



blue photon.®



blue photon

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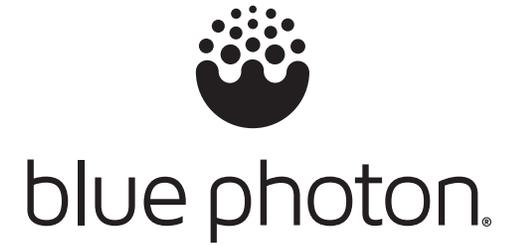
01. Logo Usage
  02. Color
  03. Typography
  04. Trademark Usage
  05. Slogans
  06. Iconography
  07. Cover Photography
-

SECTION  
01

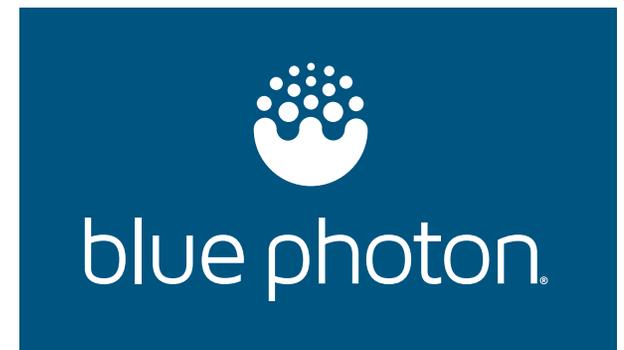
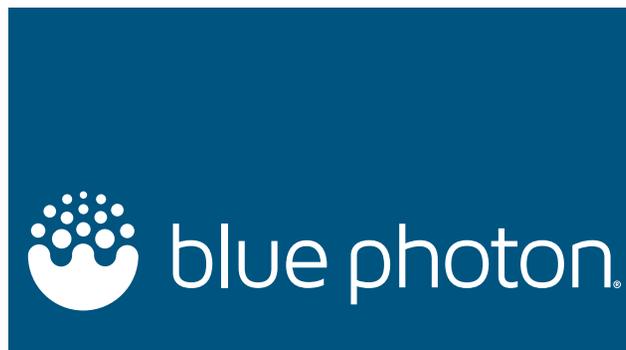
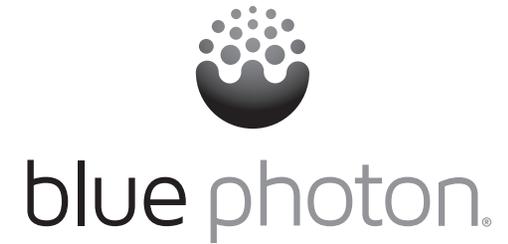
SYMBOL



SECTION  
01



LOGO VERSIONS



SECTION  
02

#00581  
C 100  
M 25  
Y 0  
K 50

LOGO COLORS

#57CBF5  
C 56  
M 0  
Y 0  
K 0

SECTION  
02

COLOR  
GRADIENT



## SECTION 02

## FULL COLOR PALLET

Pantone 302 U #005581	C 100 M 25 Y 0 K 50
#0072AA	C 100 M 25 Y 0 K 25
#00A4E4	C 90 M 11 Y 0 K 0
#57CBF5	C 56 M 0 Y 0 K 0
#4F4F51	C 0 M 0 Y 0 K 84
#808080	C 0 M 0 Y 0 K 50
#FFFFFF	C 0 M 0 Y 0 K 18

SECTION  
03

**TITLES**  
**APPARAT BOLD CAPS**  
**A B C D E F G H I J K L M N O P**  
**Q R S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0**

**SUBTITLES**  
**APPARAT MEDIUM CAPS**  
**A B C D E F G H I J K L M N O P**  
**Q R S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0**

TYPOGRAPHY

Alternatives: use Avenir Heavy caps for titles, Avenir Medium caps for subtitles, and Myriad Pro regular for text.

Text  
Myriad Variable Concept Regular Lowercase  
a b c d e f g h i j k l m n o p  
q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

SECTION  
04

BlueGrip™

Adhesive Workholding®

Workholding Adhesive®

TRADEMARK  
USAGE

## SECTION 05

### **Primary**

Workholding Re-Defined!

### **Secondary**

Get a Grip With Blue Photon!

Grip Without Boundaries

Re-think Your Workholding

The Cure for Your Workholding Headaches

Why Clamp It When You Can Stick It?

Stick It To Your Clamps

Your Clamps are History, Stick To The Future

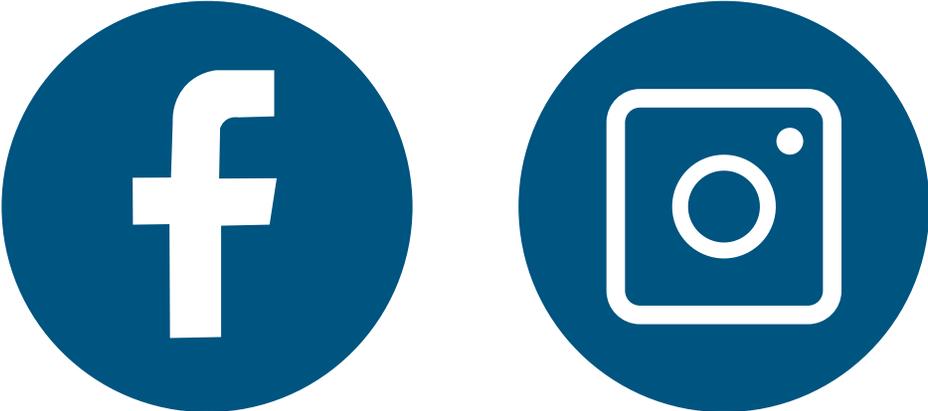
Grip It At The Speed of Light

### **When Contacting Current Customers**

Our Bond Has Never Been Stronger

## SLOGANS

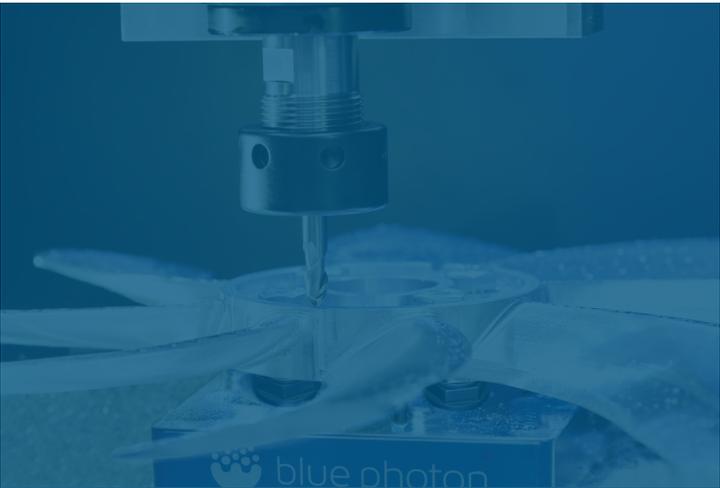
SECTION  
06



ICONOGRAPHY



SECTION  
07



COVER  
PHOTOGRAPHY

