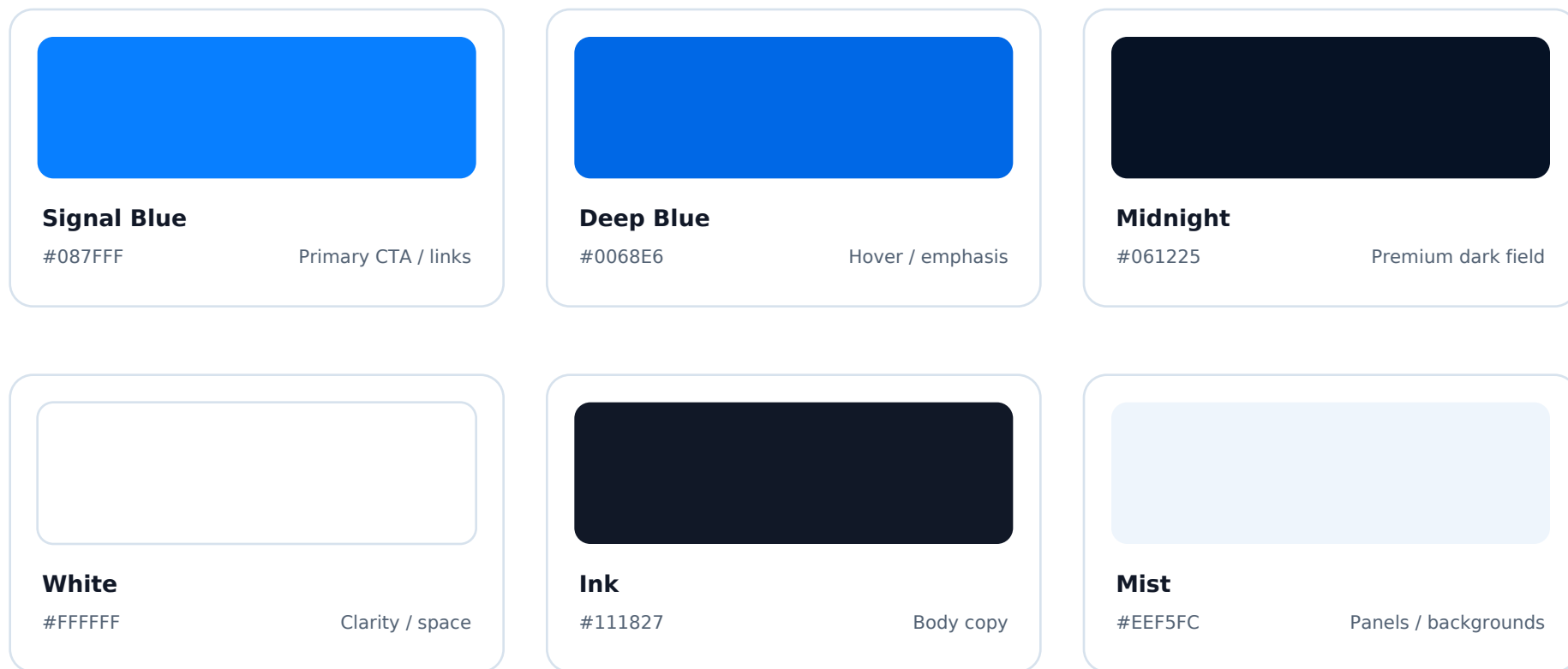
Digital: 140 px wide. Print: 1.5 in wide. Use the icon alone below these sizes.

DO NOT

Stretch or rotate • change colors • add outlines or effects • place on busy imagery • alter spacing • typeset the wordmark

Color palette

A high-contrast technical palette led by electric blue and deep navy.



OPTIONAL STATUS ACCENTS



Typography

Use a modern geometric headline with a highly readable interface font.

PRIMARY / HEADLINES

Montserrat

Bold 700 or ExtraBold 800

Use for headlines, short benefit statements, section labels, and campaign numbers.

SECONDARY / BODY + UI

Inter

Regular 400 / Medium 500 / Semibold 600

Use for paragraphs, captions, controls, forms, technical explanations, and captions.

SAMPLE HIERARCHY

Assembly made beautifully simple.

Interactive 3D videos guide customers through every step.

H1 40-56 px / 700

Body 16-18 px / 400

Logo note: the wordmark is artwork, not editable text. Montserrat is the recommended brand typeface, not a claim about the original logo font.

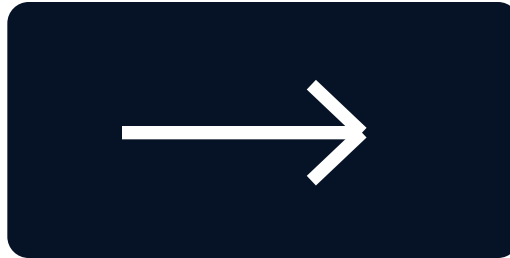
Visual language

Show products with the same clarity and precision as the instructions.



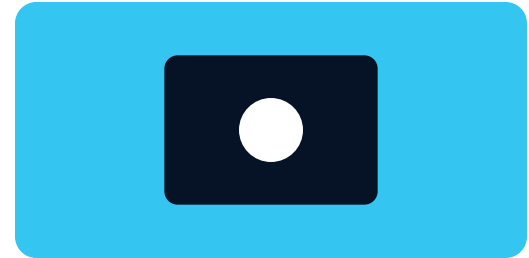
3D RENDERS

Photorealistic materials, accurate proportions, clean lighting, and a clear focal action.



INSTRUCTIONAL FRAMES

One action per frame. Use blue highlights, arrows, or callouts only when they improve understanding.



PHOTOGRAPHY

Bright, natural, real-world product context. Favor confidence and successful use over staged perfection.

CONSISTENCY RULE

Use blue as the instructional signal. Reserve red for safety warnings or errors. Keep backgrounds uncluttered and preserve realistic material detail.

Marketing application

Build every touchpoint around one clear action and one clear customer benefit.

CAMPAIGN EXAMPLE

Turn manuals into interactive 3D videos.

Help customers find the right step, finish assembly faster, and feel confident using your product.

REQUEST A QUOTE

COPY FORMULA

- 1 Outcome**
Lead with what gets easier.
- 2 Method**
Explain the 3D video solution.
- 3 Proof**
Name measurable business value.
- 4 Action**
Use one direct CTA.

VOICE

Use: clear, direct, reassuring, active, specific. **Avoid:** hype, jargon, long feature lists, vague superlatives, fear-based selling.

BUTTONS + UI

Primary buttons: Signal Blue with white text. Secondary buttons: white with blue border. Corners: 6-10 px. Use sentence case in navigation and short uppercase labels sparingly.

Launch checklist

A fast review before any page, campaign, proposal, video, or social post goes live.



Logo

Correct master artwork, clear space, strong contrast, no distortion.



Color

Blue leads; navy anchors; white creates breathing room; accents stay purposeful.



Type

Montserrat headlines, Inter body; restrained weights; readable size and spacing.



Message

Customer outcome first, method second, proof third, one action last.



Visuals

Product is accurate; the active step is obvious; materials look realistic.



Accessibility

Body contrast meets WCAG AA; captions included; information is not color-only.

When in doubt: choose the clearest version, remove one unnecessary element, and make the next step obvious.

Governance: Review this guide annually or whenever the logo, website, products, or customer positioning changes.