

SHAPEWAYS

Identity Guidelines: Press Kit

VERSION 1.0

JANUARY 2021

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Logo Basics

Color

Logo Basics

The Shapeways logo is set in a customized version of the typeface Sharp Grotesque. The relationships between letter-forms have been carefully crafted to remain balanced and legible at a variety of scales and the logo should not be altered in any way.

The image shows the word "SHAPEWAYS" in a bold, red, sans-serif typeface. The letters are closely spaced and centered horizontally against a solid dark blue background. The font is a customized version of Sharp Grotesque, characterized by its thick, uniform strokes and balanced proportions.

SHAPEWAYS

Logo Basics

Continued

The Shapeways logo is set in a customized version of the typeface Sharp Grotesque. The relationships between letter-forms have been carefully crafted to remain balanced and legible at a variety of scales and the logo should not be altered in any way.

Below are examples of the logo in select color pairings.

SHAPEWAYS

SHAPEWAYS

Logo Basics

Continued

The Shapeways logo is set in a customized version of the typeface Sharp Grotesque. The relationships between letter-forms have been carefully crafted to remain balanced and legible at a variety of scales and the logo should not be altered in any way.

Below are examples of the logo in select color pairings.

SHAPEWAYS

SHAPEWAYS

Logo Basics

Continued

The word-mark requires ample space around it to ensure clarity, legibility and balance. The minimum amount of space that should surround the logo is equal to half the height of the 'S.'

To maintain optimal legibility, do not use the lockup smaller than 72px wide (in digital applications) and 1 inch wide (for print).



SHAPEWAYS

MINIMUM SIZE = 1.55" WIDE (PRINT) / 112PX WIDE (WEB)

An alternate logo, designed specifically for sizes smaller than 1.55", can be found on page 9.

Logo Basics

Continued

Maintain the integrity of the Shapeways logomark by avoiding the following incorrect uses.



DO NOT

Stretch the logomark



DO NOT

Distort or italicize the logomark



DO NOT

Change the spacing between letters



DO NOT

Typeset the logomark using Sharp Grotesque



DO NOT

Use the logomark in unapproved colors



DO NOT

Use the logomark, besides in black or white, on a non-brand colored background



DO NOT

Contain the logomark in a box

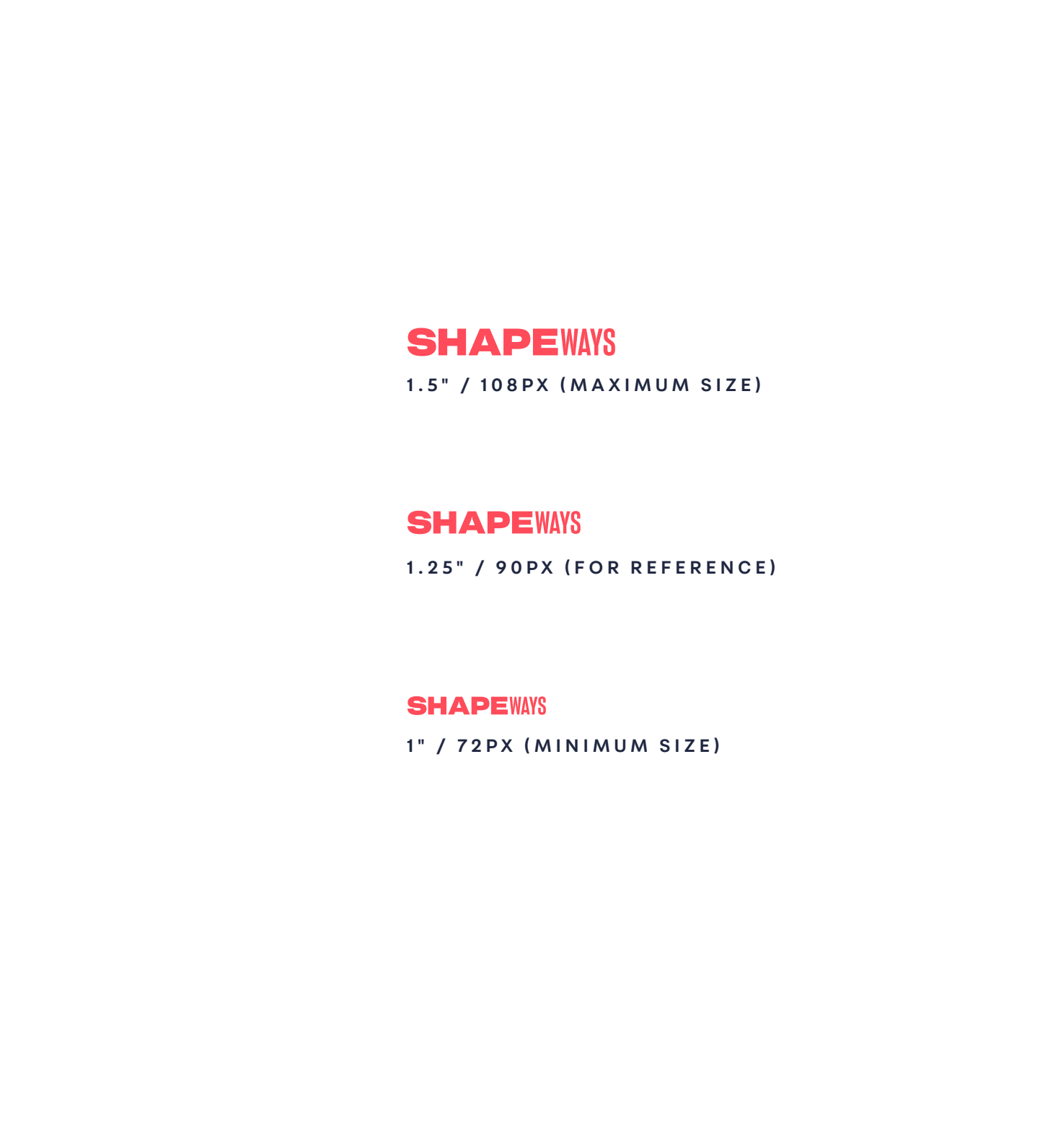


DO NOT

Place the logomark on a busy area of a photograph

Logo Basics: Small

When the Shapeways logo is used at sizes smaller than 1.55", an alternate version, with larger negative counters in the letters and a slightly more extended 'WAYS', fine-tuned for legibility at small scales, is provided. At sizes smaller than 1" wide, please use the monogram provided on the following page. The logo should not be altered in any way.



01 Logo Basics

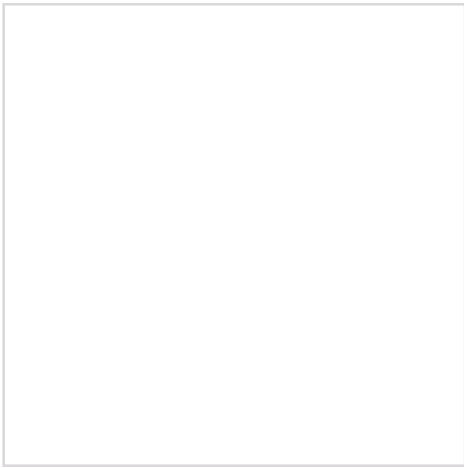
02 Color

Color



NAVY

CMYK 91 81 47 51
RGB 30 39 64
HEX #1E2740
PMS 282 U



WHITE

CMYK 0 0 0 0
RGB 255 255 255
HEX #FFFFFF



LIGHT GRAY

CMYK 13 10 11 0
RGB 218 216 218
HEX #DBD9DB
PMS 420 U



RUBY

CMYK 0 85 56 0
RGB 255 75 90
HEX #FF4B5A
PMS 192 U

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