



Design manual

For the new

Zebra / Photoneo logo

To communicate Photoneo's affiliation with Zebra, the current Photoneo wordmark or first mention in copy must be locked up with the Zebra companion branding "Now part of Zebra Technologies" but may be dropped for reoccurring instances.

Copy Example

First instance: "Photoneo, Now Part of Zebra Technologies"

Subsequent instances: "Photoneo"

The new, Photoneo - Now part of Zebra Technologies lockup logo.



Our new logo contains four elements:

- 01** The new parent company logo on the left
- 02** The original Photoneo logo with “Focused on 3D” claim
- 03** Connecting vertical stroke
- 04** The new “Now part of Zebra Technologies” claim

Long & short **positive** versions.

Long version

Positive version on white background



Short version

Positive version on white background



Basic version

Positive version

Most of our communication uses the logo in the positive version. The possible variations are long version (upper image) and the short version as seen on the lower image.

Application examples

Long version logo is used in marketing materials such as:

- a) leaflets and brochures
- b) corporate print materials
- c) classified ads
- d) PPC campaigns
- e) website
- f) applications

Short version logo is used for the branding of:

- a) products
- b) promotional items and car wrapping
- c) offices and buildings
- d) exhibition stands

Long & short **negative color** versions.

Long version

Negative version on pixel blue background



Short version

Negative version on pixel blue background



Basic version

Negative version

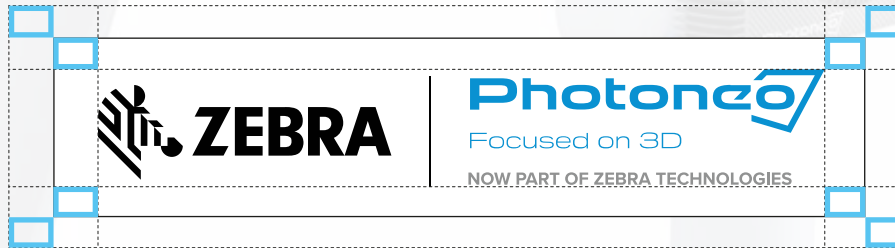
The negative version uses clear white on a colored background. This applies in the situations when the space doesn't allow us to use a white background, on a large solid area of color or when our logo is placed on a photograph. The background can be colored with a derivative of Pixel Blue or its gradient, both defined in this brand manual.

Pixel Blue

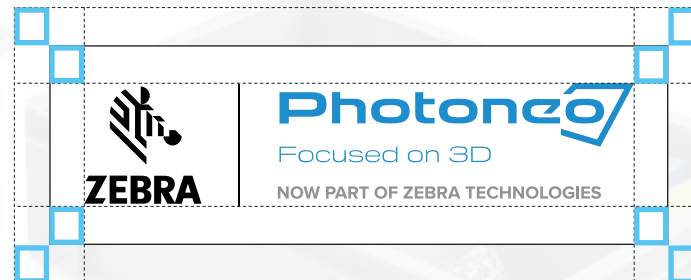
R0 G145 B208
C80 M30 Y0 K0
#0091d0
L56 A-16 B-43
PANTONE
Coated 2382C
Uncoated 2194U

Protection zone **long & short** versions.

Protection zone
No claim



Protection zone
Horizontal claim



Protection zone
Compact claim

Protection zone

The integrity of our logo is protected by the protection zone. No graphic elements or other logos can encroach into this area.

Calculating the protection zone

The protection zone is defined by the double height and width of the square from the boundary points of our logo.

Bad practices **short** version.

01



02



03



04



05



06



07



08



09



10



Bad practices

We did our best to design an easy-to-use logo. Please be careful and avoid uses that devalue our logo. This page features the bad practices of our logo applications that are not allowed.

Don't:

- 01** Flip sides of the respective logos
- 02** Exclude "Now part of Zebra Technologies" claim
- 03** Exclude "Focused on 3D" claim
- 04** Exclude both claims
- 05** Rotate our logo
- 06** Change the logo proportions in neither horizontal nor vertical position
- 07** use shades of gray as background color
- 08** use other colors than those prescribed in this brand manual as background color
- 09** use other color combination than the ones prescribed in this brand manual
- 10** place our logo on a structured image

Recommended sizing.



Minimum net width of longer version

50 mm



Minimum net width of shorter version

34 mm

Recommended sizing

When resizing the logo, always make sure that the claim "NOW PART OF ZEBRA TECHNOLOGIES" is readable.

Calculating the logo width

The width listed in the examples refers to the width of the both wordmarks with the claims.

Long & short **negative grayscale** versions.

Long version

Negagitive version on pixel blue background



Short version

Negagitive version on pixel blue background



Basic version

Negative version

The negative version uses clear white on a colored background. This applies in the situations when the space doesn't allow us to use a white background, on a large solid area of black color or when our logo is placed on a dark background.

Long & short **positive grayscale** versions.

Long version

Negagitive version on pixel blue background



Short version

Negagitive version on pixel blue background



Bad practices **long** version.

01



02

03



04

05



06

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10

Bad practices

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