



LOGO GUIDELINES

This manual provides the standards for the use of the Point Grey Logo in conjunction with media related applications. Use of this guide is meant to illustrate appropriate use.

Introduction

original logo, 1999



The stylized sail was first adopted in 1999 to symbolize momentum, forward movement, and a sense of journey.

revised logo, 2005



In 2005 the logo was redesigned to be more formal and corporate, representing Point Grey's growth in the industry. It was simplified into an inverted sail block with a sans serif text of "Point Grey". Navy blue and a light grey were chosen as colours to symbolized both consistent reliability and assured innovation.

revised logo, 2009



In 2009, Point Grey removed the "RESEARCH" element to reduce customer confusion. Spacing was adjusted and the navy blue was changed to a brighter blue.

current logo, 2012



To symbolize our increasing brand awareness in new industries, Point Grey redesigned the logo to be bolder and more visually striking. Font size, colour and spacing was adjusted to favour better visibility at greater distances. The sail element was centred to give a stronger sense of stability and strength. This bolder design greatly increases visual impact and is more versatile across many mediums.



Full color logo with tag line



Full color logo without tag line



Black logo

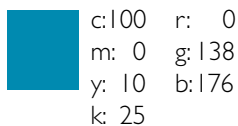


White logo (use on dark background)

NOTE: Depending on your needs, you may choose either the Point Grey logo with or without the tag line "Innovation in Imaging". When at all possible, try to use the full colour logo.

corporate colors

Pantone 633



c: 100 r: 0
m: 0 g: 138
y: 10 b: 176
k: 25

Pantone Hexachrome black C, 90% tint.



c: 0 r: 65
m: 0 g: 64
y: 0 b: 66
k: 90

Some Simple Rules

The Point Grey logo shall be displayed in its original colors or in black and white. The size of the logo may be varied in proportion according to its use and place of display. The rules listed below are not exhaustive but is meant to illustrate appropriate use. Any other modifications or changes desired to be made to the Point Grey logo can only be made with the approval of Point Grey Research Inc.

The "Do Nots"

 Do not change the colours

 Do not alter the proportions

 Do not add a drop shadow


 Do not reverse the colors

 Do not place objects behind or in front

 Do not add any element to the logo

 Do not rotate the logo

 Do not change the font

 Do not use any element on its own



LOGO GUIDELINES - 2012

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Once permission is obtained the logo may only be reproduced for the following purposes:

- Promotional materials, intended for promotion and/or retail sales of Point Grey Research products, such as brochures,
- Convention and trade show materials, intended for promotion and/or retail of Point Grey Research products,
- Articles for newspaper and magazines that promote Point Grey Research and/or Point Grey Research products,
- Websites "or broadcasts" promoting Point Grey Research and/or Point Grey Research products as an advanced digital camera technology manufacturer for machine vision, industrial imaging, and computer vision applications.

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