

FELIXprinters Branding Guide

Our name

To make the brand recognizable it is important that it is written correctly. Most important is, is that 'FELIX' is always written in capital letters.

- FELIXprinters
 - FELIX Pro Series
 - FELIX Pro 2
 - FELIX Tec Series
 - FELIX Tec 4

Additional: **FELIX 3D printers / FELIX 3D printer** is possible too, but only when referring to *'your FELIX 3D printer'* or *'our FELIX 3D printers'*. Please do not use this spelling in titles, headlines or any other form of primary branding.

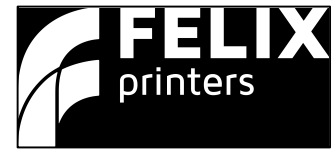
Our logo

The FELIXprinters logo is the most important element of our brand. It is the most visible and most reproduced element. At FELIXprinters, we have one primary logo and several alternative which can be used if it fits better in your design.

Primary Logo



Additional Logo's



Our colours

The main colours of FELIXprinters are blue and grey. Please make sure to use the following colours to match the FELIXprinters' brand.



Light blue: RGB: 0 / 150 / 215 CMYK: 77 / 27 / 0 / 0



Dark blue: RGB: 3 / 72 / 142 CMYK: 100 / 81 / 15 / 3



Grey: RGB: 60 / 60 / 59 CMYK: 68 / 61 / 61 / 51

Our font

The font that we use for our website, newsletters and other documents is Open Sans. We prefer to use Open Sans Light because it is an elegant, well readable font.

"Open Sans Regular is suitable to highlight a title or product feature."

"Open Sans Light is well readable for smaller fonts and mainly used for paragraphs."

Marketing Material

All Logo's, Fonts and colour schemes are included within the marketing package.

If you have any questions concerning marketing, feel free to contact our marketing department at marketing@felixprinters.com or +31 (0)30 30 31 387