



BASLER STYLEGUIDE

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Primary Colors

The primary design colors are 100% Basler Blue and Basler Orange. They are to be used decoratively in reasonable proportion, primarily against a white background. If both Basler colors are being used, the Basler Blue should predominate. Basler Orange is mostly used for highlighting elements.

Typeface Colors

Typography should generally be set to 90% black. This applies to running text in particular. Typography in captions or against a dark background is to be set in white.

Headlines, subheads, captions and pull quotes can also be set in the Basler corporate colors.

Color Gradations

Lower saturation gradations of Basler colors can also be used as decorative elements (such as in tables, for Basler's Wave theme...). The same applies to the use of black.

BASLER BLUE



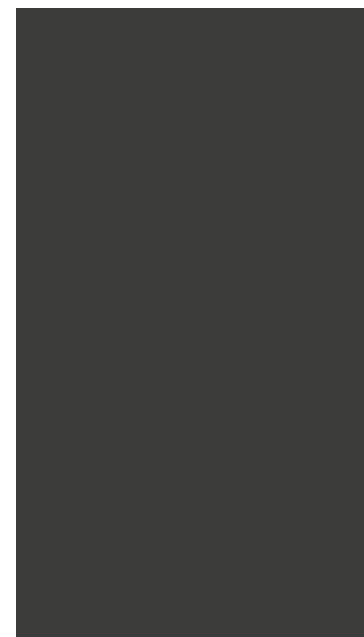
C	M	Y	K
100	57	0	38
R	G	B	
0	69	124	
HEX			
#00457C			
PANTONE			
541			
RAL			
5010			
HKS			
41			

BASLER ORANGE



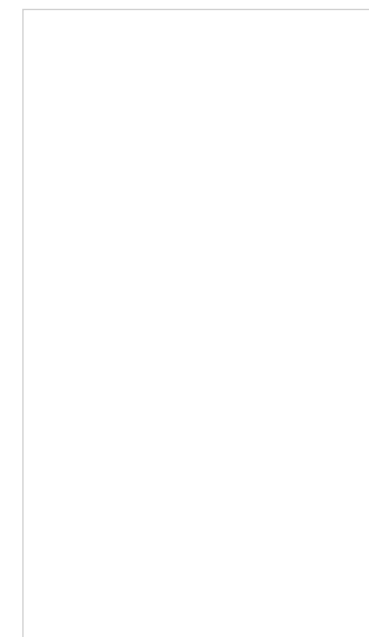
C	M	Y	K
0	45	91	0
R	G	B	
245	157	33	
HEX			
#F59D21			
PANTONE			
130			
RAL			
1033			
HKS			
71			

BLACK



C	M	Y	K
0	0	0	90
R	G	B	
60	60	59	
HEX			
#3C3C3B			
PANTONE			
Black 7c			
RAL			
7021			
HKS			
97			

WHITE



C	M	Y	K
0	0	0	0
R	G	B	
255	255	255	
HEX			
#FFFFFF			
PANTONE			
White			
RAL			
9010			
HKS			
White			

Other Colors

Alongside the corporate colors, there is also a selection of supplemental colors that can be used on a case-by-case basis. This includes eye-catcher elements, boxouts, infographics and other design elements.

LIGHT GRAY 01



C	M	Y	K
5	0	0	25

R	G	B
200	205	208

HEX
#C8CDD0

LIGHT GRAY 02



C	M	Y	K
0	0	0	15

R	G	B
227	227	227

HEX
#E3E3E3

LOGO GRAY



C	M	Y	K
0	0	0	50

R	G	B
157	157	156

HEX
#9D9D9C

DARK ORANGE



C	M	Y	K
0	61	100	0

R	G	B
239	123	0

HEX
#EF7B00

DARK BLUE



C	M	Y	K
100	57	0	60

R	G	B
0	50	93

HEX
#00325D

BLUE 01



C	M	Y	K
100	50	0	0

R	G	B
0	105	180

HEX
#0069B4

BLUE 02



C	M	Y	K
100	0	0	40

R	G	B
0	111	158

HEX
#006F9E

BLUE 03



C	M	Y	K
100	15	0	0

R	G	B
0	144	215

HEX
#0090D7

BLUE 04

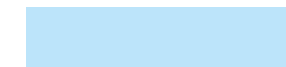


C	M	Y	K
60	0	0	0

R	G	B
91	197	242

HEX
#5BC5F2

BLUE 05



C	M	Y	K
30	0	0	0

R	G	B
188	228	250

HEX
#BCE4FA

RED (EYE CATCHER)



C	M	Y	K
15	100	100	0

R	G	B
205	23	25

HEX
#CD1719

MED ACE BLUE



C	M	Y	K
85	26	0	6

R	G	B
0	138	200

HEX
#008AC8

ACE 2 PRO



C	M	Y	K
35	30	30	15

R	G	B
161	156	154

RAL
9007

VISION CAMPUS GREY



C	M	Y	K
50	40	37	25

R	G	B
121	120	123

HEX
#79787B

VC ORANGE



C	M	Y	K
0	76	92	0

R	G	B
234	89	33

HEX
#EA5921

3. THE BASLER LOGO

The Basler logo is comprised of the Basler wordmark and the Basler curve visual. The two elements together form the logo. The wordmark is never to be used without the curve visual.

With Claim

Preferred form of use. The claim should always be used if the Basler brand could be mistaken.

Without Claim

Used for smaller sized materials, such as pens and web images, or print products designed for long-term use.

Design Mark – Curve Visual

In exceptional cases, the design mark may also be used as an independent element (such as for giveaways) or for very small sized images (Software Icons).

Never use the curve in combination with other text or images.



3. THE BASLER LOGO

Color Versions

The Basler logo is composed of the two primary Basler colors – Basler Blue and Basler Orange.

Only the following color variants are permitted. Don't use any other colors or combinations.

FULL COLLOR



BLACK



WHITE



Don'ts

The Basler logo must not be modified in any way.

DO NOT:

- Use any other colors
- Reverse the logo colors
- Use of lower color saturation
- Flip, distort, or modify its form or composition in any other way
- Use without the design mark
- Use any other font for the logo
- Make it be indistinguishable from the background



3. THE BASLER LOGO

Proportions and Positioning

The Basler logo must be positioned in an open space.

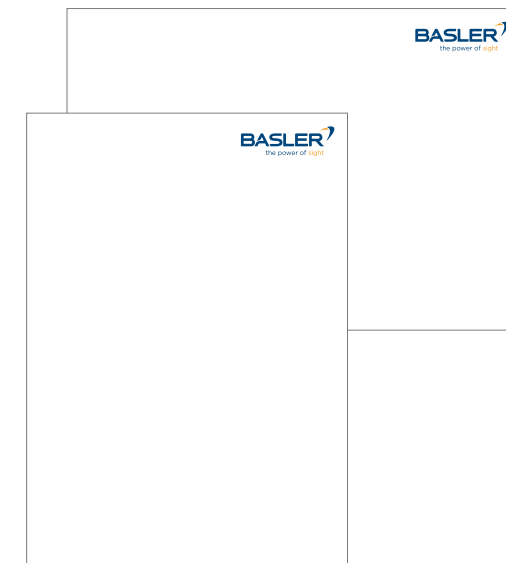
The majuscule height of the “BASLER” wordmark determines the X height that serves as the basis for the protected zone. The protected zone is the **minimum** distance between the logo and all other elements of the layout.

No other graphic elements or text can appear within this area. It also defines the **minimum** distance from the edge of the format.

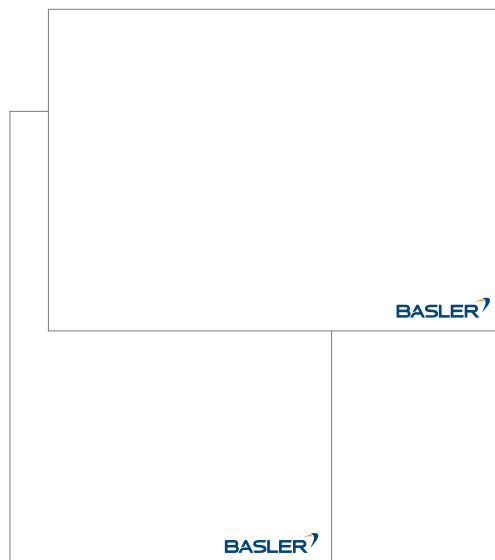
The logo is always positioned on the upper right or lower right in the layout. Only on a case-by-case basis may the logo be placed on the left.



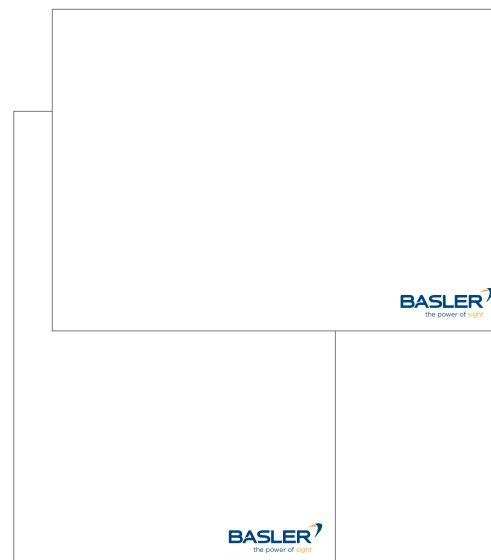
ON THE TOP WITH CLAIM



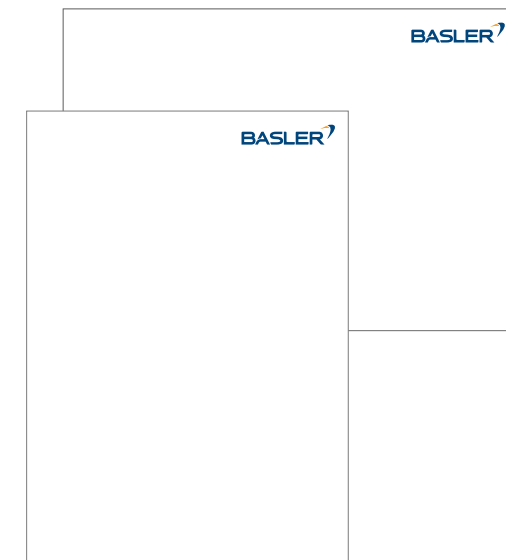
ON THE BOTTOM WITHOUT CLAIM



ON THE BOTTOM WITH CLAIM



ON THE TOP WITHOUT CLAIM



Examples Print

PRINT AD



POSTER



BROCHURE



FLYER



Examples Giveaways

For product packaging, giveaways, very small-format merchandise items, etc. use the logo without Claim.

KEYCHAIN



SMARTPHONE LENSES



LASERPOINTER



GUMMY BEARS



CHRISTMAS CHOCOLATE



FOLDER



MUG



MESSANGERBAG



BACKPACK



Powered by Basler

The Powered by Basler logo sticker is designed for customers who integrate Basler products into their own products and who explicitly want to promote that fact.

Colors

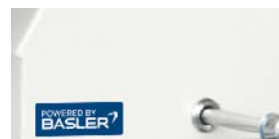
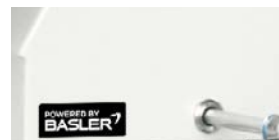
The Powered by Basler logo is available in the following color variants: Negative on black, negative on Basler Blue, positive on silver gradient, positive on white. The logo must not be created or used in any other colors.

Color Contrast

The Powered by Basler logo must contrast strongly with the background.

Proportions

The Powered by Basler logo must be significantly smaller than the company logo.



Internal Logos

Individual logos are sometimes designed to communicate internal workshops.

In exceptional cases the original Basler logo can also be integrated. But it must not be modified in any way.

Anniversary Logo

Along similar lines, logos were designed for the company's anniversaries. The Basler logo remains unaffected in its original form and it is only used as a supplemental element, with the logo making its own statement.

Future Workshop Logo

The Future Workshop logo is clearly part of the Basler company. The original Basler logo remains unaffected, however.

Works Council, JAV, SBV

The Basler Logo is used as a base. The subline uses Gotham Medium in Basler Orange.

The small versions are the acronyms in Gotham Bold under a cropped circle.

ANNIVERSARY LOGO



FUTURE WORKSHOP LOGO



WORKS COUNCIL



Affiliated Companies



Composition

The camera logos are composed of the camera name and the Basler logo without claim. They must not be modified in any way.

- Never change the shape and color
- Only black, gray or white versions can be used

The actual Basler camera housing is produced without branding. Photoshop is used to place the logo on all product photos. For tradeshows, sticker with the logos are attached on the cameras.



ace
BASLER

ace
BASLER

ace
BASLER

ace
BASLER

scout
BASLER

dart
BASLER

sprint
BASLER

beat
BASLER

aviator
BASLER

pulse
BASLER

runner
BASLER

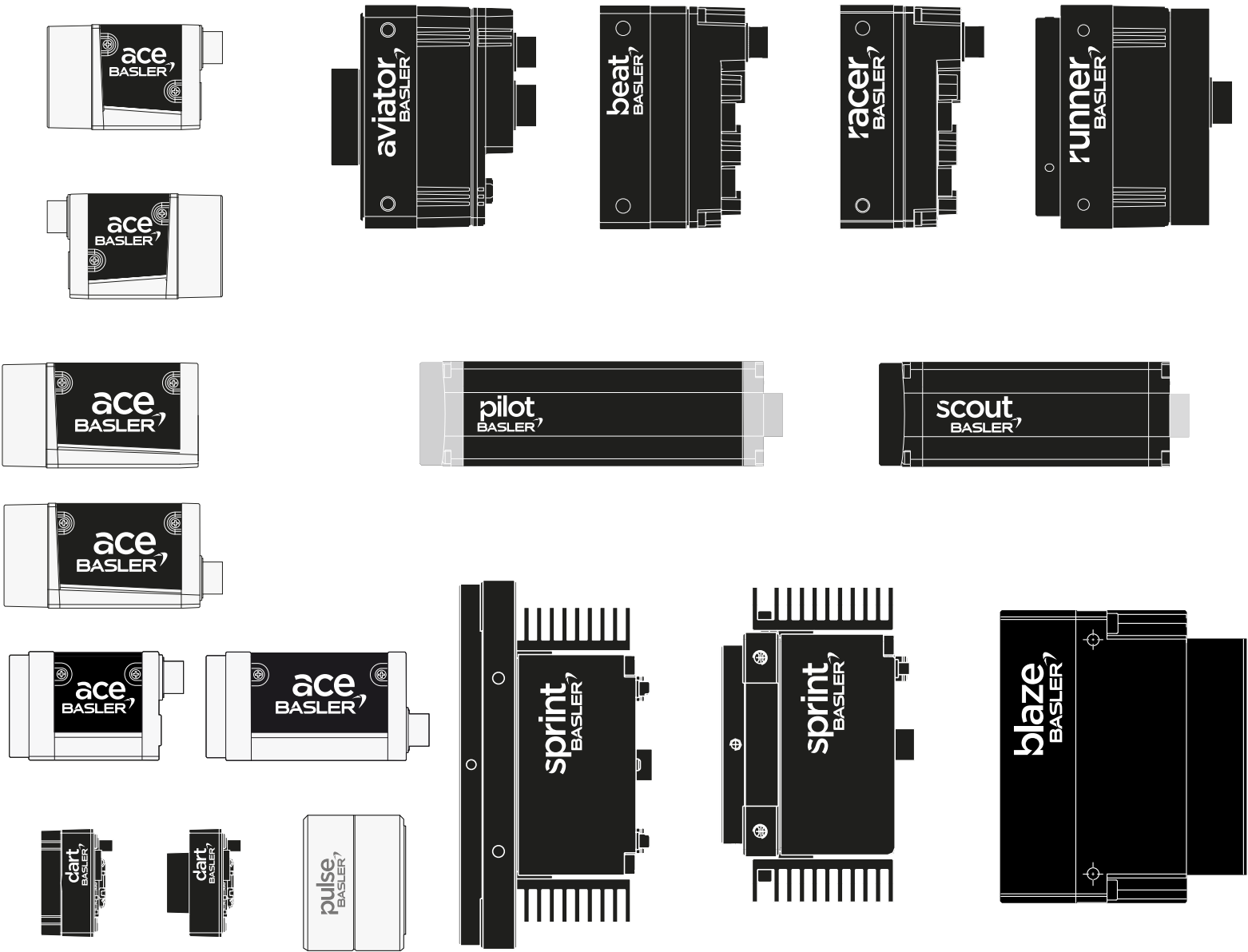
pilot
BASLER

racer
BASLER

boost
BASLER

blaze
BASLER

Position on Cameras



pylon

The pylon logo is comprised of the pylon wordmark and the “pylon” visual - a carrier construction with a bridge-like wave.

The typeface must not be used without the pylon visual. But the pylon visual may be used without typeface.

There are options with the current software version and operating system.

The logo must not be modified in any way.

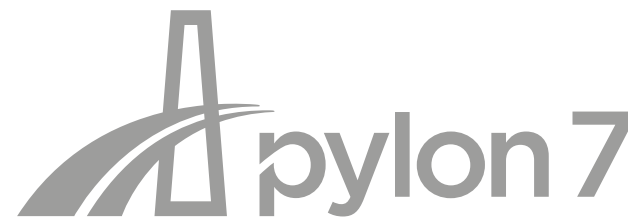
PYLON LOGO COMPLETE



PYLON VISUAL WITHOUT TEXT



PYLON LOGO COMPLETE-BLOCK



pylon Color Versions

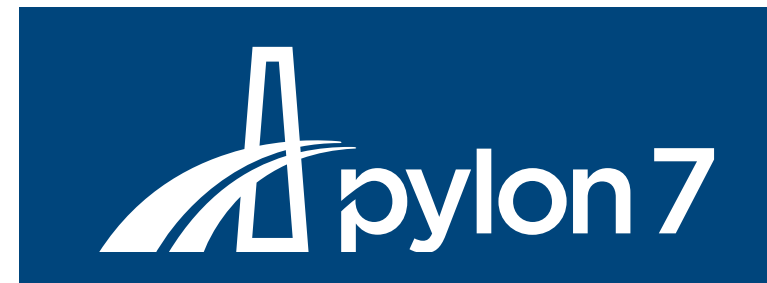
For color variants are allowed:

- 50% black
- Basler Blue
- Black
- White

GRAY



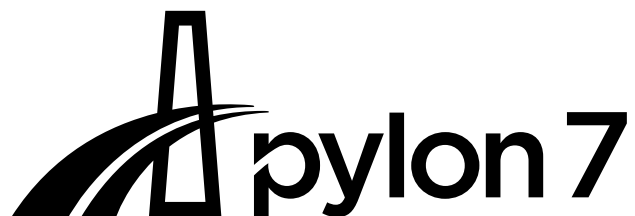
WHITE



BLUE



BLACK



Vision Applets

2 color variants are allowed:

- Full color
- All white

FULL COLOR



VISUAL APPLETS



VISUAL APPLETS

EMBEDDER



VISUAL APPLETS

EXPERT



VISUAL APPLETS

EXTENSIONS



VISUAL APPLETS

LIBRARIES



VISUAL APPLETS

PROTECTION



VISUAL APPLETS

VERSION 3

WHITE



VISUAL APPLETS



VISUAL APPLETS

EMBEDDER



VISUAL APPLETS

EXPERT



VISUAL APPLETS

EXTENSIONS



VISUAL APPLETS

LIBRARIES



VISUAL APPLETS

PROTECTION



VISUAL APPLETS

VERSION 3

Logo

The Vision Campus is a communication channel targeted towards a non-expert audience. To distinguish this channel and its content from all other Basler website communication, the Vision Campus logo has been designed in a more neutral way.

The logo is composed of a gray square with 3 rounded edges and a small orange bookmark shape.

In most cases the full logo is used. If the background color is the same as the Vision Campus Logo, only the bookmark is used.



GRAY



C	M	Y	K
50	40	37	25

R	G	B
119	120	123

HEX
777876

ORANGE



C	M	Y	K
0	76	92	0

R	G	B
241	90	34

HEX
f15a22

Corporate Typeface

All types of text for the Vision Campus use the following font and weights:

GOTHAM

Bold
Book
Demi
Light

For more information or questions
please feel free to ask our Communi-
cations team:

**communications-graphics-ag@
baslerweb.com**

Basler AG
An der Strusbek 60,
22926 Ahrensburg, Germany

baslerweb.com

