

**DEMATIC**

**WORKING WITH  
CREATIVE SERVICES**

A Guide to Best Practices

# Branding 101

## LOGO

Our Dematic logo is the visual identity for the company and the foundation for building recognition. It is an important part of the corporate brand that needs to be represented consistently in order to maintain a positive brand image and identification.

The gold bar and characters are the logo element and should not be changed. And only in unique circumstances be used separately, with Marketing's approval. The Dematic characters are distinct in their spacing. Do not type them out.

Our Dematic logo is a piece of art and cannot be reproduced accurately by simply typesetting the word 'Dematic'.

[Click here for link to the Dematic Brand Portal](#)



DEMATIC



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## FONTS

### PRINT

#### Helvetica Neue Light Standard

The font is perfect for international correspondence: no ornament, no emotion, just clear presentation of information. Helvetica font is still one of most popular sans-serif fonts.

#### Usage

- All professional Print Media
- Exhibits
- Product Labeling
- Premium Items

#### Roman

Thin

Light

Medium

Bold

### ONLINE APPLICATIONS

#### Arial

#### Our Alternative Font

The font is a standard the system font provided with Microsoft Windows. Arial was chosen as the substitute (default) typeface because of its of clarity and similarity with Helvetica.

#### Usage

- Online Applications
- Dematic Websites
- e-mails
- MS Office Applications (Word, Excel, PowerPoint etc.)

Regular

Bold

# Branding 101

## COLORS


### Primary

Dematic Gold, Black, Dark Grey and White are Dematic's primary color palette. This palette clearly identifies and builds the Dematic brand and should be used in meaningful ways to enhance the Dematic story.

Screening the primary colors offers the opportunity to create dimension with a limited color palette. Screened colors can be used

several ways: to accentuate copy by adding as screened block of one of our primary colors behind the text, to watermark a symbol (example on trademark page) or as color variables in a chart.

To keep the page clean and bright attempt to use the primary colors at 100% when possible.

-  **Pantone** PMS1235 C | **CMYK** 0, 29, 91,0 | **RGB** 255,181, 23 | **HEX** FFB517 | **RAL** 1003
-  **Pantone** PMS Black C | **CMYK** 77, 71, 62, 85 | **RGB** 0, 0, 11 | **HEX** 09080F | **RAL** 9017
-  **Pantone** PMS 877 | **CMYK** 0, 0, 0, 50 | **RGB** 128, 128, 128 | **HEX** 808080 | **RAL** 9022
-  **Pantone** PMS P 75-1 C | **CMYK** 0, 0, 0, 0 | **RGB** 255, 255, 255 | **HEX** FFFFFFFF | **RAL** 9016

### Dematic Grays Expanded Palette

Dematic grays offer a neutral secondary gray color palette that can be used to create supporting materials or aid in selecting tradeshow elements such as flooring, seating or fabrics.






### Usage

- Exhibits
- Premiums
- Tradeshow Elements (flooring, counter tops, fabrics, vinyl decals)




### Accent

Accent colors should be used sparingly in print media and be limited to charts/infographs to aid in understanding of complex content. Contrasting colors are used to highlight important information.

In other words, layouts should not be created that use several of our primary and secondary colors - please avoid creating a 'rainbow effect'.

-  **Pantone** PMS 220 C | **CMYK** 0, 99, 98, 35 | **RGB** 167, 18, 20 | **HEX** A71214 | **RAL** 3027
-  **Pantone** PMS 7694 C | **CMYK** 75, 23, 0, 68 | **RGB** 0, 70, 101 | **HEX** 004665 | **RAL** 5020
-  **Pantone** PMS 391 C | **CMYK** 14, 0, 98, 350 | **RGB** 158, 161, 22 | **HEX** 9EA116 | **RAL** 6018
-  **Pantone** Process Blue C | **CMYK** 100,10, 0, 10 | **RGB** 0, 147, 208 | **HEX** 0093D0 | **RAL** 5015
-  **Pantone** PMS 260 C | **CMYK** 60, 100, 0, 20 | **RGB** 108, 27, 120 | **HEX** 6C1B78 | **RAL** 4006

[Click here for link to the Dematic Brand Portal](#)

-  **Pantone** PMS 424 C | **CMYK** 0, 0, 0, 60 | **RGB** 128, 130, 133 | **HEX** 666666 | **RAL** 7005
-  **Pantone** PMS 8403 C | **CMYK** 0, 0, 0, 80 | **RGB** 88, 89, 91 | **HEX** 333333 | **RAL** 7010
-  **Pantone** PMS Cool Gray 6 | **CMYK** 0, 0, 0, 40 | **RGB** 167, 169, 172 | **HEX** 999999 | **RAL** 7038
-  **Pantone** PMS Cool Gray 2 | **CMYK** 0, 0, 0, 20 | **RGB** 209, 211, 212 | **HEX** CCCCCC | **RAL** 9018
-  **Pantone** PMS Cool Gray 1 | **CMYK** 0, 0, 0, 10 | **RGB** 230, 231, 232 | **HEX** E5E5E5 | **RAL** 9002

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# Basics of Graphic Design

## GOLDEN RULES OF DESIGN



### Layout

Layout gives structure to your design. Most designs are based on a grid layout system, which helps to arrange the information and elements of design on a page. Without layout to hold the design together, everything would be floating around without purpose.



### Hierarchy

Hierarchy puts emphasis on key aspects of the design, making certain elements stand out in comparison to others. This can be implemented in many ways; size, color or distance. The size of fonts, for example, in comparison to one another or changing the color of one over the other provides a level of hierarchy (or level of importance) from one element to the next.



### Contrast

Contrast provides a greater level of emphasis on design elements by opposing one another. Contrast in color is the most obvious with black and white or red and green. Where contrast is applied, the greater the emphasis, the more the message stands out.



### Alignment

Alignment, along with hierarchy, keeps the design elements structured and in order. Alignment makes sure that all the elements on the page relate to each other. Elements like text can be lined up to the top left (most common), top right or middle of the page. Images can also be lined up horizontally next to the top of the text.



### Balance

One can not have alignment without balance and vice-versa. There are different types of balance; symmetrical, asymmetrical and size variance. Not all the elements need to be the same size but they do need to all relate or be in line (aligned) in one way or another.



### Repetition

Repetition simply repeats an element across the design. It can be a shape, color, font or combination of these elements that gets repeated through the piece. Repetition is key to brand recognition. Repeating elements of color, shape, font or phrases ensures a design remains memorable,



### Proximity

Proximity organizes a design by using space and distance, unlike alignment. This rule creates relationships between the elements of a design by grouping them together in ways that balance and declutter the page.



### Space

Negative space, also known as white space, since the default color of paper, or artboard, is white when nothing takes up that space.

Positive space is the area that is taken up by an element; color, shape, font, lines etc. The more simple the design, the stronger it is (or the most impactful).



# Capabilities

## GRAPHIC DESIGN

### ADVERTISING

- Social Media; LinkedIn, FaceBook, Instagram
- Digital Ad
- Printed Ad

### COLLATERAL

- Brochure
- Case Study
- eBook
- Info Sheet
- White Paper

### E-MAIL | DIGITAL | SOCIAL GRAPHICS

- Banner Ads
- Header Images
- Social Cards

### ENVIRONMENTAL GRAPHICS

- Banner
- Office Graphics
- Poster
- Signage
- Tradeshow Booth Graphics

### INFOGRAPHICS

- Icons
- Logos
- Product Branding

## VIDEO | ANIMATION

### VIDEO

- Creation
- Editing
- Sizzle Reel

### ANIMATION

- Creation
- Editing

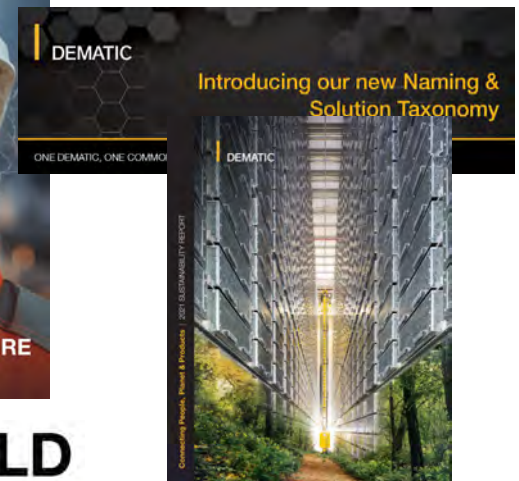
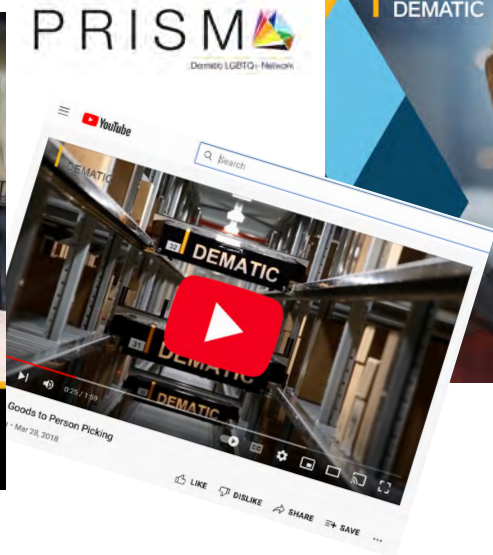
## EDITORIAL

### COPY

- Editing
- New Written Content; Article, Blog
- Proof Reading
- Review

### TRANSLATIONS

- Purpose
- Language



# Creative Process

## STEP 1

### Submit a Creative Request Form

Once the Creative Request Form is received, the Designer/Writer will reach out to you and your team to set up a kick-off meeting to discuss the timeline and specific needs for the project.

Once the timeline, needs, capacity of Designer, as well as the scope is agreed upon, you will need to **provide the following:**

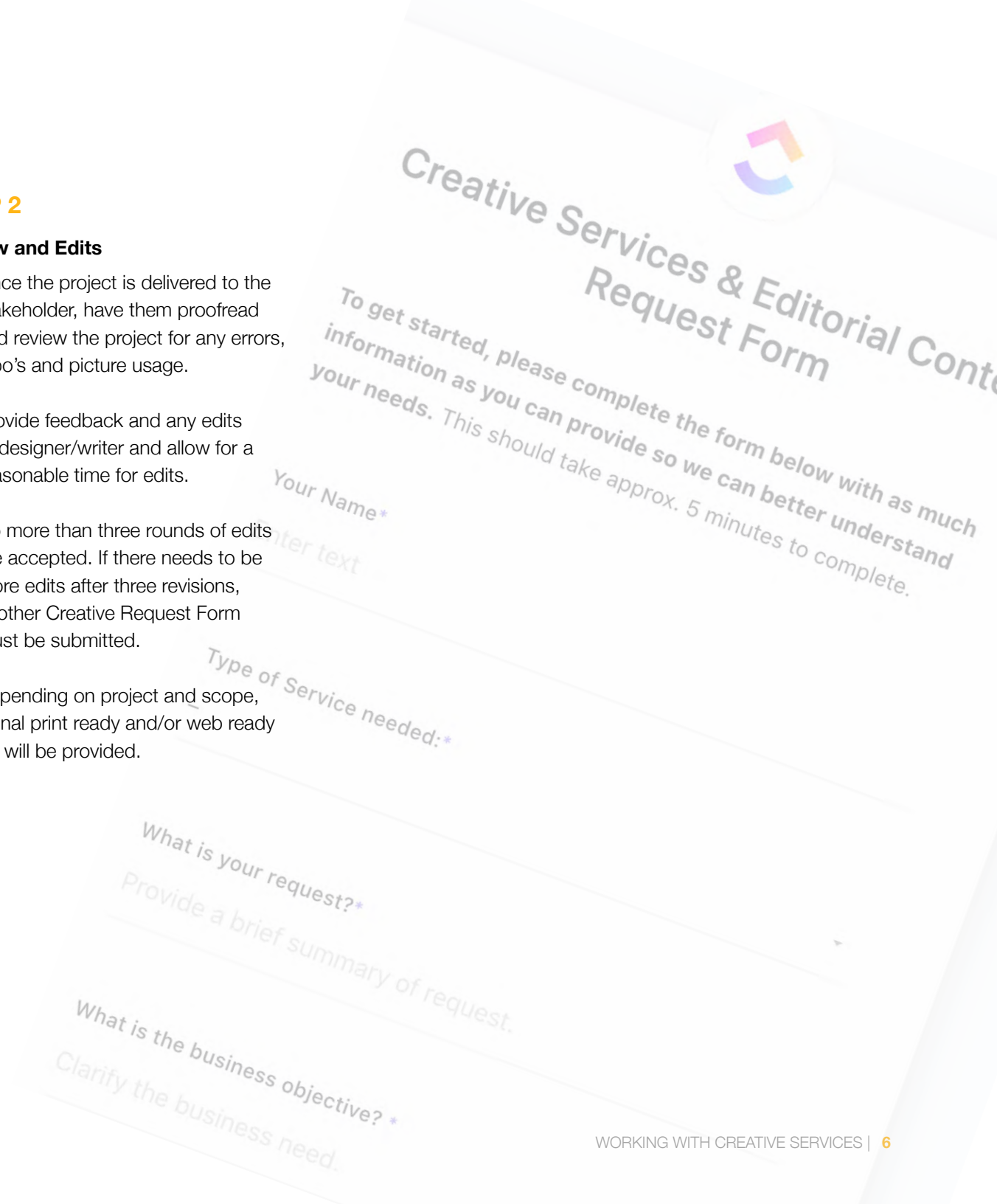
- Edited & proofed Word document
- Edited & proofed Excel charts
- Hi-res images
- Logos in EPS, AI format if possible

[Click here for link to Creative Request Form](#)

## STEP 2

### Review and Edits

- Once the project is delivered to the stakeholder, have them proofread and review the project for any errors, typo's and picture usage.
- Provide feedback and any edits to designer/writer and allow for a reasonable time for edits.
- No more than three rounds of edits are accepted. If there needs to be more edits after three revisions, another Creative Request Form must be submitted.
- Depending on project and scope, a final print ready and/or web ready file will be provided.





# DEMATIC

*For more information or assistance, please contact:*

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