



# ePS Print

ePS Print is a division of eProductivity Software. Whilst this division follows the overall corporate brand style, we have a different set of assets and colors to differentiate between the two.

Empower. *Evolve.* Excite.



# The logo

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## NOTES

The ePS Print logo is made up of the 'Swirly' and the 'Word-mark'. The Swirly is designed to create a visual energy and movement showing we are a future thinking, innovative brand.

# Logo clear-zone

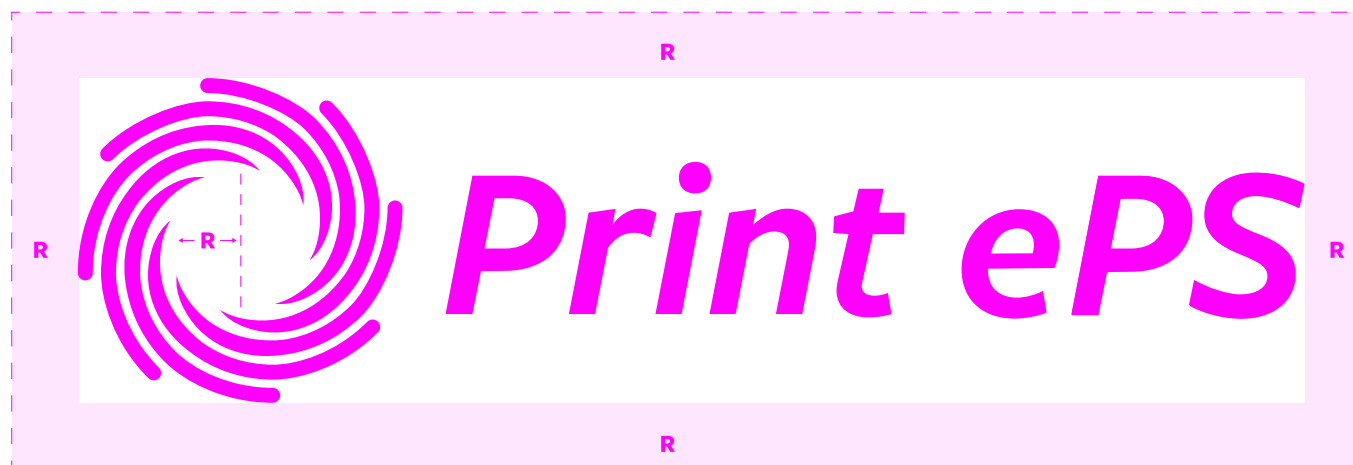
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## NOTES

The logo is always surrounded by a clear-zone equal to the radius of the inner Swirly. Do not position any graphics, text or any other element inside of this area. This ensures the logo is always clearly visible and free from clutter.

For logo usage and placement, refer to the corporate guide here.

# Logo variations

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## NOTES

The primary logo can be used with or without strap line to adapt to format and purpose. **Always ensure the strap-line is legible when used in print or on screen.**

**Small use.** If the logo is reproduced at a size less than 50mm wide in print, or 500px for screens, then please use the logo without the strap-line.

**Partner logos.** When creating lock-ups with partner logos. A vertical divider line is used in dark blue. The line stroke should be 0.5pt and use rounded caps. The partner logo should not exceed the height of the primary logo.



# Logos for light backgrounds

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## NOTES

Shown above are the logo variations supplied for use over light backgrounds. Single color logos are available for applications where production or format limits color use

# Logos for dark backgrounds

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Primary logo without strap-line



Primary logo with strap-line



Single color without strap-line



Single color logo with strap line

## NOTES

Shown above are the logo variations supplied for use over dark backgrounds. Single color logos are available for applications where production or format limits color use.

# The Swirly

## Brand elements

### The Logo

- Logo clear-zone
- Logo variations
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- Logos for dark backgrounds

### The Swirly

- Swirly placement
- Swirly usage
- Typography

### Colors

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The Swirly Graphic



Single color Swirly Graphic Negative



Single color Swirly Graphic Negative



Single color Swirly Graphic Positive

## NOTES

The Swirly is the heart of our logo and represents our brand in an visual way. We celebrate it's color and movement and you may use it to enhance marketing and brand communications.

The Swirly is iconic, but it is **not an icon**. Do not over use the Swirly and be careful to follow usage guides in order that it is presented correctly in brand messaging.

The graphic is supplied in single color variations for use when color is limited by production or format. **You can** use single color Swirly's over brand colors and images when needed.

# Swirly placement

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**Corner crop**

This is created by anchoring the center of the Swirly to a corner of the crop area. The size of the Swirly is defined by half the height of the crop area.



**Focus crop**

This is created by anchoring the center of the Swirly to the center crop area. The size of the Swirly is 175% of the shortest edge of the crop area.



**Half crop**

This is created by anchoring the edge of the Swirly to the center crop area. The size of the Swirly is 200% of the shortest edge of the crop area.



**Large corner crop**

This is created by anchoring the edge of the Swirly to a corner of the crop area. The size of the Swirly is defined by 75% of the crop area from its center.



**Full height crop**

This is created by anchoring the center of the Swirly to a corner of the crop area. The size of the Swirly is 200% of the crop area longest edge.

**Approved Swirly crops are shown above.**

## NOTES

As a rule the Swirly should never be shown as a whole outside of its use in the logo. This is to avoid over use of the graphic and visual competition when shown alongside the logo.

The above crops are approved but you can create your own variations to suit size and format. Use these examples and change the anchor point or sizing of the Swirly. Please use quarter or third scales as a guide to place graphics as shown above.

When the swirly is used in crops, it should focus on yellow and green shades; therefore, partial use where these tones do not predominate should be avoided. For Swirly usage, refer to the corporate guide here.

# Swirly Usage - *don'ts!*

## Brand elements

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#### Do not show Swirly edges

When cropping the Swirly do not show the icon edge to edge inside the crop area



#### Do not rotate the Swirly

It is important that the Swirly remains as it appears in the logo. Do not rotate the icon.



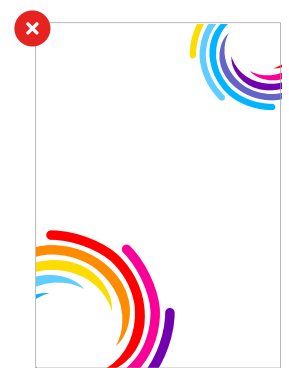
#### Do not stretch the Swirly

Do not stretch or manipulate the Swirly. The icon should always be shown in its original form.



#### The Swirly is not a container

Do not use the Swirly to contain other icons, graphics or images. The exception is for text, but only when combined with the Focus crop.



#### There is only one Swirly

Use the Swirly only once in a composition. Do not add any other versions to a single page or screen

## NOTES

The Swirly forms the core visual element across our brand communications. Its use is important so we include some examples of what not to do.

# Typography

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## Headline Focus

Headlines should be set in a bold weight. They should be at least 300% of the size of sub headings. The focus word is shown in the brand accent color in an italicized style. You can optionally inset the word to add forward momentum. Use an En space for this.

## Sub-headlines

Sub-headlines should be set in a Semi-bold weight. They should be at least 200% of the size of the body

## Body copy

Body copy should be set in a Book weight. It should be sized appropriate to size or format ensuring legibility

## Join the Evolution

Headlines / Freight Sans Bold / 96pt / -40 Tracking / Leading 80%

## We are global leaders in transformation technology for the packaging and printing industries

Sub headlines / Freight Sans Semi-bold / 32pt / -20 Tracking / Leading 110%

eProductivity Software is a leading global provider of industry specific business and production software technology for the packaging and print industries.

The company's integrated and automated software offerings and point solutions are designed to enable revenue growth and drive operating and production efficiencies.

Body copy / Freight Sans Book / 16pt / Leading 120%

## NOTES

Typographic hierarchy is important. It ensures that you deliver information in a meaningful way to readers. This simple guide shows the relationship that should given to messaging.

For logo typography and secondary typefaces, refer to the corporate guide here

# Colors

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## NOTES

Our logo and brand is full of color. Our color palette is detailed above for use in both print and digital applications.

# Color hierarchy

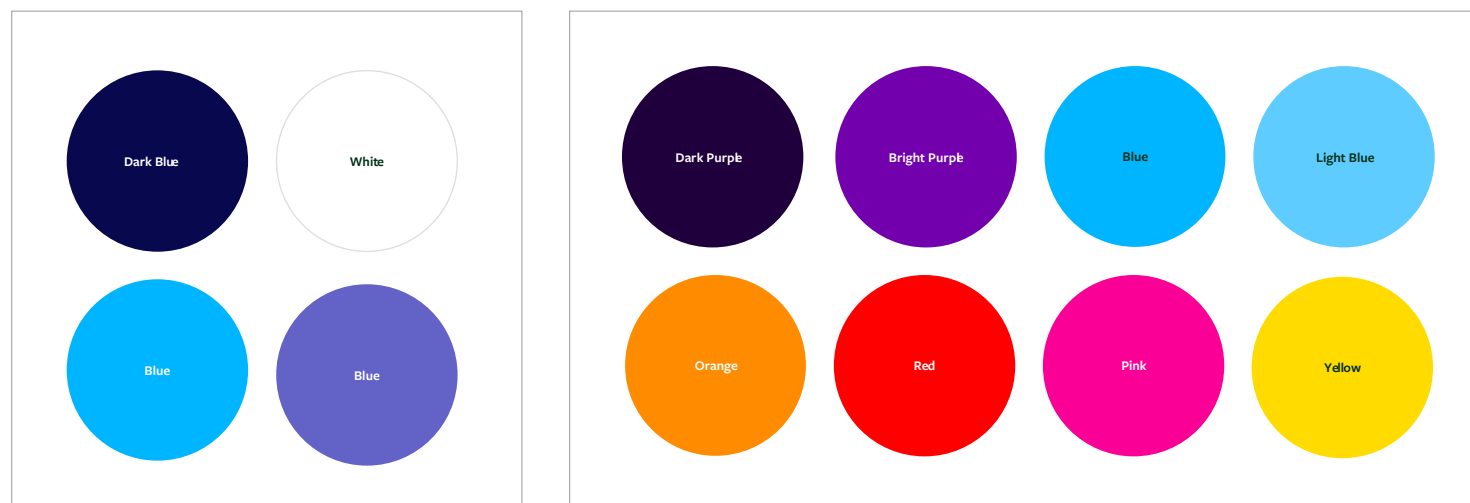
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## NOTES

Our color palette is split into primary and supporting colors. The primary colors are designed to give foundation to the supporting colors. A color accent is included to bring a consistent approach to color usage across the brand



# Background colors

## Brand elements

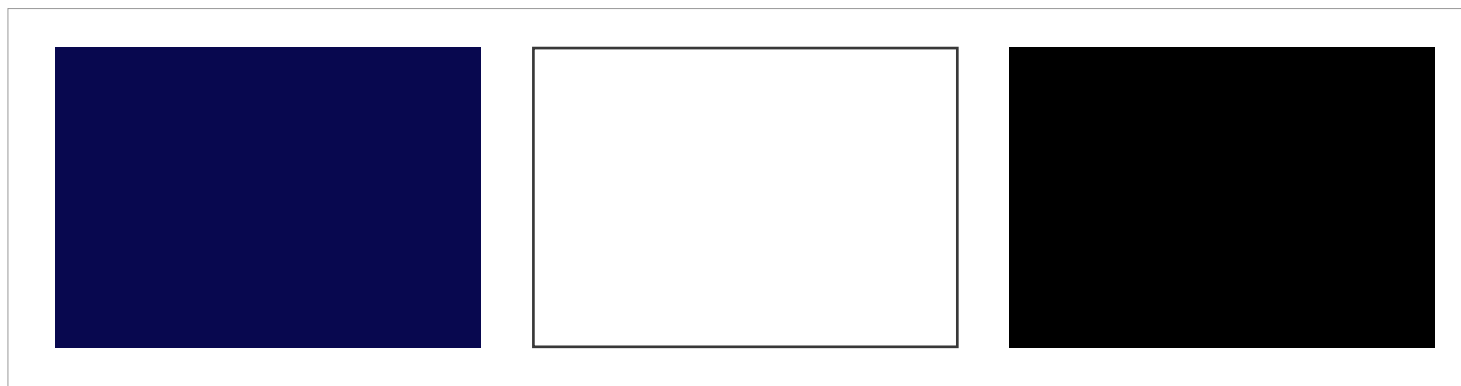
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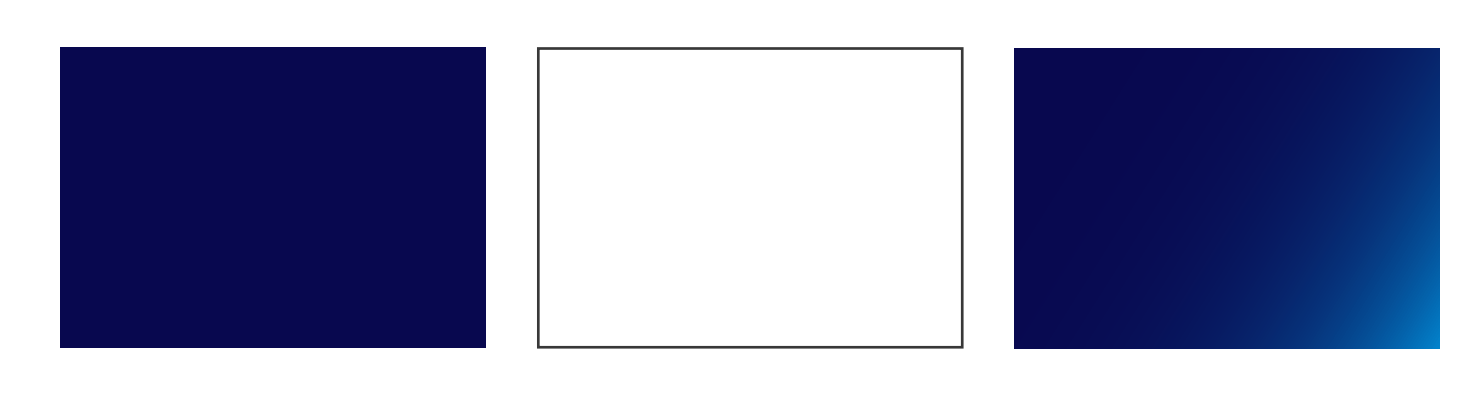
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## Print and Digital



## Only Digital



## NOTES

You can use the colors above as backgrounds to support brand messaging. A corner glow is created using a radial gradient overlaid onto the primary blue. It is only allowed for use in digital images.

# Screens

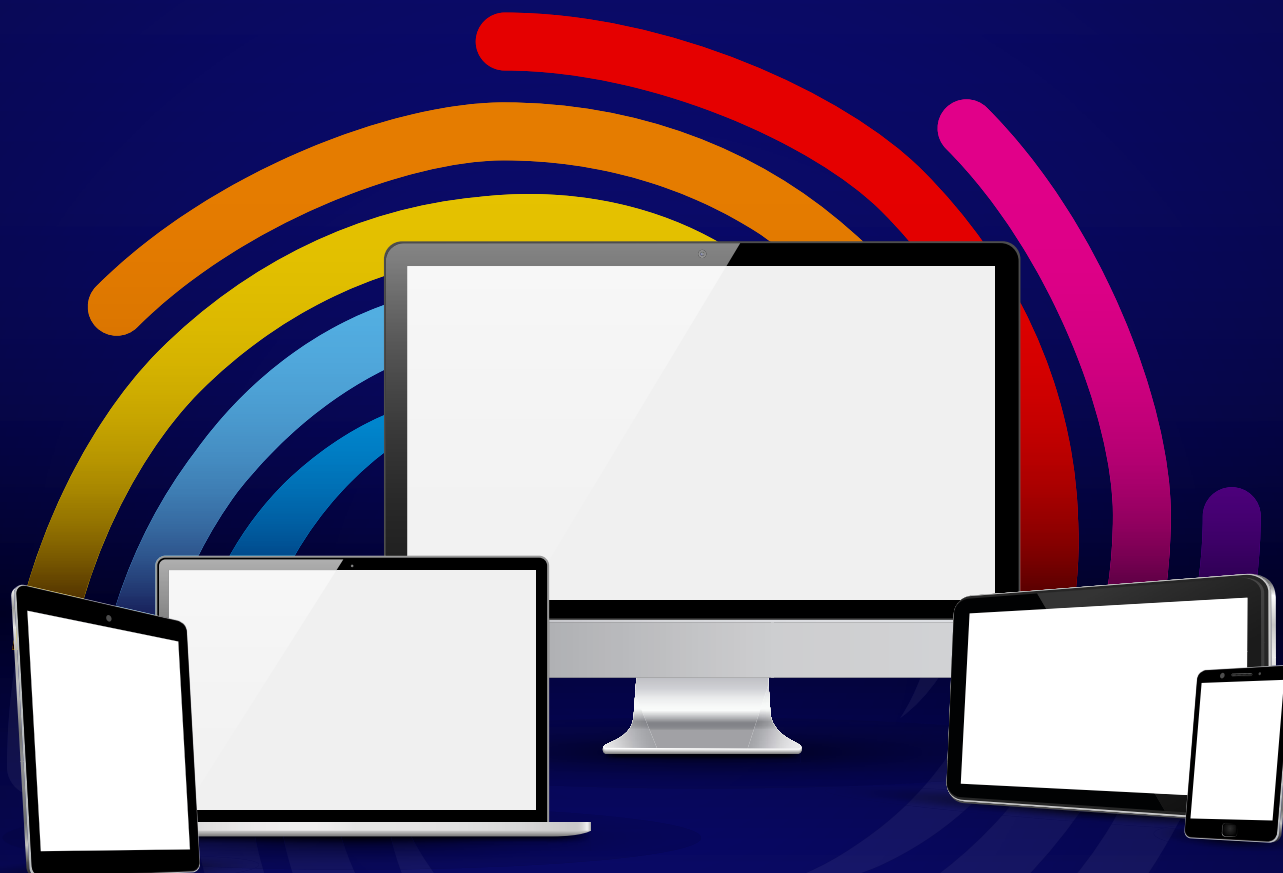
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## NOTES

Our products are always shown on approved screen and device mock ups connecting the viewer to our software. our brand remains connected by using the Swirly to support these visual elements. Available in both light and dark options you can create powerful visuals to suit your message.

Screens are preferably shown in the straight-on perspective, allowing the software to be clearly seen and easily adapted for different content. However, screens can also be displayed at an angle or in perspective views, as long as the content remains clear and legible. These should never be stretched or distorted.

# Screens on light backgrounds

## Brand elements

### The Logo

- Logo clear-zone
- Logo variations
- Logos for light backgrounds
- Logos for dark backgrounds

### The Swirly

- Swirly placement
- Swirly usage
- Typography

### Colors

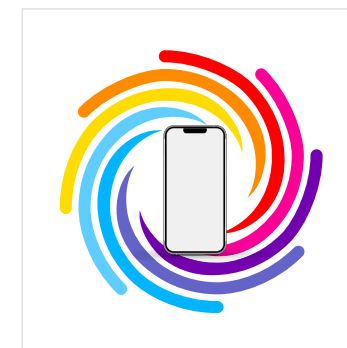
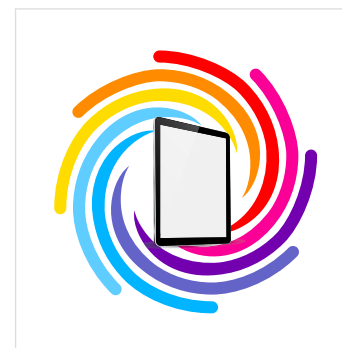
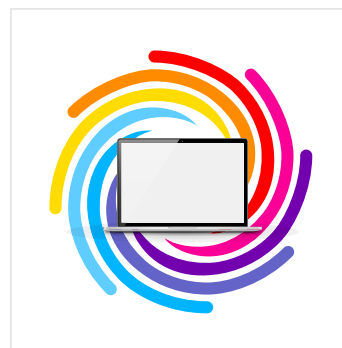
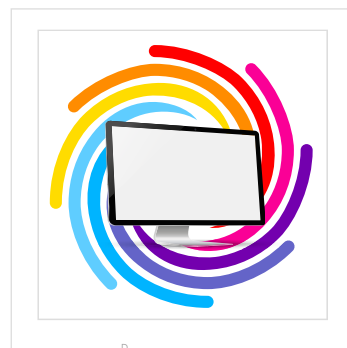
- Color hierarchy
- Background colors

### Screens

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## Print



## Digital



## NOTES

Assets are supplied with desktop, laptop, tablet and mobile devices. You can use different combinations to create groups or use them singularly to suit your content and purpose.

# Screens on dark backgrounds

## Brand elements

### The Logo

- Logo clear-zone
- Logo variations
- Logos for light backgrounds
- Logos for dark backgrounds

### The Swirly

- Swirly placement
- Swirly usage
- Typography

### Colors

- Color hierarchy
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### Screens

- Screens for light backgrounds
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## Print



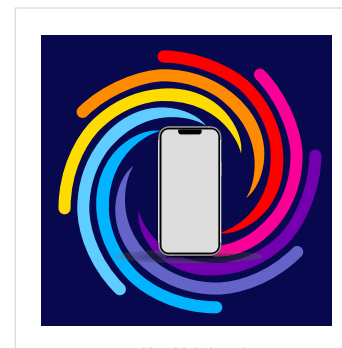
Desktop on light background



Laptop on light background



Tablet on light background



Mobile on light background

## Digital



Desktop on light background



Laptop on light background



Tablet on light background



Mobile on light background

## NOTES

Assets are supplied with desktop, laptop, tablet and mobile devices. You can use different combinations to create groups or use them singularly to suit your content and purpose.

# Icons

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## NOTES

Icons are a versatile element of our brand identity and can be utilized across all brand applications as needed. They serve to enhance communication and convey information effectively.

When using icons, please ensure they align with our brand guidelines in terms of style, color, and context. This consistency helps maintain a cohesive visual identity across all platforms.

An icon library is available and can be provided upon request.

# Isometric Graphics

## Brand elements

### The Logo

- Logo clear-zone
- Logo variations
- Logos for light backgrounds
- Logos for dark backgrounds

### The Swirly

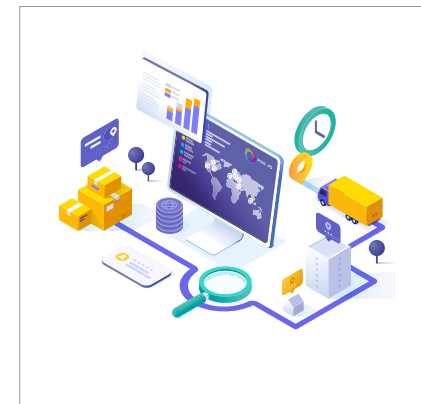
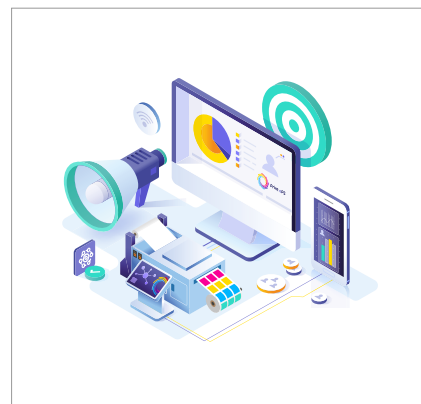
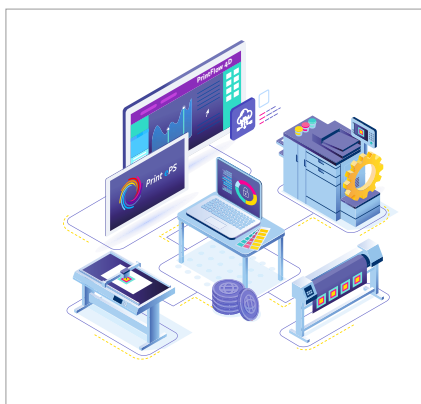
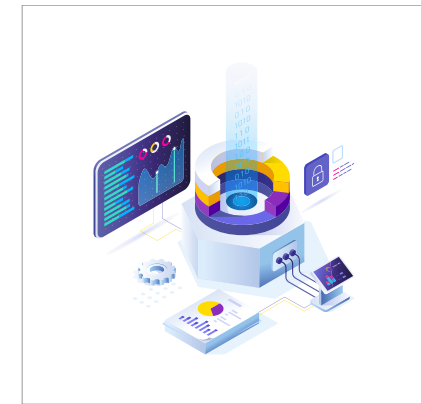
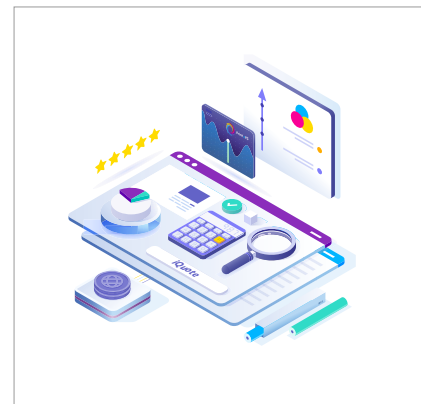
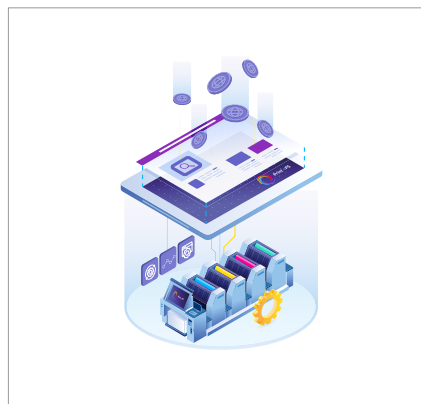
- Swirly placement
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## NOTES

Isometric icons have been crafted in an illustrative style with an isometric perspective, utilizing our brand color palette to achieve a distinctive and visually striking design. These icons add depth and dimension, enhancing the visual appeal and

communication of our brand.

A comprehensive master file is available with an extended collection for use across various brand applications.

# Statistical Graphics

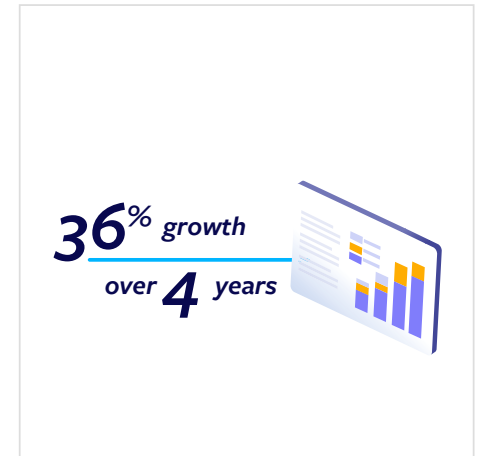
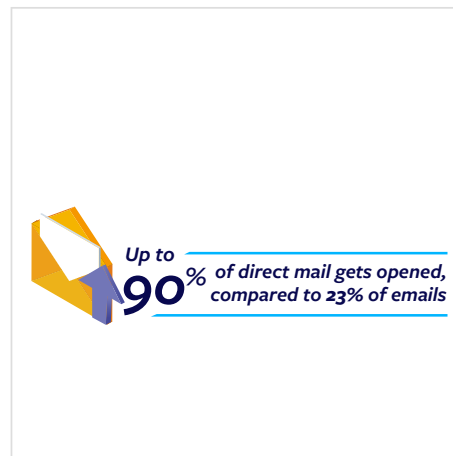
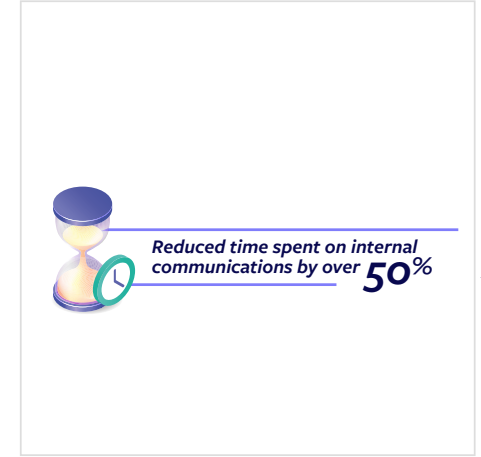
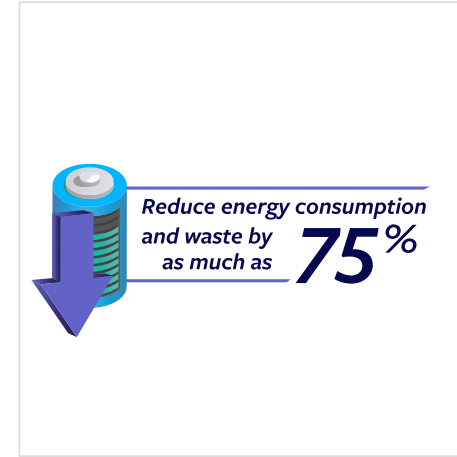
## Brand elements

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Swirly usage	9
Typography	10

<b>Colors</b>	11
Color hierarchy	12
Background colors	13

<b>Screens</b>	15
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## NOTES

Statistical graphics are a powerful tool within our brand identity, used to visualize data and communicate insights effectively. They enhance understanding by transforming complex information into clear, compelling visuals.

When using statistical graphics, ensure they are displayed at an adequate size and on background colors that allow the information to be clearly visualized.

A library of Print statistical graphics is available and can be provided upon request.

# Suite logos

## Brand elements

### The Logo 2

Logo clear-zone 3

Logo variations 4

Logos for light backgrounds 5

Logos for dark backgrounds 6

### The Swirly 7

Swirly placement 8

Swirly usage 9

Typography 10

### Colors 11

Color hierarchy 12

Background colors 13

### Screens 15

Screens for light backgrounds 16

Screens for dark backgrounds 17

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Isometric Graphics 19

Statistical Graphics 20

Suite Logos 21

Product Logos 22

Visual language 23

Activation 24

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**ePS Midmarket  
Print Suite**



**ePS Publication  
Print Suite**



**ePS MarketDirect  
Platform**



**ePS Enterprise Commercial  
Print Suite**



**ePS Quick  
Print Suite**

## NOTES

We have created 'Suite' logos for use when we promote our products. Suites are a collection of products that are preconfigured for a specific purpose.

Shown above is a selection of suite logos as example. The full collection is available upon request.



# Product logos

## Brand elements

<b>The Logo</b>	2
Logo clear-zone	3
Logo variations	4
Logos for light backgrounds	5
Logos for dark backgrounds	6

<b>The Swirly</b>	7
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Swirly usage	9
Typography	10

<b>Colors</b>	11
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## NOTES

We have created product logos that simply use the Swirly and a word-mark to visually create a synergy within the division.

Shown above is a selection of product logos by example. The full collection is available upon request.

# Visual language

## Brand elements

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Logo clear-zone	3
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<b>The Swirly</b>	7
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Our visual language is simple and eye catching. We do not over complicate, we do not state more than we need to. our brand is a reflection of the products and services we provide: Innovative, effective, fresh and exciting. With primary and accent colors used to create a consistent visual color language, punchy, simple headlines create focus on the words we have to say without any clutter. Typography has a strong role to play, it delivers our messages and captures our audiences attention. A bold font weight is used in sentence case and hero words are pulled out in accent colors and adopt an oblique style, reinforcing our word-mark, creating movement and remaining easy to read. The brand is flexible, it allows different approaches to be used with both dark and light backgrounds without compromising our identity. The Swirly icon can be used in a number of ways to bring life to brand communications showing the vibrancy and passion we have for what we do. An example is annotated opposite, showing core elements and how they are used to create brand messaging

The primary packaging logo is placed in the top-left corner, respecting the designated clear zone, and is produced at a size of less than 50mm wide without the strapline. The website URL will be positioned to the right of the logo when necessary.

The headline uses the primary dark blue with accent color. The focus word indented and set in italic, connecting it with the identity. This example is set in a bold font weight at 72pt with 90% leading and -40 tracking creating impact

Body copy is kept light to create clear and easy reading. This example uses 12pt font size with 140% leading set in the book font style in black.

Primary ePS logo is used to finish.



Introduction commentary is set in the primary dark blue at 18pt font size. Using the semi-bold weight with 120% leading and -20 tracking.

Highlighted text uses a semi-bold font weight combined with the brand accent color

The swirly is used with a corner crop to create visual balance in the piece and enhance brand presence

# Activation

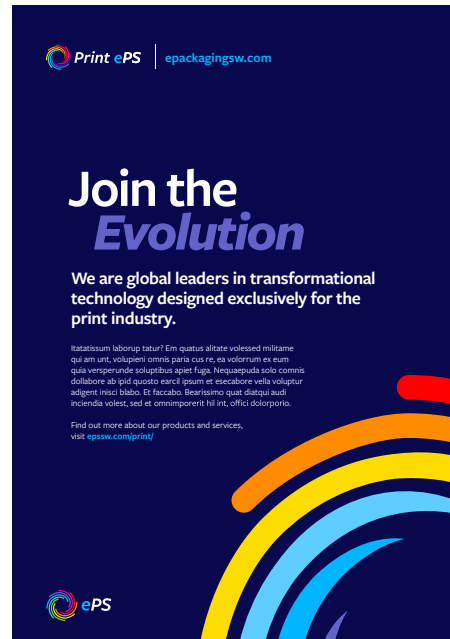
## Brand elements

<b>The Logo</b>	2
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Logo variations	4
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Logos for dark backgrounds	6

<b>The Swirly</b>	7
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## NOTES

The above examples show how the same advert can be delivered using different approaches.

# T-Shirt applications

## Brand elements

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Logos for dark backgrounds	6

<b>The Swirly</b>	7
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## NOTES

The logo may only be used in full color when applied to black, white, or blue backgrounds.

For all other background colors, the logo must be used in a single solid color (white, blue, or black).

It should never appear in full color on non-approved background tones or include outlines or any other modifications different from those shown in the reference image above.

# Social media templates

## Brand elements

<b>The Logo</b>	2
Logo clear-zone	3
Logo variations	4
Logos for light backgrounds	5
Logos for dark backgrounds	6

<b>The Swirly</b>	7
Swirly placement	8
Swirly usage	9
Typography	10

<b>Colors</b>	11
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## NOTES

Examples of social media templates are shown above using a minimalistic approach. These examples demonstrate the use of the Swirly, along with the application of colors, and the distribution of information and graphic elements.

# Digital application

## Brand elements

<b>The Logo</b>	2
Logo clear-zone	3
Logo variations	4
Logos for light backgrounds	5
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<b>The Swirly</b>	7
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<b>Colors</b>	11
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## NOTES

Examples of digital application is shown above using a minimal approach. This shows use of the Swirly across print and print divisions as well as use of accent colors

# Photography resolution and quality

## Brand elements

<b>The Logo</b>	2
Logo clear-zone	3
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Logos for dark backgrounds	6

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<b>Screens</b>	15
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## Recommendations on Image Resolution and Quality

The quality and resolution of images should be adjusted according to the format in which they will be used. Below are some general recommendations to ensure adequate minimum quality:



### For Print Formats:

**Minimum Generic Size:** *4 x 6 inches (1200 x 1800 pixels at 300 ppi)*. This size ensures good resolution for small prints and can be enlarged as needed.

**Resolution:** Images should have at least 300 ppi (pixels per inch) to guarantee high-quality printing.

### Recommended Sizes:

**Small Prints:** *4 x 6 inches (1200 x 1800 pixels)*

**Medium Prints:** *8 x 10 inches (2400 x 3000 pixels)*

**Large Prints:** *16 x 20 inches (4800 x 6000 pixels)*



### For Digital Formats:

**Minimum Recommended Size:** *1200 x 800 pixels*.

**Resolution:** The standard resolution for digital is 72 ppi (pixels per inch)

This size is ideal for good display on most devices and platforms and is lightweight enough for fast loading times on the web.

## NOTES

We have created 'Suite' logos for use when we promote our products. Suites are a collection of products that are preconfigured for a specific purpose.

Shown above is a selection of suite logos as example. The full collection is available upon request.



# Photography usage

## Brand elements

### The Logo

- Logo clear-zone
- Logo variations
- Logos for light backgrounds
- Logos for dark backgrounds

### The Swirly

- Swirly placement
- Swirly usage
- Typography

### Colors

- Color hierarchy
- Background colors

### Screens

- Screens for light backgrounds
- Screens for dark backgrounds
- Icons
- Isometric Graphics
- Statistical Graphics
- Suite Logos
- Product Logos
- Visual language
- Activation
- T-shirt Applications
- Social Media Templates
- Digital Application
- Photography
- Photography Usage
- Photography usage - don'ts!
- Email signature
- LinkedIn Header
- Teams Background
- PowerPoint Templates

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Photography related to the packaging and printing industry, as well as images that include people, may only be used when shared by clients and included in official case studies.

## NOTES

Photography related to the packaging and printing industry, as well as images that include people, may only be used when shared by clients and included in official case studies.



# Photography usage - *don'ts!*

## Brand elements

### The Logo

- Logo clear-zone
- Logo variations
- Logos for light backgrounds
- Logos for dark backgrounds

### The Swirly

- Swirly placement
- Swirly usage
- Typography

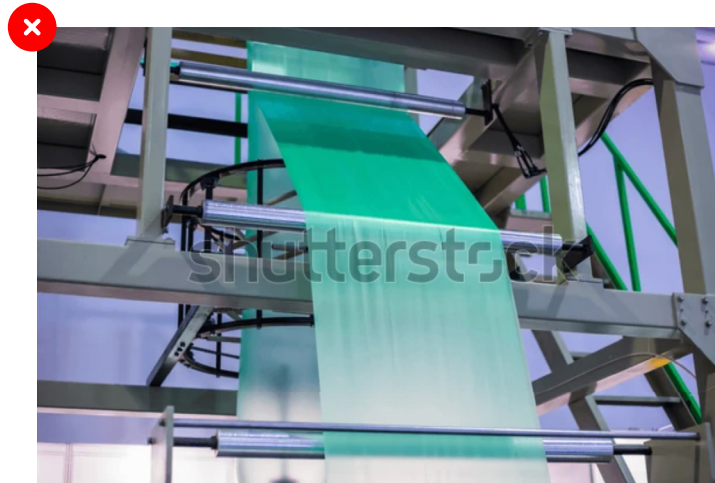
### Colors

- Color hierarchy
- Background colors

### Screens

- Screens for light backgrounds
- Screens for dark backgrounds
- Icons
- Isometric Graphics
- Statistical Graphics
- Suite Logos
- Product Logos
- Visual language
- Activation
- T-shirt Applications
- Social Media Templates
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- Photography
- Photography Usage
- Photography usage - don'ts!
- Email signature
- LinkedIn Header
- Teams Background
- PowerPoint Templates

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**It is not allowed to use stock photos featuring people or graphics related to software, technologies, or industries that are not associated with ePS.**

## NOTES

The above images show the types of visuals that should not be used. It is not allowed to use stock photos featuring people or graphics related to software, technologies, or industries that are not associated with ePS.

# Email signature

## Brand elements

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**First Name Last Name**

Title



Telephone

[first.last@epssw.com](mailto:first.last@epssw.com)

(Address Optional)



## NOTES

The image above shows the Print email signature that should be used by employees.  
The file is available upon request.

# LinkedIn header

## Brand elements

<b>The Logo</b>	2
Logo clear-zone	3
Logo variations	4
Logos for light backgrounds	5
Logos for dark backgrounds	6

<b>The Swirly</b>	7
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## NOTES

The image above shows the Corporate LinkedIn header in its white and blue version, which should be used by employees. It can be requested from The file is available upon request.

# Teams background

## Brand elements

<b>The Logo</b>	2
Logo clear-zone	3
Logo variations	4
Logos for light backgrounds	5
Logos for dark backgrounds	6

<b>The Swirly</b>	7
Swirly placement	8
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## NOTES

The image above shows the Packagig Teams background that should be used by employees. The file is available upon request.

# PowerPoint templates - dark backgrounds

## Brand elements

<b>The Logo</b>	2
Logo clear-zone	3
Logo variations	4
Logos for light backgrounds	5
Logos for dark backgrounds	6

<b>The Swirly</b>	7
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## NOTES

The image above shows the Print PowerPoint Templates that should be used by employees. The file is available upon request.

# PowerPoint templates - light backgrounds

## Brand elements

<b>The Logo</b>	2
Logo clear-zone	3
Logo variations	4
Logos for light backgrounds	5
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<b>The Swirly</b>	7
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## NOTES

The image above shows the Print PowerPoint Templates that should be used by employees. The file is available upon request.



Empower. *Evolve.* Excite.

