# PTC SOFTWARE BRAND GUIDELINE

# Design elements overview

Our design elements are the key ingredients that we use to create PTC visual communications. The combination of elements—logo, color, typography, imagery, graphic elements and iconography—allow us to express the brand in a way that is both powerful and unique.

**Logo**

Brand Mark

ptc

Word Mark

**Primary palette**

ptc green

ptc gray

**Secondary palette**

ptc orange

ptc blue

ptc cool gray

ptc dark green

ptc dark blue

ptc dark red

ptc yellow

**Typography**

Aa **Aa**

TeX Gyre Adventor

Century Gothic

**Imagery**

**Icons**

# Logo specifications

The "P" and "D" shapes in the PTC® logo are aligned to create a hexagon shape. This shape is a play on the traditional Yin/Yang symbol and represents the convergence of the physical and digital worlds.

The color palette of green and gray has been chosen to convey new technology, standing out from the traditional blues that are so prevalent in the brands of competitors.

**Physical**

**Digital**

**Logo definition**

Brand Mark

Word Mark

**Clear area**

.5 X

X

.5 X

.5 X

.5 X

**Minimum size**

Print

Digital

.25" | ptc
.675"

.2783" | ptc
.75"

16 px | ptc
49 px

**Parent brand marks**

creo®

windchill®

integrity™

servigistics®

thingworx®

vuforia™

kepware®

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# Logo usage

The PTC logo is a clean and simple typographic expression that, used consistently, communicates the character and promise of our organization.

When the PTC logo appears alone, it is accompanied by the appropriate trademark symbol.

The PTC primary logo is the PTC Gray and PTC green logo (two-color logo) and is used most commonly on permanent and highly visible applications such as for signage and our website.

On dark-color backgrounds, use the "white" PTC logo (shown at right) which has PTC green on the lower portion of the mark to provide better contrast.
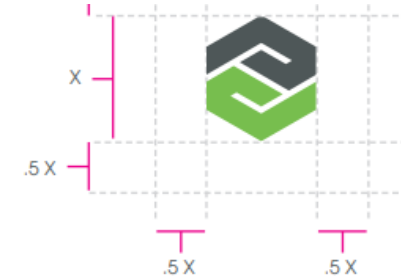
**In body copy**
In body copy, PTC should always appear in all caps. **The registration mark should appear at the first mention of PTC.**
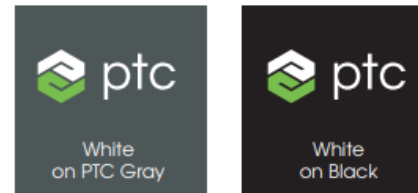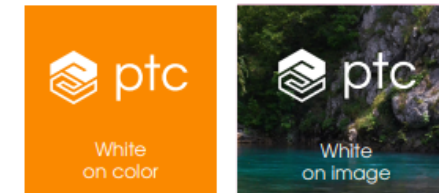
**Two-color**

PTC Green

**Brand Mark only**
Must be used in conjunction with other PTC branding.

X

.5 X

.5 X          .5 X

**White**

White on PTC Gray

White on Black

Use green mark on backgrounds between 80% and 100% black only. **PTC Gray is preferred.**
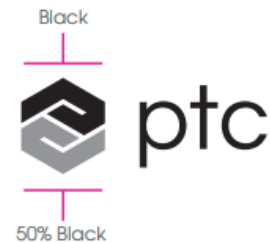
White on color

White on image

Use outline mark on colored backgrounds and dark areas of photography. **Use this option sparingly.**

**Black** (Primary)

Black

**Black** (Secondary)

50% Black

# Brand in text

Introducing PTC® in body text. Viti qui aliquidist, sunt, aut quurdis expera comnihillate velestis dolor rem aut qui dionsec errovid quam volori

PTC is set as all caps when appearing in text and has a registered trademark ® at first mention in copy.

# Incorrect usage

The PTC master and parent logos should not be altered in a manner that is inconsistent with the established brand guidelines. The guidelines apply to logo color and layout, as well as how the logo may be paired with additional imagery. These logo standards apply to all content that is owned and controlled by PTC, including co-branding and partnerships.

Do not inverse Brand Mark colors. Green is always used in the bottom half of the mark.

Do not fill Brand Mark with a single color.

Do not use unapproved colors.

Do not make both halves of the Brand Mark 100% black. The lower half should be 50% black.

Do not use logo on a photograph that inhibits visibility.

Do not use logo on a color that inhibits visibility.

Do not fill both halves of the Brand Mark with white.

Do not place logo at an angle.

Do not stack the logo. Horizontal is the only approved format for the logo.

Word Mark should not be used alone.

Do not change the hues of our colors

# Typography

Our typography treatment ensures that PTC communications are consistent and expressive of our brand. TeX Gyre Adventor (tex-jire-ad-ven-tour) is PTC's primary typeface and plays a major role in establishing PTC's visual voice.

## Primary typography

– **For titles or the equivalent of an H1 sized header,** use Tex Gyre which is most similar to our logo font.

– **For headers sized equivalently to H2 or smaller,** use the Open Sans Font Family.

– **For body copy,** use the Open Sans Font Family.

## Desktop applications

Century Gothic should be used as it is a standard system font for all general desktop applications, including Microsoft PowerPoint® and Microsoft Word®.

## Open-source typefaces

TeX Gyre Adventor and Open Sans are open source typefaces free for commercial use, and can be downloaded here: TeX Gyre Adventor at *https://www.fontsquirrel.com/fonts/TeX-Gyre-Adventor* and Open Sans at *https://www.google.com/fonts*

## Asian Fonts

Noto Sans is the brand font. Noto Sans works for all Asian languages and is free. the font can be downloaded at *https://www.google.com/get/noto/*

**Do not substitute any other typeface for the approved PTC typeface.**

## Primary typography

– TITLES AND H1-SIZED HEADERS:

TeX Gyre Adventor (tex-jire-ad-ven-tour)

TeX Gyre Adventor - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*TeX Gyre Adventor - Italic*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz*

**TeX Gyre Adventor - Bold**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**

***TeX Gyre Adventor - Bold Italic***
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
***abcdefghijklmnopqrstuvwxyz***

– HEADERS SIZED TO H2 OR SMALLER AND BODY COPY:

Open Sans*

Open Sans - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*Open Sans - Italic*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz*

**Open Sans - Bold**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**

***Open Sans - Bold Italic***
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
***abcdefghijklmnopqrstuvwxyz***

* Open Sans also has Light and Semibold typefaces not shown here, as well as Open Sans Condensed typefaces including Condensed Light, Condensed light Italic, and Condensed Bold.

## Desktop applications

### Century Gothic

Century Gothic - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*Century Gothic - Italic*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz*

**Century Gothic - Bold**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**

***Century Gothic - Bold Italic***
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
***abcdefghijklmnopqrstuvwxyz***

### Typography Sample:

Parent brand logo — thingworx

Title/H1-sized header uses TeX Gyre Adventor — thingworx is IoT

Smaller subheads and H2-sized text use Open Sans — Powering the Smart, Connected World

Body copy uses Open Sans — Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Master brand logo — ptc

## Asian Fonts

### NotoSans CJK

NotoSans – Light
가나다라마바사아자차카타파하
参数技术软件有限公司

NotoSans – Regular
가나다라마바사아자차카타파하
参数技术软件有限公司

NotoSans – Medium
가나다라마바사아자차카타파하
参数技术软件有限公司

**NotoSans - Bold**
**参数技术软件有限公司**
**가나다라마바사아자차카타파하**

# Color palette

The PTC brand color palette consists of two primary colors, as well as six secondary colors.

## Print

To ensure consistency of the PTC brand color palette, be sure to adhere to color specifications. Refer to PMS or CMYK specifications for all print communications.

## On-screen

For all communications to be displayed on-screen (e.g., PowerPoint® presentations or a website), refer to RGB or Hex specifications.

*The colors and CMYK and RGB breakdowns shown on this page and throughout these standards have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. For accurate PANTONE Color Standards, refer to the current edition of the PANTONE formula guides. PANTONE and PANTONE MATCHING SYSTEM® are the property of Pantone, Inc. PANTONE and PANTONE MATCHING SYSTEM® are the property of Pantone, Inc.*

## Primary palette

**PTC Green**
PMS: 360c
RGB: 91, 183, 59
CMYK: 61, 0, 95, 0
#5BB73B

**PTC Gray**
PMS: 445c
RGB: 61, 70, 71
CMYK: 69, 54, 54, 29
#3D4647

## Secondary palette

**PTC Orange**
PMS: 144c
RGB: 243, 139, 0
CMYK: 2, 54, 100, 0
#F38800

**PTC Blue**
PMS: 3125c
RGB: 0, 172, 200
CMYK: 94, 2, 22, 0
#00ACC8

**PTC Dark Green**
PMS: 7732
RGB: 0, 122, 62
CMYK: 89, 0, 96, 30
#007A3E

**PTC Cool Gray**
PMS: Cool Gray 3c
RGB: 200, 201, 199
CMYK: 0, 0, 0, 20
#C8C9C7

**PTC Dark Blue**
PMS: 647c
RGB: 35, 97, 146
CMYK: 96, 54, 5, 27
#236192

**PTC Dark Red**
PMS: 7637c
RGB: 145, 47, 70
CMYK: 0, 93, 38, 45
#912F46

**PTC Yellow**
PMS: 143c
RGB: 241, 180, 52
CMYK: 0, 32, 87, 0
#F1B434

# Color usage examples

The secondary colors in the PTC brand should be used to enhance content and create communication assets that are compelling. These examples demonstrate the proper application of the secondary color palette in creating a brochure.



**Theme colors**

**Accent colors**
Use colors that work together as a theme throughout the design.

**Complementary Accent colors**
Use a complemenary accent color to call out a specific data story.

# Partner & co-branding

Co-branding communicates a partnership and features the PTC logo with the logo of one of our partners or are included on a partner asset.

For co-branding with PTC, use the PTC color (gray/green) logo as a default. When appropriate, use one of our secondary color logos to coordinate with the partner's logo. Both logos should have equal brand emphasis and visual weight.

For all partnership branding the PTC master and parent logos should not be altered in a manner that is inconsistent with the established brand guidelines. The guidelines apply to logo color and layout, as well as how the logo may be paired with additional imagery.
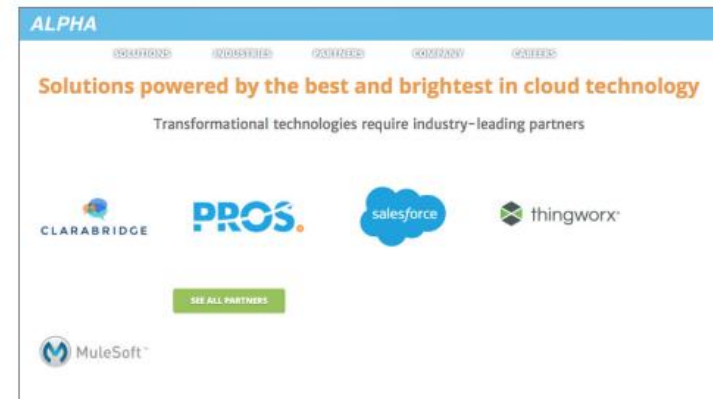
**Co-branding lock-ups**



**Sample applications**



**Co-branding lock-up**
Both logos have equal visual presence.

Clear space





Parent logo on a partner asset