

Brand Guidelines

 **Education**

glowforge®

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Our Story

It all started...

When I was 7 years old, my parents - both teachers- got a personal computer for our home. I was lucky that, way back in 1982, they saw the value in giving us early access to that future. I've had a lot of privilege in my life, but growing up with that early connection to personal computing impacted every step of my schooling and my career.

Glowforge offers the same transformation with its 3D laser printing technology. Because our family has a Glowforge, my twins have grown up asking "can I print that?" instead of "can I buy that?" Or as our customers like to say - when you have a Glowforge, every problem looks like a laser problem!

Desktop creating offers the same power that desktop computing did when I was a kid. It takes technology out of industry and makes it accessible to a new generation of children, who can use it to build our future. From kindergarten to grad school, educators and students across the country are making the technology of the future their own with Glowforge.

And together, I want to make it available to everyone.



Dan Shapiro
CEO & Co-Founder, Glowforge Inc.



Our Promise

Glowforge brings students' ideas  to life in minutes.



Our Vision

We believe in a future
where kids think first
about making the things
they need, rather than
buying them.

Our Mission

We're invested in preparing
the next generation for the
future by giving them the
opportunity to experience
the joy of creation.

Our Values

Comprehensive Learning
Solution/ Easy to Use/ Built
for Every Class/ Fosters
Innovation/ Proven Choice
in Schools

Why do educators love Glowforge?

★ **Comprehensive Learning Solution:**

- With Glowforge, educators get the 3D laser printer, cloud-based app, design tools, ready-to-go lesson plans, materials, and more – all designed to work together perfectly every time.
- Cuts, scores, traces, and engraves hundreds of different materials.
- Simple to set up and start using. No additional hardware required.

★ **Easy to Use:**

- The Glowforge App is easy for both teachers and students to use, and requires no design experience.
- Projects set up quickly and can be completed in one class period. Even students who've never used Glowforge can hold their finished creations in a matter of minutes.
- Glowforge gives time on prep and allows more time for teaching.
- Safe for use in the classroom.

★ **Built for Every Class:**

- Glowforge 3D laser printer is an equitable and accessible learning solution. It empowers students of all ages, from preschool to postgraduate.
- Glowforge adapts to any learning environment, from 8th grade social studies to 1st grade science.
- Aligns seamlessly to lesson plans and learning standards.

Why do educators love Glowforge?

★ Fosters Innovation:

- Glowforge integrates seamlessly into any curricula; from STEAM programs and arts academies, to makerspaces and summer camps, thousands of educators choose Glowforge to empower their students.
- Inspires students to create, to problem-solve, and to unleash their imaginations – all at the push of a button!
- Glowforge's state-of-the-art technology encourages students to hone their digital skills and knowledge in order to prepare them for their future careers – all at the push of a button.
- Educators use Glowforge to help students embrace their curiosity and get excited about learning.
- Supports the 6 C's of Learning: Collaborative, Critical Thinking, Communication, Creativity, Curiosity, Confidence.

★ Proven Choice in Schools:

- Glowforge is the #1 laser in schools across all 50 states.
- Glowforge is backed by the most active and innovative learning community in the 3D laser printer space, with over 50,000 contributors.
- Glowforge Education website features a catalog of teacher-tested lesson plans and designs.
- The Glowforge Ambassador Program is a group of exceptional educators that have implemented Glowforge in their classrooms and share their experiences and learnings.

Brand Messaging

With Glowforge, it's easy to create with hundreds of materials at the push of a button.

Safety

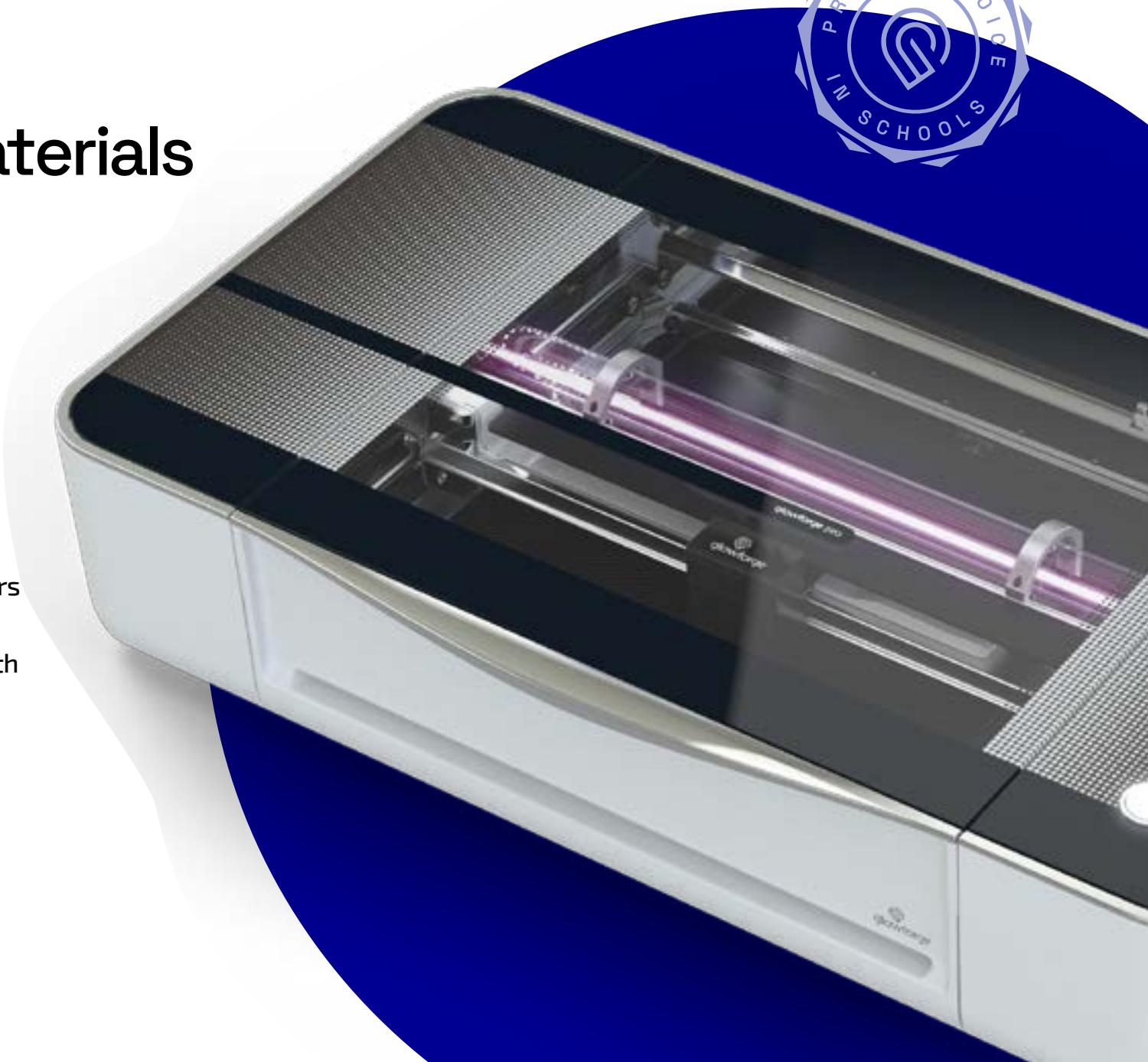
Glowforge takes the power of a factory and makes it safe for students, for worry-free creation in any classroom, from kindergarten to high school.

Integration

Glowforge integrates seamlessly into existing curricula, so teachers can spend more time teaching and less time planning. Plus, students, teachers, and parents alike can experience the magic with the easy-to-use Glowforge App.

Community

With hundreds of lessons created and tested by educators, the Glowforge community makes it easy to connect with a network of teachers and creators.



With Glowforge Education, we're inspiring
students to CREATE their world.



Brand Opportunity

How we describe our purpose.

★ Problem:

In an increasingly complex world, educators are constrained by limited resources, shrinking budgets, and not enough time. In just a single class period, teachers are working to engage their students, prepare them for the future, and teach valuable lessons. With Glowforge, educators and students can do all this and more at the press of a button.

★ Solution:

Glowforge's trailblazing technology fosters student engagement, imagination, and, most importantly, fun. Print acrylic model frogs for biology, wooden stencils for art class, or illuminated models of the solar system for the science lab. Glowforge pairs with any curricula or subject, so teachers and parents alike can better cultivate innovation, self-expression, and creativity in their kids.

★ Result:

Glowforge is the adaptable, easy-to-use 3D laser printer that future-proofs classrooms and gets kids excited about learning. Go from idea to printed result in just one class period with the easy-to-use App. Glowforge can cut, score, trace, and engrave hundreds of materials, making it easy for students to create their world in wood, acrylic, paper, stone, leather, cardboard, and even food.



With Glowforge in the classroom, kids can have the best day of school ever!

Brand Framework

Our Promise:

Glowforge
brings
students'
ideas to life in
minutes.

Our Vision:

We believe in a future where kids think *first* about *making* the things they need, rather than buying them.

Our Mission:

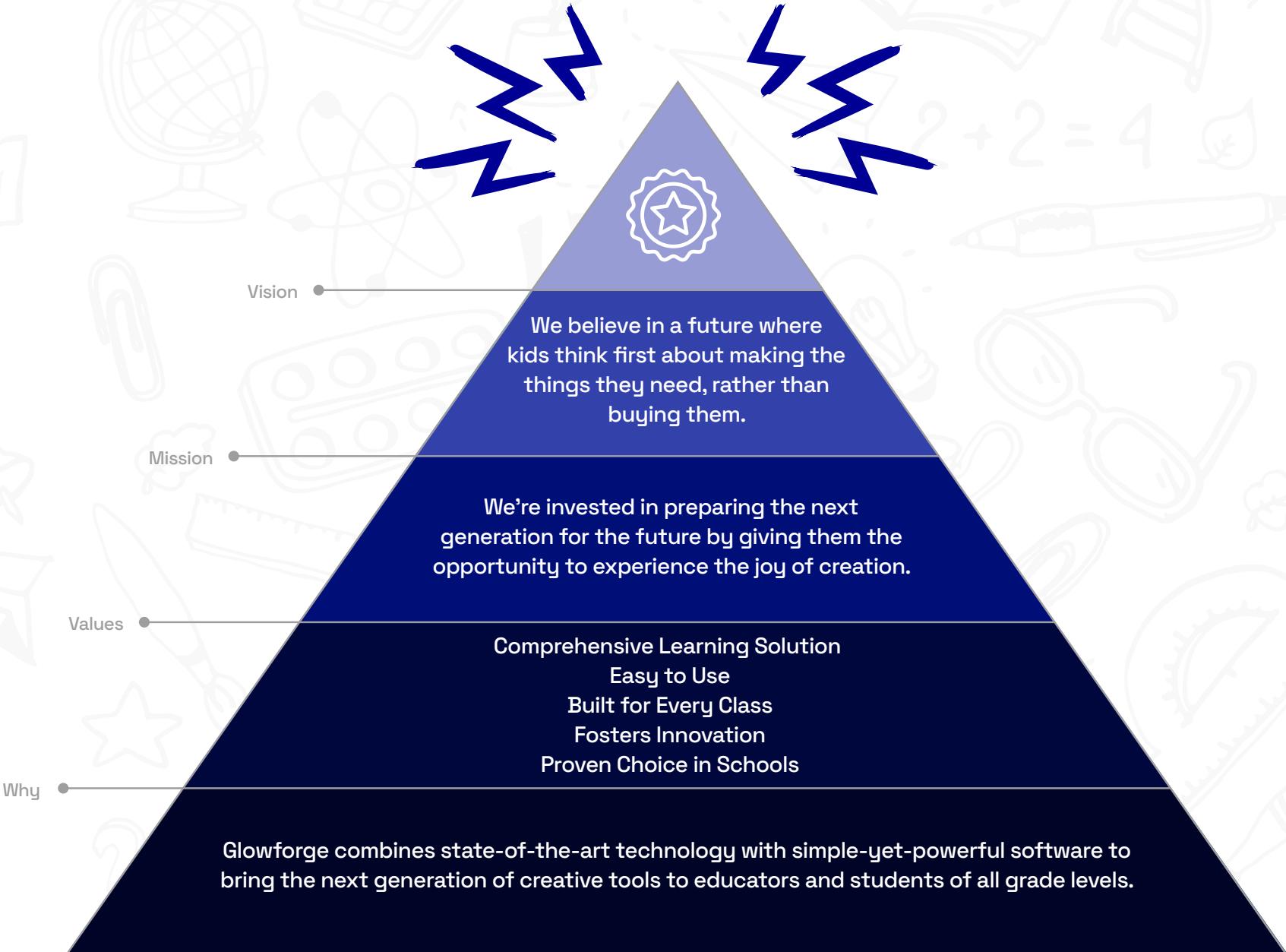
We're invested in preparing the next generation for the future by giving them the opportunity to experience the joy of creation.

Our Values:

- Comprehensive Learning Solution
- Easy to Use
- Built for Every Class
- Fosters Innovation
- Proven Choice in Schools

Why We're Different:

Glowforge combines state-of-the-art technology with simple-yet-powerful software to bring the next generation of creative tools to educators and students of all grade levels.



Brand Personas



Teachers



Administrators



Dist. Admins



Parents



Students

	Teachers	Admins	Dist. Admins	Parents	Students
Purpose	"Teaching" - they use GF to teach their students important skills through engaging lessons.	"Evaluating" - they determine the programs that will lead to student success at their school.	"Planning" - they develop new learning initiatives to integrate technology into classrooms.	"Connecting" - they are emotionally and intellectually connecting with their kids by making at-home learning fun and engaging.	"Learning" - They use GF to make and invent. They are problem-solving and creating imaginatively. Building their own solutions, and learning valuable skills at school and at home.
Drivers	GF allows them to empower their students to think creatively and use technology effectively. They feel satisfaction from seeing their students succeed.	GF allows them to use new technologies to effectively support student success in their school.	GF allows them to use new technologies to support student success across the entire district.	GF allows them to be the "hero" to their family. They see their children's imaginations grow and feel pride in their kids' creations.	GF allows them to develop their self-confidence, learn valuable skills, and explore new subjects and career tracks. They love solving their own problems, and mastering a creative tool.
Behaviors	They teach engineering, design, art, creativity, science, math, entrepreneurship. They use GF to spark students' imagination.	They nurture the school cultures. They approve the budgets for new technologies like GF, and oversee the implementation of new programs.	They develop, implement, coordinate, and evaluate instructional programs at all grade levels. In charge of district budget decisions.	They engage with their children's education, and observe growth, joy, excitement, and inspiration in their kids.	They use GF to bring their imaginations to life. They learn new skills, think creatively, and master new technologies. They problem-solve and grow their critical thinking.
Connection	They know that GF can make everyday special by giving kids exciting and creative opportunities to learn.	They know that student engagement is key to creating a successful classroom. They use GF to create interactive learning experiences that advance their school's prestige.	They understand the value of high-quality, equitable, and individualized learning experiences that use new technologies.	Parents share joy, love, and connections with their kids, all created with their Glowforge.	They push boundaries with technology. They allow their teachers, peers, and parents to dream big through their creations.
Needs	Safe for students, easy-to-use, and simple to adapt to lesson plans/curricula.	Safe, easy-to-use, and effective. It pairs with the school's educational and technological initiatives.	Equitable and accessible for all students, and simple to integrate into learning initiatives. It needs to align with district's educational budgets.	Safe and easy for their kids to use, and adapts easily for at-home learning. It inspires their kids' imaginations.	The paintbrush they never imagined possible. It unlocks new ideas, new forms of expression, new mediums to explore, and new ways to learn.

	Teachers	Admins	Dist. Admins	Parents	Students
Features/ Benefits	<p>Printer Speed enables multiple students to finish projects within a class period.</p> <p>App/Premium ensures that students and teachers can make, customize, and print projects.</p> <p>Lesson library / catalog instantly integrates Glowforge into existing curricula</p> <p>Proofgrade makes for perfect prints every time. Makes GF prints easy to set-up and saves time on adjusting print settings</p> <p>Trace brings students' own artwork to life for ultimate creative expression.</p> <p>Air Filter keeps students and teachers safe in every classroom</p>	<p>Printer safety features (sensors, lids, etc) ensure that students, teachers, and staff will be safe when printing.</p> <p>App/Premium is easy to learn for teachers and students alike, and makes GF even simpler to use in the classroom.</p> <p>Air Filter keeps students and staff safe in all the spaces they want to use GF.</p> <p>Proofgrade is a set of safe materials that the school can easily keep in supply so that all projects come together quickly and simply.</p>	<p>App/Premium is easy to learn for teachers and students alike, and makes GF even simpler to use in the classroom.</p> <p>Lesson library/catalog ensures that GF seamlessly integrates into district-wide curriculum requirements</p> <p>Proofgrade comes in bulk orders, so that materials can be evenly distributed to all schools and classrooms.</p> <p>Glowforge ecosystem means that with a single investment, the entire district gets access to all of GF's features: printers, air filters, materials, designs, etc.</p>	<p>Printer safety features ensure that GF can be used at home.</p> <p>App/premium is easy to use so that kids can take the lead in activities and lessons.</p> <p>Catalog/lesson library means no design experience is necessary before getting started with Glowforge.</p> <p>Air Filter makes it possible to print anywhere in the house.</p>	<p>App/premium is powerful, accessible, and easy to use, so that students can bring their ideas to life.</p> <p>Trace helps students create, customize, and express themselves in a totally unique way.</p> <p>File types allow kids to design in whatever software they like so they can make their design dreams a reality.</p>
Use Cases	<p>Primary: using Glowforge as a part of lessons in the classroom. Eg. <i>Printing models of frogs in acrylic for the biology class project on dissection.</i></p> <p>Secondary: using Glowforge-made products to support classroom fundraising.</p>	<p>Primary: supporting using Glowforge as a part of lessons in the classroom</p> <p>Secondary: using GF-made products to support school fundraising. Eg. <i>Organizing an auction for student's artworks made with Glowforge.</i></p> <p>Tertiary: improving school climate and culture by enabling technology-based initiatives.</p>	<p>Primary: enabling integrating Glowforge into schools and classrooms.</p> <p>Secondary: improving district standing by supporting technology-based initiatives. Eg. <i>Hosting a forum for educators to share how they used GF to enhance lesson plans.</i></p>	<p>Primary: using Glowforge for at-home learning. Eg. <i>Customizing a tote-bag to store their art supplies.</i></p> <p>Secondary: using Glowforge with their kids to create home-improvement projects or gifts for family/friends.</p>	<p>Primary: using Glowforge to create projects and learn new skills in the classroom. Eg. <i>Using the "Trace" tool to print their own drawings on... anything!</i></p> <p>Secondary: using Glowforge at home with their parents to create anything they can dream of!</p>

Brand Voice

Do's	Don'ts
✓ Hands-on	✗ Impersonal
✓ Easy-to-use	✗ Difficult
✓ Safe	✗ Dangerous/Hazardous
✓ Accessible	✗ Industrial
✓ Equitable + Inclusive	✗ Exclusive
✓ Engaging	✗ Tedious
✓ Print, Etch, Engrave, Sculpt	✗ Scorch, Burn, Ignite, Destroy
✓ Limitless	✗ Restrictive
✓ Kids/Students	✗ Kiddos

Educators	The entire school staff, teachers, instructors, librarians, admins, etc.
Students, Kids	Students
Teachers	Teachers, instructors, teachers on special assignment
Administrators	Principals, Superintendents, district admins
21st Century skills	Skills essential to preparing students for the challenges of work, life, and citizenship in the 21st century and beyond. Skills that foster ongoing curiosity and innovation in our economy and our democracy.
STEM	Science, Technology, Engineering, Art, Math
Learning Environment	Encompasses learning resources and technology, means of teaching, and modes of learning
Curriculum/a	Academic content /framework taught in a school
PBL	Project Based Learning
Educators	The entire school staff, teachers, instructors, librarians, admins, etc.
SEL	Social Emotional Learning

Instructional Supports	Applying tech resources and processes to create, enhance, and support learning
School Climate	Quality and character of school life
Design-Thinking	A process for solving problems by prioritizing the user's needs. It relies on understanding how people interact with their environments, and uses an iterative, hands-on approach to creating innovative solutions.
Civic Engagement	Participating in civic and community activities that are political, social, humanitarian, and environmental. Includes school-fundraising activities when discussed in an educational context.
CCSS	Common Core State Standards - set of high-quality academic standards in math and ELA
TEKS	Texas Essential Knowledge and Skills - K12 standards and detailed curriculum for all subject areas
NGSS	Next Generation Science Standards - K-12 science content standards, three dimensions include practices, core ideas, crosscutting

Logo

Logo Anatomy

The Glowforge Education logo lockup is comprised of three components: the “star” symbol, the “Education” sub-brand workmark and the primary Glowforge® wordmark set underneath. They should never be disconnected or separated.



Logo 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 Education wordmark should be used as a guide to establish clearspace. Always maintain this minimum clear space, even when proportionally scaling the logo.



Logo Color Usage

The Glowforge Edu logo must always be used in either in its full brand color; Midnight (on white or light backgrounds) or in white with the symbol and Glowforge wordmark set in “light” Midnight (as shown). 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.



Education

glowforge®



Education

glowforge®



Education

glowforge®

Co-branding

When using the Glowforge Edu logo in conjunction with another logo, please use a thin vertical eparator line (preferably in the core brand color; Midnight) This will ensure appropriate separation and prevent visual conflict.

Please ensure that you follow the same clearspace guidelines around the Glowforge Edu + [co-brand] lockup. When pairing a co-brand logo make sure it is even placed within the invinsible rectangular space created by the Glowforge Edu lockup, as shown.



Logo Misuse

Our logo identity is extremely important for Glowforge brand equity and the integrity of our marketing and advertising. To illustrate logo best use practices, please review the examples shown here.

If you have any questions or doubts on how to properly use and apply our logo please contact the Glowforge brand team: creative@glowforge.com

Do not rearrange the logo lockup/signature

Always display the Glowforge logo with the logo signature

Do not change the logo with any gradient combinations.

Do not use unapproved brand colors.

Do not change the size or position of the icon and wordmark



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 separate the icon from the logo wordmark



Color

DARK: #000527

Midnight

Midnight is the Glowforge Edu core color. It is a subtle nod to our use of vivid acrylics and manufactured materials with a confident and versatile color symbolizing stability and reliability. With origins in the color blue it has meaning in loyalty, honesty, trust, responsibility, and wisdom. This color choice is our way of building strong connections, perfectly suited for the Glowforge Edu brand.

Midnight

HEX #000196

RGB 0, 1, 150

CMYK 100, 98, 5, 6

PMS PANTONE 072 C

LIGHT: #979DD4

Magic

Magic is the Glowforge parent-brand core color family which symbolizes positive energy and optimism meant to inspire creativity and promote growth. Magic should only be used when referring to the Glowforge brand and should not be used when only advertising Glowforge Edu.

Magic

HEX **#26B8CE**

RGB **38, 184, 206**

CMYK **70, 4, 18, 0**

PMS **PANTONE 319 C**

DARK: #0A3036

LIGHT: #A6E1EB

Typography

Primary Brand Typeface

Space Grotesk is an open-source font family, hosted by Google Fonts. Only use Space Grotesk and its three weights shown in principle communications. 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

Alternate Typefaces

Exo 2 is the preferred font when large amounts of copy are needed in any particular medium e.g. body copy, articles, etc. For short copy such as labels or callouts we have selected a brand-specific and fun font called Chalkduster, however it should be used in a limited capacity.

Aa - Regular

• Regular is used for feature paragraphs, captions and smaller text details in all brand communications.

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.

Chalkduster

AA - REGULAR

• Regular is used for very small and short text e.g. labels, callouts that add emphasis to specific copy. Should be used minimally and in upper case only.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ \$12.34 LOREM IPSUM
DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT.

Type Specimen

The example to the right shows a proper hierarchy of typographic elements for the Glowforge Edu 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 except when used for callouts or labels as shown (use Chalkduster). For body-copy only use Exo2 Regular font.

Lessons created by educators like you.

Find out why Glowforge is the top choice for educators.

Our Tutorials

See how Glowforge can help students from K-12 and even higher education discover their own ability to make things with the push of a button.

[View Our Tutorials →](#)



Alternate Character Glyphs (Digital-only) specifically for web accessibility 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.

H1 - Space Grotesk
Medium -50 Tracking

H2 - Space Grotesk
SemiBold -25 Tracking

H3 - Space Grotesk
SemiBold -25 Tracking

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

Callout/Label - Chalkduster
uppercase -50 tracking

CTA Text - Space Grotesk
SemiBold | Center-Aligned
(within button size)

Graphic Elements

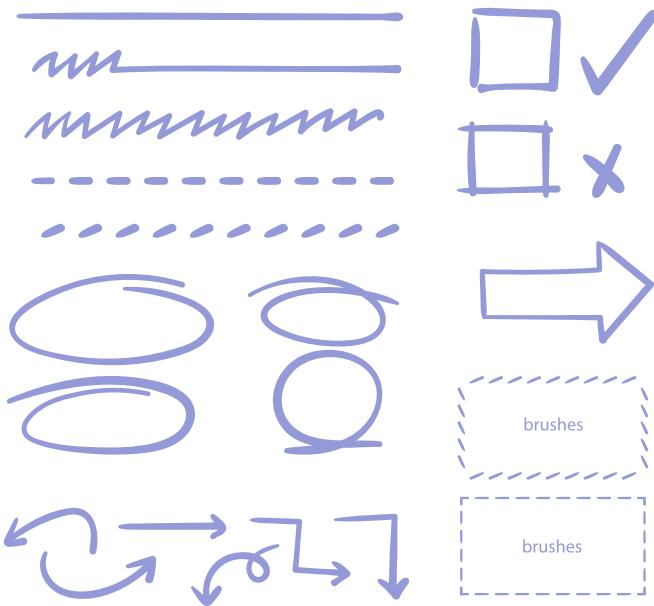
Iconography

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

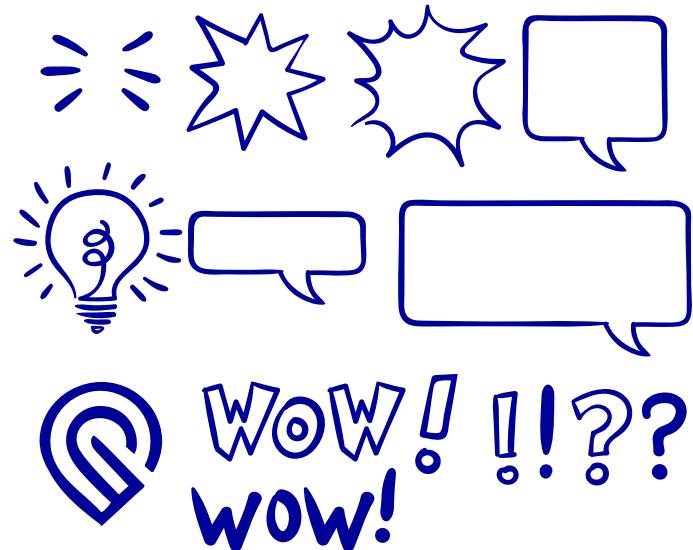
We organized them into categories for proper usage. When used moderately and minimally, they add energetic and playful emphasis without distracting from the main idea.

For custom icons or doodle illustrations please contact creative@glowforge.com

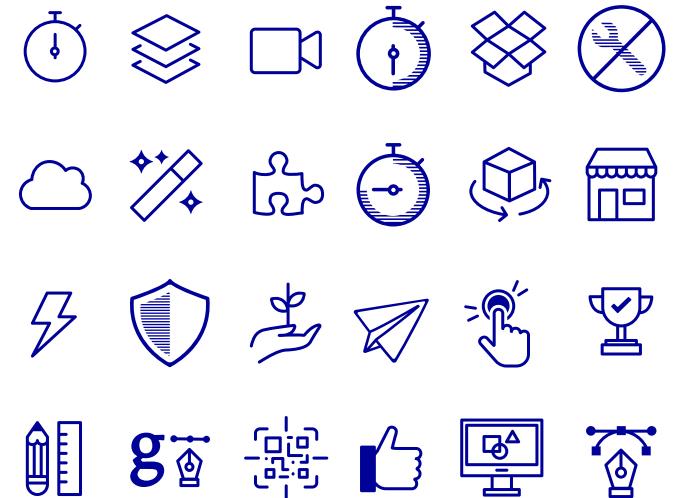
Instructional (General-use)



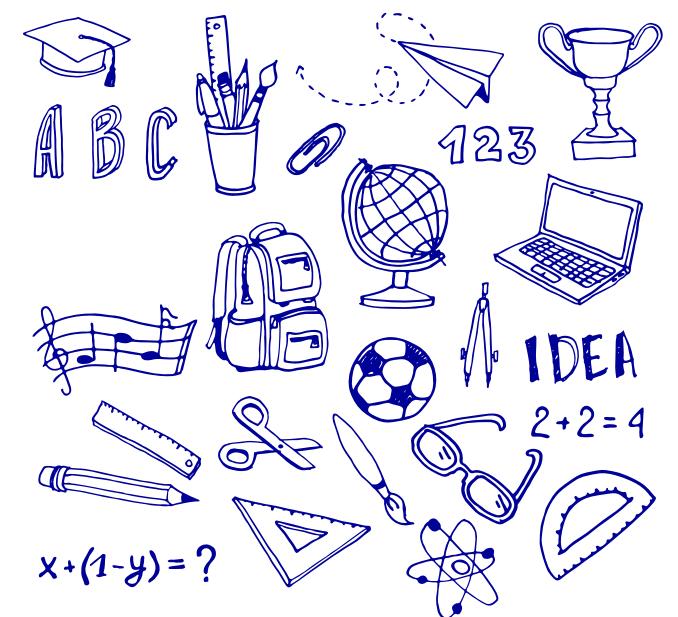
Fun (General-use)



Informational (General-use)



Education Sub-Brand (only) Doodles



Photography

Lifestyle

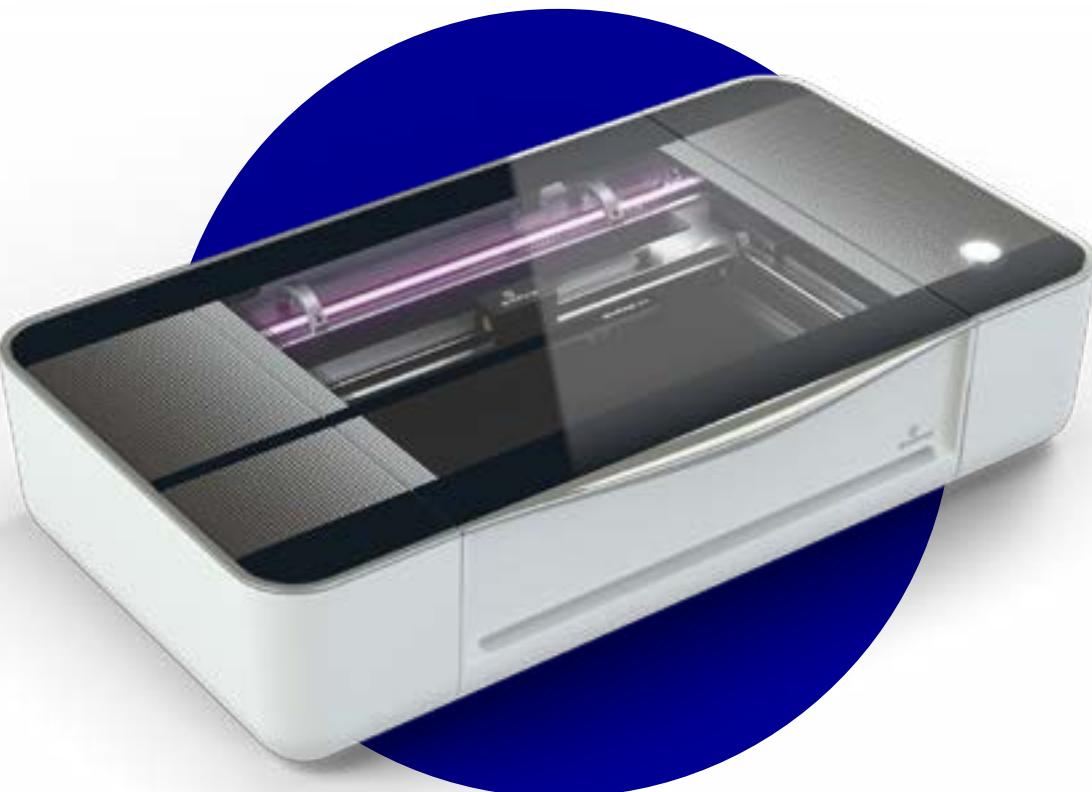
We compose our imagery carefully to craft believable stories that are compelling and informative, typically showcasing the product and our characters in realistic environments. Our photographic style is genuine, action-oriented and compelling, and seeks to create emotive energy and interesting stories that feel natural and draw the viewer in the moment.



Product

Our products should be positioned preferably on a white background. In special cases our products can be showcased on top of a circular shape filled with our brand color to add emphasis (as shown).

Only use the product photography supplied. For specific product photos please contact the Glowforge brand team:
creative@glowforge.com



Brand in Action

Brand Collateral

Our marketing collateral will typically be created in-house and supplied by the Glowforge Creative Team, however there may be certain cases in which you need to create sales or marketing collateral. The example to the right is how our brand design is applied to page layouts.

For pre-existing collateral templates contact the Glowforge brand team: creative@glowforge.com

Activity Plans

CLASSROOM GARDEN PLANTERS

K-12 **16 minutes** **12 minutes**

Materials

PLANTERS

Education

TIPS

- Gather the seeds chosen for each classroom, then organize them and label the planters to make sure that they are assembled together for the right classes.
- Pass out 2-3 seed packets to each group and discuss the different plants. You might ask questions like, "What do you notice about the different directions depending on the seed packages?" or "Why do different plants have different planting directions?"
- Have students prepare their planters by adding soil and seeds using the seed package directions, as a group.
- Pass out the planters and seeds throughout your school. Consider including directions on how to best care for the plants.

Pro Tips:

- If creating prototypes prior to doing final prints, use [cardboard for test prints](#). Consider doing a test print to use as an example for students' reference. And remember that if their design uses paper such as stencils or finger prints, these may need to be reduced to suit their prototyping materials.
- When choosing test materials, make sure to use materials that are laser compatible. You can learn more about what materials are compatible with [Glowforge laser](#).
- Label planters prior to adding soil and seeds to track what grows where. Consider using the Glowforge app to engrave labels permanently onto the planters using either wood, or the test tool.
- Demonstrate how to plant each type of seed based on its packaged instructions.

Experiment with planter material: Could using clear acrylic allow you to see the root structure of the plants?

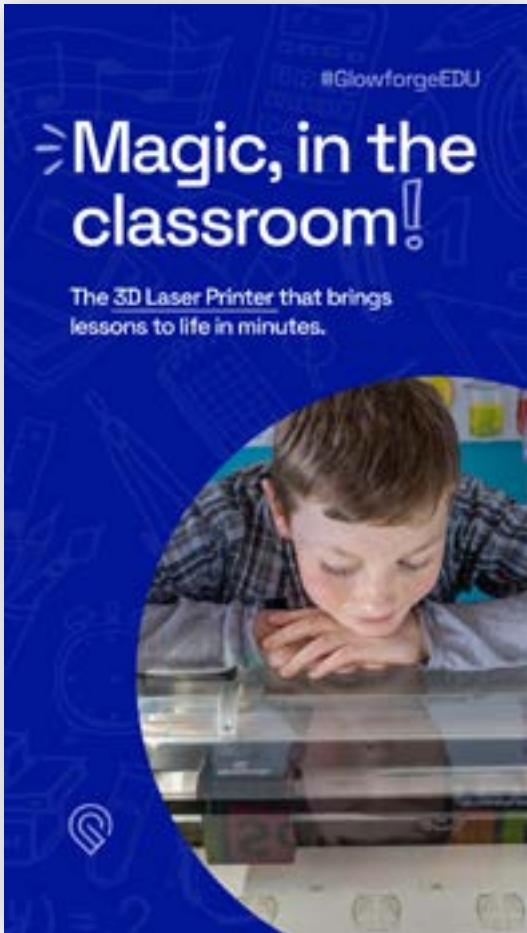
Use this project as an opportunity to engage your students in crafting effective surveys or interviews. What essential information needs to be gathered to learn about the plants each classroom grows? What are some different ways to ask the same question?

Social Media Design

Our social media goals are to share product knowledge and benefits, as well as create meaningful content that builds credibility and ultimately leads customers to engage with Glowforge. Our creative team has created a series of graphic templates to use for all social platforms. Do not deviate from these templates unless otherwise approved.

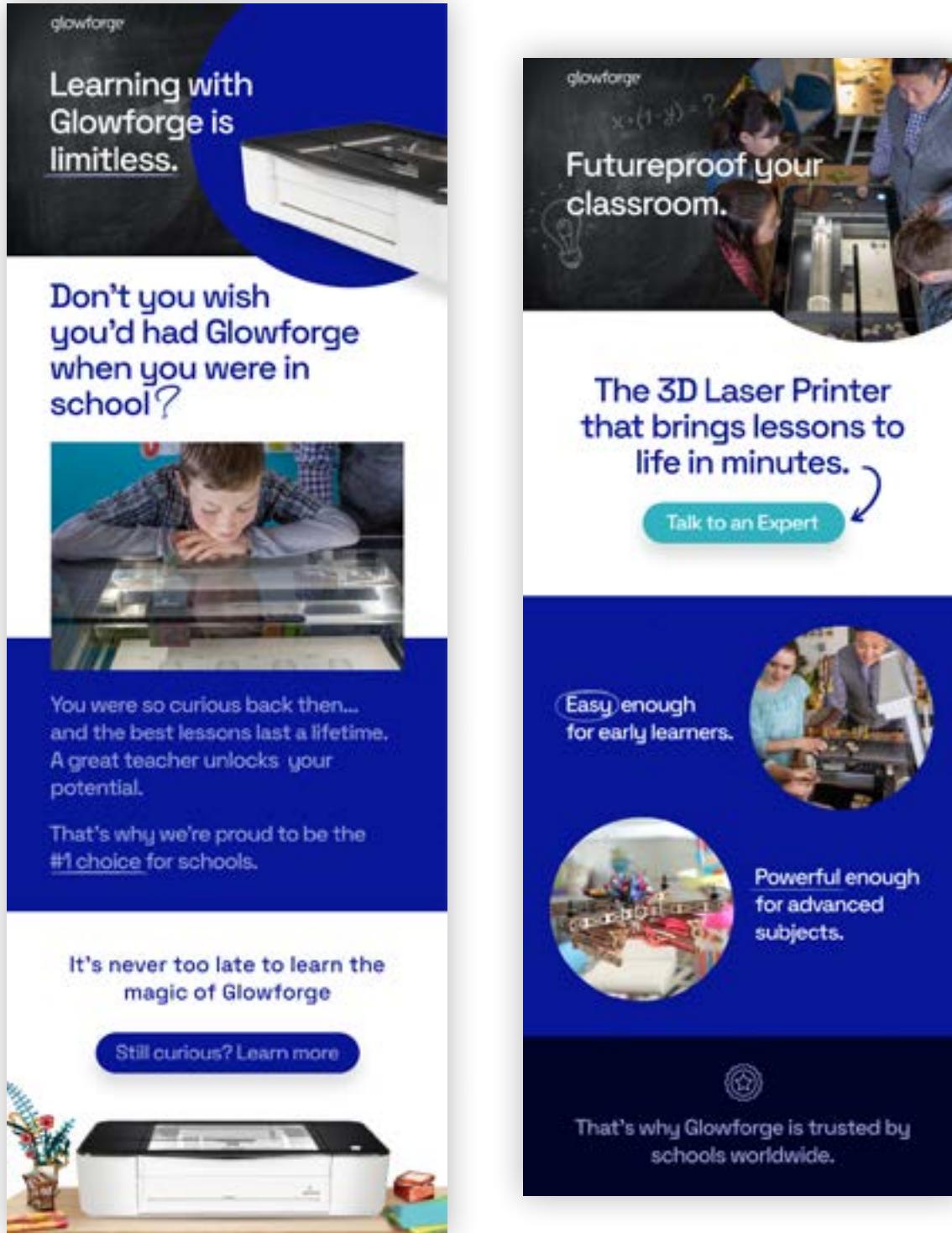
The following hashtags are approved for use when promoting the Glowforge Edu sub-brand on social media:

#GlowforgeEDU
#CreateYourWorld
#LearningThroughMaking



Email Design

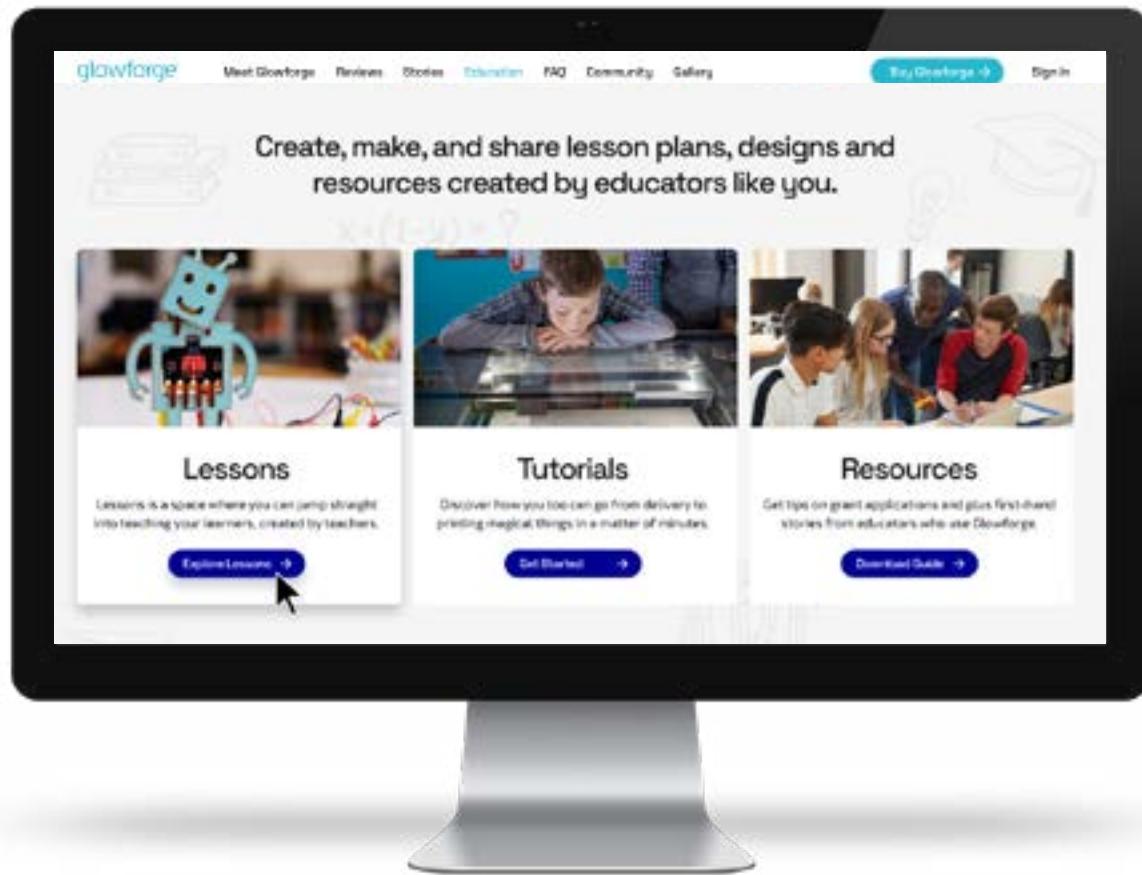
This is an example of how our brand is executed in email newsletter layouts.



Website

To see our brand online visit:

<https://education.glowforge.com>



Ready to make something magical?

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



Education

glowforge®