glowforge®

Brand Book

These are the Glowforge brand identity guidelines. In this book, you'll be introduced to the elements that make Glowforge recognizable and admirable. With these principles and examples in mind, you'll be ready to create magical Glowforge marketing communications.

The Glowforge brand is created and conveyed by the combination of beliefs, personality, voice, aesthetics, and everything else we do. By establishing who we are, how we talk, how we look, and what we stand for, we're helping folks understand what to expect from us.

Contents

It all started...

the moment a forklift driver dropped an industrial carbon dioxide cutting laser, imported directly from a factory in China, on my front lawn.

I've always loved making things. When my kids and I came up with the idea for a bestselling boardgame, I searched high and low for the right prototyping tools to bring our invention to life. Installing factory equipment in our garage was an ordeal I'd never repeat again. But when it was finished, I realized I had found something magical.

There was a button. I could push it. And beautiful things would appear, as if by magic. That was the inspiration behind the Glowforge 3D laser printer. Something simple enough for a child to use, but powerful enough to create anything you can imagine. A way to give everyone the same creative superpower I had delivered to me on that day: the ability to bring your dreams to life, at the push of a button.

That magic can change the world.
I want us to make that change together.

Dan Shapiro
CEO & Co-Founder
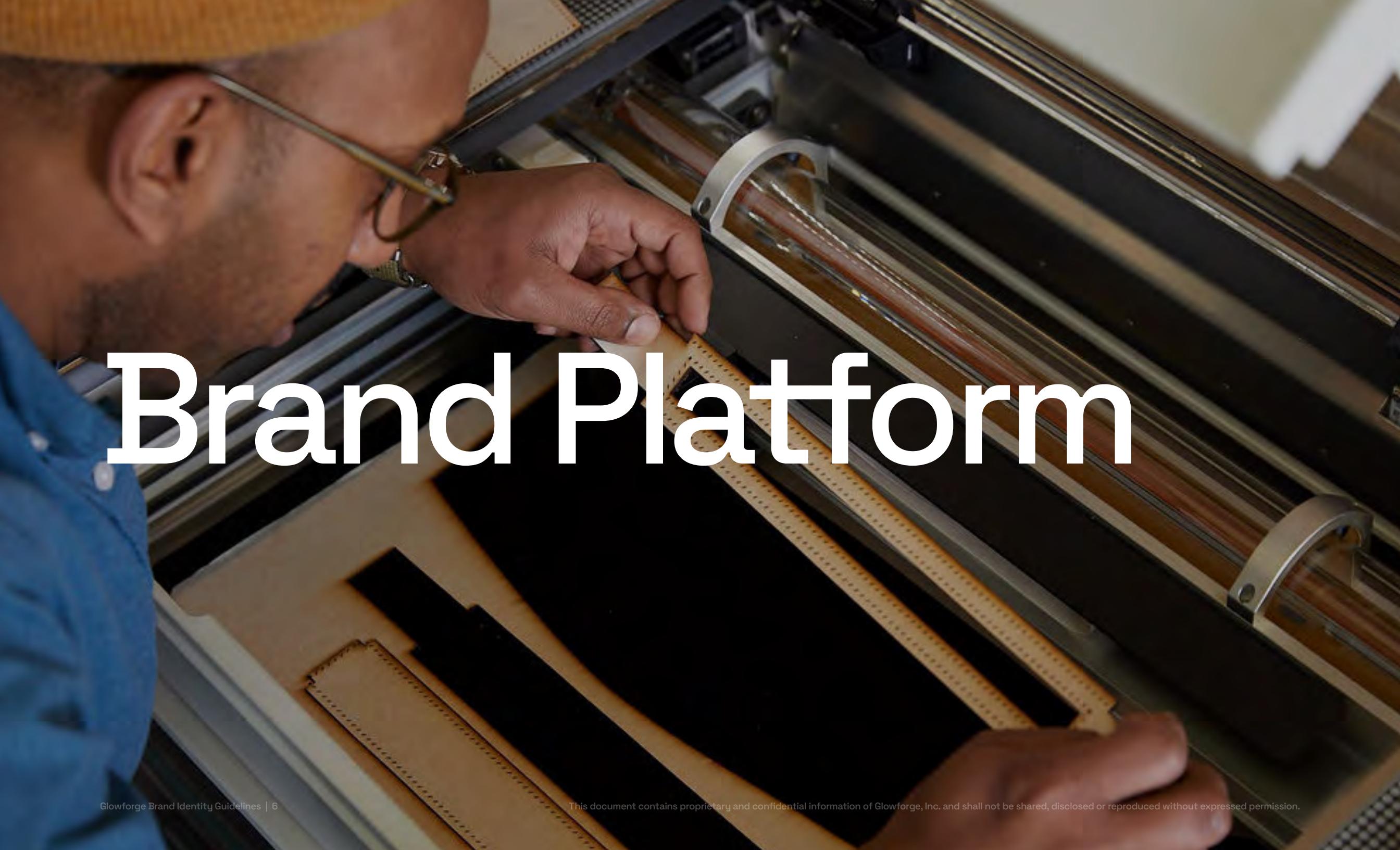
Brand Platform

Our Purpose

How we describe our purpose.

Challenge

The current systems and technologies for "making things" using traditional laser cutters and 3D printers are complicated, expensive, and inacessible.

Solution

Glowforge replaces these alienating and disheartening modes of creation with new technologies that empower everyone to bring their ideas to life.

Result

We created a wireless desktop 3D laser printer that makes it simple for anyone to take their dreams from idea to creation. Glowforge can cut and etch a variety of materials from wood and leather to glass and metal and even chocolate all at the push of a button. It's like... magic!

Our Vision

A world where anyone can print anything.

A world where anyone can print anything.

Implies that we're building technology for everyone to be successful, no design or engineering degree required.

A universal term for all the different capabilities for creation with Glowforge e.g engraving, cutting.

Implies that the possibilities are endless. If you can dream it, you can make it with Glowforge. Our vision is big, and our goals for the future even bigger.

Our Beliefs
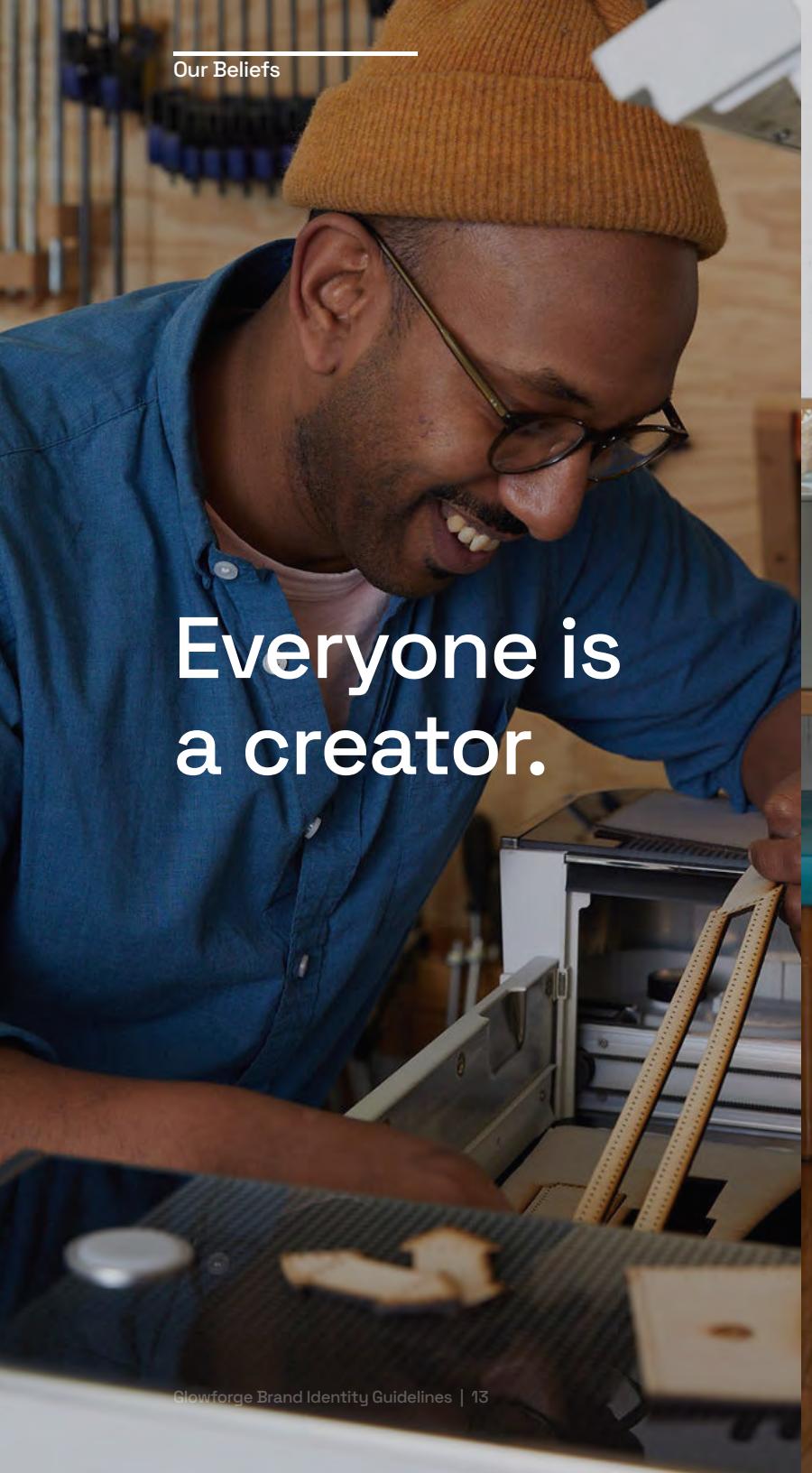
Everyone is a creator.

Homemade is better.
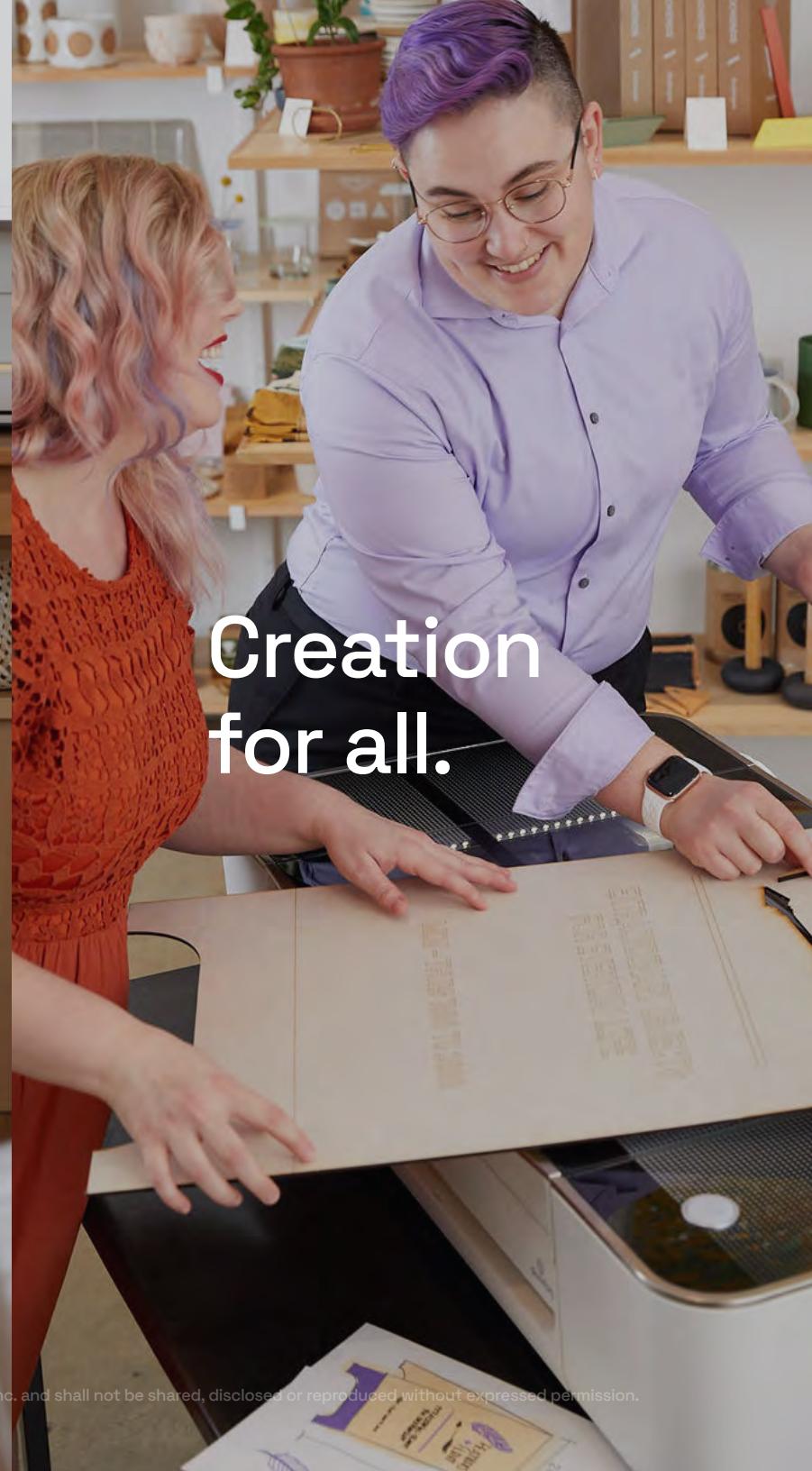
Creation for all.

Everyone is a creator.

Creation – the ability to shape your own world, and build it your way – is a tremendous power, and Glowforge believes that every person can use it well.

Glowforge is the thing that makes everything else. If you want to build, share, cultivate, customize, and invent, Glowforge is for you.

Homemade is better.

We believe things that are homemade are always better in every way. When your child draws an earring and prints it on your Glowforge, it is cheaper than Amazon. It's faster. It's more personal. And it's absolutely, intensely, more meaningful and delightful.

We believe that homemade can be better in every way, and we know that it is always more custom and special.

Creation for all.

Everyone should be able to shape the world around them – having the desire isn't enough. The technology to create more and better things should help remove limitations and empower everyone to create regardless of skills or status.

We believe in using technology to strengthen all of our creative connections, together. When it comes to solving big problems, 7 billion minds are better than one.

Our Creators

Creation is a tremendous power, and Glowforge believes that every person can use it well. Glowforge is the thing that makes everything else. If you want to build, share, cultivate, customize, and invent, Glowforge is for creators just like you.

	Makers	Sellers	Gifters	Artists	Crafters
Purpose	"Making" - They use GF to make or invent - identifying a need, defining a solution and building it themselves.	"Selling" - The ability to turn my ideas into cash is where it's at for sellers.	"Gifting" - The personal touch and act of goodwill for others is what they love most in their Glowforge.	"Artistry" - Exploring new ideas and creating beauty.	"Crafting" - With GF, they can more fully realize their ambitions for their craft.
Drivers	GF allows them to further fuel their identity as a maker. They crave the satisfaction of self-made and solving their own problems.	GF allows them to create a business and/or additional income. They have an entrepreneurial spirit and Glowforge makes it possible.	GF allows them to be the "hero" of their community. Giving feels good, and being a great gifter is a point of pride.	GF gives them the ultimate tool for self-expression and artistry. They create to explore, raise questions, push boundaries and process emotions.	GF gives them a tool for crafting – a spiritually, emotionally, and aesthetically satisfying experience.
Behaviors	Making the things themselves is most satisfying, creating to their needs, style and expression first.	They create for anyone with the means to purchase. Their creations are to be monetized and for a targeted audience.	Seeing the expressions and joy in others is there jam, gifting friends, family and acquaintances that perfect gift is everything.	Their creations are based in expression and meant to create conversation and thought among their peers and other creators.	Their creations are extensions of their understanding of their craft – and their attempt to connect with a desired aesthetic.
Connection	They understand the value of "homemade", and will tell others.	They show all that is possible with a Glowforge and help validate the cost for this segment.	The gifters share joy, love, friendship and community, all created with their Glowforge.	They push boundaries with technology. They allow others to dream big through their creations.	They are knowledgeable, diligent, and prolific creators. For them, shopcraft is soulcraft.
Needs	GF gives the independence and ability to make it my way.	GF unlocks new opportunities and revenue streams. It is a chance at independence and financial freedom.	GF gives the ability and tools to make that perfect gift they envisioned.	GF is the paintbrush they never imagined possible, it unlocks new ideas, new forms of expression, new mediums to explore.	They aspire to a high standard of aesthetic and emotional fulfillment. Glowforge helps them get there, in ways they couldn't before.

Brand Archetype

The Inspired Inventor

The Inspired Inventor is deeply invested in the betterment of the world around them. To create is to invent and inspire change. Creating, building and inventing new opportunities and solutions is where they find meaning and purpose.

They share their enthusiasm gently and confidently. Inventing is the creation of solutions and joy for others. They work for the betterment of the world around them so we all can learn to flourish.
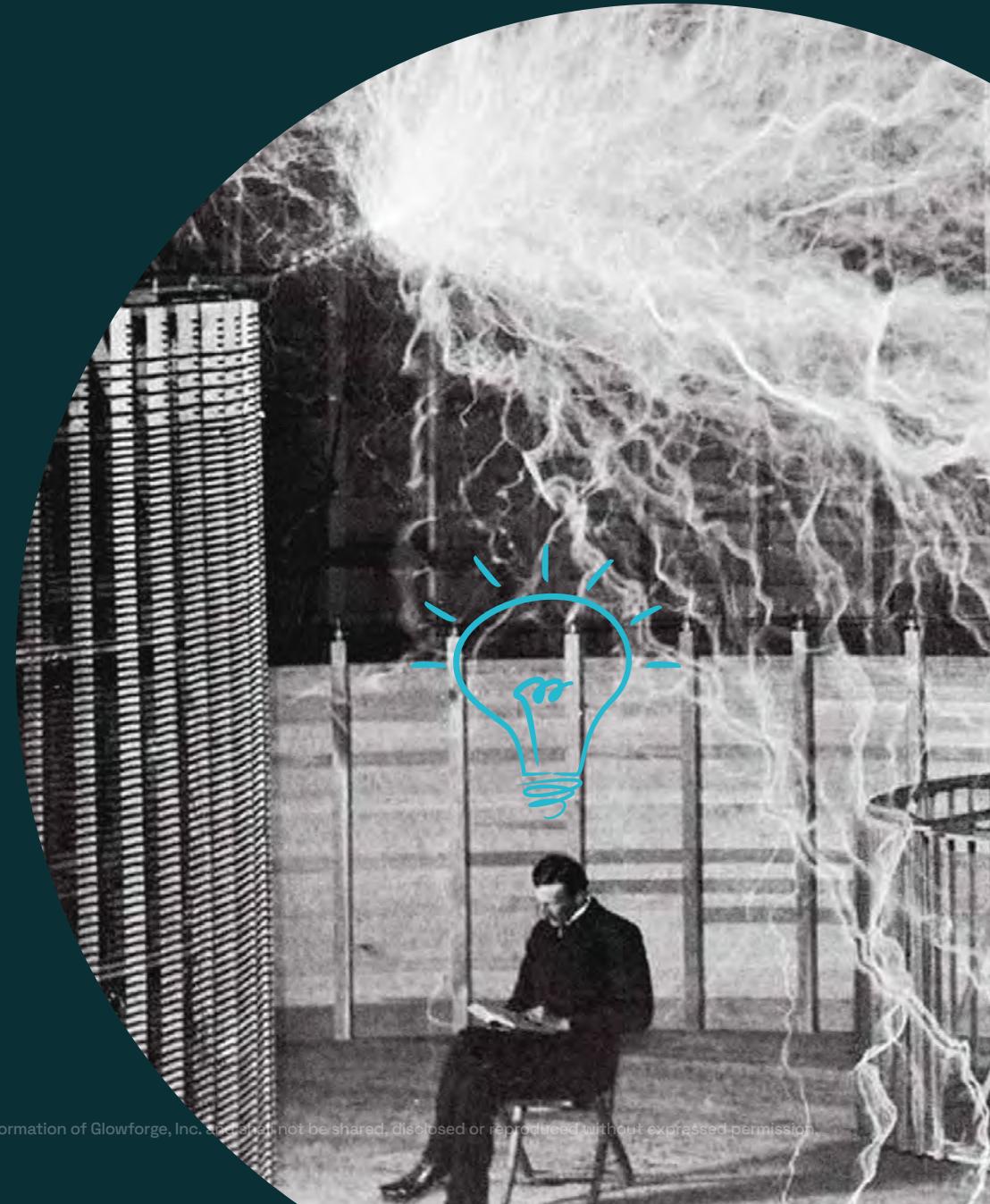
By bringing a sufficiently advanced technology into the home, we've created… magic. That sense of wonder and excitement isn't reserved only for lasers. Glowforge prizes that magical moment, and it pervades everything we do. There is always room for magic.

Magical

Creation involves control – control over your ideas, control over your world. That feeling of control is related to feelings of safety and confidence – are you able to live the life you imagine? Glowforge wants everyone to have power over their lives – creation is that power.

Empowering

Compassion is a thoughtful virtue: it requires deep consideration for the people around you. Our caring is evident in the small acts of charity we show each other daily, and in the enormous commitments we make for the wellbeing of people we might never meet. We are trying to improve the lives of creators everywhere.

Compassionate

When a single person uses Glowforge, they can change the things around them. They can make those things better. When many people use Glowforge, they can change their entire world. We are fundamentally in the "turning stuff into other stuff" business, and we don't stop at maple plywood.

Transformative

Platform Summary

What — A world where anyone can print anything.

Why — Everyone is a creator. Homemade is better. Creation for all.

How — Magical   Empowering   Compassionate   Transformative

Who — Makers   Artists   Sellers   Crafters   Gifters
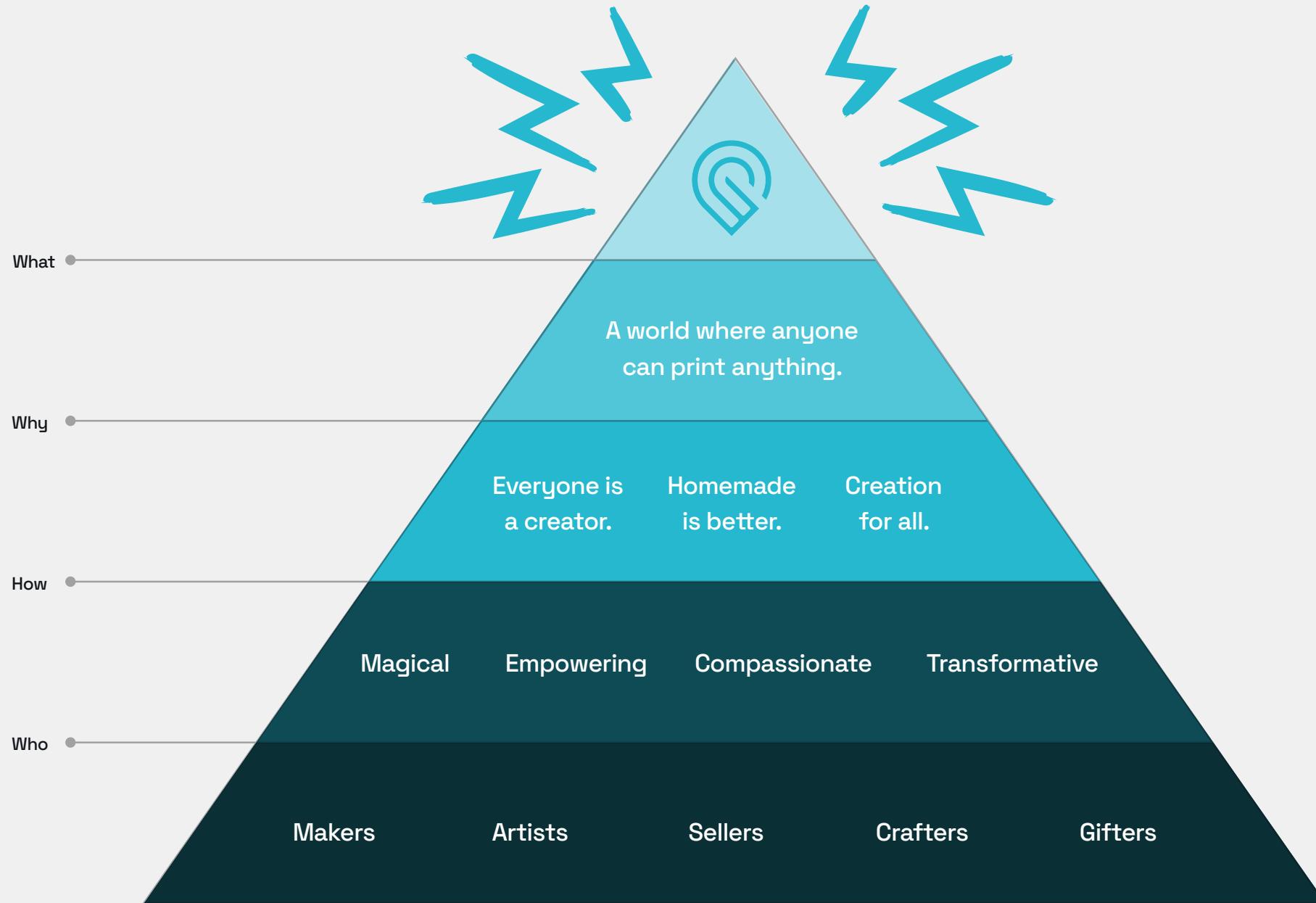
Voice & Messaging

Clear

Avoid jargon

Avoid complex words when simple words will do

Reference pop culture, not obscure culture

Prefer sentences with easy-to-parse structures.

Avoid euphemism

Compare unfamiliar concepts to familiar things.

Gentle

Avoid confrontational or aggressive language
(e.g. "Glowforge beats up the competition)

Prioritize human feelings and human conditions when talking about pretty much everything. Feelings and well-being come first.

Never insult or diminish anyone (even competitors).

Enthusiastic

Remember how cool this stuff is!

Love what other people create with Glowforge, especially if it's something we've never seen before. Novelty and invention are great!

Use words that are evocative of passionate interest, like "obsessed" and "love" and so forth. Glowforge is a Fan.

Knowledgeable

Use the right words for the job. (e.g. is a laser, not a phaser)

Give correct, useful information. We don't just make stuff up.

Explain complex ideas simply.

We don't hide behind academic-ese or business-speak.

Answer questions for other experts in ways that lay-people can understand.

The Glowforge Voice is...

It's that PBS voice of enthusiastic, encouraging, and approachable expertise we're going for.

Remind you of anyone❓

Characters

Dan Voice

Dan Shapiro
CEO & co-founder

When:

High-stakes moments
State of the Company moments

How:

Earnest and from the heart
Folksy (e.g. gosh, heck)
Frequent personal asides
Person-to-person (not person-to-crowd)

Bailey Voice

Bailey Boynton
Senior Marketing Manager

When:

Pre-Purchase
Good Vibes Only

How:

Highly casual style (emojis, parenthetical asides, etc)
High-energy, convivial
Non-technical languages

Brand Terms

Glowforge®

The company

Your Glowforge

The printer

Proofgrade™

Beautiful, ready-to-print materials created by Glowforge.

Glowforge Print

The name of the free-for-life software subscription that comes with your Glowforge. It's everything you need to create magical things with your Glowforge.

Glowforge Premium

A paid membership that gives your Glowforge extra superpowers. Faster processing, a suite of all-in-one place creative tools, free designs, and so much more!

Glowforge Catalog

Our library of astonishing, ready-to-print designs from skilled creators.

Glowforge Shop

Where we sell Proofgrade, spare parts, and other products (but most customers do not buy their printers here - they buy them from the homepage at glowforge.com)

✓ Customize

✓ Personalize

✓ Design

✓ Precise

✓ Detailed, Intricate

✓ Etch, Engrave, Sculpt

✓ Simple, Easy, Useful, Handy

✓ Homemade

✓ Invent

✓ Explore

✗ Fabricate

✗ Forge

✗ Conceive

✗ Scorch, Burn, Ignite

✗ Industrial

✗ Functional

✗ Conquer

✗ Explode

✗ Dominate

✗ Destroy

Glowforge Basic

The Glowforge Basic creates beautiful prints on dozens of materials right at home

Glowforge Plus

Our premium printing experience, offering the best of the Basic and Pro. The Glowforge Plus has the power to bring your vision to life at the speed of light. The Plus offers upgraded components and a top speed that's twice as fast as the Basic. A double warranty offers yearlong peace of mind.

Glowforge Pro

The most powerful and capable Glowforge. The Glowforge Pro is the same size but can print enormous objects with the Pro Passthrough slot, and has upgraded cooling for all-day use. It also features upgraded components and increased laser power to print up to three times faster than the Basic, and has double the warranty.

Glowforge is a 3D laser printer that can make <u>anything,</u> and it's small enough to fit on your desk at home.

(Anyone) can design and print beautiful objects, thanks to our easy-to-use software, or choose from our catalog for one-click simple. You can use your Glowforge to create with a world of materials – like wood, metal, glass, leather, and so, so many more. And because you can start with finished materials, it only takes seconds for the laser to create something ready for you to show off or sell. Whether you're starting a business, teaching your students, or decorating your home, you'll be able to make something magical with your Glowforge.

Color

Color Origins

Color plays an important part in helping customers recognize our brand even before they read our name or see our logo.

Our brand color palette has evolved to communicate that we are a modern, energetic, and creative company.

Inspiration

We have chosen our palette from the vast array of rich and wonderful colors found in the things that inspire our creativity from our products, materials, and prints. These translate into dark, light, warm and cool colors that add flexibility for a more complete identity.
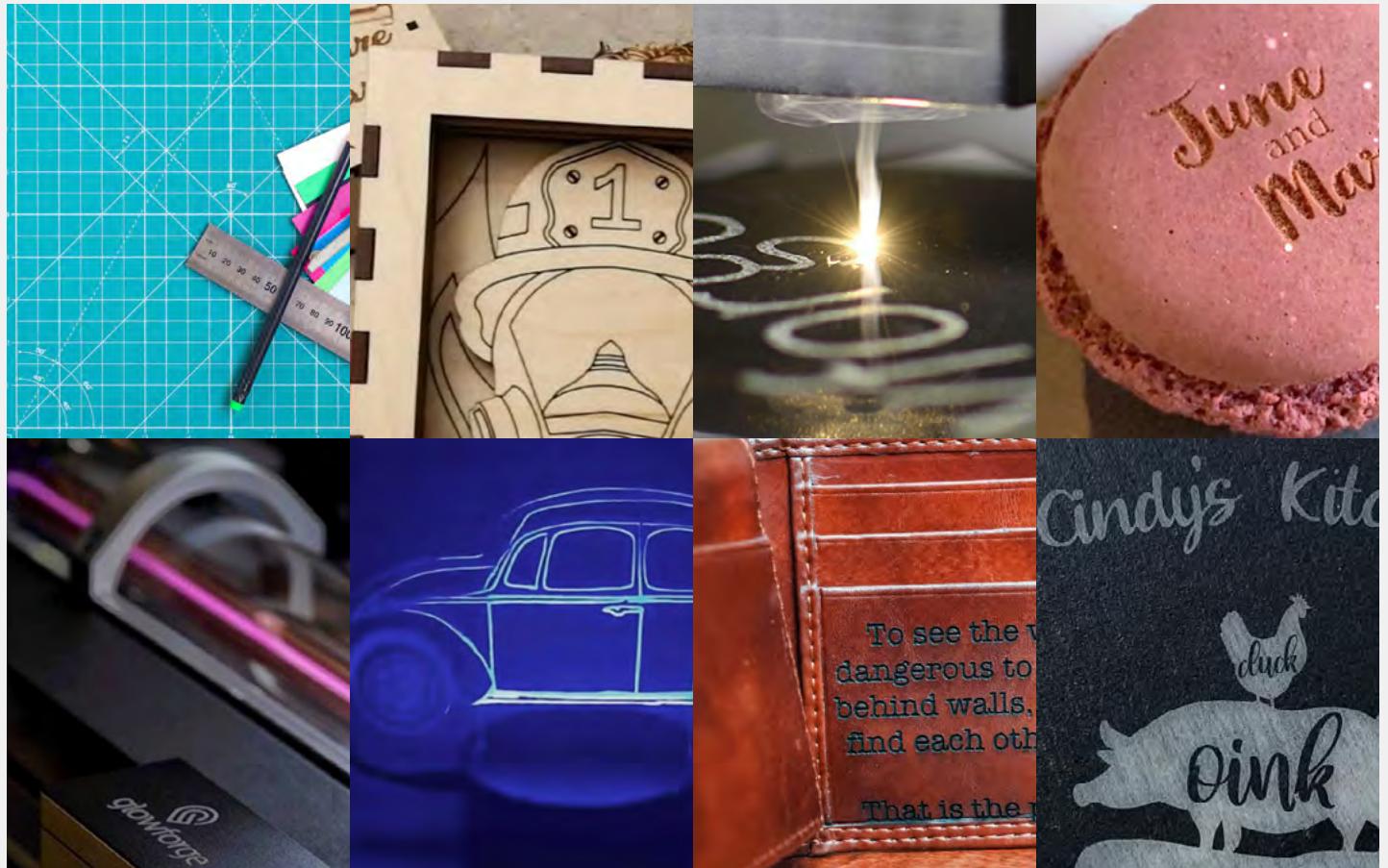
Our Colors

Our brand color palette consists of our primary color, "Magic" with seven secondary colors that work together to create a fun, personable aesthetic.

Magic	Maple	Sunburst	Macaron
Plasma	Midnight	Saddle	Slate
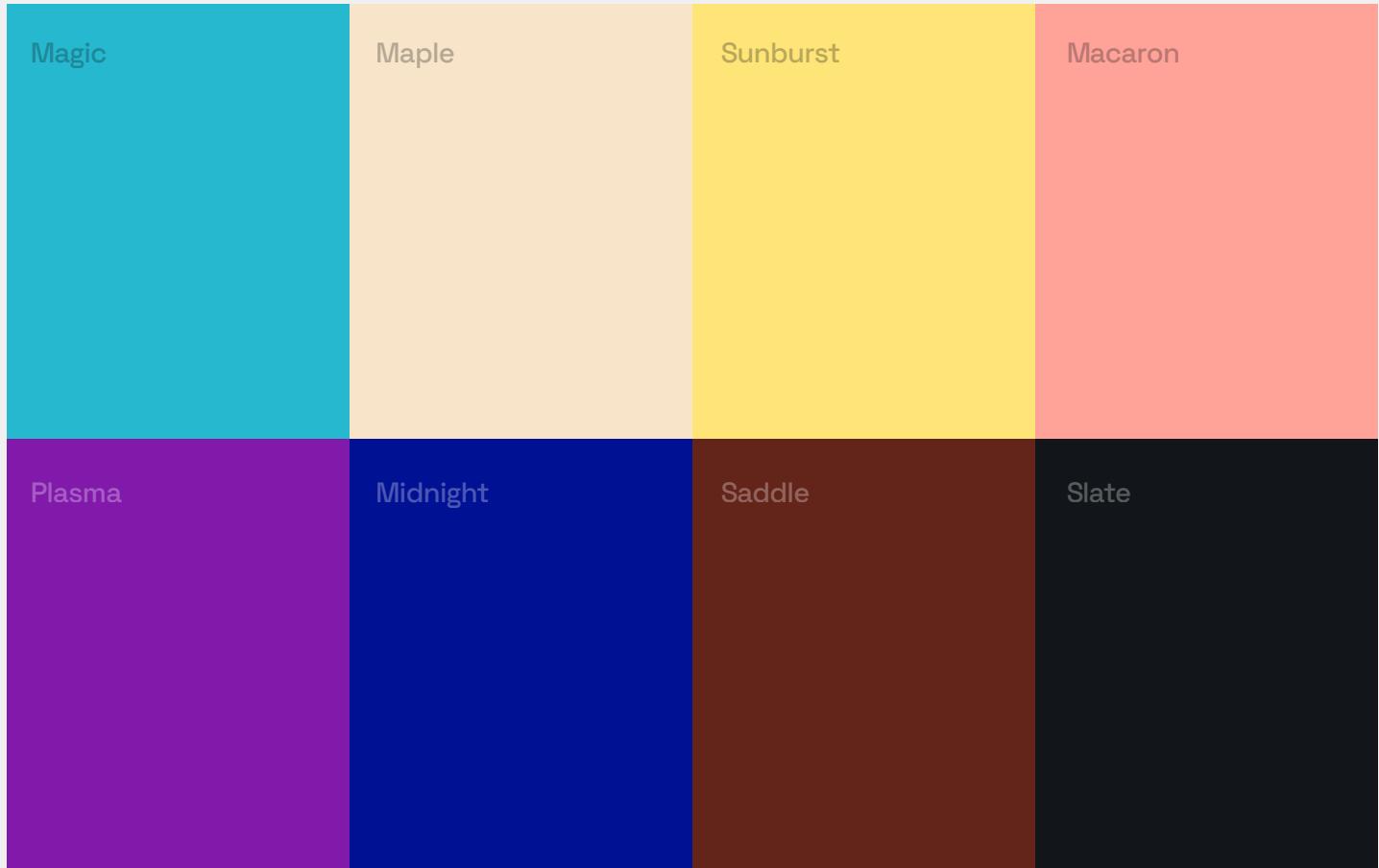
Color Shades & Tints

Each color family has a spectrum of tints and shades that you can use together to pace content and create depth.

Primary Color

Our Primary Color

Our legacy hue is commonly referred to teal but we call it Magic. It is an evolution stemming from our original color, yet brighter than traditional teal for a more distinctive tone that conveys innovation and technology. It also suggests positive attributes such
as friendly, approachable, reliable,
and trustworthy. When paired with darker, richer tones it conveys tradition and quality. Overall, it singals energy and combines well with the other colors in our brand palette.

Always emphasize our primary color, Magic for full fields of color use in marketing communications when associating with Glowforge.

Magic

Magic is our lead color family which symbolizes positive energy and optimism meant to inspire creativity and promote growth. Magic is a brighter variation of the teal hue.

#0A3036

#0F4B55

BASE COLOR

#51C6D8

#A6E1EB

HEX	#26B8CE
RGB	38, 184, 206
CMYK	70, 4, 18, 0
PMS	PANTONE 319 C
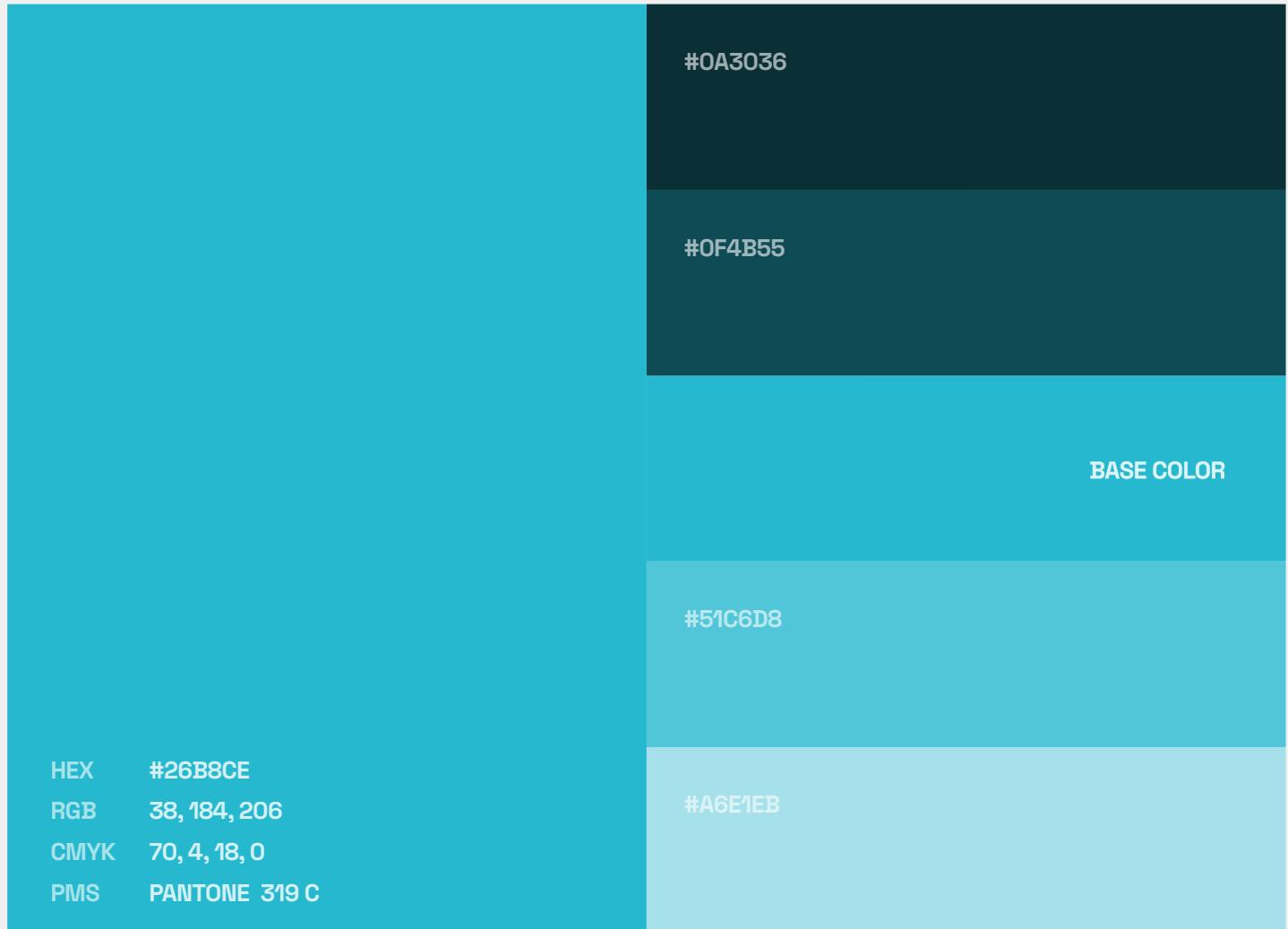
Expanded Colors

Our expanded brand colors are extracted from the natural materials used in Glowforge prints, and the salient elements of the printer's industrial design. These colors allow the brand to have both a signature look as well as an inclusive and versatile palette.

Maple

The Maple family leverages our use of woods and organic materials to provide an organic contrast and natural feel to our identity.

#423C35

#665E53

BASE COLOR

#FAECD5

HEX	#F8E5C7
RGB	248, 229, 199
CMYK	2, 9, 22, 0
PMS	PANTONE 7506 C

#FDF5E9
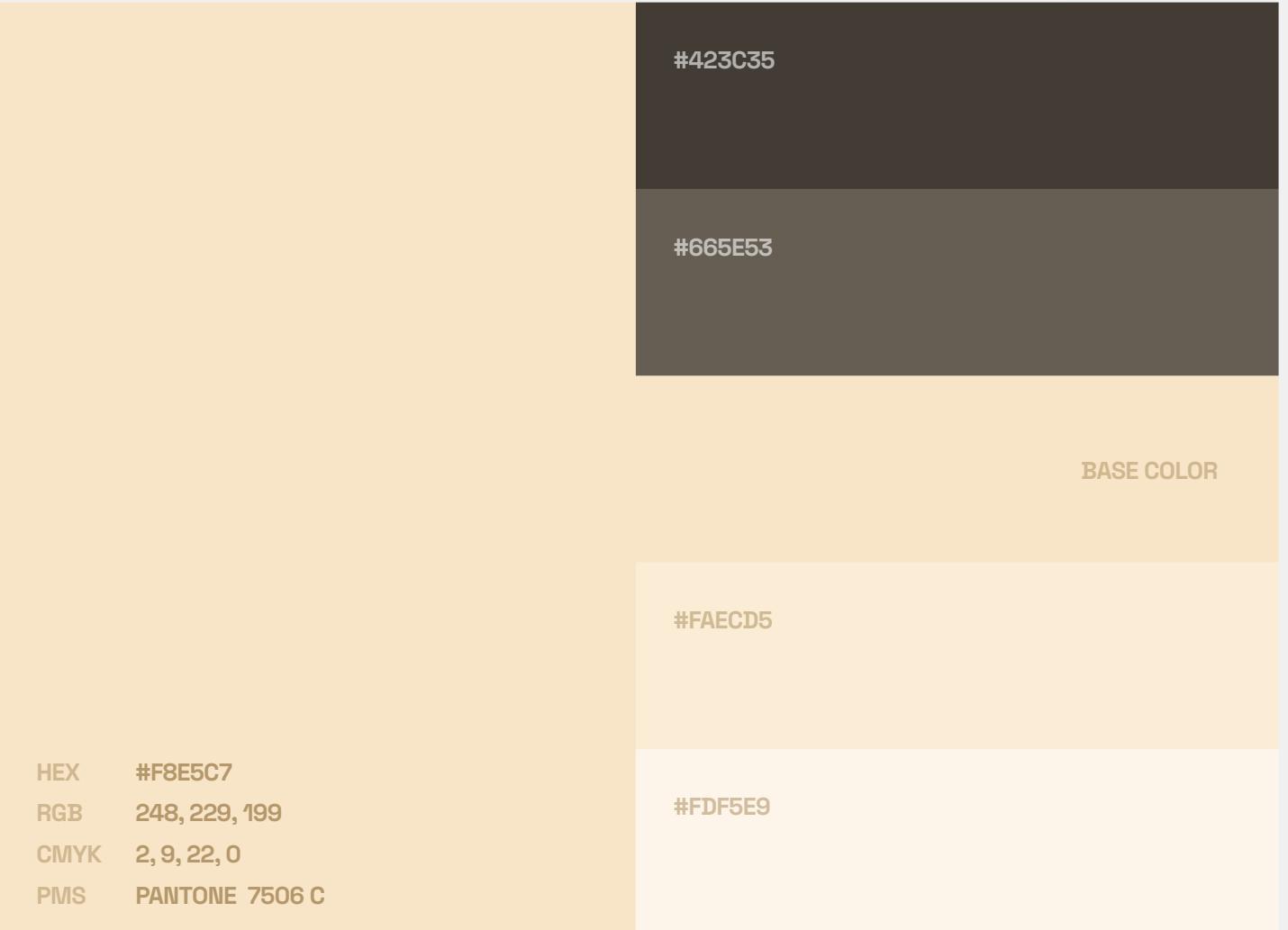
Sunburst

The Sunburst family connects with the captivating laser light and transformational process that occurs with each Glowforge creation and motivates action.

#423C1F

#685E31

BASE COLOR

#FFEB92

#FFF5C7

HEX	#FFE56E
RGB	255, 229, 110
CMYK	1, 6, 68, 0
PMS	PANTONE 603 C
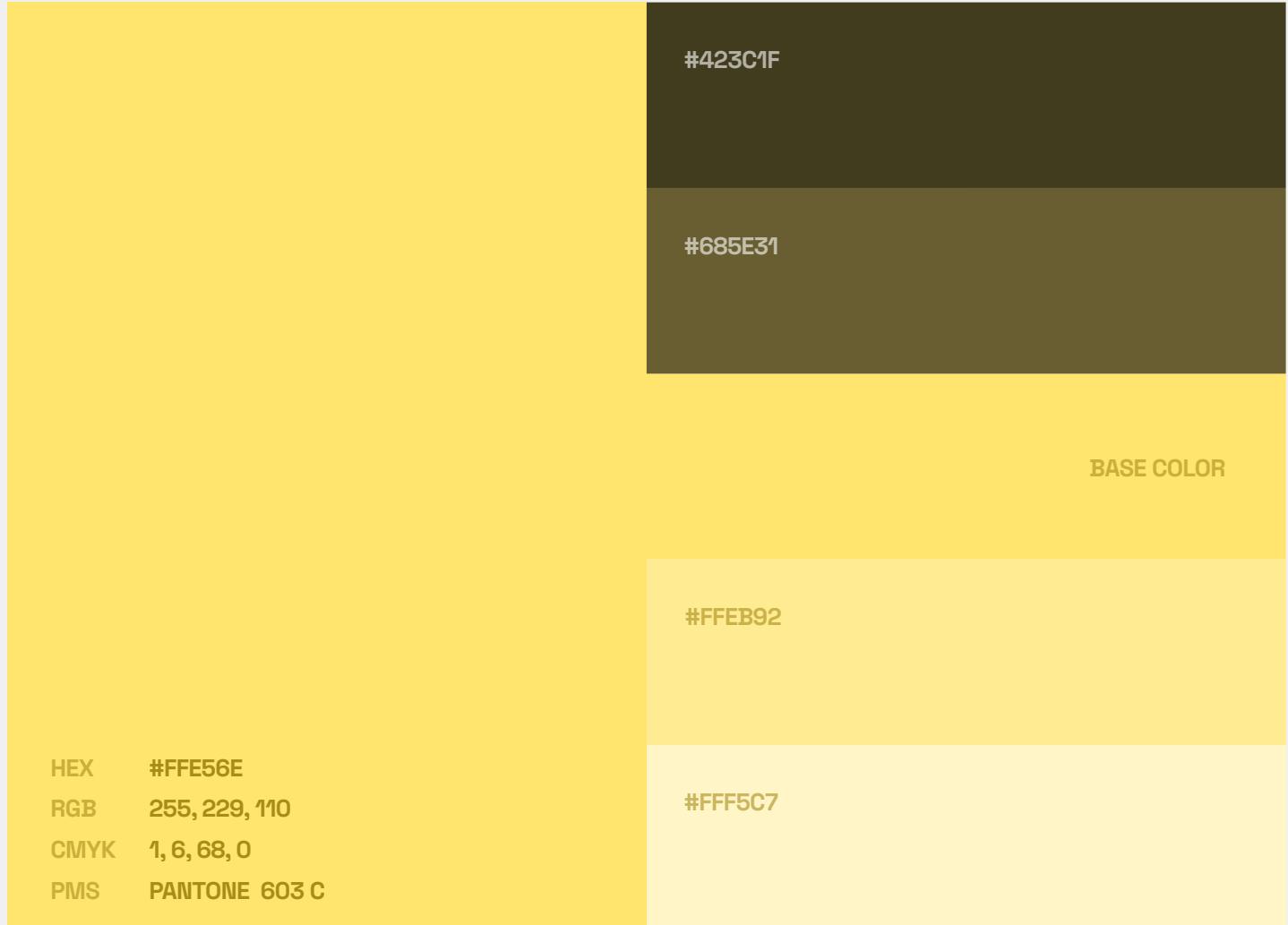
Macaron

Our Macaron family is deliciously inspired by some of the most unique creations with Glowforge, food. This playful family showcases our appetite for creativity and youthful spirit.

#422A28

#68423E

BASE COLOR

#FFB5AD

#FFD9D5

HEX	#FFA195
RGB	255, 161, 149
CMYK	0, 45, 33, 0
PMS	PANTONE 170 C
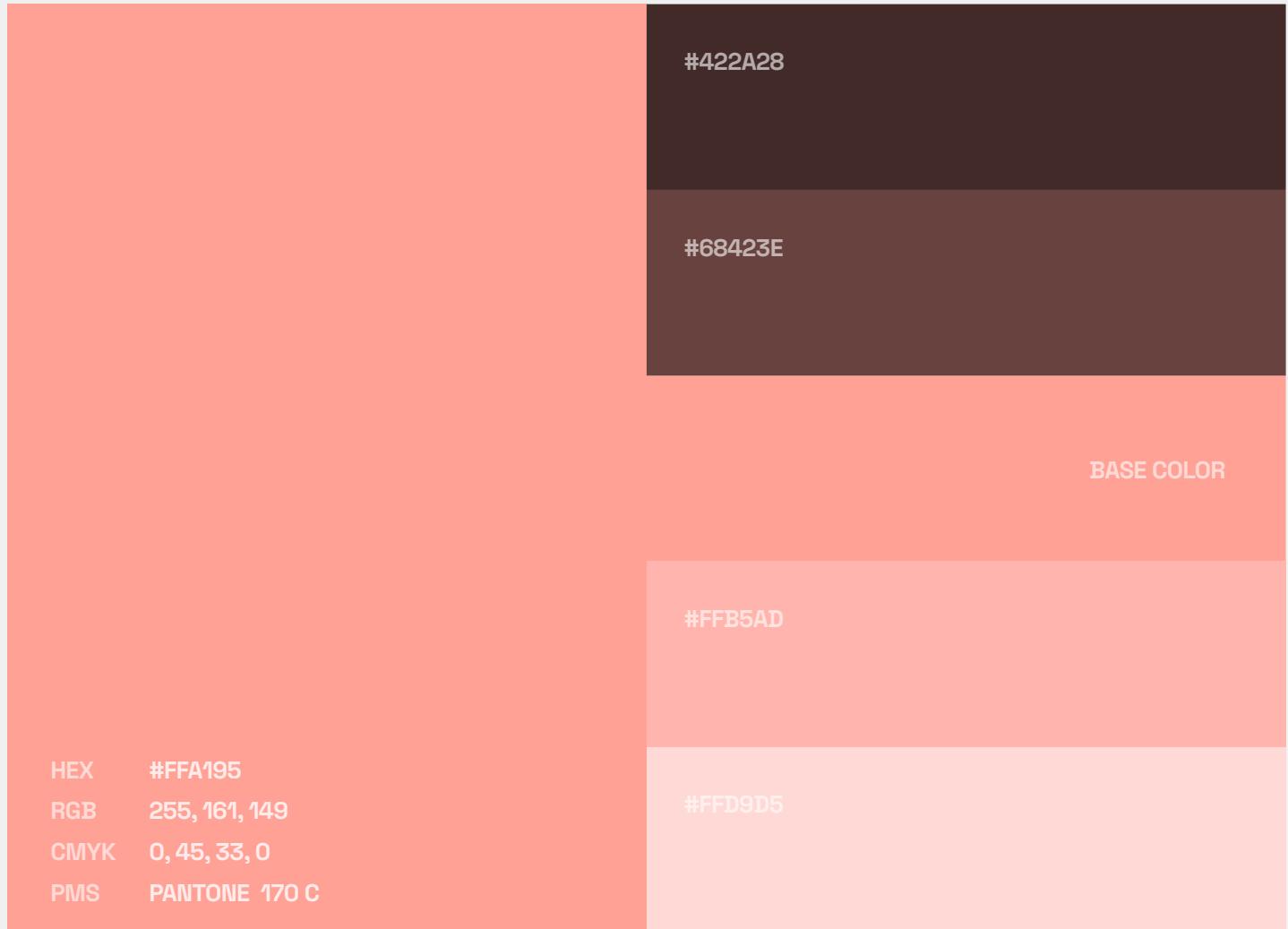
Plasma

While your Glowforge prints, the laser plasma glows like a neon sign - but in purples and pinks, representing the fusion of technology and creativity.

#22072D

#350B46

BASE COLOR

#9B48BC

#CCA1DD

HEX	#8107AC
RGB	129, 7, 172
CMYK	63, 95, 0, 0
PMS	PANTONE 7664 C
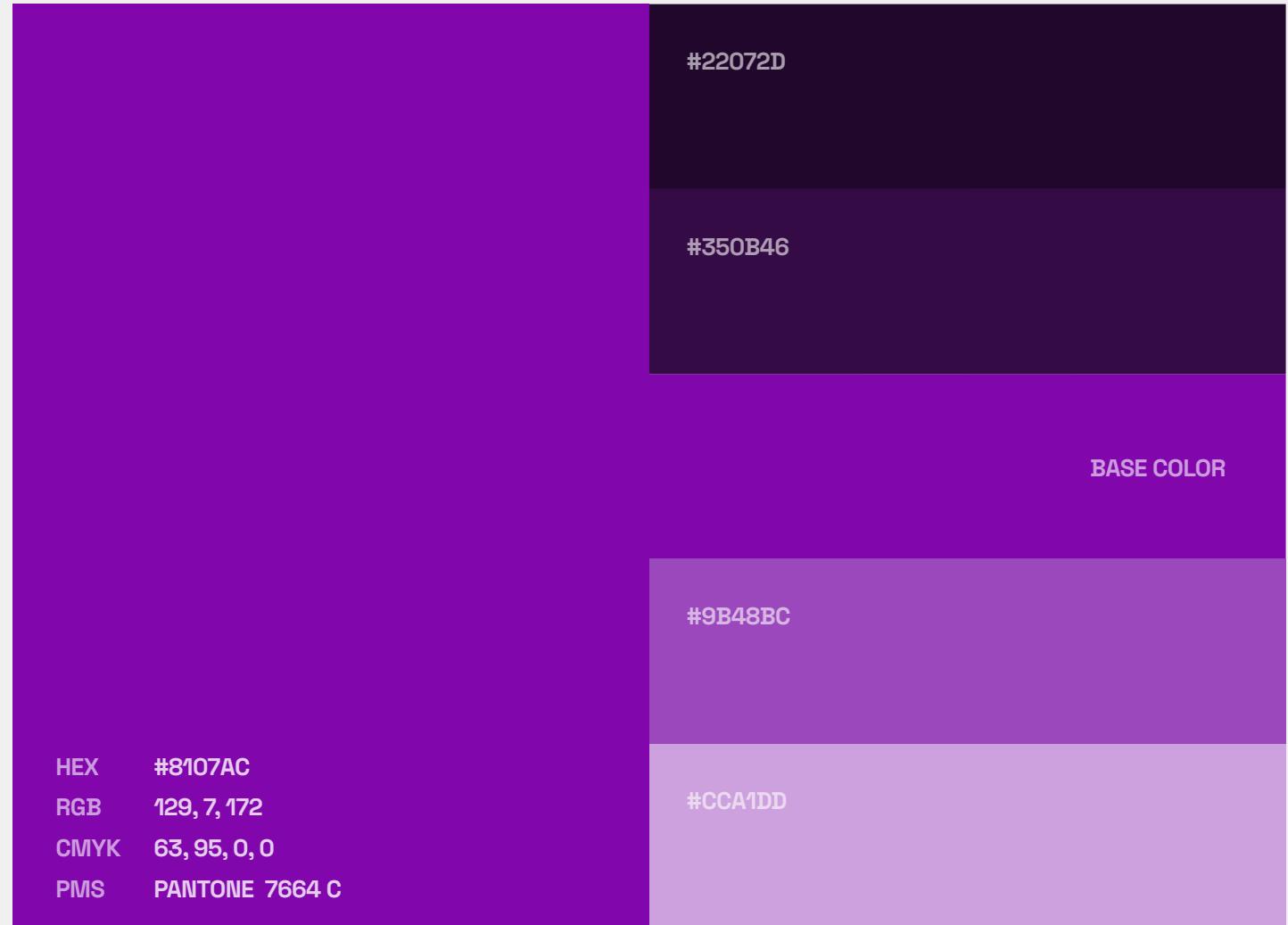
Midnight

Midnight is a subtle nod to our use of vivid acrylics and manufactured materials with a confident and versatile color symbolizing stability and reliability.

#000527

#00073D

BASE COLOR

#3341AA

#979DD4

HEX	#000196
RGB	0, 1, 150
CMYK	100, 98, 5, 6
PMS	PANTONE 072 C

Saddle

The Saddle family is pulled from the use of quality fabrics such as leather and contributes an organic look and feel to our palette.

#160A07

#23100B

BASE COLOR

#765349

#B8A6A2

HEX	#642417
RGB	100, 36, 23
CMYK	35, 86, 89, 51
PMS	PANTONE 175 C
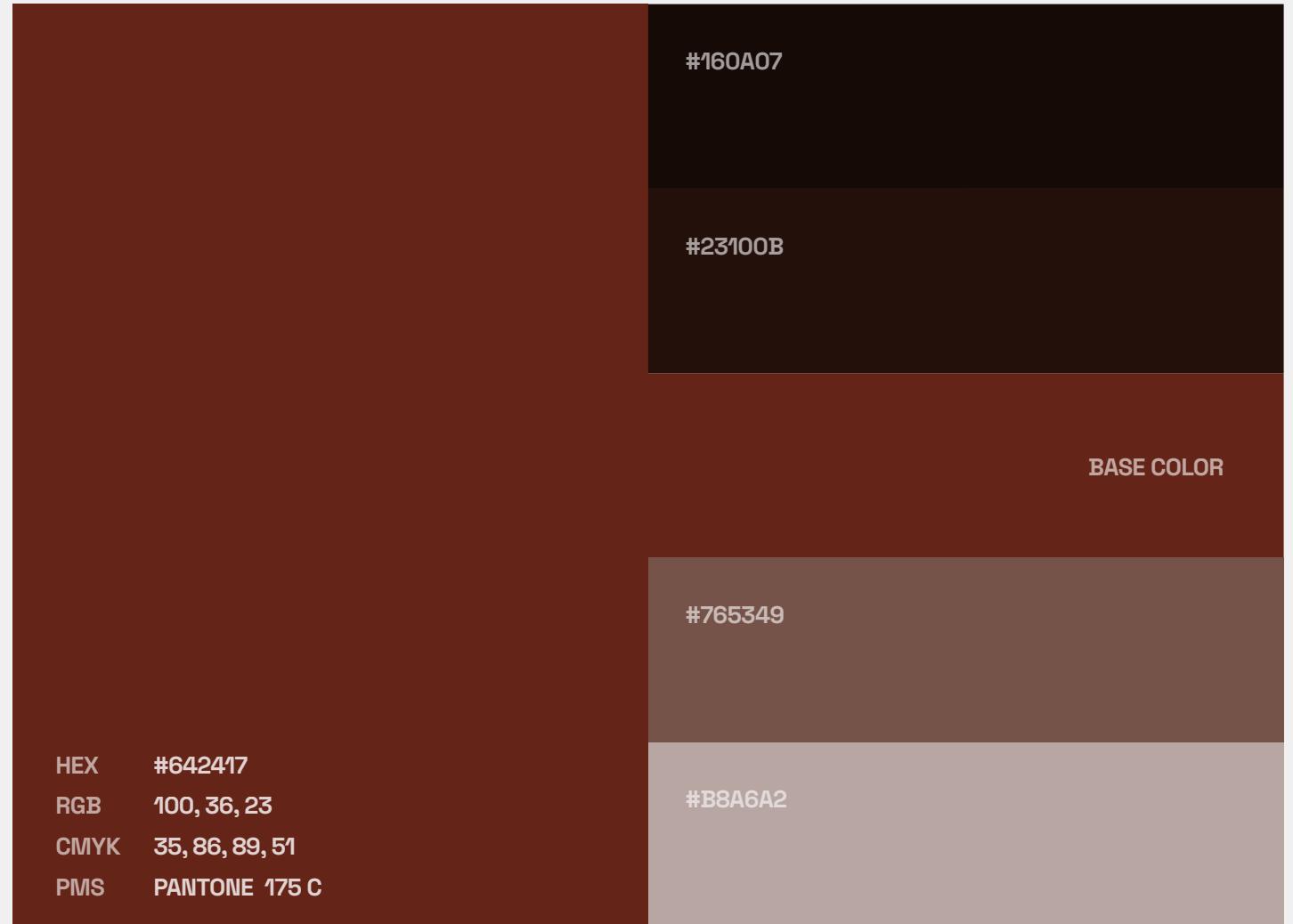
Slate

The Slate family symbolizes our use of slate, stone and rock materials as well as elements of our industrial design. It also serves as our substitution for "black" that is uniquely Glowforge.

#050607

#08090B

BASE COLOR

#424448

#9E9FA1

| HEX | #12151A |
RGB	18, 21, 26
CMYK	77, 69, 62, 78
PMS	PANTONE 419 C
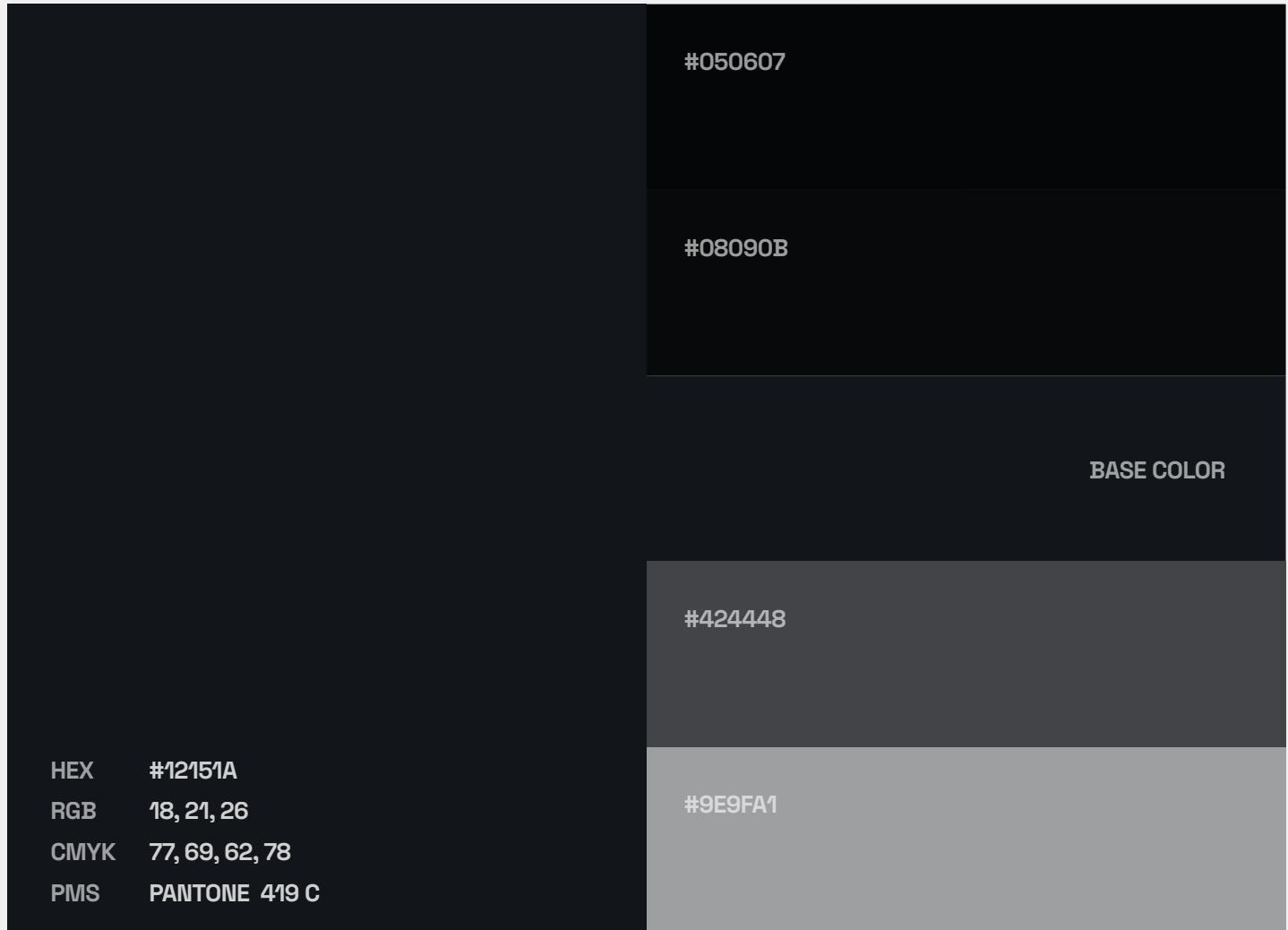
Color Usage

Our color combinations are based on the theory that warm colors advance and cool colors recede. Our color system works on two axes: light to dark, and warm to cool.

Color Axis

To choose colors, pick a color from one quadrant and pair it with a color diagonally across the spectrum, to create a two-color combination.

Light

Cool

Warm

Dark
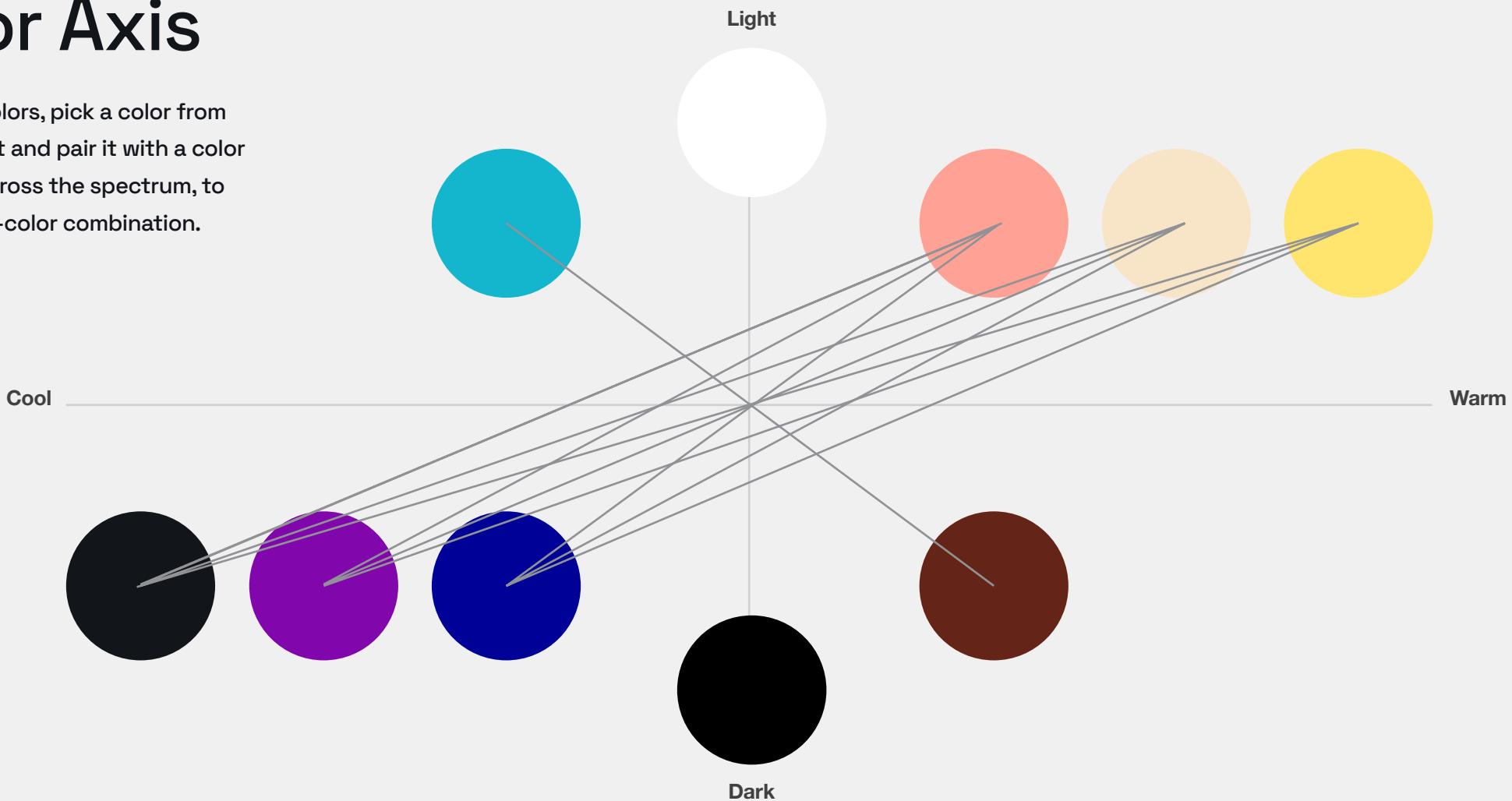
Color on Color

These examples demonstrate acceptable usages and color combinations from our brand color families. These combinations that are energetic, dynamic, but contrasting and should be used intentionally.

Make Something Magical.

Make Something Magical.

Make Something Magical.

Make Something Magical.

Make Something Magical.

Make Something Magical.

Make Something Magical.

Make Something Magical.

Tone on Tone

In some creative brand executions we use a "tone on tone" approach for a more subtle, harmonious presentation. When applying light-colored type on a dark-colored background or vice versa, apply a 1-step difference to ensure sufficient contrast.

Make Something Magical.

Make Something Magical.

Make Something Magical.

Make Something Magical.

Make Something Magical.

Make Something Magical.

Make Something Magical.

Make Something Magical.

Tone on Tone Steps

Type and background color combinations must stay within their respective color family.

When optimal contrast is needed Slate and white color type can sit on the respective shades and tints in each color family.

Skip One Step
The same guidance applies to each color family.

#0A3036

#0F4B55

#26B8CE

#51C6D8

#A6E1EB

Make Something Magical.

Make Something Magical.

Make Something Magical.

Typography

Space Grotesk is our primary typeface. It is a contemporary geometric sans serif typeface that conveys a technological and futuristic feeling. Its soft angles express precision and friendliness that give it a memorable character.

Brand Typeface

Space Grotesk is an open-source font family, hosted by Google Fonts. It is a proportional sans-serif typeface variant based on Colophon Foundry's fixed-width Space Mono family. Space Grotesk retains the monospace's idiosyncratic details while optimizing for improved readability at non-display sizes.

Only use Space Grotesk and its three weights shown. When used consistently, it helps create powerful recognition and distinction for our brand.

Note: For digital applications that only use a system font where Space Grotesk is not available use Arial and Arial Black.

Space Grotesk

Aa - Regular
Aa - Medium
Aa - SemiBold

Regular is used for feature paragraphs, captions, callouts and smaller details in marketing communications.

Medium is the primary font used for paragraphs or longer text blocks such as articles or descriptions.

SemiBold acts as our button text in digital applications and can be used to highlight words and phrases that need extra emphasis such as headings and subheadings across the brand where a bigger impact is needed.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ ?&!abcdefghijklmnopqrstuvwxyz $12.34 €5,67 £8.90 Quattro são provençal jutro Kranz révènement Über the Joaquim groß niektóre Right vista dan førende wedstrijd vero merhaba ilmoituksia päcat beröra

Digital Type Specimen

The ideal stack to the right shows a proper hierarchy of typographic elements for the Glowforge identity. This is for general guidance of digital-use only as the exact size of relationships are up to the discretion of the design and purpose. These styles may be broken apart or scaled to create different emphasis on a case-by-case bases.

Note: Avoid using uppercase word usage wherever possible. For body-copy only we use Exo2 Regular font.

Meet the iconic 3D Laser Printer.

H1 - Space Grotesk Medium -50 Tracking

See the revolutionary features that set Glowforge apart.

H2 - Space Grotesk SemiBold -25 Tracking

Live Camera Preview

H3 - Space Grotesk SemiBold -25 Tracking

See your design take shape before you print. Onboard cameras show you a preview of your design on whatever material you choose. Place your design with your mouse or finger and position it exactly where you want.

P - Exo2 Regular -5 Tracking, relationship between body copy type size and leading is always 1 to 1.25.

Learn More About Us →

CTA Text - Space Grotesk SemiBold | Left-Aligned

g → g y → y

Alternate Character Glyphs (Digital-only) specifically for web accesibility and readability purposes, we use these alternates on all lowercase g's and y's so they are more quickly and accurately analyzed by the human eye and impaired users.

Our Logos

Primary Logo

Our primary logo is the Glowforge wordmark. It is our first choice for most executions to provide a sleek and easily identifiable mark to our brands identity.

glowforge®

Logo Anatomy

The primary Glowforge logo should always featured the ® symbol. When used on light backgrounds, the preference is to use our primary brand color: Magic.

Wordmark

glowforge®

Registrated Trademark

Primary Logo

Wordmark Clearspace

There should always be clear space around the logo to ensure maximum impact and to keep the mark from looking cluttered. The clear space must be substantially separated from other logos, trademarks, copy, illustrations, and photography.

The 'g' in the Glowforge wordmark should be used as a guide to establish clearspace. Always maintain this minimum clear space, even when proportionally scaling the logo.

glowforge® | 1/4" or 130px

Minimum Size

Please make your logo usage proportional to the smallest font size of your marketing copy. The Glowforge logo should never be too small to read. We require that our logo be shown no smaller than 1/4" in height for print and 130px in width for screens.

Secondary Logo

Logo Anatomy

The secondary Glowforge logo is comprised of two components: the bug (G icon) and our wordmark. These two elements share a distinct relationship that should never be altered or modified in any way.

Color

The secondary logo should always be shown in a single color, our primary brand color: Magic. This is the preferred color presentation on light backgrounds.

Bug

Wordmark

Registered Trademark

Logo Lockup

Logo Lockup Clearspace

There should always be clear space around the logo to ensure maximum impact and to keep the mark from looking cluttered. The clear space must be substantially separated from other logos, trademarks, copy, illustrations, and photography.

The 'g' in the Glowforge wordmark should be used as a guide to establish clearspace. Always maintain this minimum clear space, even when proportionally scaling the logo.

3/5" or 130px

Minimum Size

Please make your logo usage proportional to the smallest font size of your marketing copy. The Glowforge logo should never be too small to read. We require that our logo be shown no smaller than 3/5" in height for print and 130px in width for screens.

Logo Minimum Clear Space Example

This page illustrates why the clear space is so important. In the top example, other elements come much too close to the Glowforge logo, creating a cramped and messy visual.

The bottom example shows correct treatment of the logo and the clear space. By respecting the clear space we ensure the logo stands out and looks its best.

glowforge®

Make Something Magical.

This copy line is too close to the logo.

glowforge®

Make Something Magical.

Two-Color Logo

Please use our two-color logo lockup on dark backgrounds (as shown). Our bug color may change in special circumstances such as on colored backgrounds, remember the preference is to use Magic when it comes to prioritizing color. When used over photos or video it should be shown in all white.

Logo Misuse

Do not use a colored logo on photo or video backgrounds, especially over the subject, always place it in negative space
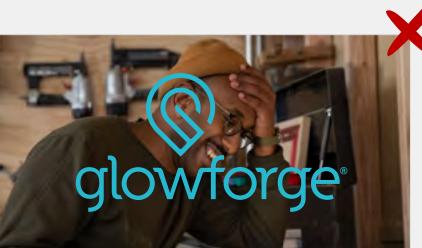
Do not change the transparency of the logo

Do not use an unapproved color combinations on the logo lockup

Do not use colors that are not part of the approved brand color palette

Do not change the size or position of the bug and logotype.

Do not distort the logo

Do not use drop shadows or any other effects

Do not re-create using any other typeface

Do not outline logotype

Do not rotate any part of the logo

Logo Acceptable Use

The Glowforge logos must always be used in either our primary color Magic or white, preferably on neutral backgrounds. The logos can be used over imagery or video, but when doing so, make sure there is enough contrast so that the logo remains legible and always shown in white.
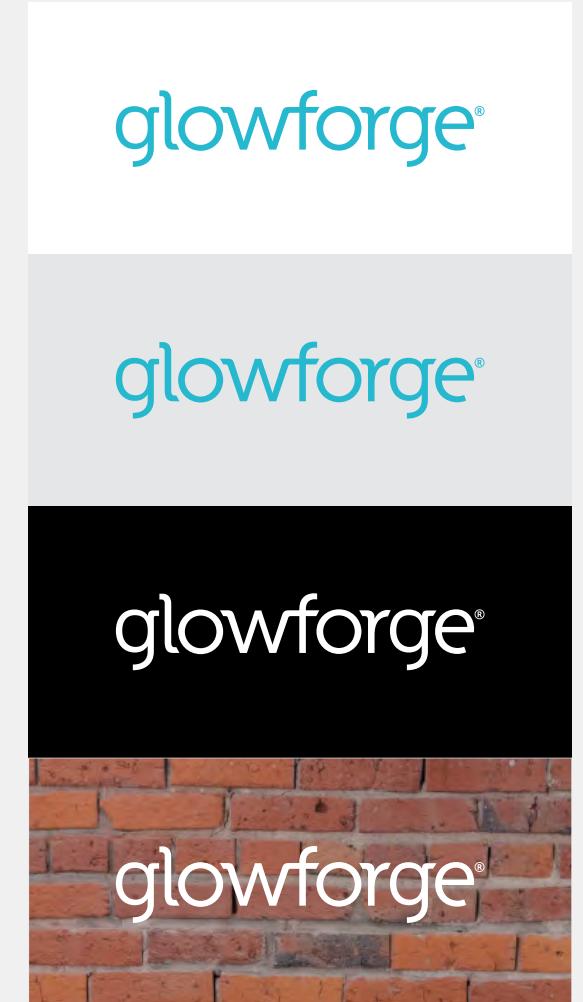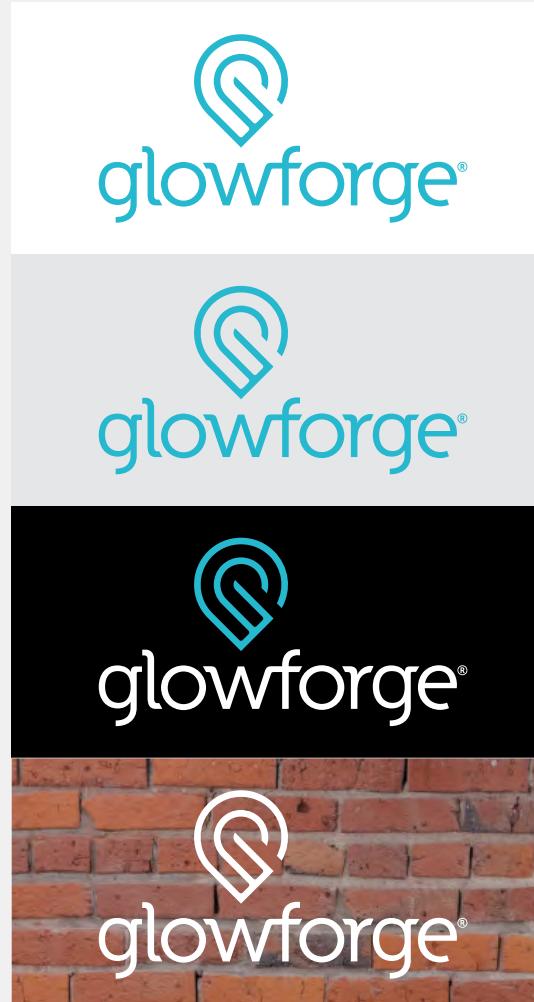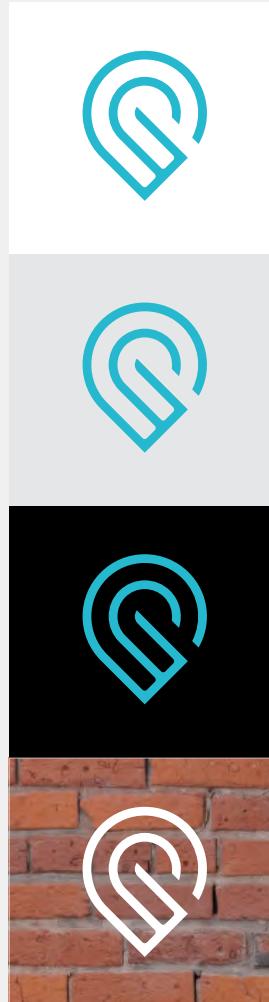
Sub-brand Logo

Logo Anatomy

The Proofgrade logo is similar to the Glowforge logo comprised of two components: the icon and wordmark. They should never be disconnected or separated.

Color

The Proofgrade logo uses two colors; icon (yellow) HEX value #d2b764 and use Slate (light backgrounds) and white (dark backgrounds). Never use any other color treatments for this logo.

Icon

Wordmark

Logo Lockup

Logo Lockup Clearspace

There should always be clear space around the logo to ensure maximum impact and to keep the mark from looking cluttered. The clear space must be substantially separated from other logos, trademarks, copy, illustrations, and photography.

The 'E' in the Proofgrade wordmark should be used as a guide to establish clearspace. Always maintain this minimum clear space, even when proportionally scaling the logo.

.35" or 169px
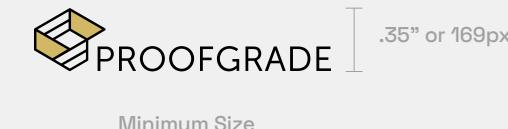
Minimum Size

Please make your logo usage proportional to the smallest font size of your marketing copy. The Glowforge logo should never be too small to read. We require that our logo be shown no smaller than .35" in height for print and 169px in width for screens.

Brand
Photography

We compose our imagery carefully to craft believable stories that are compelling and informative, typically showcasing the product and our characters in realistic environments.

Using environment to reinforce our stories.

We also include the Glowforge Printer in most images, reinforcing how integral it is to the outcome, and demonstrating to our viewers how our products might fit into their own spaces.

Where appropriate, there is evidence of human interaction in every image. Sometimes this might be a face or a hand, but a steaming cup of coffee or half-eaten snack can provide the same visual cue that one of our characters is close by and printing something incredible.

Honest <u>storytelling</u> that builds upon the experience.

It's almost impossible to tell the whole Glowforge story in a single image, but every image should leave our viewers with greater understanding of our product and it's capabilities, feeling inspired by the endless possibilities, and compelled to learn more.

Our imagery always takes an honest, albeit sometimes stylized, approach, showcasing real moments of Glowforge ownership, embracing the process that is integral to most projects, and above all, highlighting the delightful experiences Glowforge ownership can bring.

The technical style of our imagery.

We take a documentary approach with our imagery, using real spaces to tell our stories, using our customers as talents in preference to models, and maintaining a natural look in terms of color, exposure, and flashy effects.

We use photographic techniques such as depth of field to draw the viewer's eye to a specific element within the frame, and leverage lighting techniques to reinforce our stories. Creating with Glowforge is a dynamic process. We capture this energy through subtle motion blur as our characters interact with their printer and their environments.

How props can support our stories.

Arguably the true value of Glowforge is in the incredible things you can create. Erring again on the side of aspiration, we showcase a variety of prints that illustrate a diversity of techniques, materials, persona interest and scale. A viewer should be surprised at the quality of what they see, perhaps questioning if it were handmade at all.

Process is an important part of the creative journey and is often as compelling as the final print. We speak to this through careful staging, showing simple assembly steps, waste materials that are clearly linked to the print, and napkin sketches that are brought to life.

Prints

Glowforge is incredibly capable. We showcase the prints that take full advantage of the printer – the most surprising, intricate, clever, and cool creations.

✓ Would you pay for it at a store?
✓ Does it make you wonder how it was made?
✓ Does it take your breath away?
✓ Does it tell a story?
✓ Does it peak your curiosity?
✓ Are you inspired?

Show the Best

We feature prints that make the most out of what Glowforge can do. This means premium materials, fine details, unusual and only-with-Glowforge applications, and – of course – incredible designs.

Graphic Elements

These subtle graphic elements enhance our visual style by drawing inspiration from our product that add symbolism and distinctiveness to our marketing communications.

Dots

Represents the connection to our printer, as one of our most recognizeable patterns seen on all Glowforges – the dots should be used as a visual element on product-specific communications.

Wood

As our most popular material, this abstract pattern adds texture to our graphics and should be used moderately when showcasing or talking about our prints in creative.

Honeycomb

This pattern is drawn from the Glowforge "crumb tray" which can be used as a bold, decorative pattern used with our color families to create movement.

Apply vector pattern over color use
Blend Mode: Soft Light at 40%

Our preference is to feature this pattern using our Magic color family.

Apply vector pattern over color use
Blend Mode: Soft Light at 40%

This pattern works best when using our more natural color families such as Maple and Saddle.

Apply vector pattern over color use
Blend Mode: Soft Light at 40%

This pattern works best when using our vibrant color families such as Plasma, Midnight, Macaron, and Sunburst. Slate can also be used.

Dots with Magic

Wood with Maple

Wood with Saddle

Honeycomb with Plasma

Honeycomb with Midnight

Honeycomb with Slate

Honeycomb with Macaron

Honeycomb with Sunburst
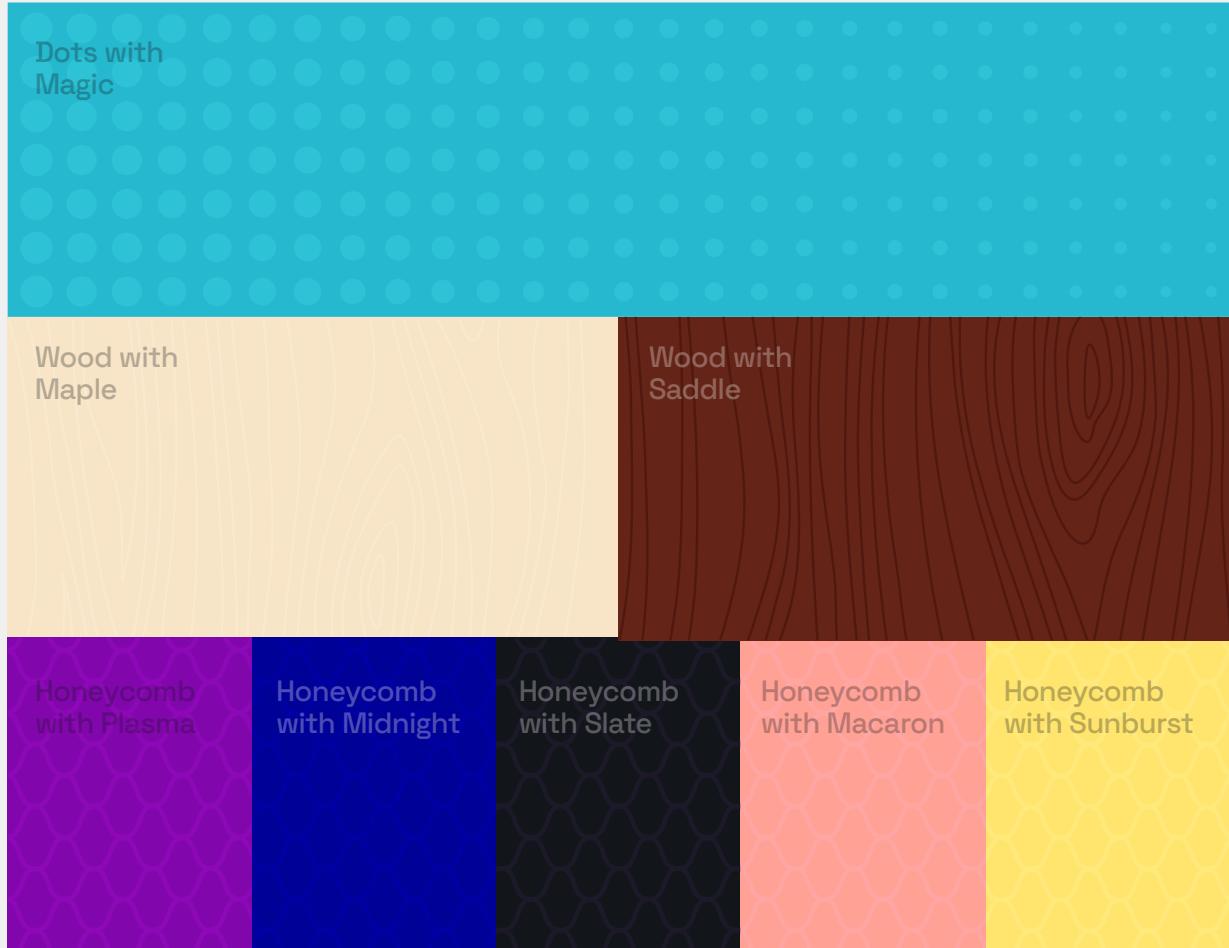
Doodles & Illustrations

These selected hand drawn illustrations add emphasis and attention to our brand advertising and communications in a fun and creative way.

We organized them in two categories: Instructional & Fun. When used moderately and minimally, they add energetic and playful emphasis without distracting from the main idea.

For custom illustrations please contact creative@glowforge.com

Instructional

brushes

brushes

Fun

Application Examples

Thank You.

Ready to make something magical?

For further assistance with any Glowforge brand assets please contact creative@glowforge.com for guidance.