

Corporate Design Manual

v 2.1



Introduction

A uniform appearance and communication is important to underline the professionalism of a globally active company like TOPTICA.

The guidelines presented here are supposed to achieve a consistent visual appearance worldwide. This affects every piece that is officially released by TOPTICA.

This design manual defines the general corporate design of TOPTICA. It helps to simplify the interaction between different departments within the company, especially if international subsidiaries are involved.

Any official piece that can be related to TOPTICA has to follow the rules of the design manual.

Whenever the TOPTICA logo is used in a certain context, it should only be used as described in this manual.

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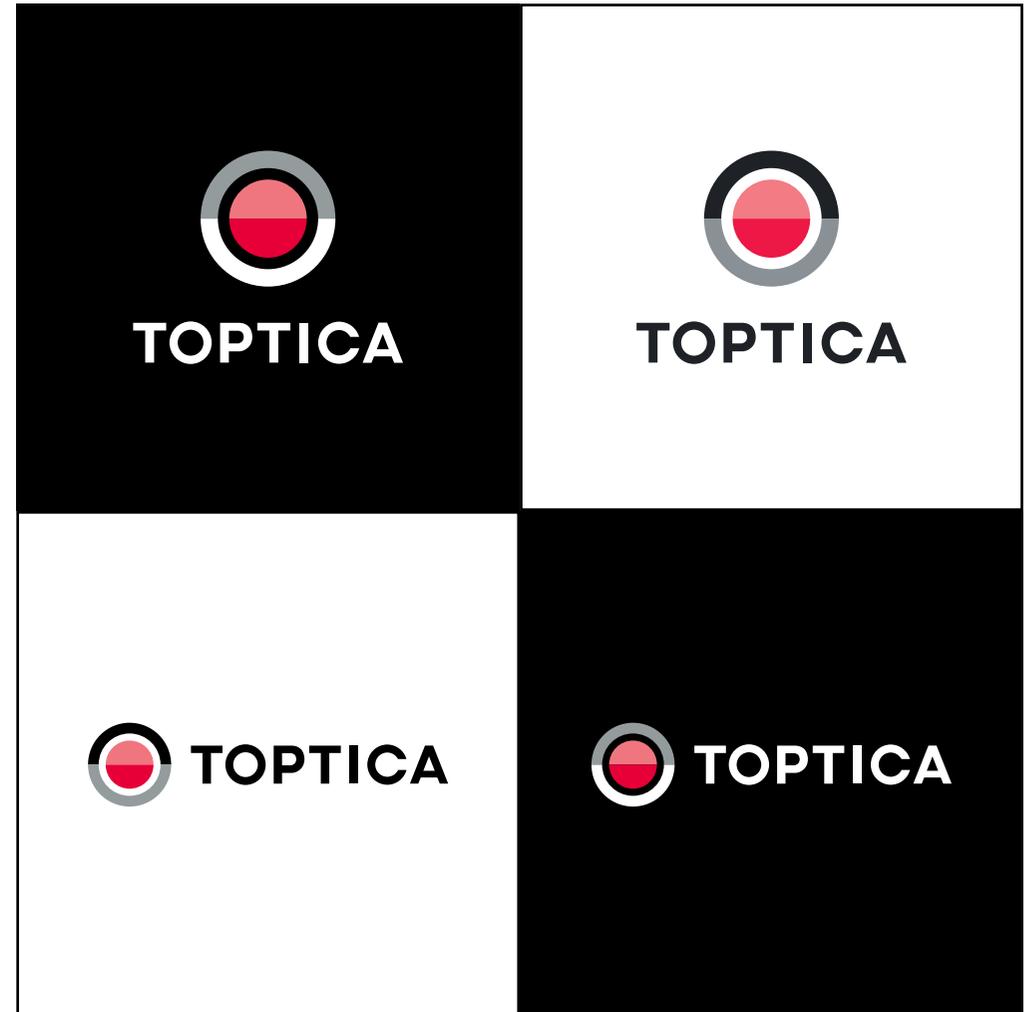
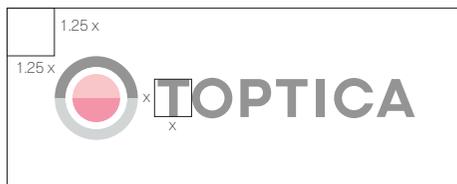
Logo

There are two main versions of our logo available. Choose the right logo depending on the space available.

Both versions are available as negative and positive variants.

Ideally, a white or black background is used for TOPTICA marketing communication materials.

Always maintain a safe space of at least $1.25x$ around the logo with x = height of T.

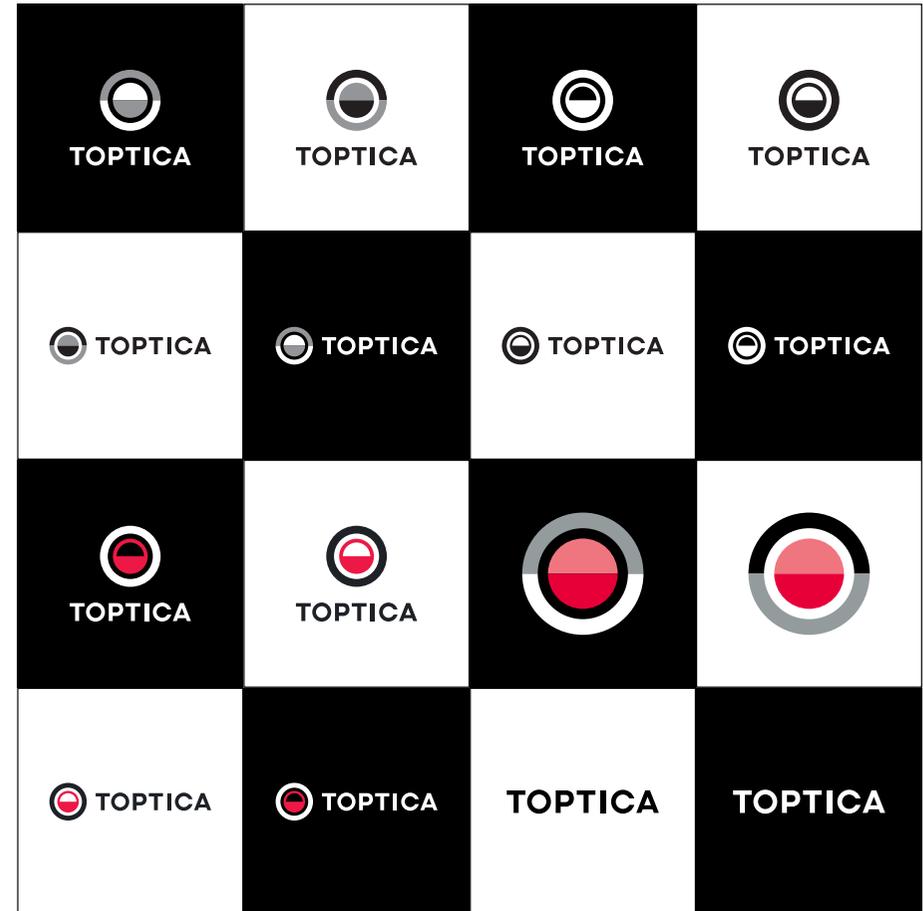


Logo Variants

If no 4-color print is possible, a black and white, a 2-color version, or even a 1-color version can be used.

The figurative and wordmark may be used where its not indicated to use both pictures and text.

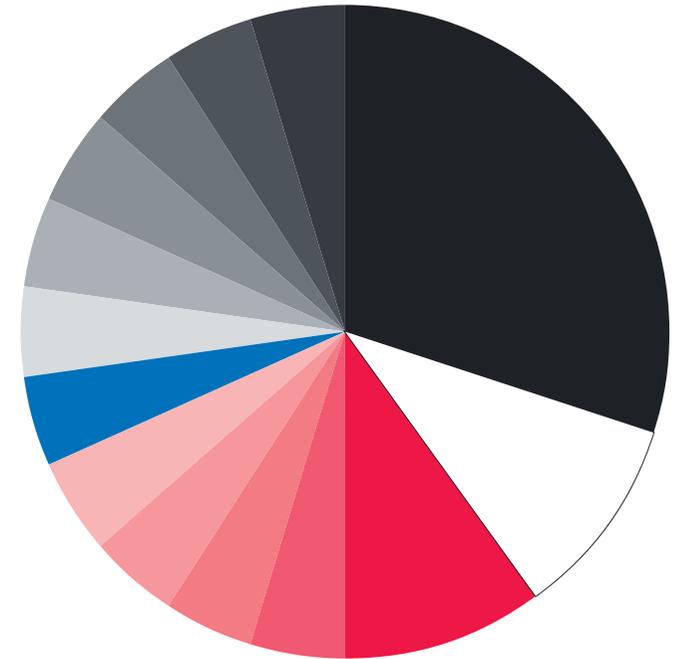
Always maintain a safe space of $1.25x$ around the logo with $x = \text{height of T}$.



Colors

Black and red are our main colors.

White plays a vital role in the color palette too and in many ways is as equally important as black. Sometimes there is a need for a lighter, brighter and more open look to a communication.



C 100 M 50 Y 0 K 0 R 0 G 104 B 178 PANTONE 2175 C #0068b2	C 8 M 0 Y 0 K 65 R 114 G 121 B 123 PANTONE 430 C #72797b	C 10 M 0 Y 0 K 80 R 78 G 84 B 85 PANTONE 431 C #4e5455	C 11 M 0 Y 0 K 90 R 50 G 55 B 55 PANTONE 432 C #323737			C 0 M 80 Y 42 K 0 R 235 G 76 B 102 PANTONE 191 C #eb4c66	C 0 M 65 Y 34 K 0 [*] R 239 G 118 B 127 PANTONE 709 C RAL 3014 #ef767f
C 0 M 0 Y 0 K 0 R 255 G 255 B 255 #ffffff RAL 9016	C 2 M 0 Y 0 K 15 R 221 G 225 B 226 #dde1e2	C 4 M 0 Y 0 K 35 R 180 G 187 B 189 PANTONE 428 C #b4bbbd	C 6 M 0 Y 0 K 50 [*] R 147 G 155 B 157 PANTONE 429 C RAL 7001 #939b9d	C 12 M 0 Y 0 K 98 [*] R 0 G 0 B 0 PANTONE 433 C RAL 9011 #000000	TOPTICA red C 0 M 100 Y 70 K 0 [*] R 231 G 0 B 56 PANTONE 192 C RAL 3018 #e70038	C 0 M 50 Y 26 K 0 R 243 G 152 B 155 PANTONE 4068 C #f3989b	C 0 M 35 Y 18 K 0 R 247 G 184 B 183 PANTONE 4064 C #f7b8b7

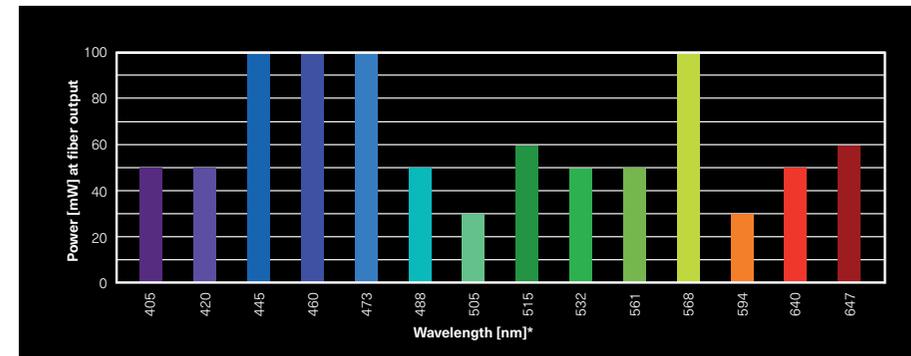
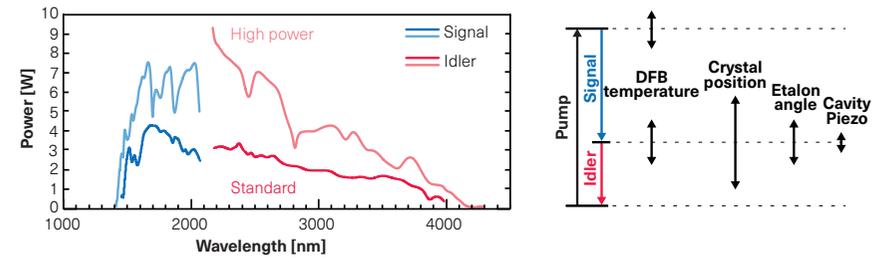
^{*} part of the TOPTICA logo

Secondary Colors

There is a set of secondary greys and reds as well as a blue tone which should be used sparingly so not to compete with TOPTICA red – for example in information graphics and tables.

More colors are allowed for graphs showing different wavelengths.

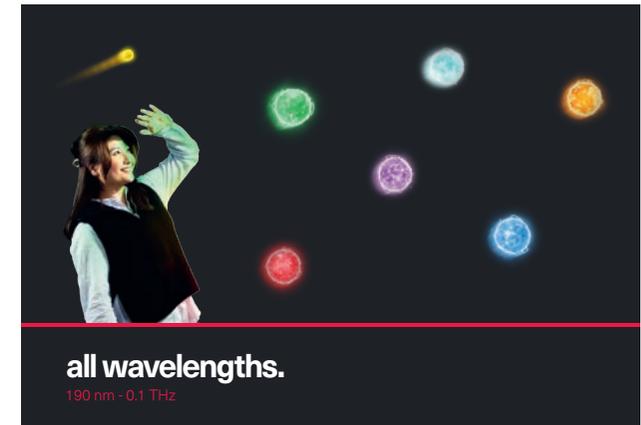
Those colors should be oriented on spectral colours.



all wavelengths.

For our "all wavelengths." campaign there is a set of images with people and photons as well as a lettering available that can be used in combination or stand alone.

The optional subline "190 nm - 0.1 THz" is either black, white or red.



Typography

The brand typeface is Neue Haas Unica.
The font family Arial is used as a
fallback solution.

For Japanese characters we use Yu Gothic
and for Chinese characters Noto Sans SC.

Neue Haas Unica Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Neue Haas Unica Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Neue Haas Unica Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&()*

Neue Haas Unica Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

これはフリーテキストです これはフリーテキストです
Yu Gothic bold

これはフリーテキストです これはフリーテキストです
Yu Gothic regular

これはフリーテキストです これはフリーテキストです
Yu Gothic light

巔跃激光科技(上海)有限公司
Noto Sans SC bold

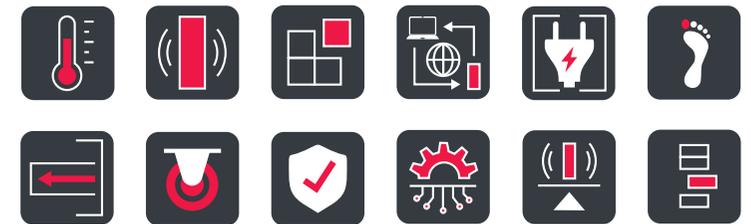
巔跃激光科技(上海)有限公司
Noto Sans SC regular

巔跃激光科技(上海)有限公司
Noto Sans SC light

Icons

There are 3 Icon Sets available for:

- 3 Main Applications
- Product Features
- Social Media



3 Main Applications

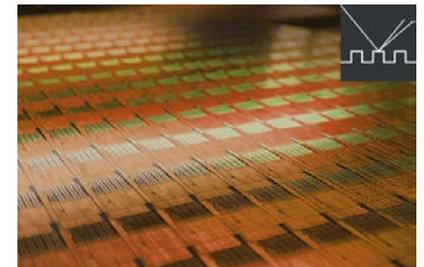
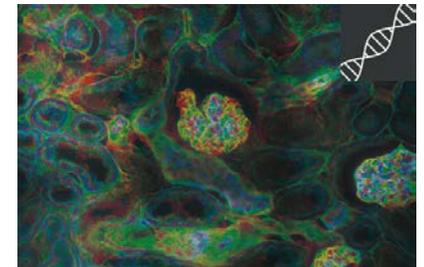
To identify our 3 main applications

- Biophotonics & Microscopy
 - Measurement & Processing
 - Quantum Technologies & Spectroscopy
- there are icons and corresponding images used.

The icons can either be used standalone (colour version) or in combination with an application image (grey version).

In exceptional cases the images can also be used without an icon.

Don't use the grey icon by itself.



Headlines

Our headlines have a red bar to the left that can either be trimmed off or be inside the page. The red bars height is determined by the cap height of both headline and optional subline.

The first letter of each word in headlines should appear in capital letters. Filler words appear in lower case.

For sublines only the first letter of the first word is in upper-case.

There are TOPTICA specific words that should always be written with the first letter in upper-case.

Headline of the Media

Headline of the Media
Subline with only first word upper-case

Headline of the Media
Subline with only first word upper-case

General Nomenclature

The company name TOPTICA always appears in capital letters. It is not correct to write TOPTICA in lower case.

~~toptica~~ ~~Toptica~~ ~~TopTica~~ TOPTICA

There are two different ways to display data ranges (e.g. wavelength coverage) in marketing materials, depending whether they are continuous or have gaps:

- If the full range is covered by one laser without gaps, i.e. all wavelengths within this range are covered, a hyphen should be used as separator: "-".
- If the customer can select from a range, then two dots should be used: "..".

In a list, only the first letter of the first word should appear in upper case.

There is always a blank space between numbers and units. I.e. 520 nm

F & E / R & D: There is 1/8 blank space between letters