

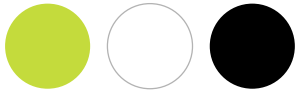


# Brand Style Guide ▲ Quick Reference

## Color Usage

LulzBot Green is arguably our most recognizable brand element. It is a bright and contemporary color that demands attention, but feels friendly. In regard to color matching, it can be a challenging color to reproduce. LulzBot Green is not quite lime-green, and not quite neon-green. With such a strong brand color, our secondary colors must work together to complement and not to compete with one another.

### Primary Colors



**LulzBot Green**  
 RGB: 193/216/47  
 CMYK: 29/0/100/0  
 HEX: #C1D82F  
 PMS: 382c

**LulzBot White**  
 RGB: 255/255/255  
 CMYK: 0/0/0/0  
 HEX: #FFFFFF  
 PMS: White c

**LulzBot Black**  
 RGB: 0/0/0  
 CMYK: 0/0/0/100  
 HEX: #000000  
 PMS: Black c

### Secondary Colors



**LulzBot Lite Green**  
 RGB: 226/232/104/255  
 CMYK: 13/0/61/0  
 HEX: #E2E968  
 PMS: 379c

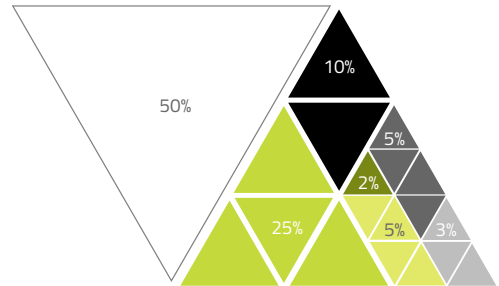
**LulzBot Lite Grey**  
 RGB: 204/204/204/255  
 CMYK: 0/0/0/20  
 HEX: #CCCCCC  
 PMS: Cool Grey 2c

**LulzBot Dark Green**  
 RGB: 120/136/20/255  
 CMYK: 12/0/85/47  
 HEX: #788814  
 PMS: 384c

**LulzBot Grey**  
 RGB: 102/102/102/255  
 CMYK: 0/0/0/50  
 HEX: #666666  
 PMS: Cool Grey 10c

## Color Proportions

White and black play strong supporting roles to LulzBot Green. White serves as a crisp backdrop to our stronger brand colors. LulzBot Grey serves as a cool, collected neutral tone. Black is a strong, practical, clear, and grounding color.



## Typography

Outage Cut, Titillium Normal, Titillium Semi-Bold, Titillium Thin Upright, and Lato are the typefaces used in LulzBot branding. Outage Cut is our loudest, most recognizable typeface. Titillium in its various families is used as the primary font for body copy, subtitles, taglines, and calls to action. Lato is the primary font used on [LulzBot.com](http://LulzBot.com) and does not need to be used for marketing collateral outside of the website. Proper kerning should be applied to titles, headers and product names.

## Product Names

Used as a header or a title, LulzBot products should be presented according to the guidelines below. Guidelines for type treatment do not apply to instances where products are mentioned in body copy or a table.

**OUTAGE CUT**    **Titillium Semi-Bold**    Titillium Thin Upright  
**OUTAGE CUT**    **Titillium Semi-Bold**    Titillium Thin Upright  
**OUTAGE CUT**    **Titillium Semi-Bold**    Titillium Thin Upright

**OUTAGE CUT**    **Titillium Semi-Bold**    Titillium Thin Upright  
**OUTAGE CUT**    **Titillium Semi-Bold**

**OUTAGE CUT**    **Titillium Semi-Bold**    **Titillium Thin Upright**  
**OUTAGE CUT**    **Titillium Semi-Bold**    Titillium Thin Upright  
**OUTAGE CUT**    **Titillium Semi-Bold**    Titillium Thin Upright

LulzBot Fonts are freely licensed and available [devel.alephobjects.com/lulzbot/graphics/](http://devel.alephobjects.com/lulzbot/graphics/)

## LULZBOT®

Official type treatment is black, set in Outage Cut with 2x increased kerning with the registered mark included unless registration is indicated in the footer.

## LULZBOT® [PRODUCT]

LulzBot comes before any instance of a product name and is set in Outage Cut. Mini requires a capital M and a capital N and should look like the reference below.

**LULZBOT® TAZ**

**LULZBOT® MINI**

## Lato

Lato is used on [LulzBot.com](http://LulzBot.com) and may be used as an alternative to Titillium on web pages. Use sparingly in print and digital campaigns.

## Terminology Guidelines

**FLO** - Free Software, Libre Innovation, Open Source Hardware

In copy, **LulzBot®** should always appear with a capital "L" and a capital "B." First use on a page should include the registered mark unless registered language is included in the footer.

"Desktop 3D Printer" is preferred over "Printer."

Product names - the term LulzBot should always accompany the product name (i.e. LulzBot TAZ, LulzBot Mini).

## Style of Voice

**Descriptive, Social Voice**

The LulzBot voice is empowering, experienced, infectious altruistic, witty, and self-aware. We speak to the modern professional but never abandon the entrepreneurial spirit. Be proud of our hard-fought reputation for premium, long-lasting products, yet always remember the Golden Rule when discussing other companies, vendors, or people.

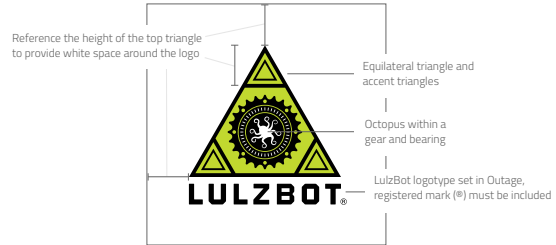
**Documentation Voice**

Second Person: Write documentation steps as clear instructions and commands given to the user. Do not use "You" as that is implied and understood. Active voice, always.

## Logo Usage

As a Free Software, Libre Innovation, and Open Source Hardware company dedicated to respecting user freedom, Aleph Objects, Inc. shares everything we create under Free licenses, allowing others to learn about, modify, and even clone our products. Our logos and trademarks are the exception.

The LulzBot® name brand and our distinctive triangular logo have become iconic symbols of Freedom and quality in the 3D printing industry. To that end, it is important that their use is consistent.



## Accepted Variations

There may be occasions where a logo variation is required due to scale, limitations upon output, or cost efficacy. LulzBot Green and black are the primary color choices.



### One Color, Light Backgrounds

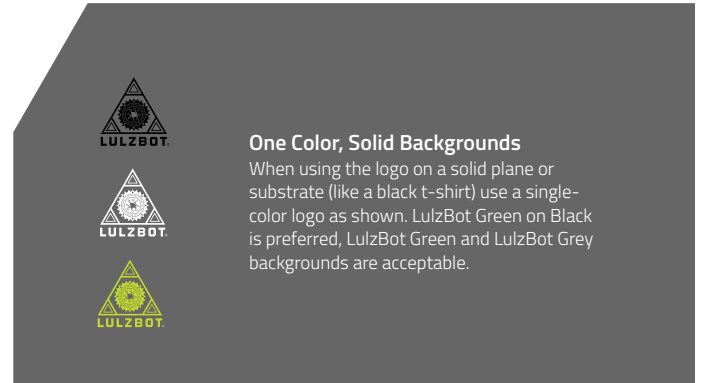
Whenever possible, place the LulzBot logo on a white background, otherwise LulzBot Grey or LulzBot Green Lite backgrounds are also acceptable. High contrast with the background is important when limited to the one-color version of the logo.



### Small Scale

The simplified version of the logo should be used when published or printed at 45 pixels (1/2") wide or smaller.

45 px (1/2")



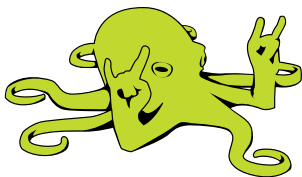
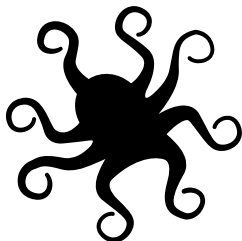
### One Color, Solid Backgrounds

When using the logo on a solid plane or substrate (like a black t-shirt) use a single-color logo as shown. LulzBot Green on Black is preferred, LulzBot Green and LulzBot Grey backgrounds are acceptable.

## Secondary Branding Elements

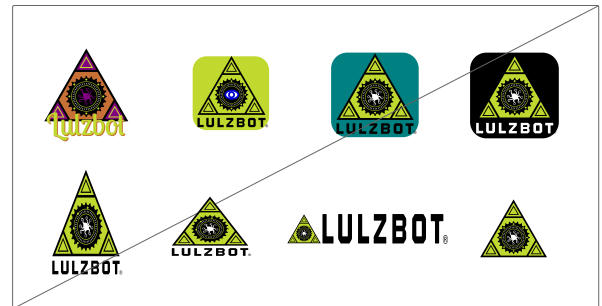
Apparel, packaging, signage and web graphics are in some cases enhanced by the use of our tagline, "MAKE EVERYTHING" and our widely recognized mascot: The Roctopus. These secondary branding elements should be used sparingly, but intentionally. LulzBot fans are encouraged to use these elements to create anything from hoodies to the latest meme.

**MAKE EVERYTHING**



## Logo Misuse

Maintaining the integrity of the LulzBot logo is as important to us as our dedication to making the highest quality products possible. Our brand represents a promise to deliver consistent results, and proper usage of the LulzBot visual language reinforces that promise.



## Links to resources

### LulzBot Branding Elements:

[http://devel.alephobjects.com/lulzbot/graphics/logos/LulzBot\\_Logo\\_\(R\)/](http://devel.alephobjects.com/lulzbot/graphics/logos/LulzBot_Logo_(R)/)

### Aleph Objects, Inc. Branding Elements:

<http://devel.alephobjects.com/ao/graphics/logo-r/>