



CORPORATE DESIGN

Style guide version 1.0

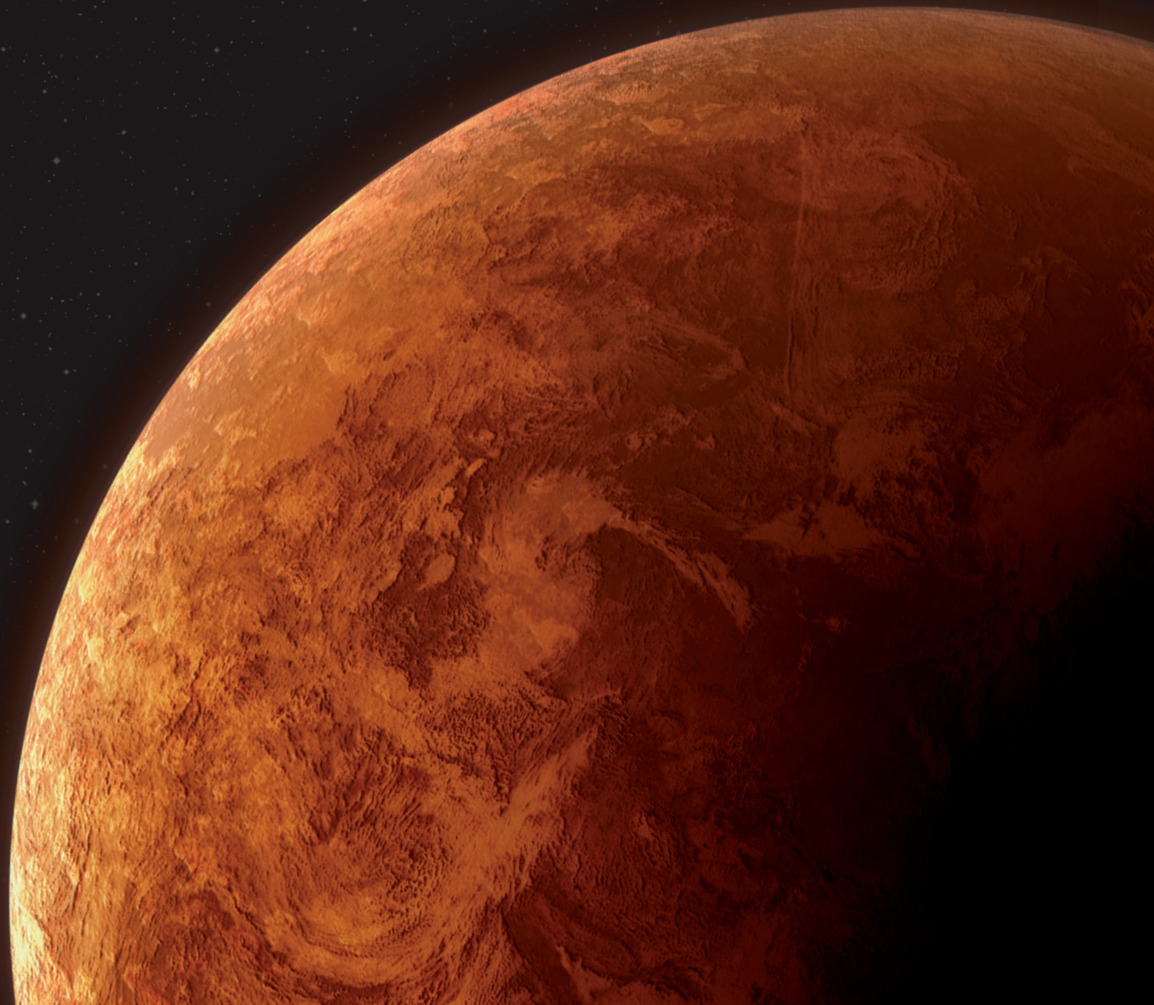


TABLE OF CONTENT

01 INTRODUCTION

What's the purpose of a style guide?	03
--	----

02 LOGO

Logo structure	04
Color types	05
Dimensions	06
Placement	07
Please note	08

03 COLORS

Color range	09
-------------------	----

04 FONTS

Corporate font	10
Typography – black on white	11
Typography – white on black	12
Simplified Chinese	13
Traditional Chinese	14
Special case Asia	15

05 DESIGN

Overview	16
Background image	17
Planet	18
Headline & Subheadline	19
Stamp	20
Red Teaser	21
Internet address	22
Image design	23

06 APPLICATIONS

Letterhead & business cards	24
Advertisements	25
Folder	27
Packaging design	28
CD labeling	30
Portable booths	31
Booth graphics & counter	32
Web site	33
Newsletter	34
Web banner	35

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, in the context of astronomy, 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 Astronomy Cameras** 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



**Three colors, blue 100% & white
100% & black 75%**

For black and 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.

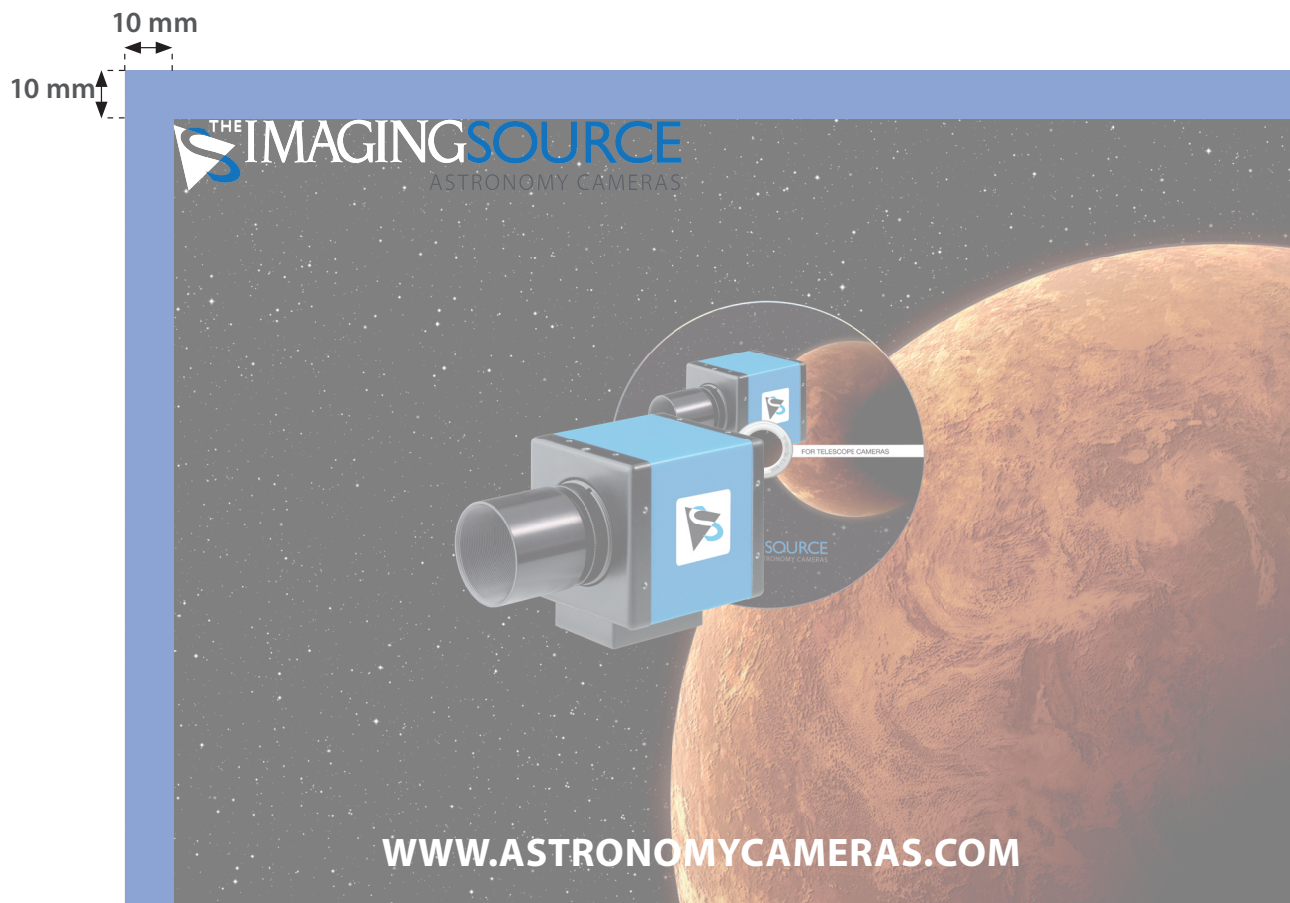
Between logo and other design elements the **minimum space** must be **50 % of the height of the logo**.



02 LOGO PLACEMENT

There are no firm rules for the logo placement. With this in mind, please take a look at the **following advertising examples**.

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

Blau

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**. For black backgrounds you use **100% white**.

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 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 SCHRIFT

TYPOGRAPHY – BLACK ON WHITE

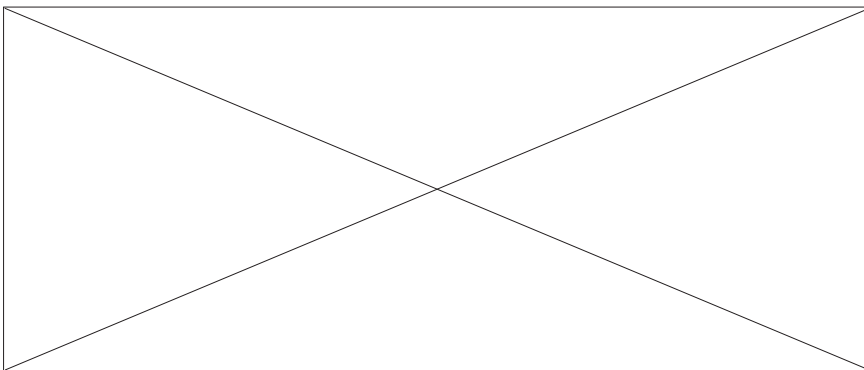
THIS IS THE HEADLINE

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 praessectem 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 SCHRIFT

TYPOGRAFIE – WHITE ON BLACK

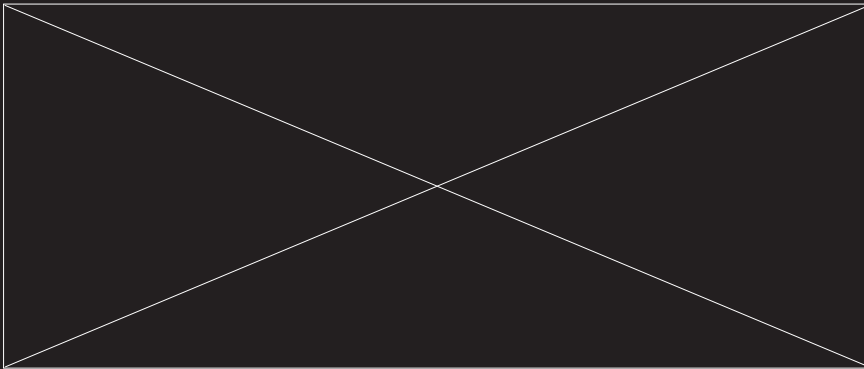
THIS IS THE HEADLINE

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, conul- laore dolobore feuisit velessit vullutpat praessectem ipsum dolobore digna faccum vel estrud magnim eugait



This is a caption

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**.

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 color: 100% black
Font size: 12 pt
Line spacing: 16 pt
Blocking: +10
Shift in: +10

Grey box

Color: White
Opacity: 50%

Myriad Pro Italic

Font size: 8 pt
Line spacing: 12 pt
Blocking: +10
Basically the caption is placed flush right aligned under the image.

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



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



04 FONT

SPECIAL CASE ASIA

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 Astronomy cameras.



05 DESIGN OVERVIEW

This page presents an overview of all design elements.
More details can be found on the following pages.

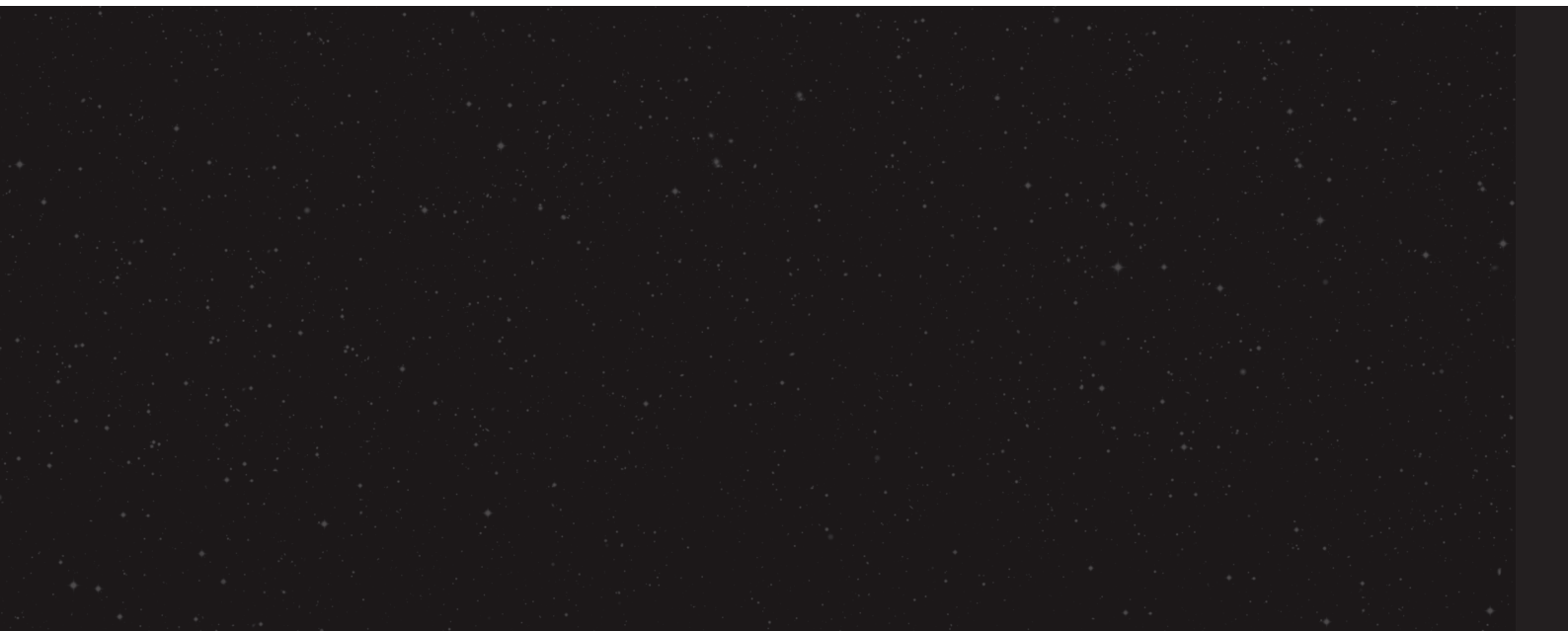
For all advertisements and corresponding promotional material
there are certain guidelines to arrange design elements.
The following examples in this style guide illustrate the basics.



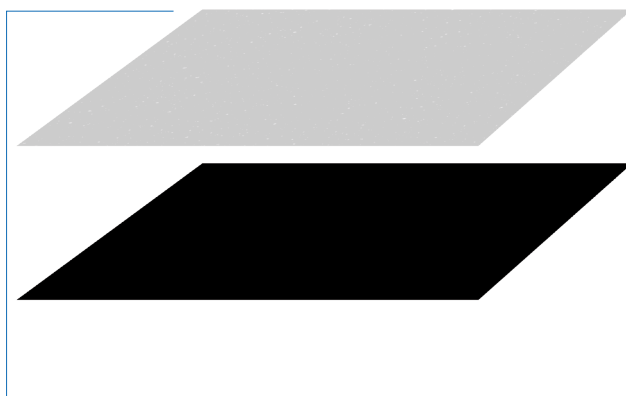
05 DESIGN

BACKGROUND IMAGE

The background image exists as a high resolution image so it can be scaled for small or large advertising material. Please fill the **complete background** with the image.

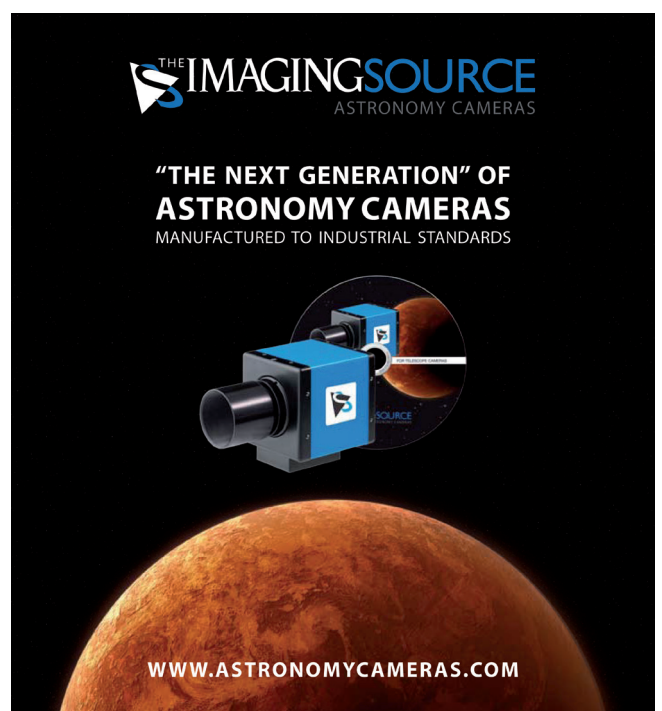


The background image consists of the following parts:



Space.jpg
Transparency: 20%

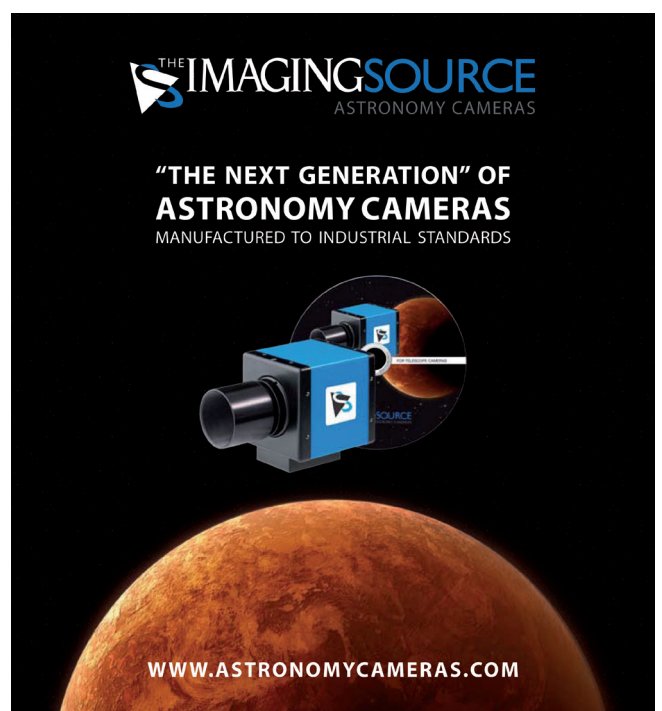
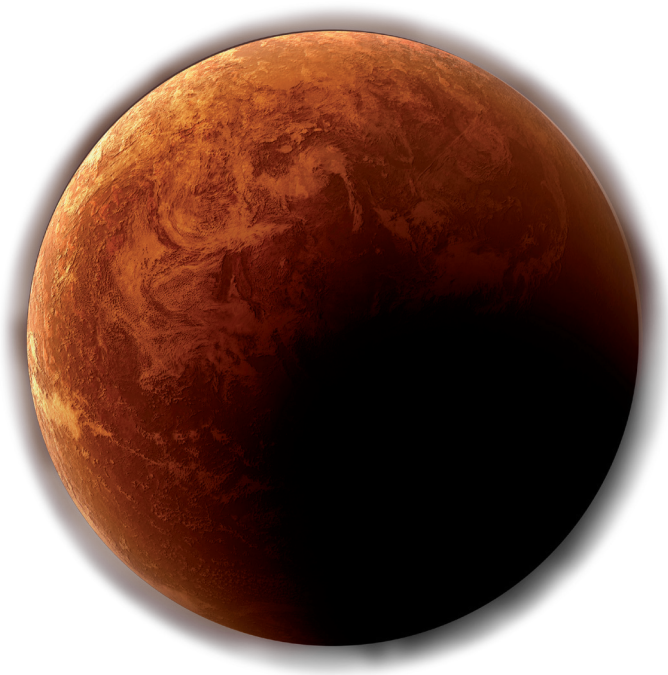
Black area
Black 100%
Transparency 100%



05 DESIGN

PLANET

The Planet is the consistent image for **THE IMAGING SOURCE ASTRONOMY CAMERAS** and should always be placed in the **lower part** of the advertising material or **in the center**. It is possible to set it on the left, right or in the middle of the format.



05 DESIGN

HEADLINE & SUBHEADLINE

A super headline can be used for advertisements, posters and banners.
This should be set in the font **Myriad Pro Bold** in **white** and **upper case**.
Die **Headline** can be combined with a **subheadline** which is always set
in white and **Myriad Pro Regular**.

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !"\$%&'()*=?`;:_,-

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !"\$%&'()*=?`;:_,-

Headline _____

Subheadline _____

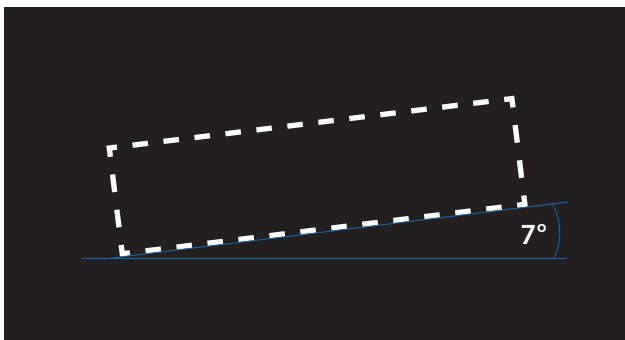


05 DESIGN

STAMP

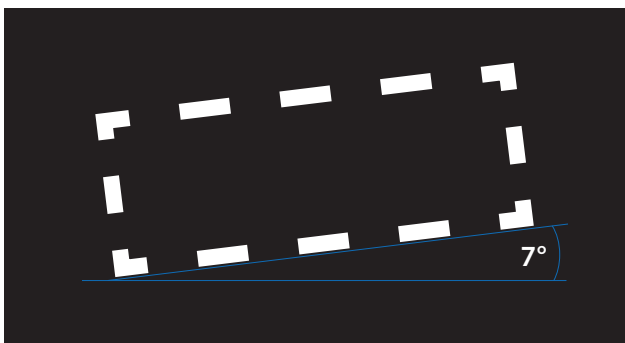
The **stamp** can be used as a teaser to highlight certain messages. It consists of a **squared, dashed outline** in **white** with a **rotation of 7°**.

Line width and **line length** should be placed in the **ratio 1:3**.
(Example 1 & 2)



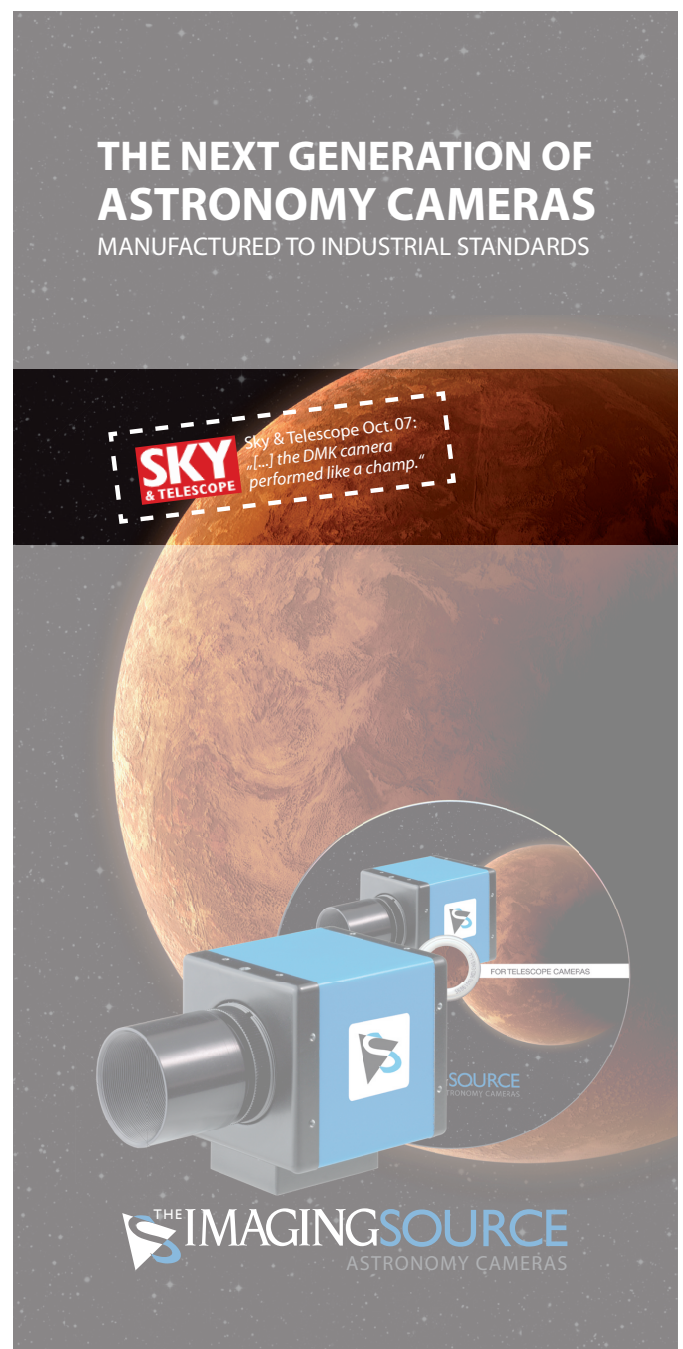
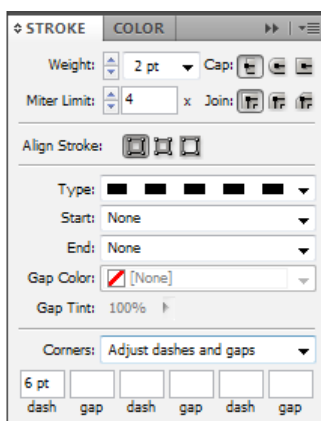
Example 1

Line width: 2 Pt, line length & spacing: 6 Pt



Example 2

Line width: 6 Pt, line length & spacing: 18 Pt



05 DESIGN

RED TEASER

The **red Teaser** can be used to highlight special messages or slogans.
The font is always **Myriad Pro Bold** in **white**.

RED TEASER

Red

CMYK 15/100/100/0

RGB 205/7/30

HEX #CD071E

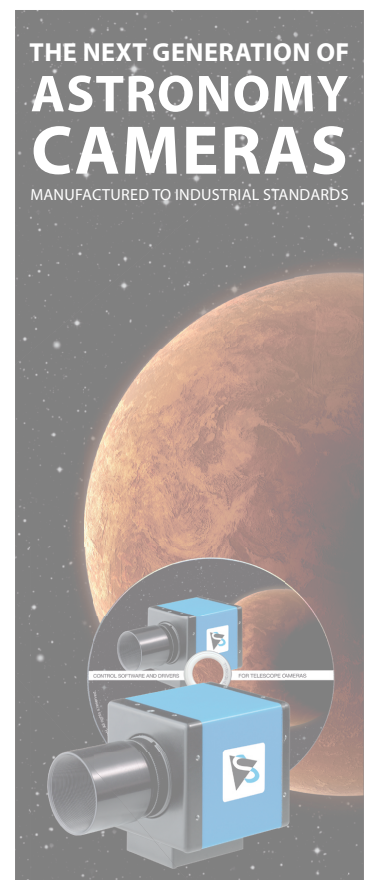
Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789 !"\$\$%&/()=?`~_-

THE NEXT GENERATION OF
**ASTRONOMY
CAMERAS**
MANUFACTURED TO INDUSTRIAL STANDARDS



NOW IN GigE

- MONOCHROME
COLOR WITH & WITHOUT IR CUT
- 1/4" CCD (60FPS)
1/3" CCD (30FPS)
1/2" CCD (15FPS)
- USB CONNECTORS
FIREWIRE CONNECTORS
- CONTROL SOFTWARE & DRIVERS

WWW.ASTRONOMYCAMERAS.COM

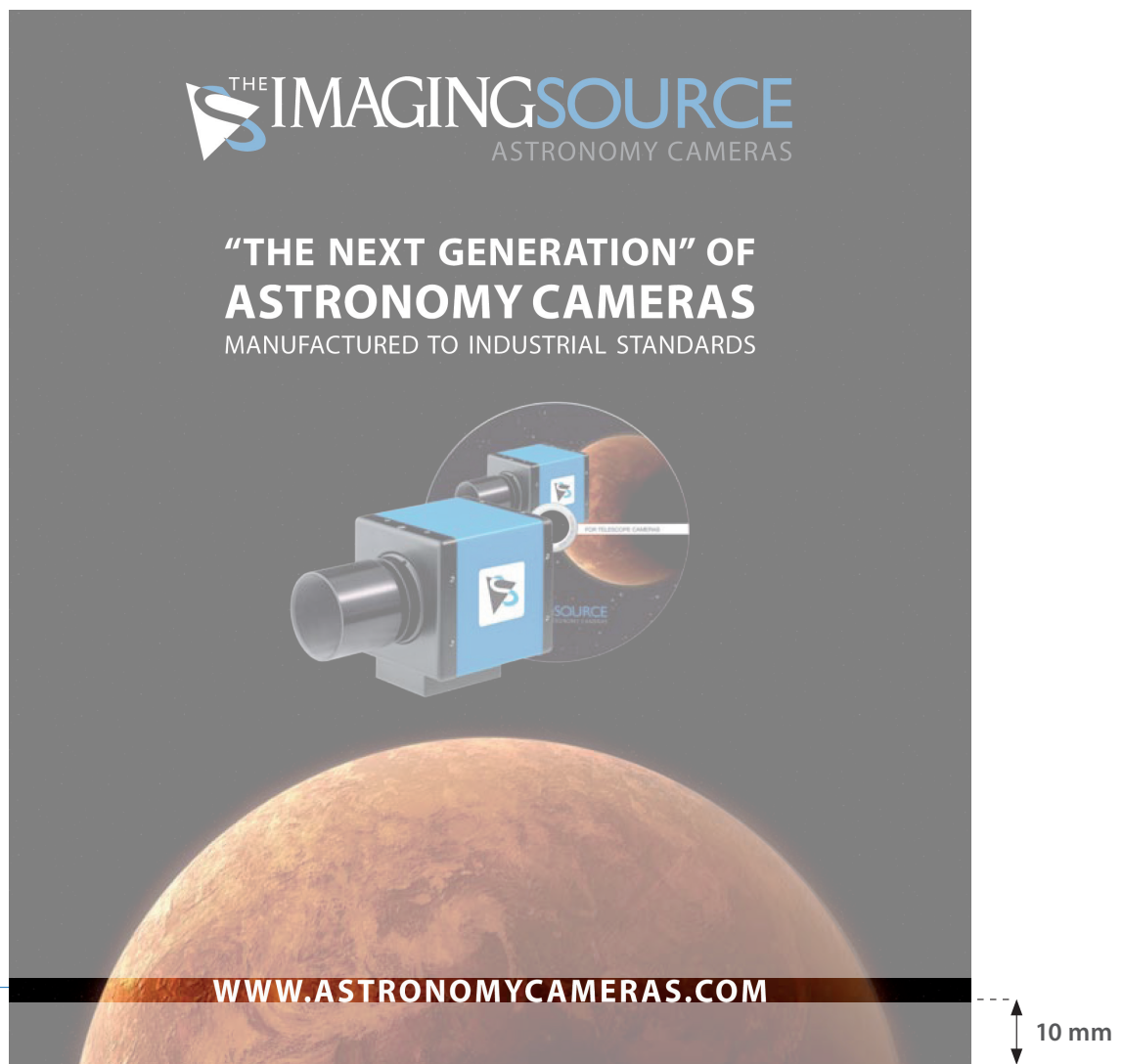
THE IMAGING SOURCE
ASTRONOMY CAMERAS

05 DESIGN

INTERNET ADDRESS

The **Internet address** is always set in **Myriad Pro Bold, upper case** with a **font color** of **100 % white**.

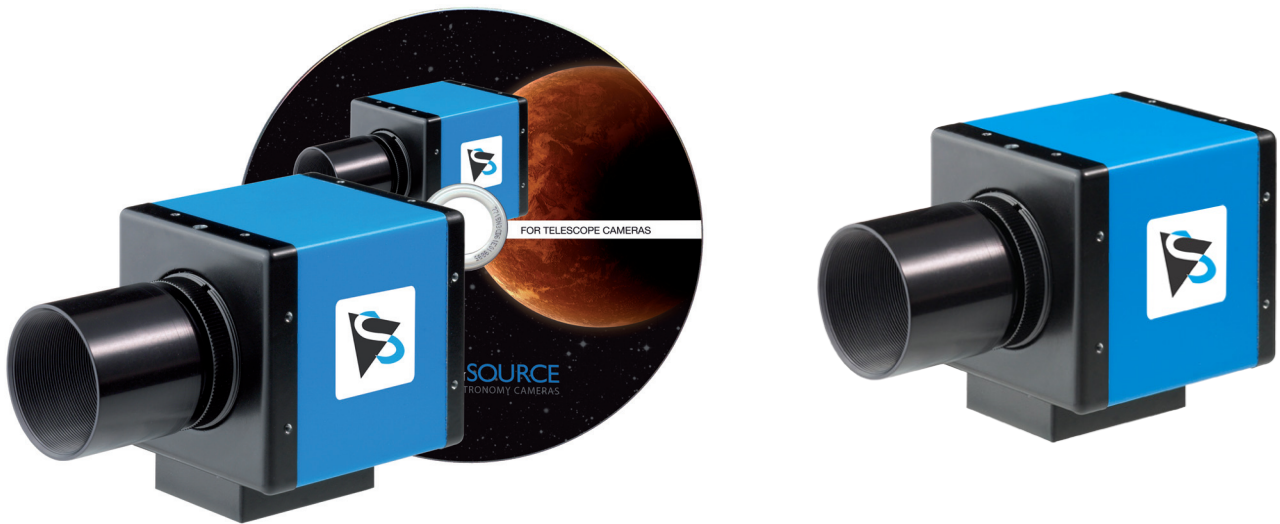
The **minimum space** to the lower edge is **10 mm**.



05 DESIGN

IMAGE

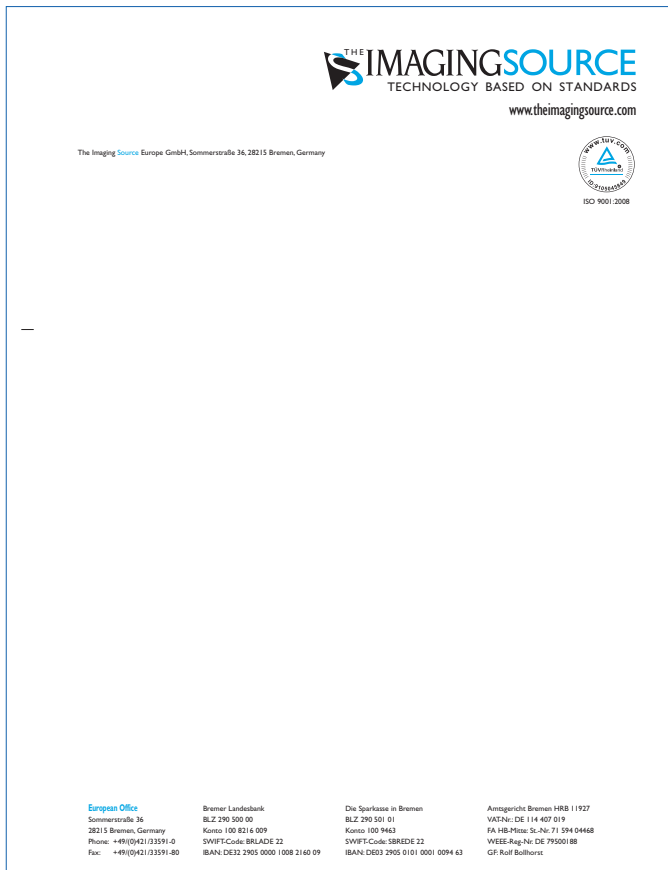
The essential part of advertisements and posters is the **image**, usually a **product photo**.



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.



Vorderseite

Rückseite

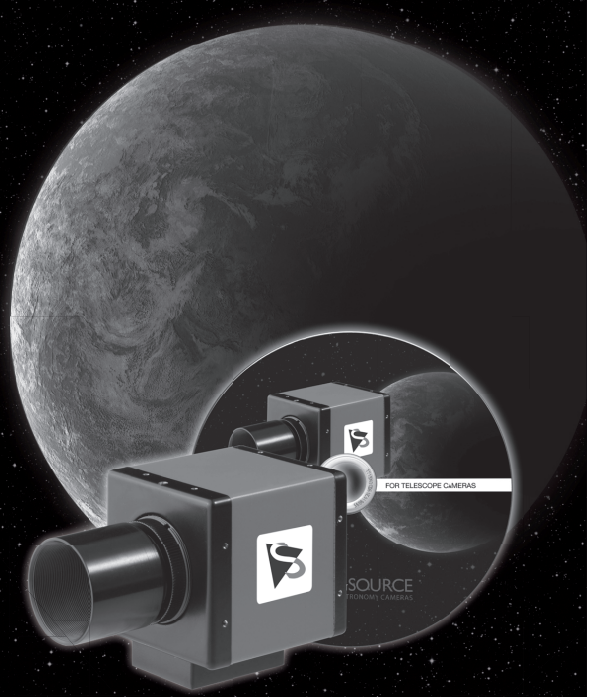
06 APPLICATION

ADVERTISING EXAMPLES

**LA NOUVELLE GENERATION DE
CAMERAS D'ASTRONOMIE**
FABRIQUEES SUR DES STANDARDS INDUSTRIELS

NOIR ET BLANC · COULEUR · COULEUR AVEC FILTRE ANTI-IR
CCD 1/4" (60FPS) · CCD 1/3" (30FPS) · CCD 1/2" (15FPS)
LOGICIELS DE CONTROLE ET DRIVERS INCLUS
PORTS USB · PORTS FIREWIRE

WWW.ASTRONOMYCAMERAS.COM
THE IMAGINGSOURCE
ASTRONOMY CAMERAS



06 APPLICATION

ADVERTISING EXAMPLES

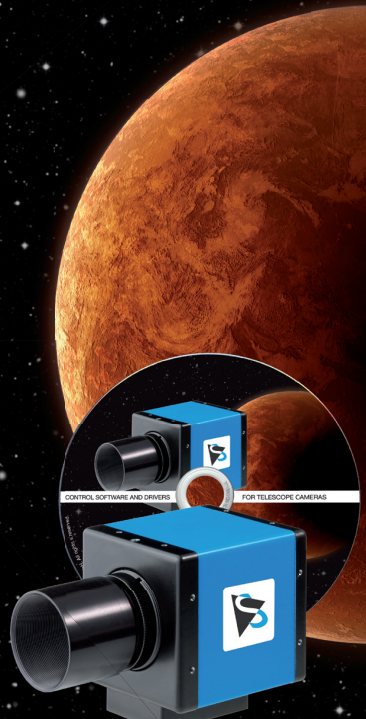
**LA NOUVELLE GENERATION DE
CAMERAS D'ASTRONOMIE**
FABRIQUEES SUR DES STANDARDS INDUSTRIELS



NOIR ET BLANC · COULEUR · COULEUR AVEC FILTRE ANTI-IR
CCD 1/4" (60FPS) · CCD 1/3" (30FPS) · CCD 1/2" (15FPS)
LOGICIELS DE CONTROLE ET DRIVERS INCLUS
PORTS USB · PORTS FIREWIRE

WWW.ASTRONOMYCAMERAS.COM
THE IMAGING SOURCE
ASTRONOMY CAMERAS

**THE NEXT GENERATION OF
ASTRONOMY
CAMERAS**
MANUFACTURED TO INDUSTRIAL STANDARDS



NOW IN GigE

MONOCHROME
COLOR WITH & WITHOUT IR CUT

1/4" CCD (60FPS)
1/3" CCD (30FPS)
1/2" CCD (15FPS)

USB CONNECTORS
FIREWIRE CONNECTORS
CONTROL SOFTWARE & DRIVERS

WWW.ASTRONOMYCAMERAS.COM
THE IMAGING SOURCE
ASTRONOMY CAMERAS

06 APPLICATION FOLDER



06 APPLICATION

PACKAGING DESIGN



06 APPLICATION

PACKAGING DESIGN



06 APPLICATION

CD LABELING



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

BOOTH GRAPHICS & COUNTER



06 APPLICATION

WEB SITE

Germany | English ([Change?](#))

THE IMAGINGSOURCE
ASTRONOMY CAMERAS

[Astronomy Cameras Blog »](#)

[Products](#) [Newsletter](#) [Support](#) [Company](#)

[Cameras](#) | [Software](#) | [Awards](#)



The Next Generation of Astronomy Cameras

For 20 years, we have been manufacturing rugged, high-quality products in the imaging field. Now, The Imaging Source is pleased to introduce our line of cameras to the astronomy community.

[More Sample Images »](#)

USB		FIREWIRE			GIGE			
	Order Code	Type	IR Cut	Resolution	CCD	FPS	Max. Exp.	Unit Price
	DMK 21AU04.AS	mono	no	640 x 480	1/4"	60	60 min	€ 330.00
	DMK 31AU03.AS	mono	no	1024 x 768	1/3"	30	60 min	€ 490.00
	DMK 41AU02.AS	mono	no	1280 x 960	1/2"	15	60 min	€ 490.00
	DFK 21AU04.AS	color	yes	640 x 480	1/4"	60	60 min	€ 290.00
	DFK 31AU03.AS	color	yes	1024 x 768	1/3"	30	60 min	€ 440.00
	DFK 41AU02.AS	color	yes	1280 x 960	1/2"	15	60 min	€ 440.00
	DBK 21AU04.AS	color	no	640 x 480	1/4"	60	60 min	€ 290.00
	DBK 31AU03.AS	color	no	1024 x 768	1/3"	30	60 min	€ 440.00
	DBK 41AU02.AS	color	no	1280 x 960	1/2"	15	60 min	€ 440.00

Subject to change Prices exclude sales tax and shipping.

[About Us](#) | [Contact Us](#) | [Sitemap](#) | [Imprint](#)

This site is part of The Imaging Source Network. Other sites include [Company Portal](#), [Machine Vision](#), [Astronomy Cameras Blog](#), [Blog caméras d'astronomie](#), [天文相机博客](#), [Astronomy Cameras Competition](#), [IC Imaging Control](#), [TX Text Control](#), [LiveDocx](#), [phpLiveDocx](#) and [Forums](#).

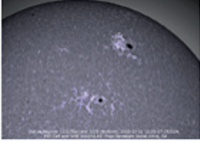
© 2011 The Imaging Source Europe GmbH. All rights reserved.

06 APPLICATION

NEWSLETTER



The Next Generation of Astronomy Cameras

Community News	
	Approaching 2000 Followers on Twitter After announcing @TISAstroCam in last month's newsletter, almost 2,000 people have started following us on Twitter. This is incredible! We were not expecting such a massive response. Thank you all for following us! Not following us yet? Click below: » Follow Us On Twitter
	European ASTROFEST 2011 in London UK's biggest astronomy show European ASTROFEST 2011 will take place at Kensington Conference and Events Centre on 4th and 5th of February. The Imaging Source astronomy cameras will be brought to the fair by Ian King Imaging. » Read The Full Article
Astrophotographs	
	Close Up View of the Moon German amateur astronomer Dr. Michael Schuster had taken some crisp photos of the Moon in last August. His imaging camera is a DMK 41AU02.AS. » See the Photos
	Photos of the Sun - by Theo Ramakers Theo Ramakers has been working hard on photographing the Sun. Last December, Theo captured some amazing views of Sunspots 1131 and 1133 with DMK 31AU03.AS astronomy camera. » See the Photos
	Photograph of Jupiter and Ganymede Here is a nice picture of Jupiter and its biggest moon Ganymede. The photographer is Daniel Chang from Hong Kong. Daniel uses a DBK 21AF04.AS astronomy camera for his planetary photography. » See the Photos

The Imaging Source respects your online time and privacy. We only send this newsletter to our astronomy cameras customers and people who have signed up to receive it. However, if you would prefer not to receive future issues of the newsletter, you may unsubscribe at any time:

<http://www.astronomycameras.com/en/newsletter/unsubscribe/>

If you received this newsletter forwarded from a colleague or friend, you may wish to subscribe directly:

<http://www.astronomycameras.com/en/newsletter/subscribe/>

The Imaging Source Europe GmbH; Firmensitz: Sommerstrasse 36, D-28215 Bremen; Registergericht: Amtsgericht Bremen HRB 11 927; Geschäftsführer: Rolf Bollhorst.

Sent to: %0%

© 2011 The Imaging Source Europe GmbH

06 APPLICATION

WEB BANNER



468x60 pixel, animated GIF, image 1



468x60 pixel, animated GIF, image 2

THE IMAGING SOURCE CONTACT

US Headquarters

European
Headquarters

Asian Headquarters



THE IMAGING SOURCE, LLC

6926 Shannon Willow Rd,
Suite 400
Charlotte
NC 28226
United States

Fon: +1 704-370-0110
Fax: +1 704-542-0936

THE IMAGING SOURCE EUROPE GMBH

Sommerstrasse 36
Bremen
28215
Germany

Fon: +49 (0)421 335 91 0
Fax: +49 (0)421 335 91 80

THE IMAGING SOURCE ASIA CO. LTD.

6F-1, No.230, Sec.3,
Ba-De Road
Song-Shan District 10555,
Taipei City
Taiwan, China

Fon: +886 2-2577-1228
Fax: +886 2-2577-1229

Copyright © , The Imaging Source Europe GmbH. All rights reserved.

TX Text Control is a registered trademark of The Imaging Source Europe GmbH in Europe, the United States and other countries. Microsoft and Visual Studio are registered trademarks of Microsoft Corporation in the United States and other countries.

Adobe PDF is either a registered trademark of Adobe Systems Incorporated in the United States and/or other countries.

The names and logos of actual companies and products mentioned herein may be trademarks of their respective owners.