

# glowforge®

**Personal Series:**  
Visual Brand Elements



## Glowforge Aura Logo

The Glowforge Aura logo combines the Glowforge brand wordmark with the Glowforge Aura wordmark and brand colors to be visually engaging and easily recognizable.

glowforge aura™

glowforge aura™

glowforge aura™

## Glowforge Spark Logo

The Glowforge Spark logo combines the Glowforge brand wordmark with the Glowforge Spark wordmark and brand colors to be visually engaging and easily recognizable.

glowforge spark™

glowforge spark™

glowforge spark™

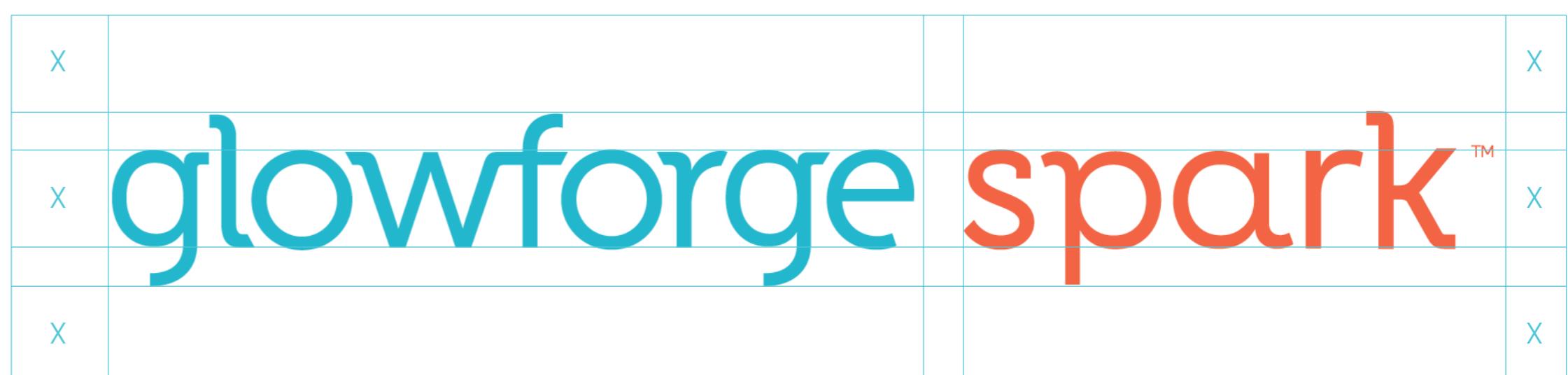
## Logotype - clear space

Our logotypes are most powerful when surrounded by an area of clear space. This guarantees a high degree of visibility and legibility, while preserving its integrity.

These measurements are the minimum space allowed around the logotype and should be applied in all instances.

The recommended amount of clear space for the logotype is equivalent to the x height of the Glowforge Wordmarks for both logotypes.

It is important to point out that the defined clear space is a minimum. It is of course allowed, and in some cases recommended, to go above this in order to create clear and consistent designs.



The full-color version of the Glowforge Personal Series logos on a white background should always be the first option in any application.

When applying to photographs, colored or busy backgrounds, the one-color version of the Glowforge logotypes should be used where contrast between the logo and background is low.

glowforge® aura

The spirit and message of the Glowforge Personal Series brand depends on the logo maintaining a consistent appearance in all cases.

In order to preserve the integrity of the logo, the following examples illustrate some things you should never do.

Never recreate the logo in another typeface

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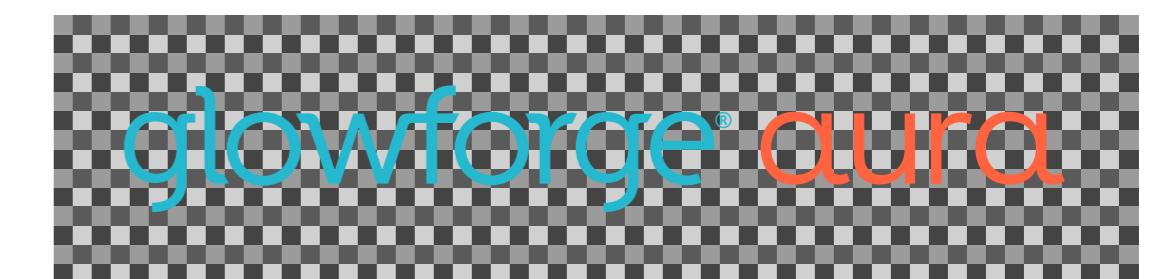
Never warp, stretch or squash the logo

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Never add effects or treatments to the logo

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Never place logo on a complicated background



Never change the size or position of the logo elements

aura glowforge®

Never change the transparency to the logo

glowforge® aura

Never apply unapproved colors

glowforge® aura

Never tilt or change the angle of the logo

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## Color

### Personal Series Primary Color:

We affectionately refer to the Personal Series' primary color as "Aurange". Its friendly hue references Glowforge Aura's lid, and expresses energy & inspiration. "Aurange's" brightness easily differentiates it from our Performance Series and provides contrast to "Magic", while still complimenting our established Brand Colors.

Always emphasize our primary color, Aurange, in marketing communications referencing the Personal Series.

### Personal Series Color Family:

Aurange is the primary color for the Personal Series, and is supported by several additional hues. The other supporting colors are varying hues of our established Brand Colors and include Magic, Macaron, and Maple.

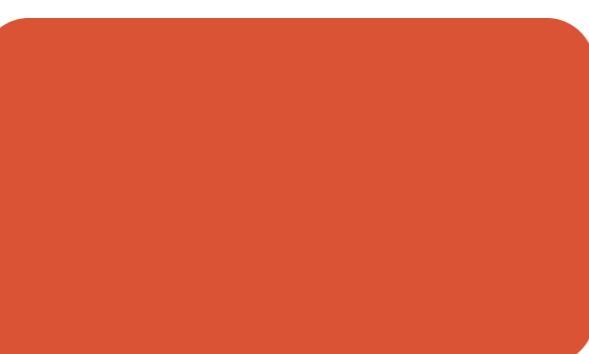
#0F4B55



#26B8CE



#D95334



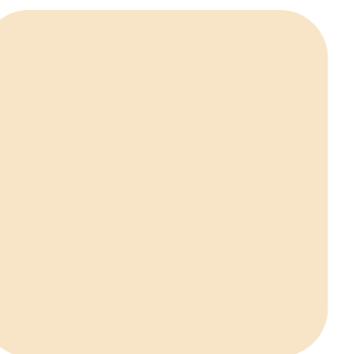
#FF633F



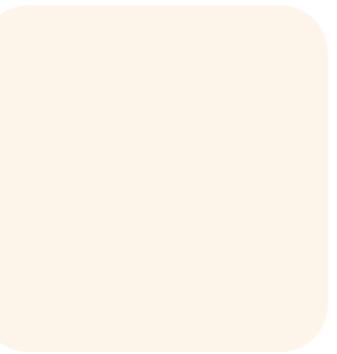
#FFA195



#F8E5C7



#FDF5E9



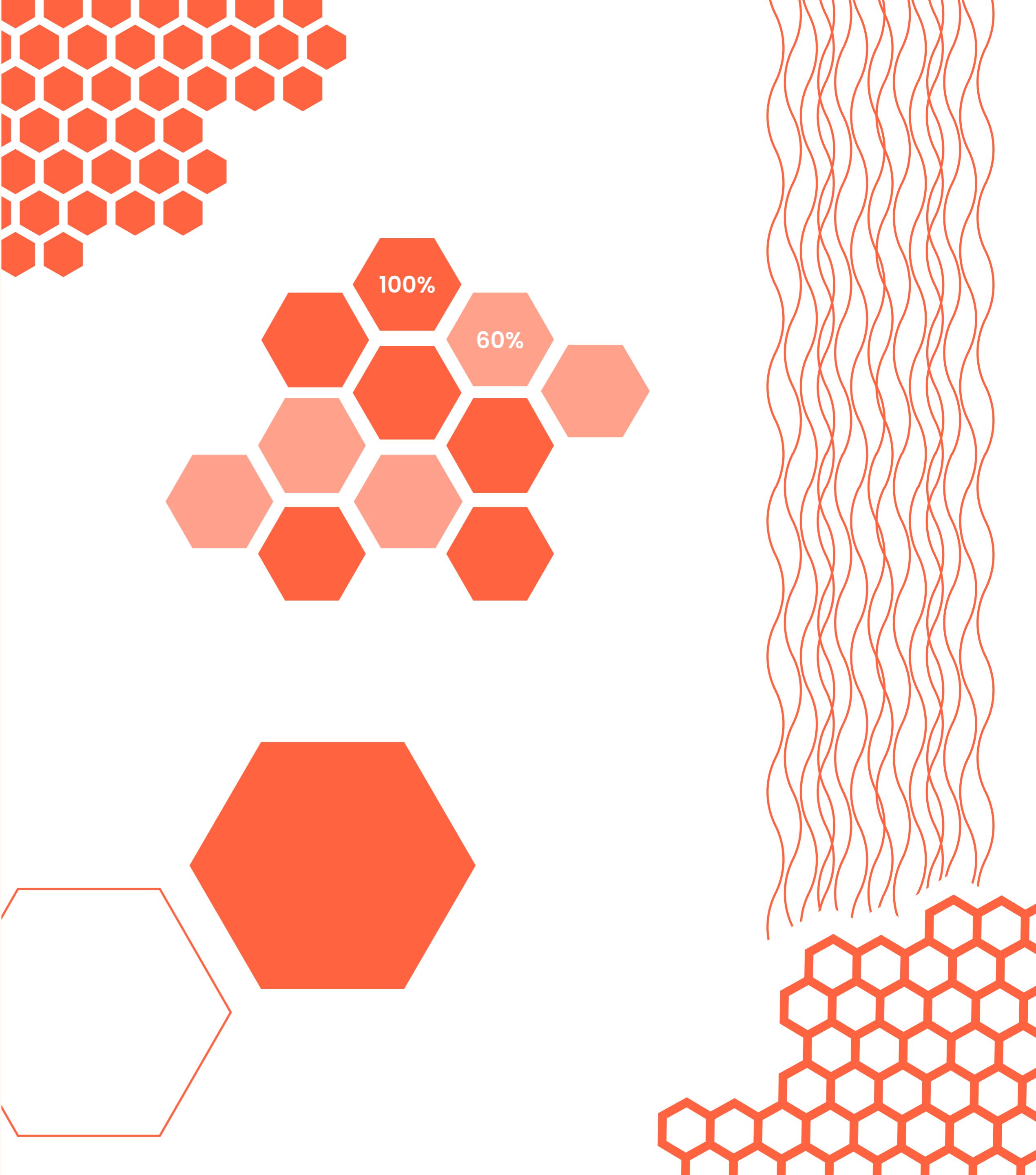
## Single hexagon or Grouped Hexagons

Hexagons represent Glowforge Aura's cut tray. Hexagons should be used as a visual element on product-specific communications. They can also be used as a crop shape for photographs, similar to circular crop shapes used for the Performance Series.

## Wavy Pattern

The wavy pattern recalls the wood pattern used by the Performance Series, but is looser and more flowy. It could be interpreted as thread, yarn, or fabric, representing the breadth of materials with which Glowforge Personal Series lasers are compatible.

**Note:** These graphic elements are intended to be used exclusively with Glowforge Aura designs to differentiate between the two models.



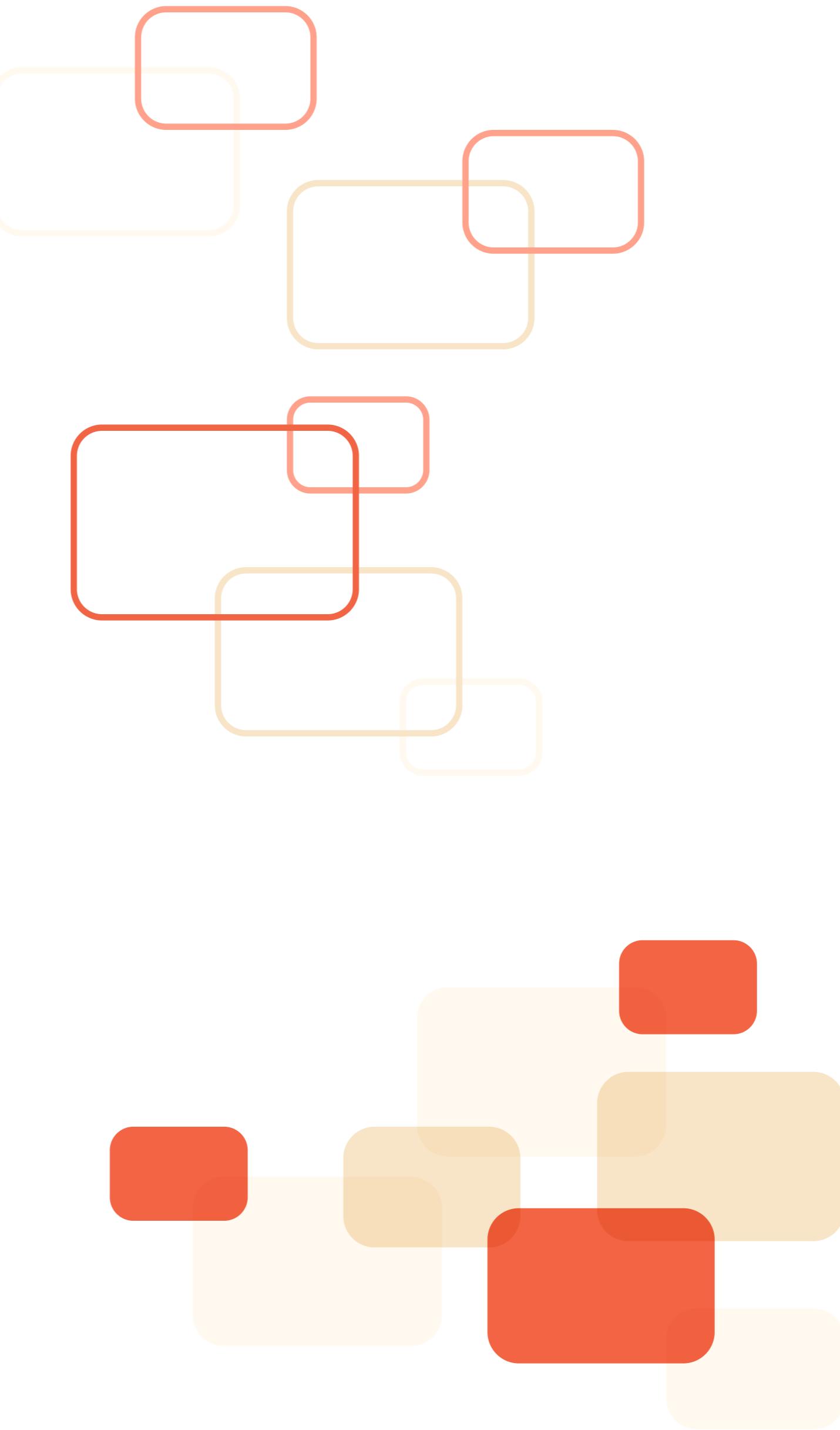
## Single rectangles or Grouped squares

Squares and rectangles represent Glowforge Spark's industrial design and compact form. These elements should be used as a visual element on product-specific communications. They can also be used as a crop shape for photographs, similar to circular crop shapes used for the Performance Series.

## Wavy Pattern

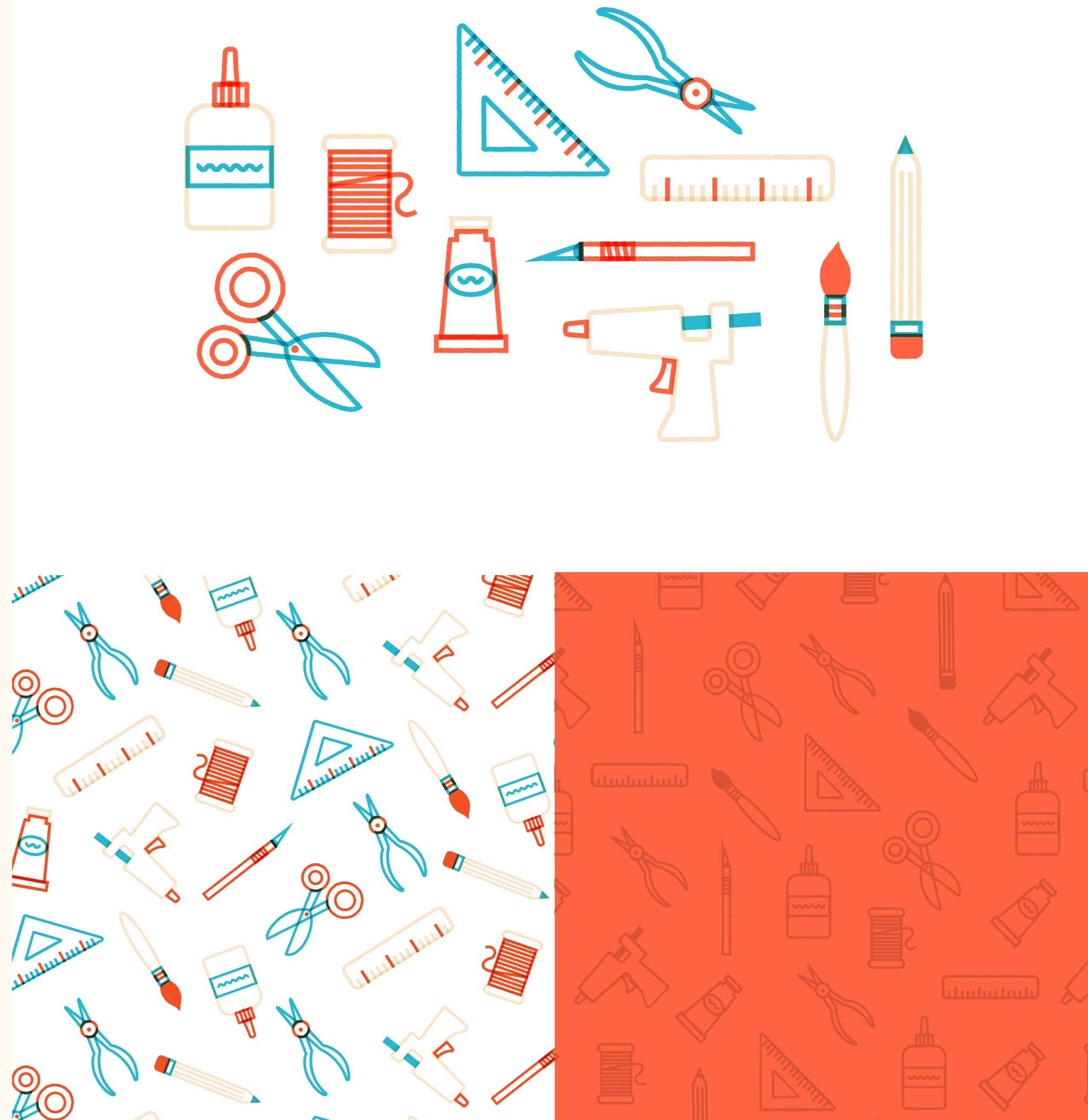
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## Craft Tools or Craft Tool Pattern

These playful graphics appeal to our creative customers and inspire them to imagine how they can use Glowforge Personal Series lasers in combination with other tools to bring their ideas to life.



# Poppins

Poppins is an open-source font family, hosted by Google Fonts. Poppins is one of the newcomers to the long tradition of sans serif typefaces. With support for the Devanagari and Latin writing systems, it is an internationalist take on the genre.

Only use Poppins 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 Poppins is not available use Arial and Arial Black.

**Aa – Regular**

**Aa – Medium**

**Aa – SemiBold**

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 ?&!abcdefghijklmnoprstuvwxyz  
\$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

# Buenos Aires

Drawing inspiration from Avenir and Futura, this typeface showcases a friendly aesthetic with subtle and playful elements.

When used consistently, it helps create powerful recognition and distinction for our brand.

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

Aa - Regular

Aa - Book

**Aa - SemiBold**

**Aa - Bold**

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

ABCDEFGHIJKLMNPQRSTUVWXYZ ?&!abcdefghijklmnoprstuvwxyz  
\$12.34€5,67 £8.90 Quattro são provençal jutro Kranz révènement Über  
the Joaquim groß niektóre Right vista dan førende wedstrijd vero mer  
haba ilmoituksia päcat beröra

This is reference for how to create hierarchy for communications. It is only a guide for how to maintain legibility with multiple layers of basic information.

**Headlines**

Buenos Aires Semi-bold

**Paragraph Headlines**

Poppins Semi Bold

**Body Copy**

Poppins Light

# Unleash your Creativity

## Laser Power and Precision

Cut, engrave, and score with a powerful beam of light precise to the width of a human hair. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

## How to use the Personal Series Typefaces

The Glowforge Personal series is friendly, aspirational, colorful, and vibrant. This is the craft tool that opens creative horizons.

The Glowforge Personal series' typeface reflects these values. It's clean, bright, vibrant, and aspirational. An open canvas of white allows the various shades of Aurange to shine, while pops of Magic tie the Personal Series to the overall Glowforge brand.

## glowforge aura™ Craft Laser™

### Unleash your creativity

Glowforge Aura Craft Laser brings a new dimension to your customers' creativity. Its powerful laser precisely cuts, engraves, and scores hundreds of materials like wood, acrylic, leather, cardstock, and paper to bring ideas to life in minutes.

With Glowforge Aura's free and easy-to-use design software, optional Proofgrade® materials, and catalog of millions of designs, fonts, and ready-to-make projects, the only limit is your customers' imagination.



### QUICK STATS:



- Glowforge Aura can cut materials up to 1/4" thick, and engrave materials up to 3/4" thick with the cutting tray removed.



### WHY CUSTOMERS WILL LOVE GLOWFORGE AURA

#### Laser power and precision

- Far more precise than a blade for amazing details
- The laser doesn't touch the materials — no need for sticky mats or replacement blades
- Weeding optional — just lift paper and the waste falls away

#### Works with hundreds of materials

- Plywood, hardwood, acrylic, full grain leather, metal, stone and your favorites like paper and iron-on (as long as they don't contain vinyl)

#### Simple to set up and use

- You'll be holding your first print in under 30 minutes
- Free, intuitive software for your Mac, PC, Chromebook, tablet, and phone
- Use the software you already have, or create from scratch in the app with Glowforge Premium's images, fonts, tools, & catalog designs

#### Work with images, too

- Precisely engrave photos and logos
- Import JPG, PNG, PDF, SVG, and more

#### Aura Vision™

- 8 megapixel camera lets you see your designs on your materials — no more wasted time or material

#### Magic Canvas creates your designs for you

- Premium AI tool turns your description into art for infinite creative possibilities

#### Easy ventilation

- Vent through a window with the included hose or anywhere inside with the optional Glowforge Personal Filter

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