

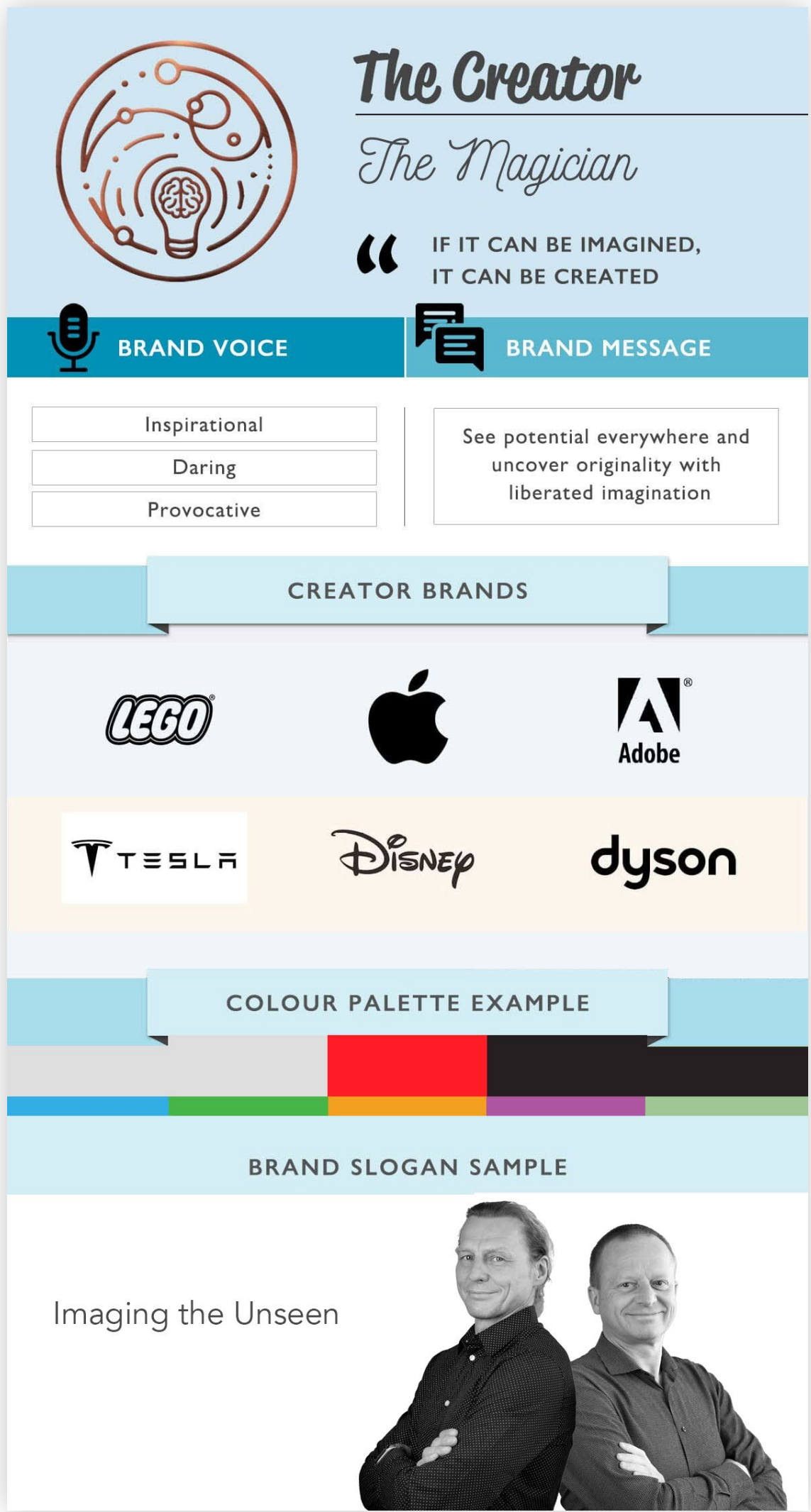
Brand Guidelines

Elevator Pitch

ADVACAM produces detectors that can sense every single particle and distinguish various types of radiation. Their cameras are used for X-ray imaging and particle tracking in multiple industries. From medicine to space.

The company’s patented methods include monitoring space weather aboard the International Space Station, verifying the authenticity of artwork, nondestructive testing of aircraft components, electron microscopy, and even improving cancer treatment. ADVACAM’s mission is literally “Imaging the Unseen.” They use the technologies from Medipix2, Medipix3, Timepix2, and Timepix3 to achieve this.

The pixel detector technology was originally developed at the European Organization for Nuclear Research (CERN), where scientists use similar devices to seek to understand the fundamental nature of matter. The founders of ADVACAM have been significantly involved in this research since the 1990s, and they are now successfully transferring this groundbreaking technology into practical applications in everyday life. ADVACAM was founded in 2013 as a spin-off of the Institute of Technical and Experimental Physics at the Czech Technical University (CTU) and the Medipix collaboration at CERN.



Logo



Primary logo

The primary logo is typographic, consisting of the company name ADVACAM and the tagline “Imaging the Unseen”. The logo is written with Bank Gothic Light font and the tagline uses Avenir Book. ADVACAM is always written in all caps, even in body text or in contact info footer on flyers.

We also use a small logo which has the letter A inscribed in a square with rounded corners. We use this option when the main logo is too large to fit the media.

The small logo has two variants, one with the name ADVACAM below the letter A, and one without. The latter is better suited for situations, where the logo is displayed at a small scale.

Typographic logo with tagline



Small logo with ADVACAM type



Small logo simple



Primary logo

ADVACAM is written with Bank Gothic Light font, the letter A has the color ADVACAM Red, rest of the name is done in Rich Black for better contrast. In case of the square on small logos, we use a little brighter black, ADVACAM Black, defined on the next few slides.

The tagline uses Avenir Book in grey color, specified below. The Claim Gray is a little darker than ADVACAM Grey, defined on following slides, due to better contrast and usecase for the logo.

Typographic logo with tagline



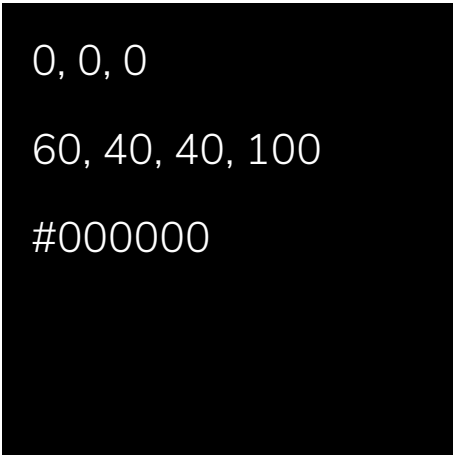
BANK GOTHIC LIGHT

Avenir Book

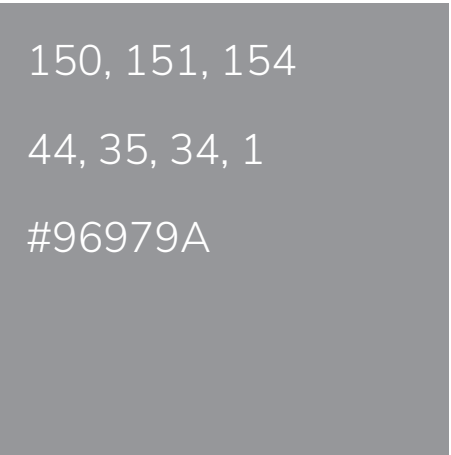
ADVACAM Red



Rich Black



Claim Gray



Logo variants

There is a light and dark variant of our primary logo for different colored backgrounds.

The logo must not be resized, recolored or otherwise altered, it needs to be in contrast with the background.

It is possible to use the logo without the claim “Imaging the Unseen”, if neccessary, or better suited for the format.

Variants for light background



Variants for dark background



Typesfaces



Main Typeface

Our main typeface is Nunito Sans. It is a simple, clearly legible sans serif typeface, which we use across our marketing materials. It is suitable both for headings and body text. We use three styles, light, regular and bold. Bold for headings, regular and light usually for body text.

The typeface is available for download on the Google Fonts website under a Open Font License.

Nunito Sans

a b c d e f g h i j k l m n o p r s t u v x y z light regular **bold**
A B C D E F G H I J K L M N O P R S T U V X Y Z
0 1 2 3 4 5 6 7 8 9 ě š č ř ž ý á í é ě ú ů

a b c d e f g h i j k l m n o p r s t u v x y z
A B C D E F G H I J K L M N O P R S T U V X Y Z
0 1 2 3 4 5 6 7 8 9 ě š č ř ž ý á í é ě ú ů

Title

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light

<https://fonts.google.com/specimen/Nunito+Sans>

Complementary typeface

Avenir is the complementary typeface to Nunito Sans. We use Light, Book, Roman, Medium and Heavy styles. This typeface is not suitable for body text, as it loses legibility in larger blocks or paragraphs.

The typeface is available for download on our company drive.

Avenir

a b c d e f g h i j k l m n o p r s t u v x y z
A B C D E F G H I J K L M N O P R S T U V X Y Z
0 1 2 3 4 5 6 7 8 9

lightromanmediumheavy

a b c d e f g h i j k l m n o p r s t u v x y z
A B C D E F G H I J K L M N O P R S T U V X Y Z
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Title

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roman

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light

Colors



Primary colors

Our brand uses three characteristic colors: black, red, and gray. This distinctive color palette supports the perception of our company as visionary, bold, and creative. Red symbolizes progress, while black adds credibility and anchors our identity as a technological innovator.

We use these primary colors in all graphic materials; they also dominate our logo and are the basic distinguishing feature of our brand.

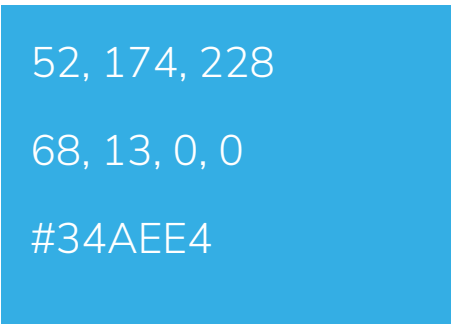
When working with digital formats that users will view on laptops, mobile phones, and televisions, we work in the RGB color space. When working with printed materials and physical promotional materials, we use CMYK colors, which are slightly less saturated as a result of printing. In production, we use standardized RAL and CERAKOTE color charts.

We also use a set of triadic colors that are not as contrasting as black and red. We use these colors to label promotional materials by theme: blue for space, green for imaging, orange for XRD, purple for EDU. These are complementary colors that can be used to enliven and soften our primary color palette.

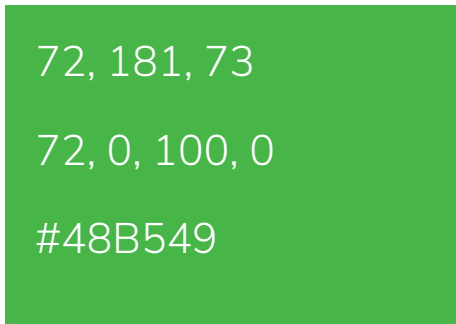
ADVACAM Red



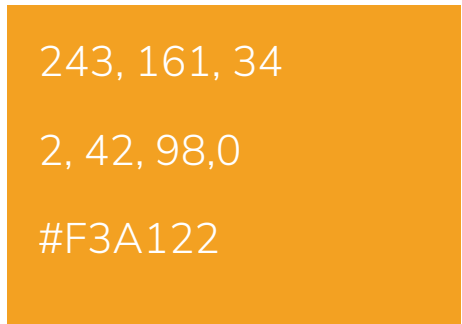
SPACE



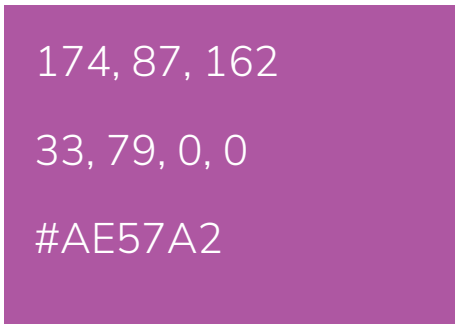
IMAGING



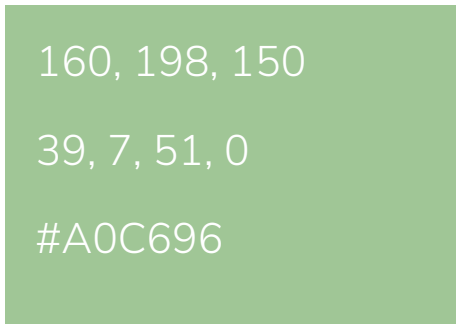
XRD



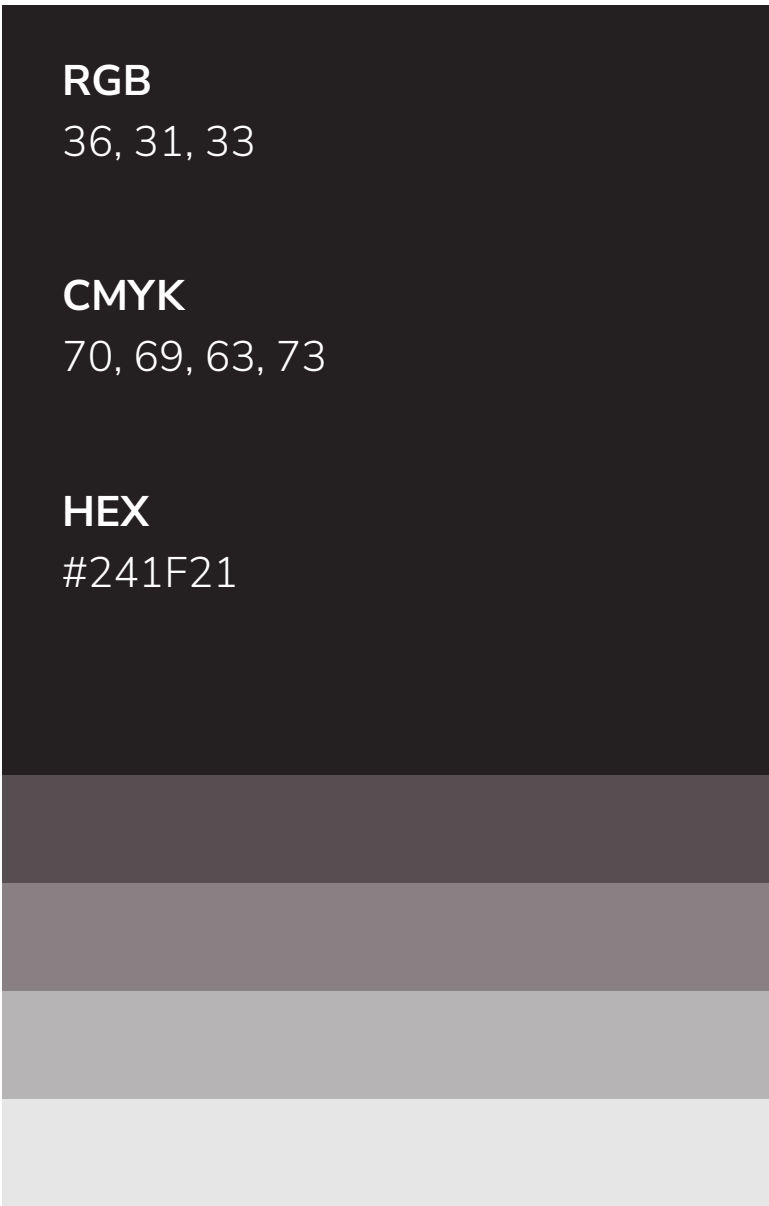
EDU



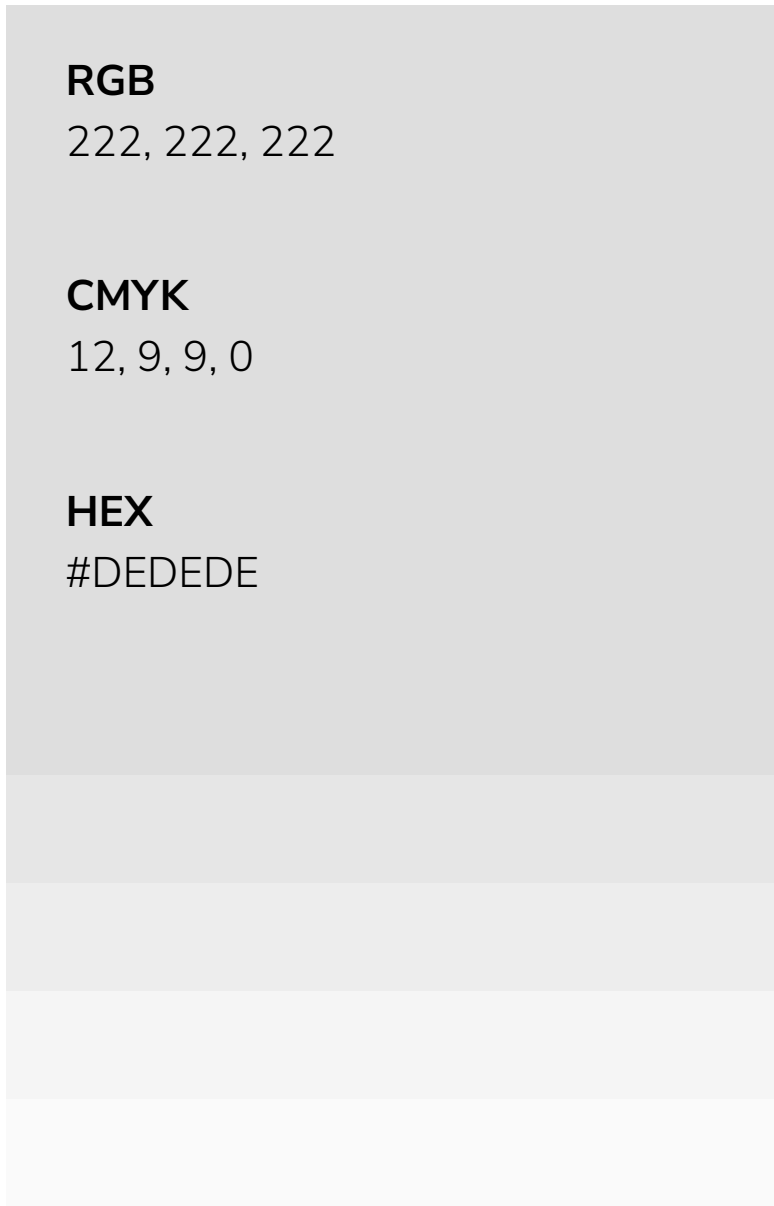
MEDICAL



ADVACAM Black



ADVACAM Gray

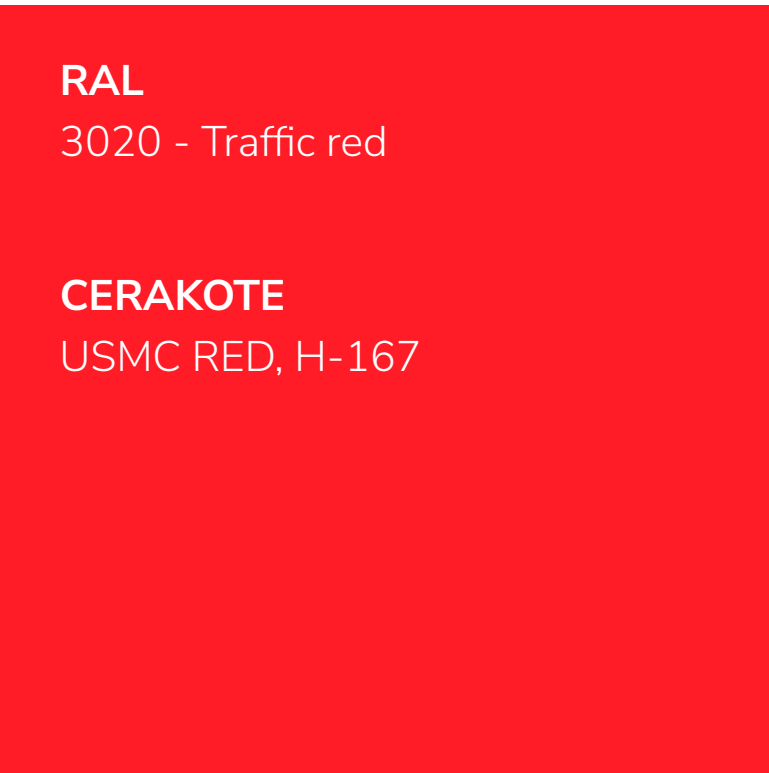


RAL colors for manufacturing purposes

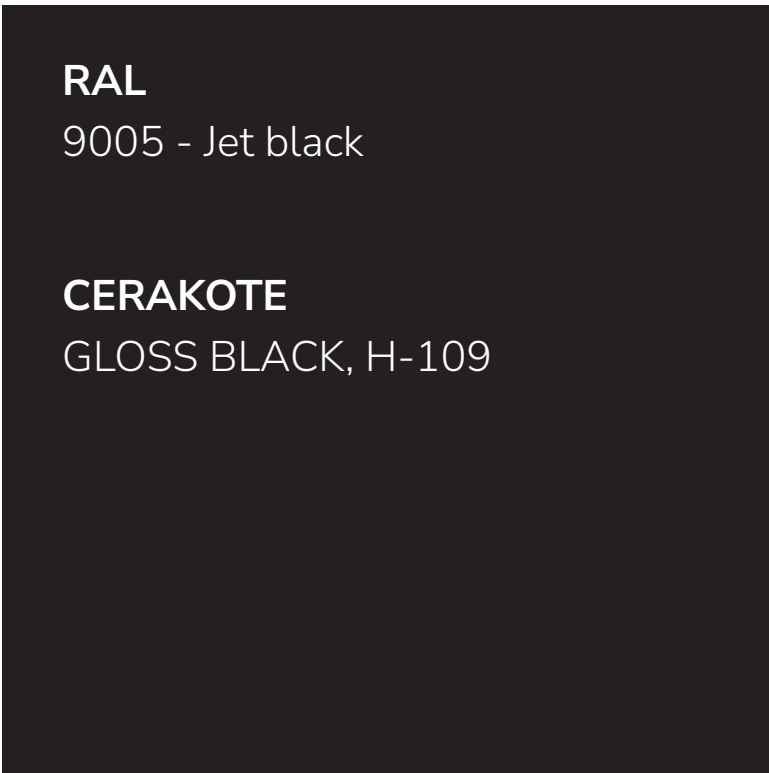
For manufacturing purposes, our colors are also defined in the RAL color chart. These color charts are standardized for industrial design and are used when ordering printing on promotional items and in general in production. The color range of these charts is not as extensive as RGB and CMYK, so the selected RAL colors are as close as possible to the primary colors defined in RGB and CMYK.

For example, the RAL Classic color chart has only 25 shades of blue. Therefore, before placing larger orders, it is always necessary to check, have a sample printed, and verify the color accuracy.

ADVACAM Red



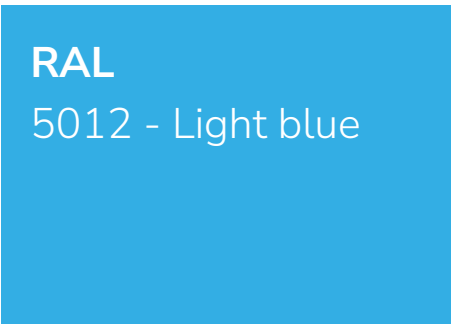
ADVACAM Black



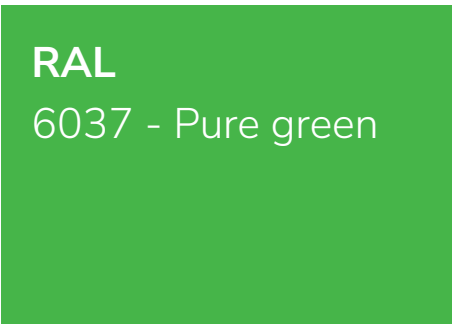
ADVACAM Gray



SPACE



IMAGING



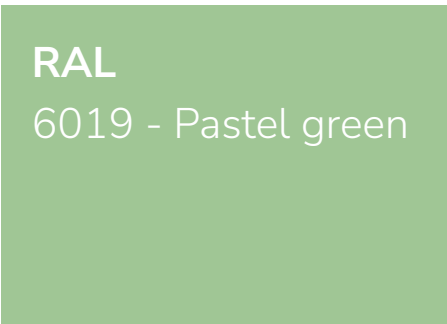
XRD

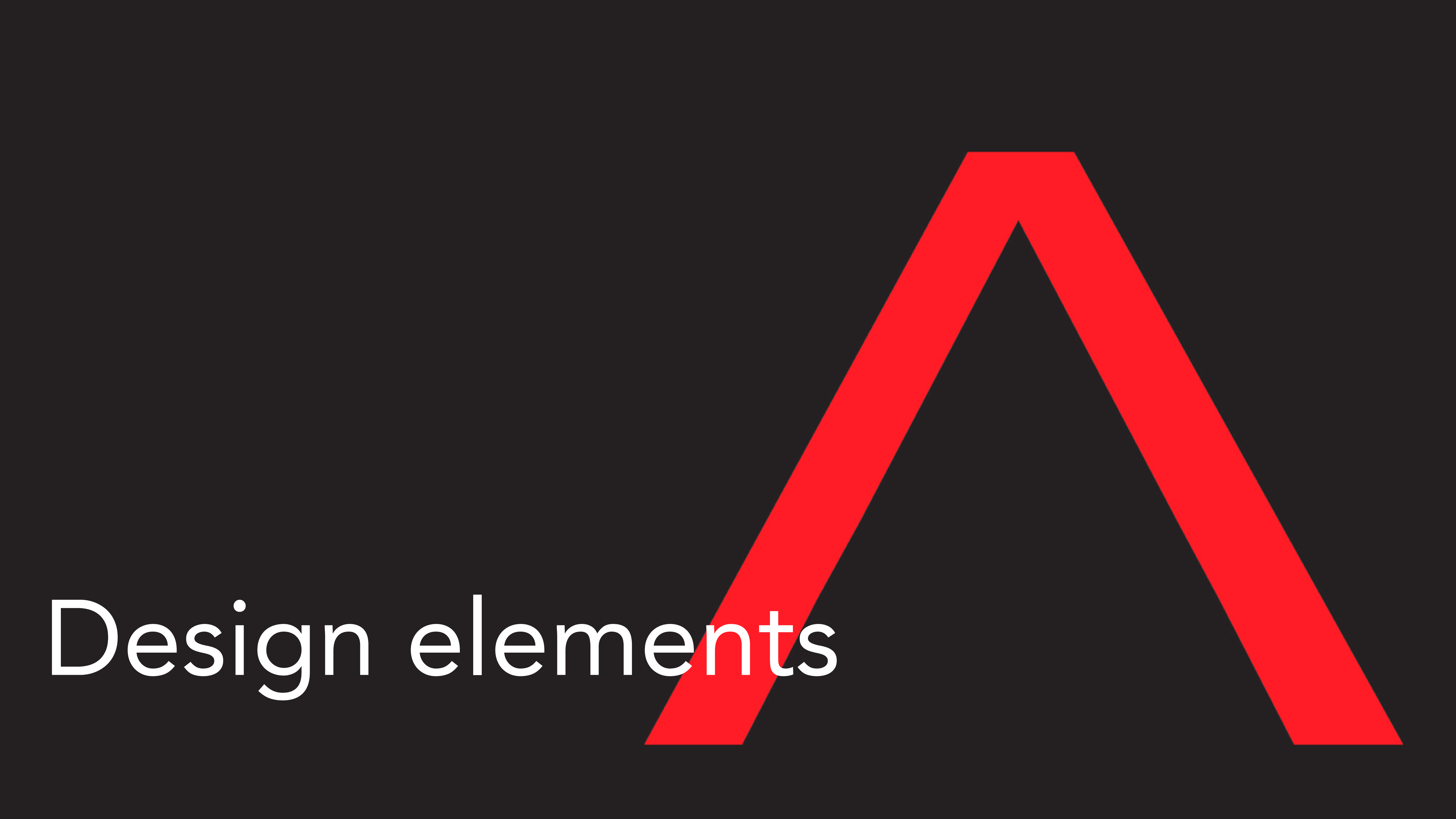


EDU



MEDICAL





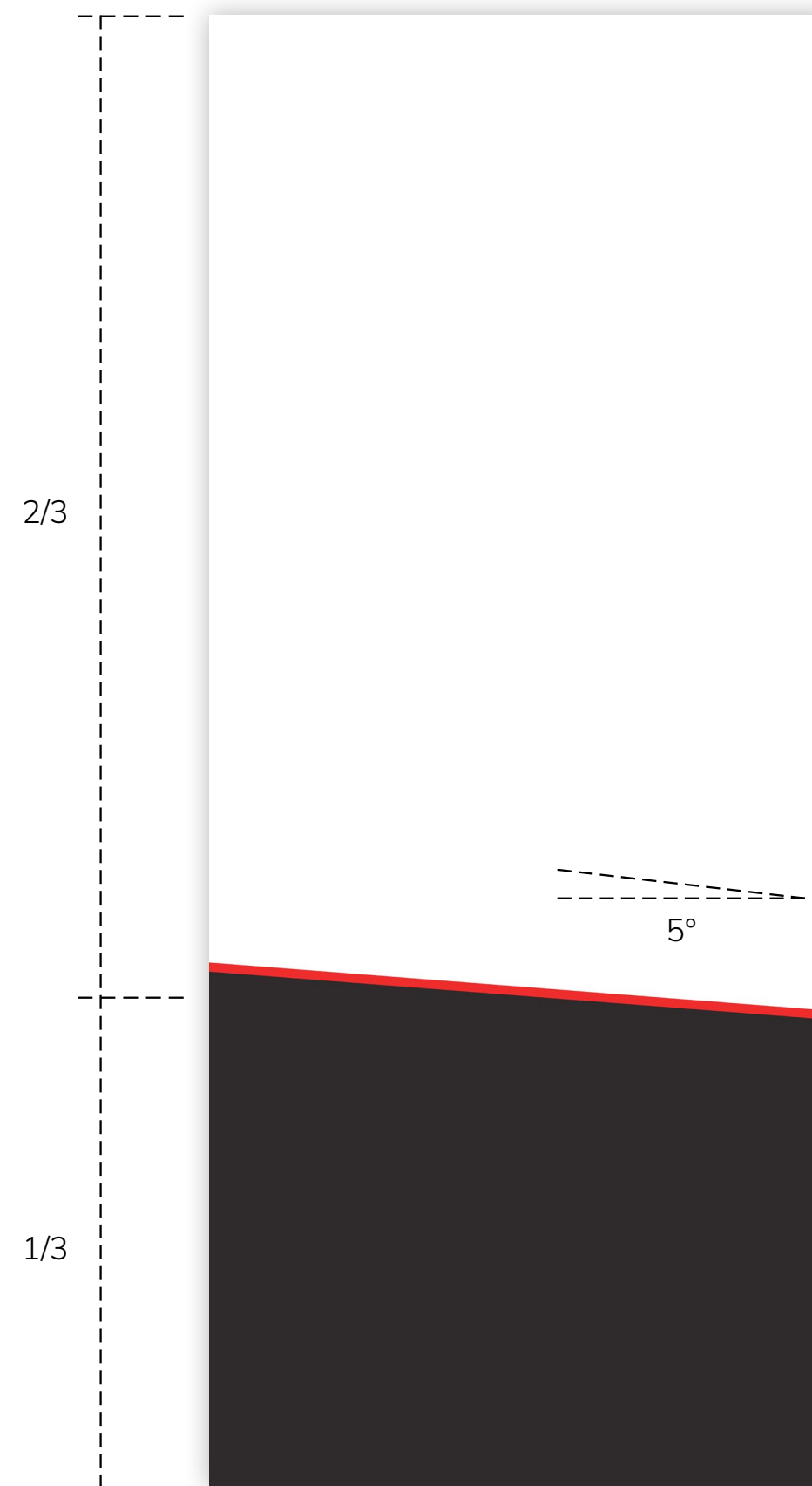
Design elements

Guillotine

When creating promotional materials, we use a graphic “guillotine” which we most often place on roll-ups, flyers, and digital outputs in the form of LinkedIn posts. This tool is useful when you need to visually separate two parts of a graphic: the post title and the image above it, or perhaps the body of the roll-up from the company contact information and logo.

The guillotine line is always located at the bottom third of the graphic, with a slope of 5° for vertical format and 2° for horizontal format. In the case of horizontal format, the slope must be adjusted to the long side. Its thickness is 1.5% of the length of the shorter side of the format.

We most often use our ADVACAM Black color for the fill under the guillotine, but it is also possible to leave the fill pure white.



Product names

There are several rules for writing product names. Here are a few examples how to correctly write the names of our detectors and software. Product names are available as PNG and DXF assets in the Brand Manual folder on our drive.

We use the graphic form of the name directly on the detectors and in other materials, each series and model has its own logo.

An important feature is the red X that appears in the name’s logo. Writing these names in body text implies a different form, which is explained in more detail on the next page.



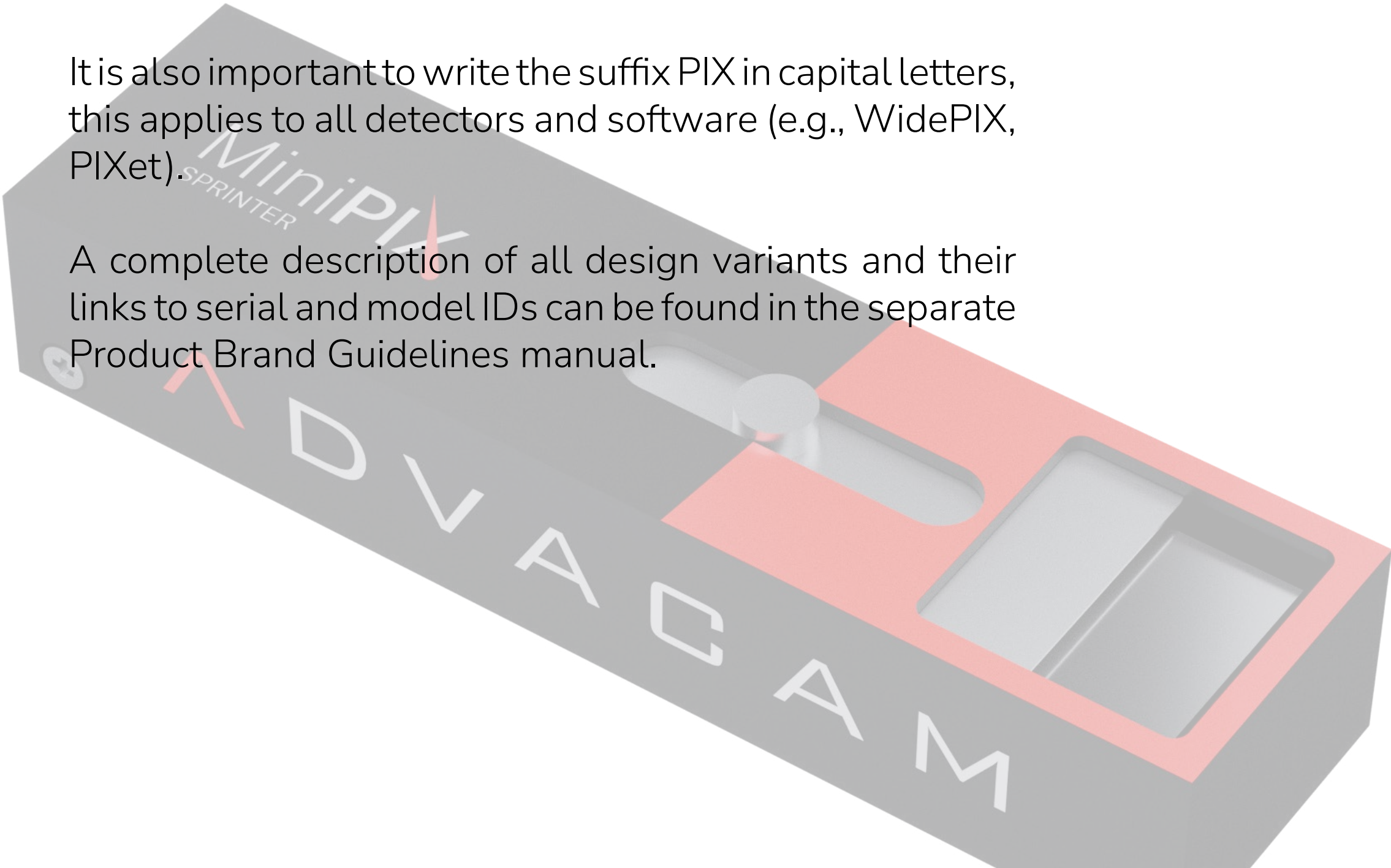
Product names in body text

Different product lines carry different product configurations, one example can be the WidePIX CHROMATIC Industry 10. This example shows the division of the name into individual parts, in body text, we write the name according to these rules, without color elements.

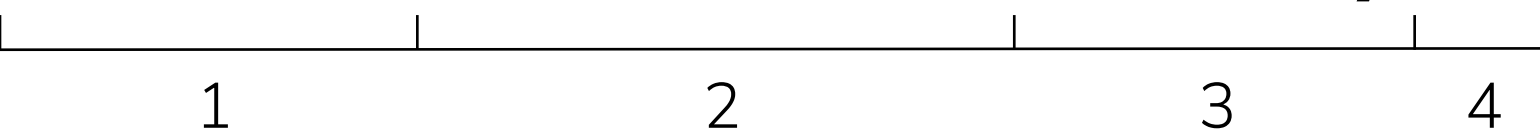
The fourth part of the name, the numerical designation, only applies to the WidePIX series, which distinguishes the number of chips in individual devices.

It is also important to write the suffix PIX in capital letters, this applies to all detectors and software (e.g., WidePIX, PIXet).

A complete description of all design variants and their links to serial and model IDs can be found in the separate Product Brand Guidelines manual.



WidePIX CHROMATIC Industry 10



- | | | |
|---|----------------------|------------------------|
| 1 | Product line | Detector names |
| 2 | Model name | ALL CAPS |
| 3 | Construction variant | Capitalized small caps |
| 4 | Number of chips | number |

Examples:

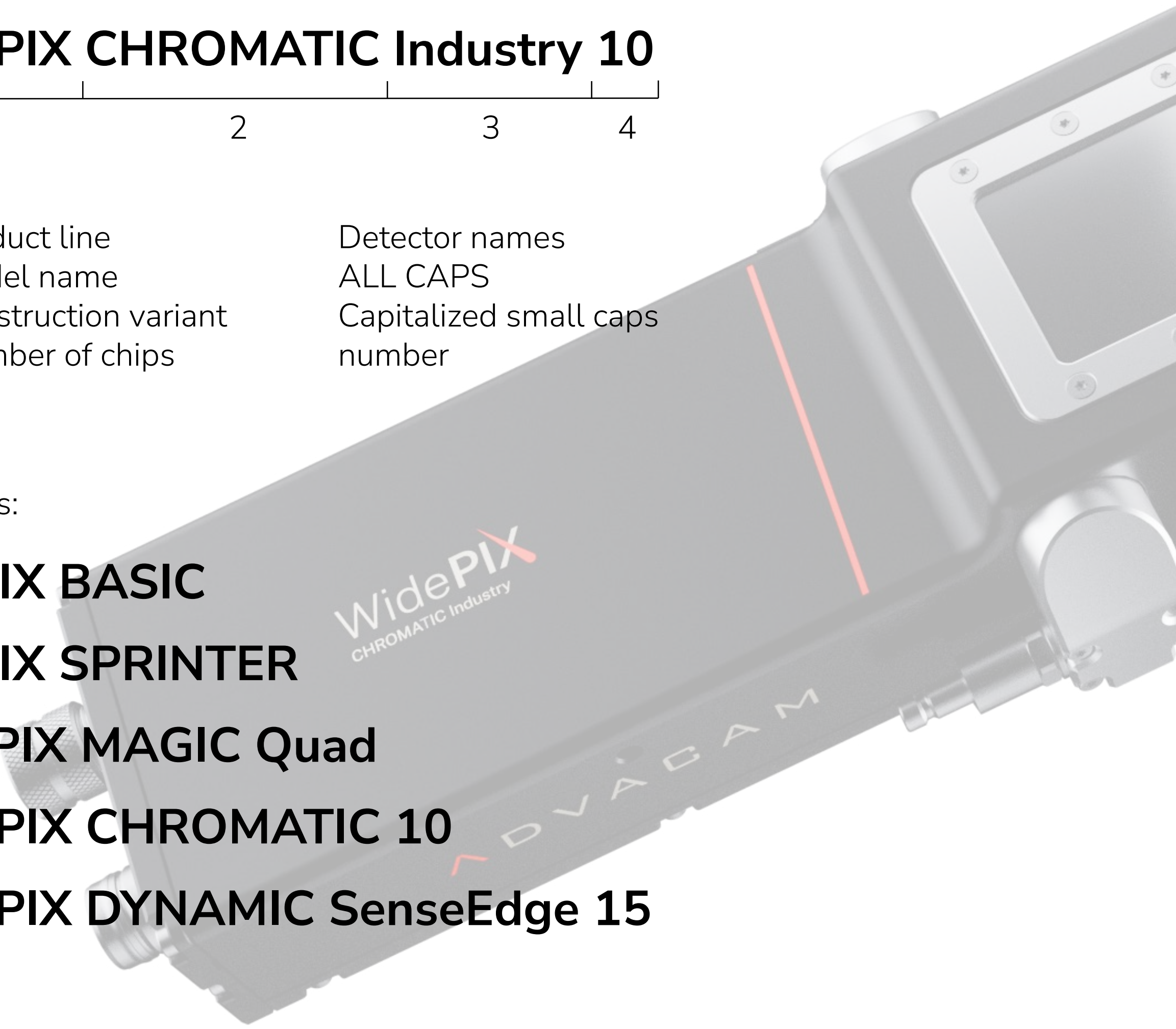
MiniPIX BASIC

MiniPIX SPRINTER

AdvaPIX MAGIC Quad

WidePIX CHROMATIC 10

WidePIX DYNAMIC SenseEdge 15



Application twopagers

We use a uniform visual style for creating application twopagers, centered around an AI-generated image of a person, who is staring intently at the reader, usually with our detector levitating above their outstretched hand, or a thematic object levitating above their other hand. Stylistically, we refer to the identity of the creator and magician, the levitating detector, intense gaze, and futuristic background work to capture the reader’s attention and outline the content of the leaflet.

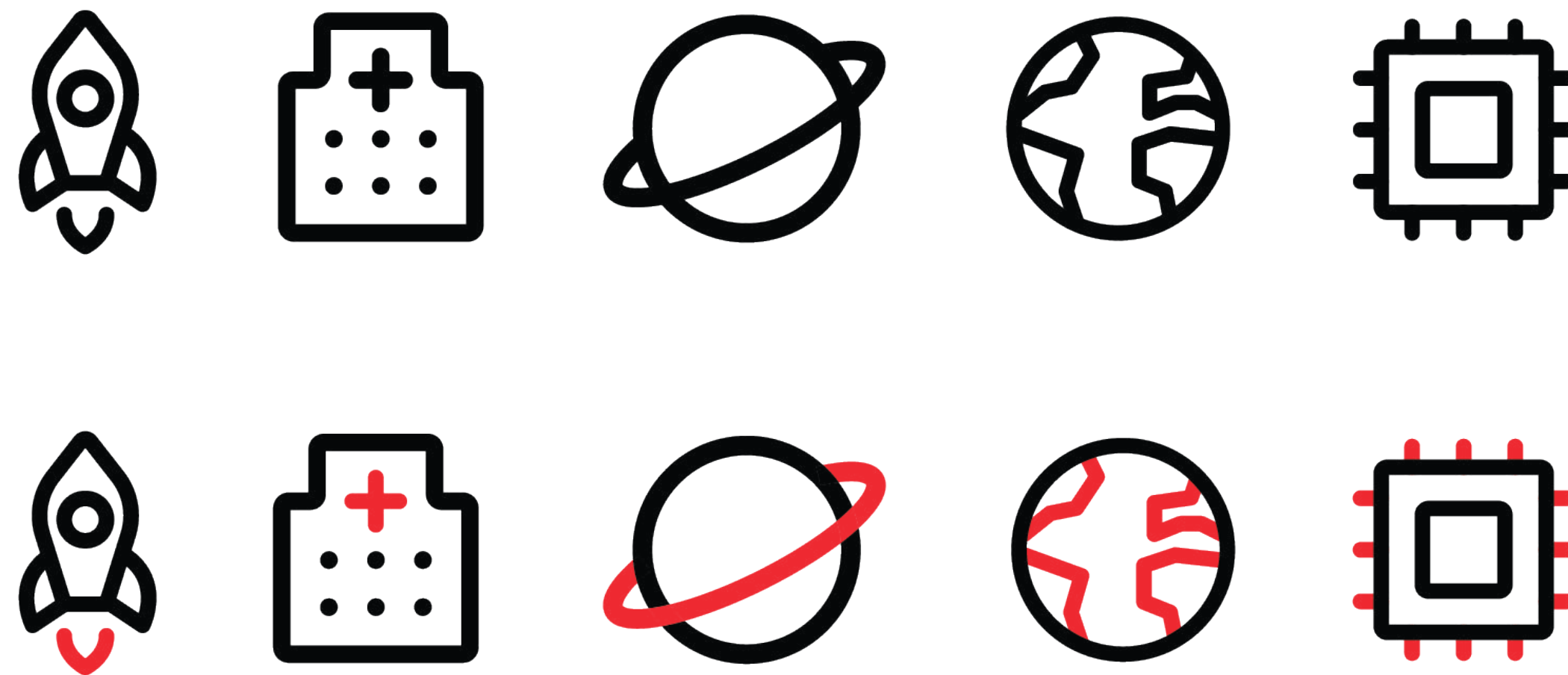
The front of the leaflet has a dark background, with a distinctive strip at the top left indicating the application to which the leaflet relates. The rest of the leaflet is colored in the company’s colors.



Icons

Thematic icons can be used in presentations and promotional materials according to various applications and areas. We use icons from the Iconoir set, which contains more than 1,000 different icons.

The pictograms can be either monochrome or with a red accent, based on our company colors. The entire set is licensed under an open-source license.



Icons are downloadable from the Iconoir web, or their GitHub.

[Iconoir - Web](#)

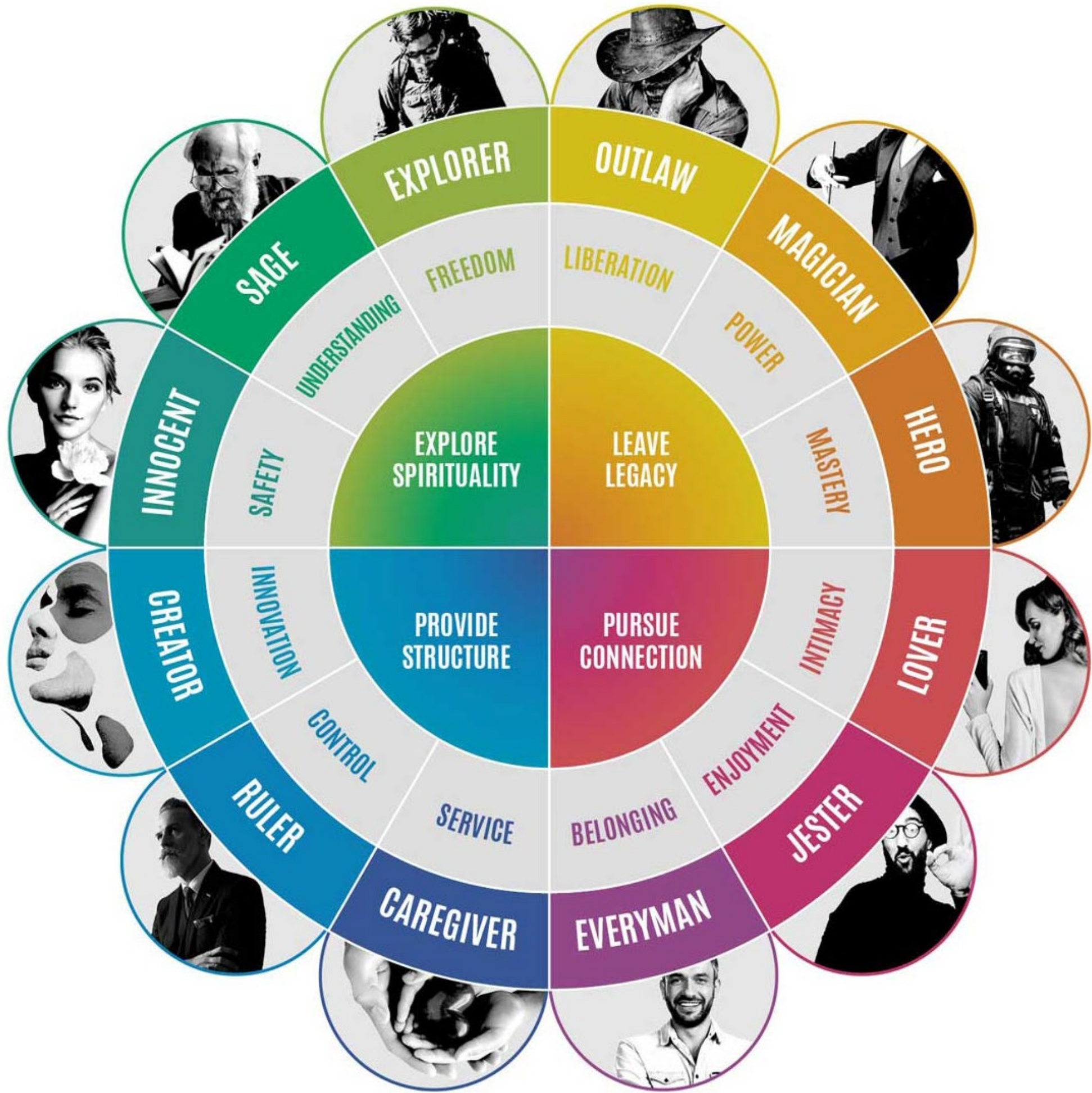
[Iconoir - GitHub](#)

ADVACAM’s Brand Archetype

The ADVACAM brand combines qualities of the **Magician** and the **Creator**.

One of the main characteristics of the Magician that is typical for the company is the ability to change and transform the world around us. To change the invisible into the visible and thus literally transform established standards in a number of fields, from medicine to space. Our breakthrough imaging technology reveals previously hidden details. This “magical” transformative power is combined with the main feature of the Creator. This is the desire for progress, novelty, and originality. In the case of ADVACAM, this is demonstrated by a number of technological patents and tailor-made solutions.

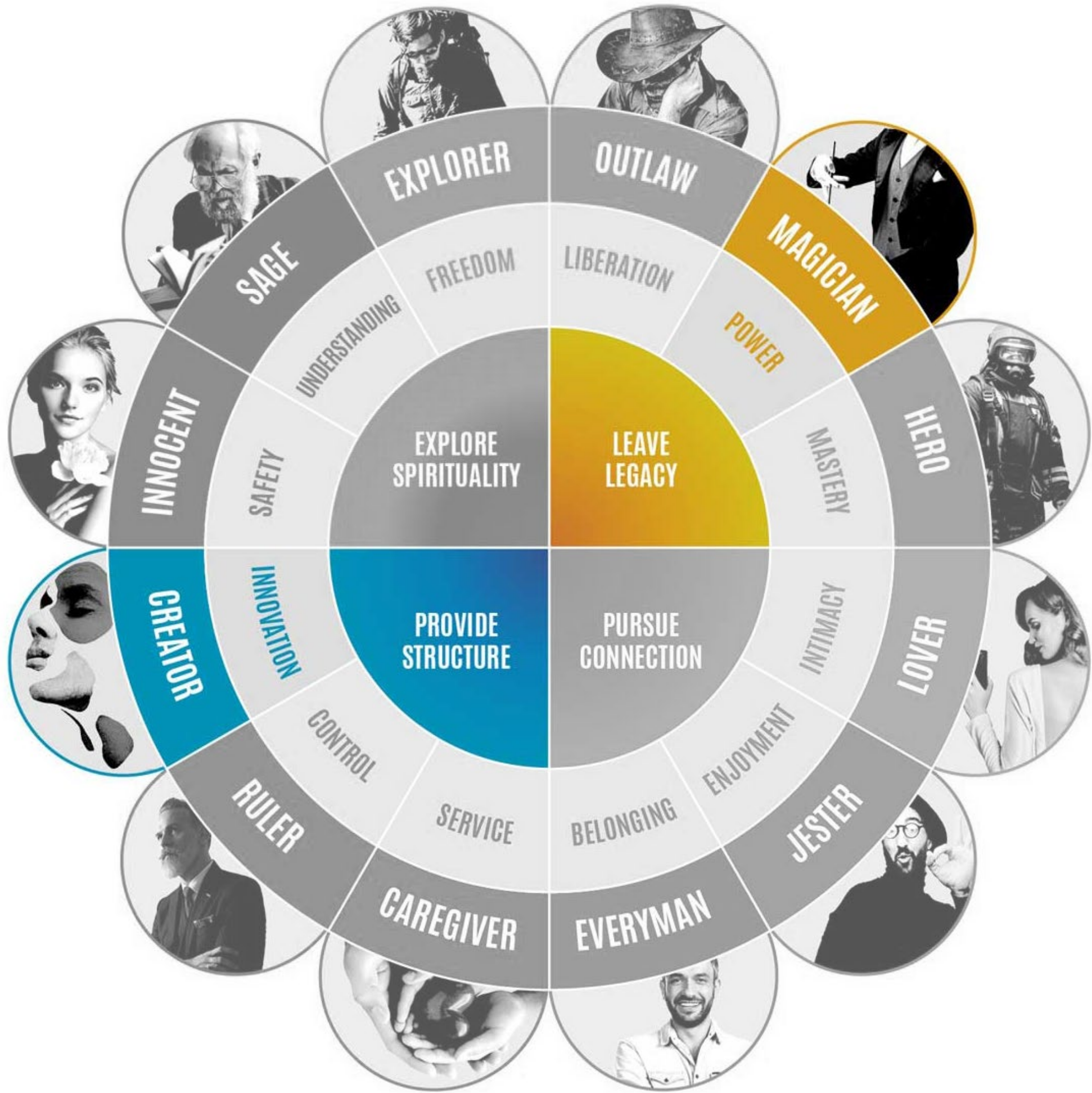
With reference to the Creator, the company pushes the boundaries of what is possible and manufactures reliable products that exceed customer expectations.



Magician and Creator archetypes in ADVACAM’s visual and verbal identity

The basic visual elements of ADVACAM are sharp futuristic shapes and colors such as dark gray, white, and red, which are typical colors for the creator with his focus on functionality and practicality. These basic colors are complemented by a colorful secondary palette of cheerful, bright colors representing the Wizard. These symbolize the wide range of applications and fields that are transformed by ADVACAM technology. ADVACAM visuals often feature futuristic environments and characters associated with supernatural elements, such as a detector or sample levitating above a person’s palm.

The tone of voice is confident and playful.



Magician and Creator archetypes in ADVACAM’s visual and verbal identity

Why have a marketing archetype?

Choosing the right marketing archetype helps define a clear and internally coherent brand identity. This then resonates more clearly with customers and sets the brand apart from the competition. This tool can be used in the following ways:

Marketing strategy guide

A well defined archetype serves as a template for the tone, style, and content of marketing communication contained in promotional materials. The purpose of the archetype is to standardize the style of materials across formats so that they consistently appeal to the target audience and repeatedly refer to the most important corporate values.



The Creator

The Magician

“ IF IT CAN BE IMAGINED,
IT CAN BE CREATED ”

 BRAND VOICE

 BRAND MESSAGE

Inspirational

Daring

Provocative

See potential everywhere and uncover originality with liberated imagination

CREATOR BRANDS













COLOUR PALETTE EXAMPLE



BRAND SLOGAN SAMPLE

Imaging the Unseen



Magician and Creator archetypes in ADVACAM’s visual and verbal identity

Stronger connection with the customer

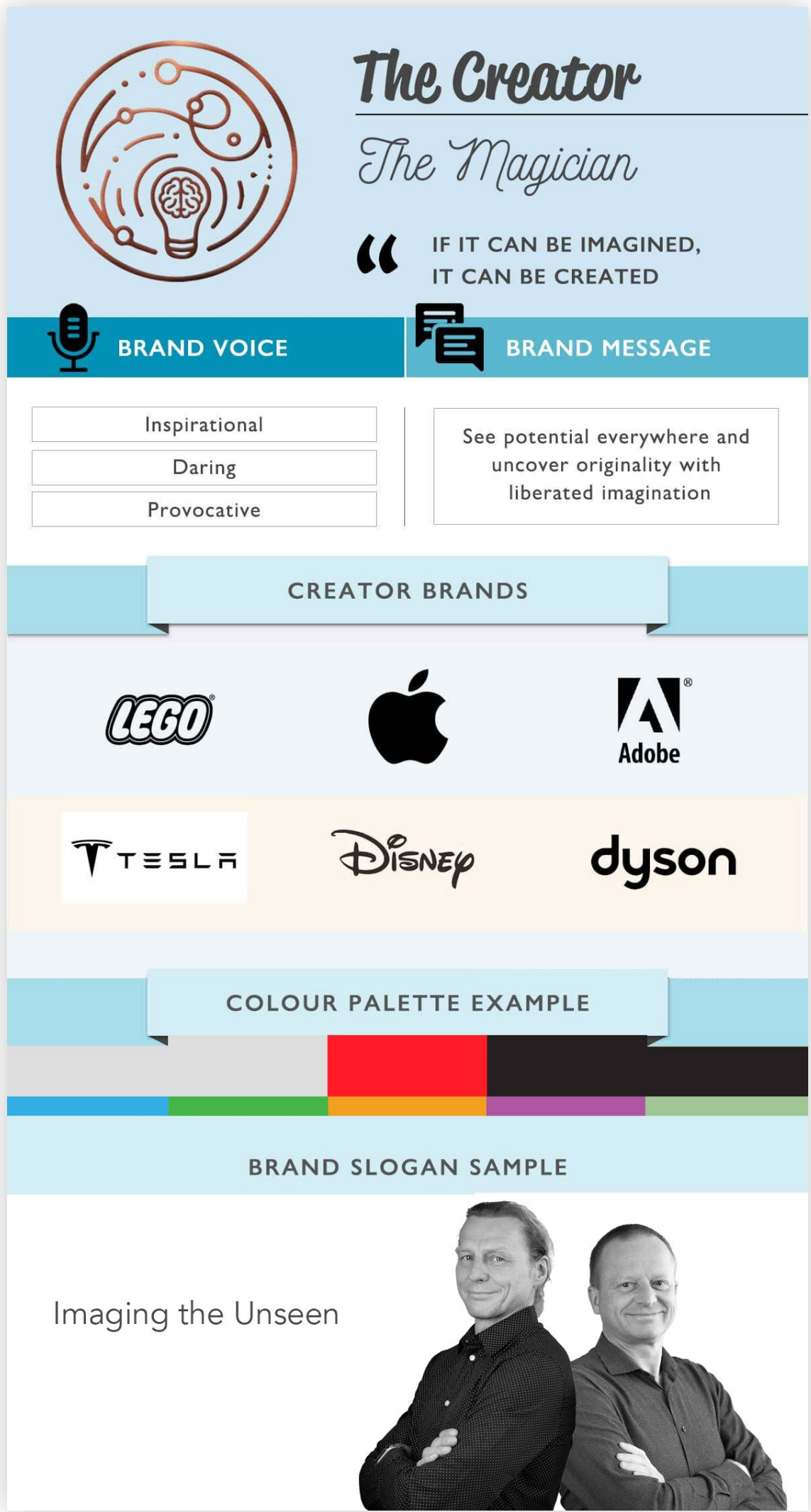
A predictable and legible style embodied in one of the archetypes humanizes the brand and thus brings it closer to the customer. The customer knows what to implicitly associate with the brand and what to expect from it. An emotional connection with the archetype increases the brand’s memorability and popularity.

Internal harmony

Defining a visual and communication strategy using the archetype method brings a widely understandable framework to the company, anchoring its identity, mission, and corporate culture. The archetype as a metaphor for corporate philosophy makes it easier for employees to understand and identify with the company.

Product development

The archetype can always be taken into account when any new product or design is created in the company. The archetype acts as a starting “feeling” that provides a basic guideline for each individual creative element.



Company Philosophy

We image the unseen. We teach the world to use the latest imaging technologies. We are innovators.

- We can find a way to capture images of even the most hidden structures.
- We want to be the first choice when looking for imaging solutions. Our motto is: If we can't find a way, nobody can.
- Our imaging methods and detectors have a broad range of applications: Aerospace, science, medicine, space, art, industry, the environment...
- Our revenue comes from detector sales. Our products combine functionality with precision.
- The technologies we bring open new paths in other fields of human knowledge.

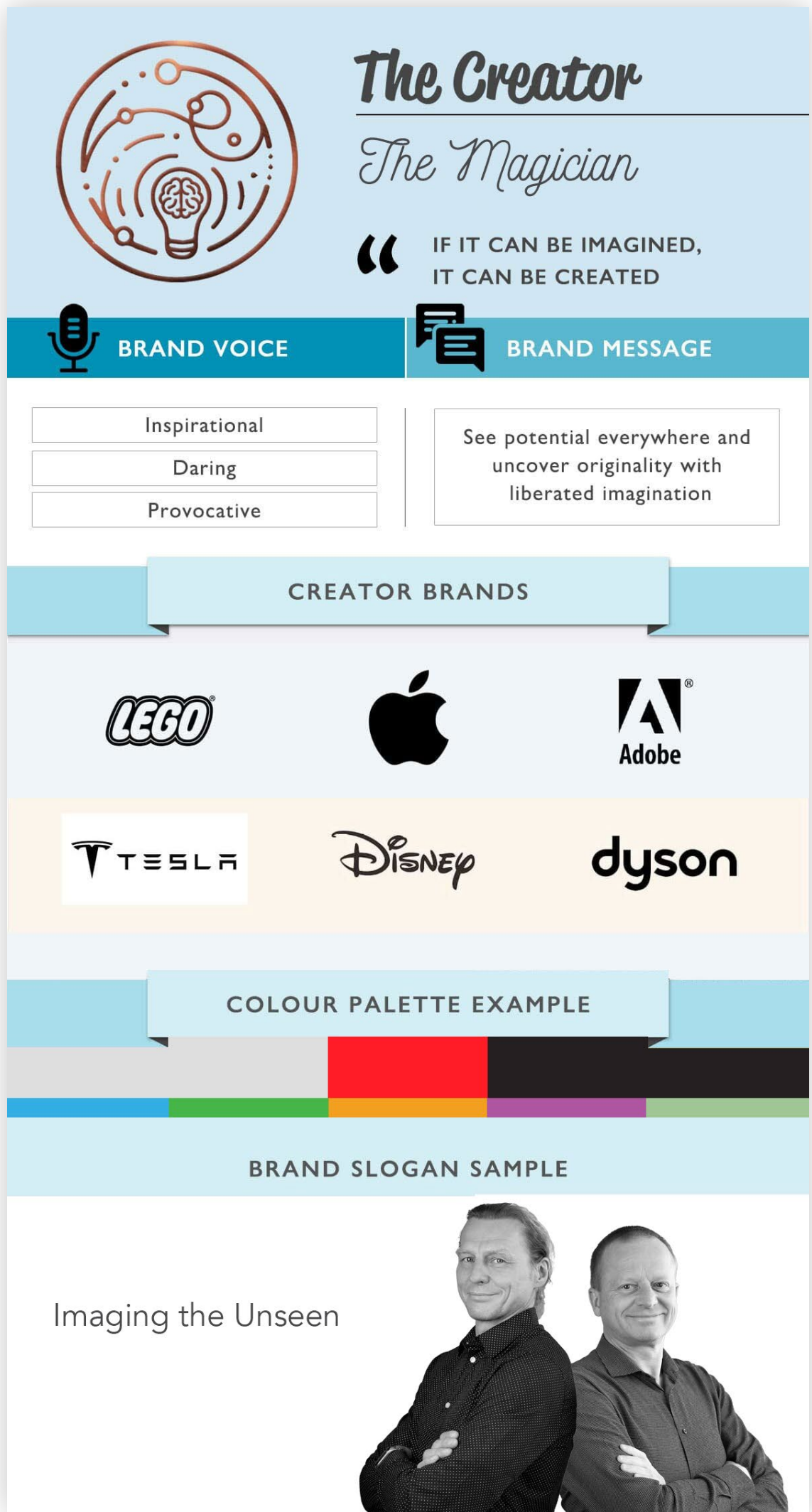
Examples we are especially proud of:

International recognition of ADVACAM's expertise

A significant car manufacturer needed to solve a problem involving the detection of a foreign substance in the body of a passenger vehicle. The carmaker contacted its supplier of detection technologies – a renowned German company specializing, among other things, in X-ray imaging. This company responded that it knew of no method to carry out the detection but was aware of specialists at ADVACAM who might be able to solve the problem and develop a detection method. They were right. This marked the beginning of a very promising collaboration.

The quality of ADVACAM's products

ADVACAM products are imaging detectors often designed for use in the most demanding conditions (e.g., aboard space stations or inside electron microscopes). Each detector is thoroughly tested and calibrated multiple times during production. Thanks to this, ADVACAM has become a certified supplier of detectors for NASA or the world's largest manufacturer of electron microscopes.



Links to company templates

In the Communications drive folder, you will find templates for company presentations, letterhead, handover protocols, and much more. You will also find our logos in vector and web formats, a logo manual, and other company graphics.

- [Templates](#)
 - [Powerpoint presentations](#)
 - [Letterhead CZ](#)
 - [Letterhead EN](#)
 - [Handover protocol](#)
- [Logos](#)
- [Email signature](#)
- [Name tag for conferences](#)
- [Product name tag for conferences](#)
- [Office door name tags](#)

ADVACAM > Šablony loga a firemní podklady					
	Název ▾	Změněno ▾	Autor změny ▾	Velikost souboru ▾	+ Přidat sloupec
	Analýza segmentů	30.03.2023	ADVACAM SharePoint Syr	4 položky	
	Cedulky na dveře	17. července	Patrik Bloudek, ADVACAM	2 položky	
	Ceník	30.03.2023	ADVACAM SharePoint Syr	1 položka	
	Fonty	30.03.2023	Martin Tyburec, ADVACAM	2 položky	
	Grafika	22.08.2023	Martin Tyburec, ADVACAM	19 položek	
	Jmenovka - konference	1. března	Patrik Bloudek, ADVACAM	2 položky	
	Loga	30.03.2023	ADVACAM SharePoint Syr	5 položek	
	Logomanuál	30.03.2023	ADVACAM SharePoint Syr	2 položky	
	podpis email	3. května	Martin Tyburec, ADVACAM	5 položek	
	Prezentace firmy	4. ledna	Martin Tyburec, ADVACAM	9 položek	
	QR Kody	06.09.2023	Martin Tyburec, ADVACAM	13 položek	
	Reference	30.03.2023	ADVACAM SharePoint Syr	2 položky	
	SEO	30.03.2023	ADVACAM SharePoint Syr	14 položek	
	Socials rámečky	30.03.2023	Martin Tyburec, ADVACAM	4 položky	
	Šablony dokumentů	9. ledna	Martin Tyburec, ADVACAM	10 položek	