

THE IMAGING SOURCE CORPORATE DESIGN

Style guide version 1.0



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01 INTRODUCTION

WHAT'S THE PURPOSE OF A STYLE GUIDE?



A consistent brand is important for companies to appear trustworthy and authentic. This style guide has been authored to guarantee the correct and consistent treatment of design elements and corporate identity.

When producing documents for The Imaging Source, you are kindly requested to follow it exactly.

02 LOGO

LOGO STRUCTURE

The Imaging Source logo consists of **three elements**:

S SYMBOL

WORD MARK

SUBLINE



In certain cases, the S symbol may be used without the rest of the corporate logo.



02 LOGO

COLOR TYPES

There are different types of **The Imaging Source** logo:

**Two colors & four colors,
positive**

For white backgrounds



**Greyscales, black 100% & 80%,
positive**

For white backgrounds



**Two colors, white 100% &
black 30%**

For black & grey backgrounds



Two colors, black & white

For blue backgrounds



Plain, white 100% & 50%

For blue backgrounds



02 LOGO

DIMENSIONS

The **minimum size** of the logo is **62 mm**.
Smaller dimensions are prohibited.

The maximum scale of the logo is dependent upon the size of the surrounding design elements. The following pages offer guidance on adequate proportioning.

Between logo and other design elements the **minimum space** must be **50 % of the height of the logo**.



02 LOGO PLACEMENT

Usually the logo should be placed **horizontally** and **in the center of the upper part**. Alternative positions are **upper left** or **bottom right**.

The **minimum space** between the logo and the **top margin** is **10 mm**. Except for **extremely small formats**, which are permitted to come as close as **5 mm** to the upper edge.



02 LOGO

PLEASE NOTE

It is prohibited to **compress, stretch, flip** or **distort** the logo in any way!

The logo may not be placed in a box. Use the special logo for cases, in which it should appear on a dark background.



03 COLORS

COLOR RANGE

Blue

CMYK 90/57/0/0
RGB 0/102/172
HEX #0066AC
PANTONE 660
RAL 5015



Black

CMYK 0/0/0/100
RGB 0/0/0
HEX #000000
PANTONE BLACK
RAL 9005



Grey

CMYK 0/0/0/80
RGB 88/88/90
HEX #58585a
PANTONE BLACK 80%
RAL 9005 80%



04 FONT

CORPORATE FONT

The corporate font of The Imaging Source for web and print media is **Myriad Pro**, font color **80% black**. This font should be used for main copy and all business correspondences. The font's different type faces should be used to structure long paragraphs. They can be easily read in print and on the screen.

Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !"#\$%&/'()=?`::_,.-

Myriad Pro Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !"#\$%&/'()=?`::_,.-

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !"#\$%&/'()=?`::_,.-

Myriad Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !"#\$%&/'()=?`::_,.-

Myriad Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !"#\$%&/'()=?`::_,.-

Myriad Pro Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !"#\$%&/'()=?`::_,.-

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !"#\$%&/'()=?`::_,.-

Myriad Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !"#\$%&/'()=?`::_,.-

Myriad Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !"#\$%&/'()=?`::_,.-

Myriad Pro Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !"#\$%&/'()=?`::_,.-

Condensed faces (Light to Black)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !"#\$%&/'()=?`::_,.-

Extended faces (Light to Black)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !"#\$%&/'()=?`::_,.-

04 FONT

TYPOGRAPHY

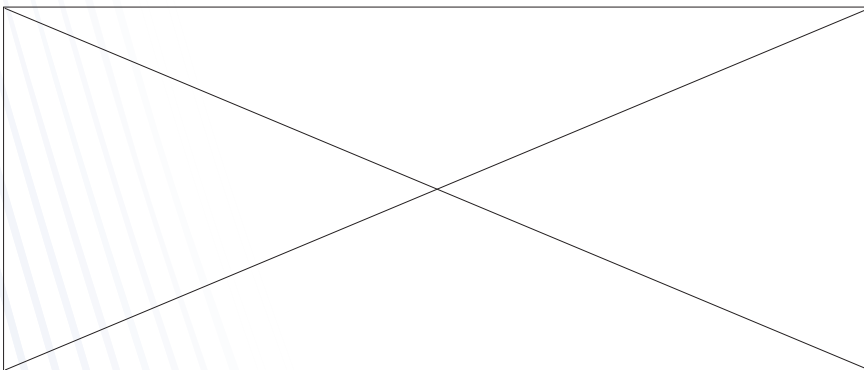
THIS IS THE HEADLINE

THIS IS THE SUBHEADLINE

The Imaging Source Ut lut velissequat wisi tatuElit aute consequis niamet laor inis niat accum iriure conse dignibh essim quip eugiam illan euguerat, sit endit eu feugue tetue magnim do dipsusto exer sum aut lutat iusci eum zzriusto consequi er ad minciduipisl ip esequisl ulputpat pratem velis augue vullummod tiscing euipit incil dolestrud tat. Ut lut velissequat wisi tatue te dolendrem vullandiam, conullaore dolobore feuisit velessit vullutpat praess- ectem ipsum dolobore digna faccum vel estrud magnim eugait praessi.

Highlighting example:

Ut lut velissequat wisi tatue te dolendrem vullandiam, conullaore dolobore feuisit velessit vullutpat praessectem ipsum dolobore digna faccum vel estrud magnim eugait



This is a caption

Myriad Pro Bold

Font size: 18 pt,
Line spacing: 20 pt
Blocking: +10

Myriad Pro Semibold

Font size: 12 pt
Line spacing: 16 pt
Blocking: +10

Myriad Pro Regular

Font size: 10 pt
Line spacing: 14 pt
Blocking: +10

Myriad Pro Semibold Italic

Font size: 12 pt
Line spacing: 16 pt
Blocking: +10
Shift in: +10

Blue box

Color: Corporate blue
Opacity: 75%

Myriad Pro Italic

Font size: 8 pt
Line spacing: 12 pt
Blocking: +10

Basically the caption is placed flush right aligned under the image.

The company name **The Imaging Source** should **always** be set in **Myriad Pro Bold**. The type size is dependent upon the surrounding text. Please **avoid character returns within** the **company name**.

04 FONT

SIMPLIFIED CHINESE

The Imaging Source's **corporate font in China** for print and web media is **DFHeiGB Std**. This font, set at **80% black**, should be used for main copy and all business correspondences.

For promotional material such as posters, advertisements and banners DFHeiGB Std is used as a **display font**, typeface **W7**. Font color and alignment are adapted to the western layout.

DFHeiGB Std W7

机器视觉产品德国制造

DFHeiGB Std W3:

机器视觉产品德国制造



高性价比



理论速度可达 · 技术

www.theimagingsource.com

04 FONT

TRADITIONAL CHINESE

The Imaging Source's **corporate font** in **Hongkong, Singapore** and **Taiwan** for print and web media is **STHeitiset** at **80% black**.

This font should be used for main copy and all business correspondences.

For promotional material as posters, advertisements and banners DFHeiGB Std is used as a **display font**, typeface **regular**. Font color and alignment are adapted to the western layout.

STHeiti Regular

机 器 视 觉 产 品 德 国 制 造

STHeiti Light

机 器 视 觉 产 品 德 国 制 造



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04 FONT

SPECIAL CASE ASIA



高性价比



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When using western font design the font **Myriad Pro** should be used (e.g. Arabian numerals); the same applies for the **internet address** of The Imaging Source.

05 DESIGN

DESIGN GRID

For all advertisements and corresponding promotional material there are certain guidelines to arrange design elements. The following examples in this style guide illustrate the basics.



Internet address type height = teaser type height - 2 pt

The following elements are supposed to be aligned horizontally and in the center:

Logo, headline, image, teaser and internet address

Except extreme landscape and portrait formats.

05 DESIGN

SUPER HEADLINE

A super headline can be used for advertisements, posters and banners.

This should be set in the font **Berthold Akzident Grotesk Super** in **blue** and **upper case**.

Super headlines should always be aligned horizontally and in the center.

Berthold Akzident Grotesk Super

ABCDEFGHIJKLMNOPQRSTUVWXYZ

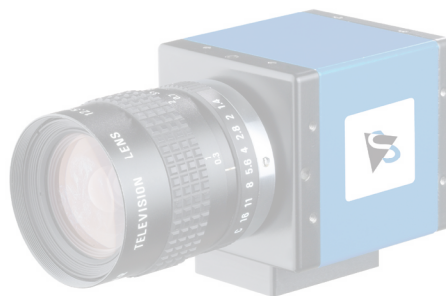
abcdefghijklmnopqrstuvwxyz

123456789 !"#\$%&/'()=?`~:;_-.



HIGH QUALITY.

LOW PRICE.



USB 2.0 · FireWire

www.theimagingsource.com

05 DESIGN

WAVE

The wave can be placed in the background at the upper left position of **advertisements, posters** and **web pages**.

It should also be used for **packaging** or **brochures**. The **wave** may be **flipped or rotated** if required.



Beispiel

05 DESIGN

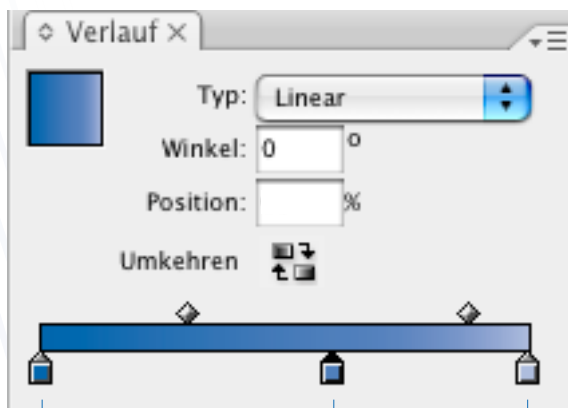
TEASER

There are two ways to place the **blue teaser**, with a **rotation** of **0°** or alternatively **3°**.

Placeholder text

Placeholder text

The **color gradient** consists of the following terms:



Blue 100%
Position: 0%

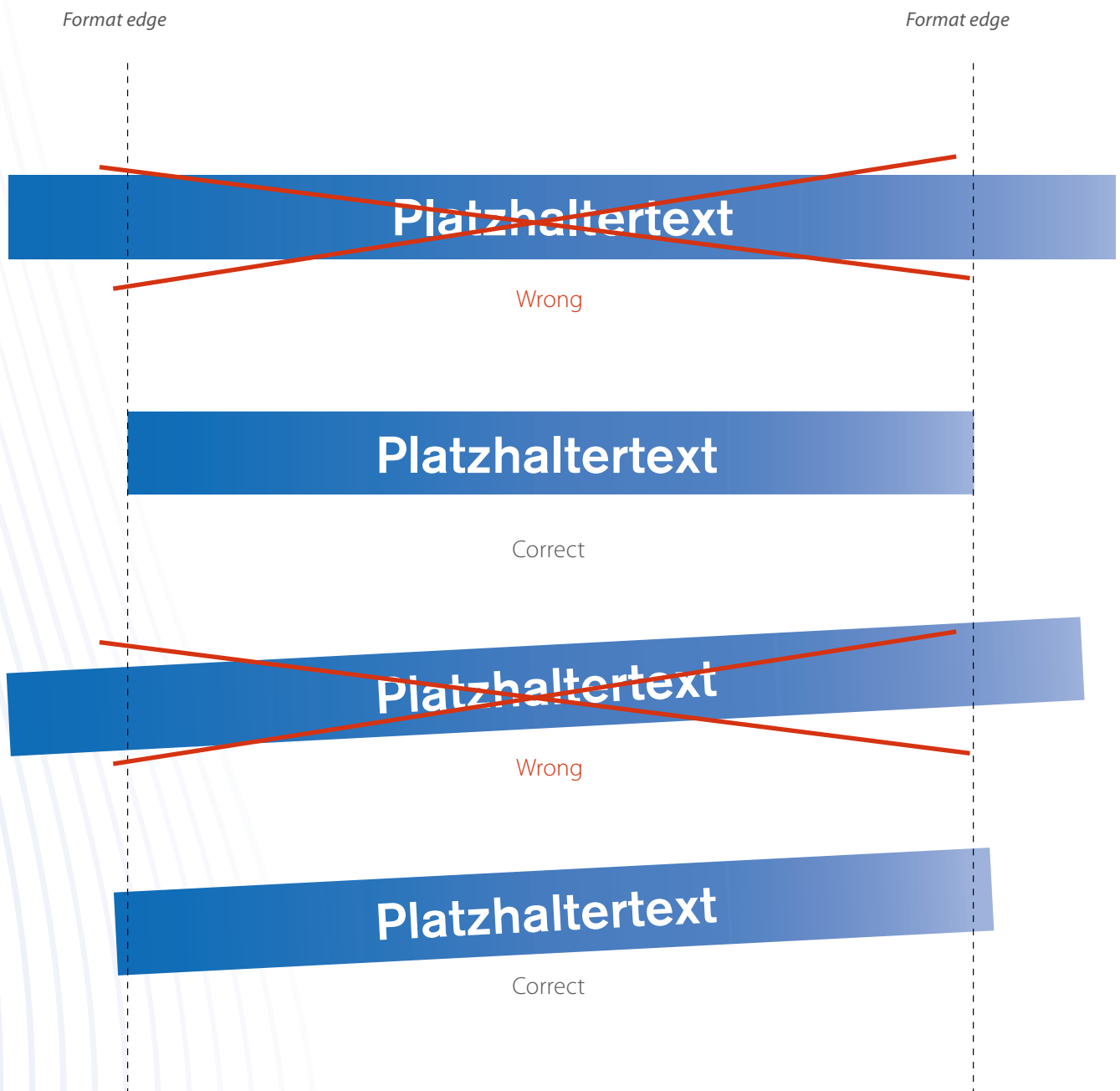
Blue 80%
Position: 60%

Blue 40%
Position: 100%

05 DESIGN

TEASER – PLEASE NOTE

To show the **complete color gradient** please pay special attention to **exact alignment**.



05 DESIGN

TEASER – PLACEMENT

The teaser should be placed in the **lower fifth part** of an advertisement, poster or banner. This guideline does not apply for extreme formats.



05 DESIGN

THE TEASER – DIMENSIONS

Teaser height and **font size** are **proportional** in the ratio of **2:1**.
The text has to be aligned horizontally and in the center.



In this example the font size shows 23 pt, the teaser height 46 pt:



The font **Berthold Akzident Grotesk Medium** included in the teaser is always set in **white**.

05 DESIGN

INTERNET ADDRESS

The internet address is placed **horizontally** and **in the center** below the teaser. Usually the **type size** of the internet address is **2 pt smaller** than the **teaser size**.

For large advertisings, e.g. A4 or letter formats, the internet address may be up to **6 pt smaller** than the font size.

The font **Berthold Akzident Grotesk Bold** stays always the same, the font color shows **80% black**.

Placeholder text

www.theimagingsource.com

When the **teaser** is rotated with **3°**, the rotation angle of the internet address stays the same **0°**.

Placeholder text

www.theimagingsource.com

05 DESIGN

INTERNET ADDRESS – PLACEMENT

Both for the **0°** and the **3° rotated version**, the internet address should be set **horizontally** and **vertically in the center** of the page, between **teaser** and **format edge**.

The **minimum distance** to the lower edge should be **10 mm**, for extremely small formats it can be reduced to **5 mm**.



05 DESIGN

IMAGE DESIGN

The essential part of advertisements and posters is the image, usually a product photo. The image is to be placed horizontally and in the center of the page.


THEIMAGINGSOURCE
TECHNOLOGY BASED ON STANDARDS

HIGH QUALITY.

LOW PRICE.



CMOS · USB 2.0 · MegaPixel

www.theimagingsource.com


THEIMAGINGSOURCE
TECHNOLOGY BASED ON STANDARDS

HIGH QUALITY.

LOW PRICE.



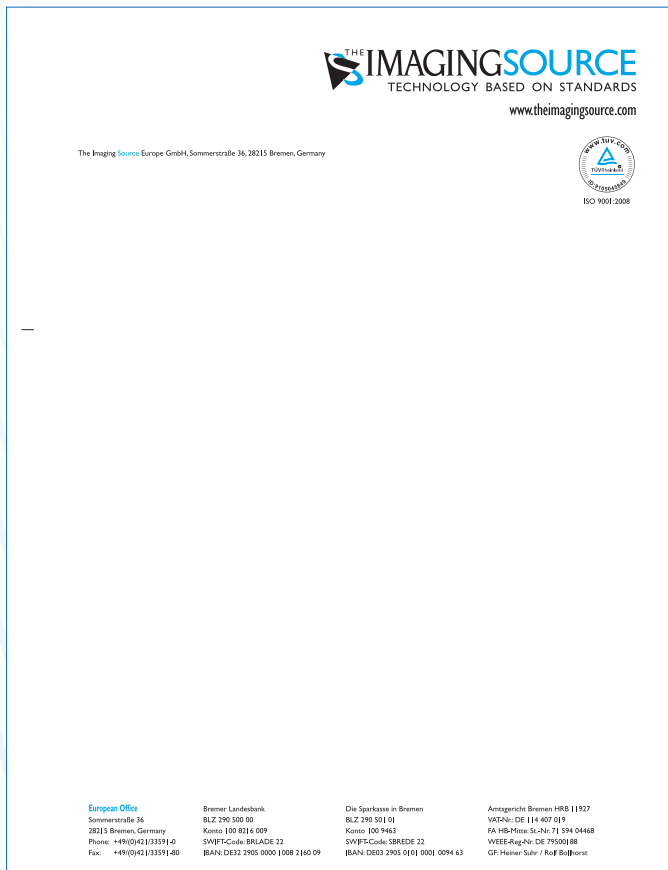
FireWire · Motorized Zoom

www.theimagingsource.com

06 APPLICATION

LETTERHEAD & BUSINESS CARDS

To ensure a consistent corporate image, all business correspondence should be printed on **The Imaging Source** letterhead. Business cards should follow the examples below.



Front



Reverse

06 APPLICATION

ADVERTISING EXAMPLES

THE IMAGINGSOURCE
TECHNOLOGY BASED ON STANDARDS

HIGH QUALITY.
LOW PRICE.



CMOS · USB 2.0 · MegaPixel

www.theimagingsource.com

THE IMAGINGSOURCE
TECHNOLOGY BASED ON STANDARDS

HIGH QUALITY.
LOW PRICE.



FireWire · Motorized Zoom

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MACHINE VISION
MADE IN GERMANY

QUALITY



available as
USB 2.0 · FireWire

THE IMAGINGSOURCE
TECHNOLOGY BASED ON STANDARDS

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06 APPLICATION

ADVERTISING EXAMPLES

 **THEIMAGINGSOURCE**
TECHNOLOGY BASED ON STANDARDS

高性价比



理论速度可达·技术

www.theimagingsource.com

 **THEIMAGINGSOURCE**
TECHNOLOGY BASED ON STANDARDS

高性价比



理论速度可达·技术

www.theimagingsource.com



工業相機 ≠ 高價格

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 **THEIMAGINGSOURCE**
TECHNOLOGY BASED ON STANDARDS



USB CMOS 工业相机

06 APPLICATION

ADVERTISING EXAMPLES



ONE4ALL

Resolution | FPS | Sensitivity

CONFIGURABLE BY SOFTWARE



www.theimagingsource.com

06 APPLICATION

PACKAGING

When using the design elements in materials other than for advertising and promotion, it is important to take care of their dimensions, but not necessarily their placement.



Packaging example

06 APPLICATION

CD LABELING



06 APPLICATION

TRADE FAIR BOOTHS

Several **trade fair booths** have been designed for **The Imaging Source**. They serve to inspire for creating new ideas within The Imaging Source **corporate identity**.



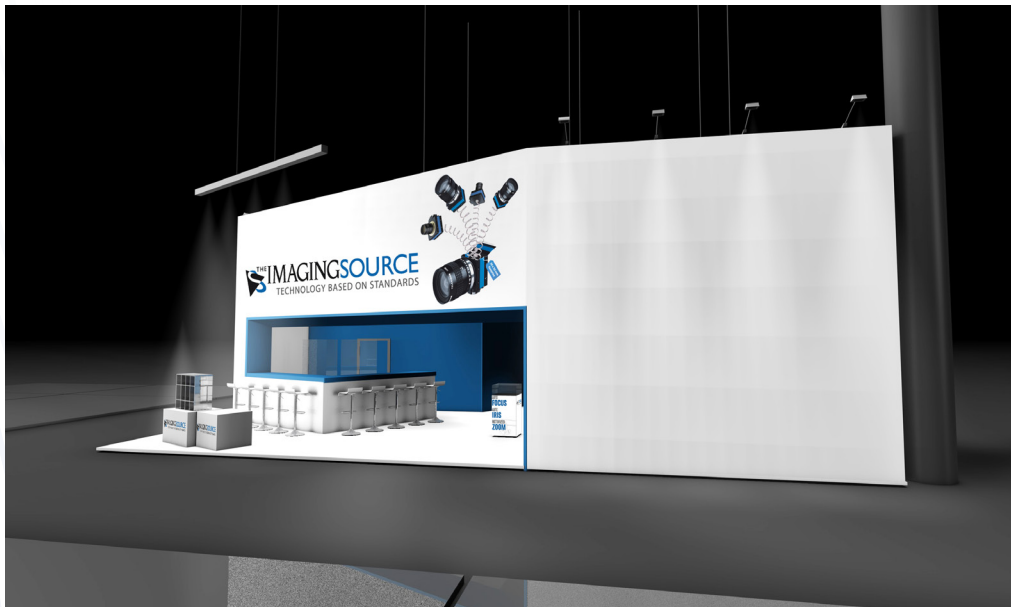
Trade fair booth example

06 APPLICATION

TRADE FAIR BOOTHS



Trade fair booth example



Trade fair booth example

06 APPLICATION

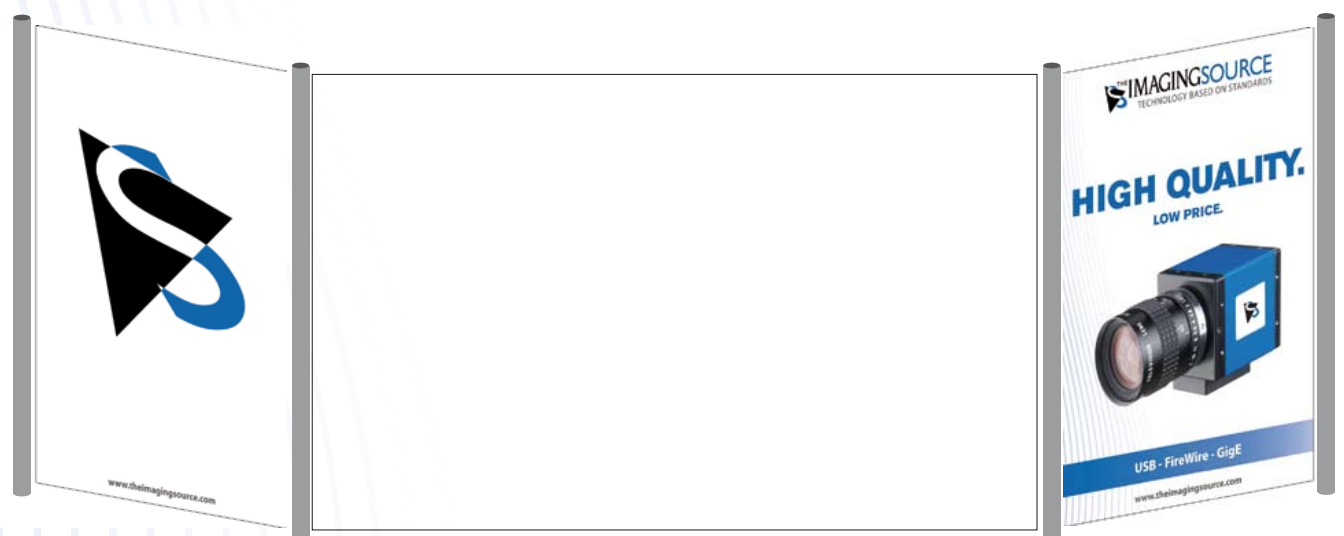
PORTABLE BOOTHS

The **portable trade fair booths** have been designed for smaller fairs and performances. They are easy to transport and offer a cost effective alternative to the above mentioned booths for larger shows.

The examples below illustrate their general layout.



Front



Reverse

06 APPLICATION DISPLAYS



06 APPLICATION

WEB SITE

Rounded boxes should be used on The Imaging Source **web site** to **divide different content** or to **frame special images**.

The fonts **Myriad Pro** and **Berthold Akzidenz Grotesk** in all type faces should be used with the corresponding print guidelines.



06 APPLICATION

NEWSLETTER

If there is a **box** in the header, e.g. in a newsletter, **The Imaging Source lettering** is always set in black, this is valid for all web applications.



06 APPLICATION

WEB BANNER

Due to extreme portrait and landscape formats, the guidelines that apply to print have to be changed slightly for web banners.



728x90 Pixel



468x60 Pixel



250x300 Pixel

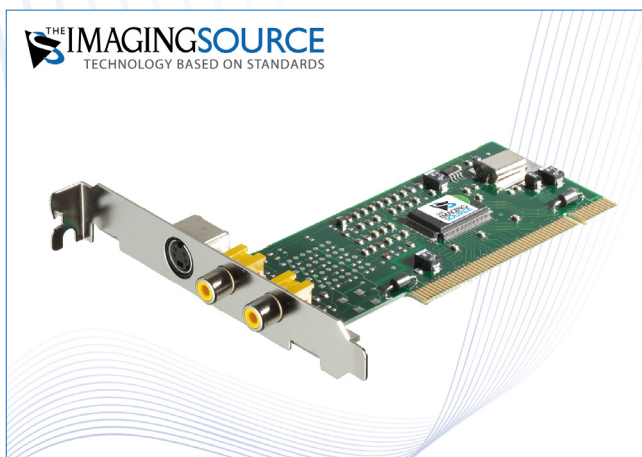


120x600 Pixel

06 APPLICATION

PRESS IMAGES

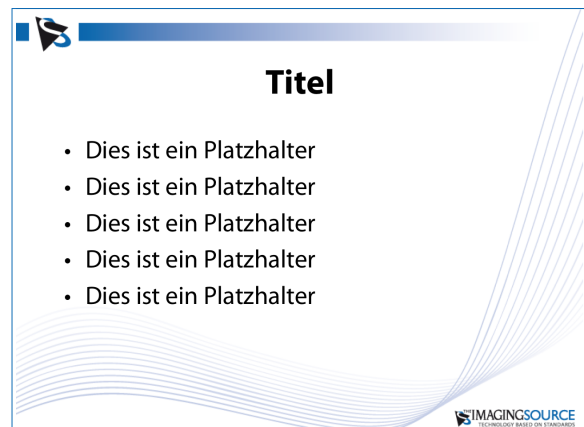
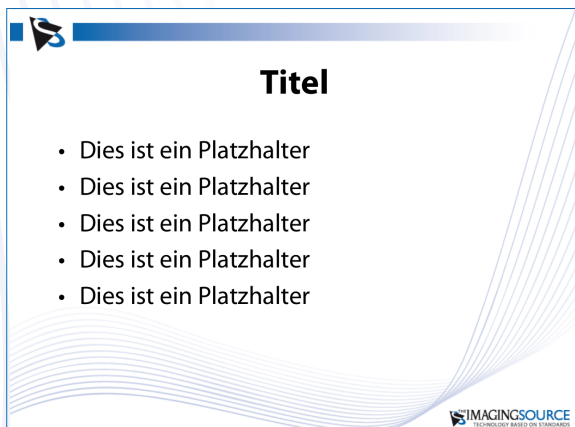
All press images should be created as illustrated in the following examples.



06 APPLICATION

POWER POINT PRESENTATIONS

All Power Point presentations for internal and external use should be created using **The Imaging Source** Power Point template.



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