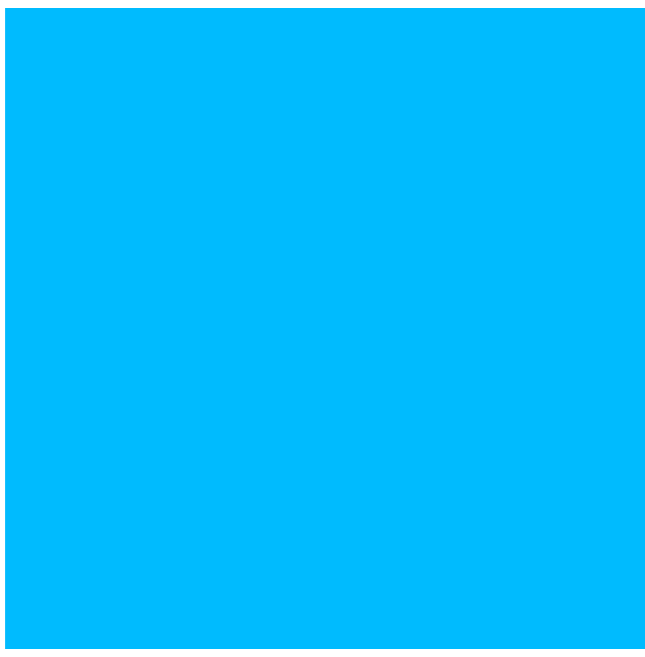


## Primary Brand Colors

COASTAL BLUE



### Coastal Blue / #00BBFE

This color is the primary brand accent color for the brand and website assets. The intention is for it to be used sparingly.

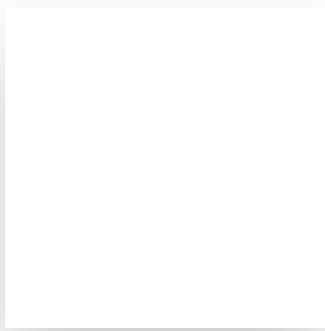
TEXT BLACK



### Text Black / #111111

Used for any text on white/light backgrounds.

PURE WHITE



### Pure White / #EDED

Used for any text on a darkbackground.

## Secondary Colors

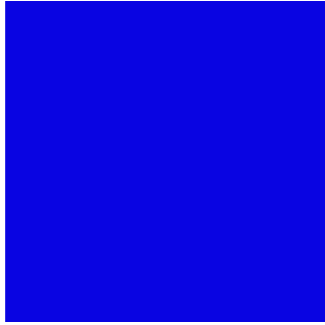
MIDNIGHT BLUE



### Midnight Blue / #091E31

Complimentary color to primary brand color.

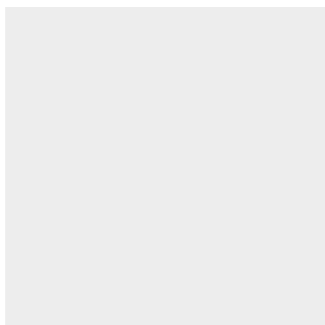
ULTRA VIOLET



### Ultra Violet / #0904E2

Used mostly as a hyperlink color for text on white/light backgrounds.

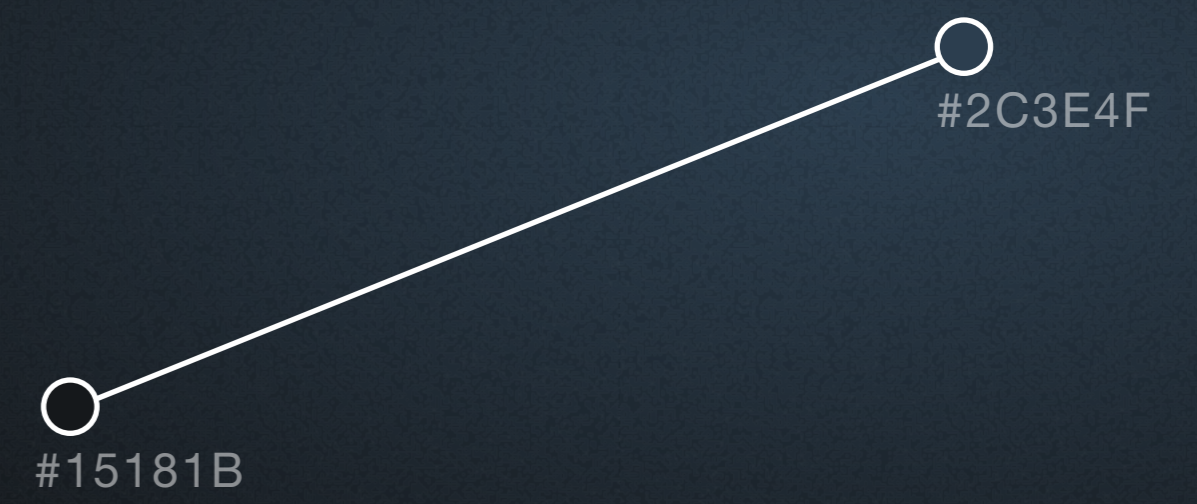
OFF WHITE



### Off White / #EDED

Used for div block backgrounds that are on a white background. NOT to be used with text.

## Gradient Colors



Midnight Radial w/ Texture



Midnight Linear w/ Texture



Mid-Gray Radial w/ Texture



Light-Gray Linear w/ Texture

# Main Text Style

Helvetica Neue LT Pro 45 Light / 75 Bold | 48px | Line-height: 54px | Letter-spacing: -1px | #111111

# Continuous Fiber 3D Printing The Next Dimension of Innovation.

Helvetica Neue LT Pro 75 Bold | 36px | Line-height: 41px | Letter-spacing: -0.5px | #111111

## Main title - Into free space with CF3D.

Helvetica Neue LT Pro 75 Bold | 21px | Line-height: 24px | Letter-spacing: 0px | #111111

### Button message - Experience it yourself.

Helvetica Neue LT Pro 55 Roman | 18px | Line-height: 20px | Letter-spacing: 1px | All Caps | #111111 50%

#### SUBTITLE - ONE SOLUTION

Open Sans Bold | 14px | Line-height: 20px | All Caps | Letter-spacing: 0px | #111111

#### ICON TITLE - HIGH-STRENGTH / LOW-WEIGHT

Open Sans Bold | 12px | Line-height: 14px | Letter-spacing: 1px | All Caps | #111111

#### SECTION ACCENT - SECTION 02 - WHAT WE DO

Open Sans Regular | 21px | Line-height: 36px | Letter-spacing: 0px | #111111 60%

Paragraph - A complete technology ecosystem comprised of software, hardware, materials, and motion...

Helvetica Neue LT Pro 75 Bold | 21px | Line-height: 24px | Letter-spacing: 0px | Underline | #00BBFE

[Text button - Submit field.](#)

Open Sans Regular | 21px | Line-height: 36px | Letter-spacing: 0px | Underline | #0904E2

[paragraph link - this link](#)

Helvetica Neue LT Pro 45 Light / 75 Bold | 48px | Line-height: 54px | Letter-spacing: -1px | #FFFFFF

# Continuous Fiber 3D Printing The Next Dimension of Innovation.

Helvetica Neue LT Pro 75 Bold | 36px | Line-height: 41px | Letter-spacing: -0.5px | #FFFFFF

## Main title - Into free space with CF3D.

Helvetica Neue LT Pro 75 Bold | 21px | Line-height: 24px | Letter-spacing: 0px | #FFFFFF

### Button message - Experience it yourself.

Helvetica Neue LT Pro 55 Roman | 18px | Line-height: 20px | Letter-spacing: 1px | All Caps | #FFFFFF 50%

#### SUBTITLE - ONE SOLUTION

Open Sans Bold | 14px | Line-height: 20px | Letter-spacing: 0px | All Caps | #FFFFFF

#### ICON TITLES - HIGH-STRENGTH / LOW-WEIGHT

Open Sans Bold | 12px | Line-height: 14px | Letter-spacing: 1px | All Caps | #FFFFFF

#### SECTION ACCENT - SECTION 02 - WHAT WE DO

Open Sans Regular | 21px | Line-height: 36px | Letter-spacing: 0px | #FFFFFF 65%

Paragraph - A complete technology ecosystem comprised of software, hardware, materials, and motion...

Helvetica Neue LT Pro 75 Bold | 21px | Line-height: 24px | Letter-spacing: 0px | Underline | #00BBFE

[Text button - Submit field.](#)

Open Sans Regular | 21px | Line-height: 36px | Letter-spacing: 0px | Underline | #00BBFE

[paragraph link - this link](#)

H1

H2

H3

H4

H5

H6

P

BUTTON

LINK

H1

H2

H3

H4

H5

H6

P

BUTTON

LINK

# Tablet Text Styles

Helvetica Neue LT Pro 45 Light / 75 Bold | 36px | Line-height: 41px | Letter-spacing: -0.5px | #111111

# Continuous Fiber 3D Printing The Next Dimension of Innovation.

Helvetica Neue LT Pro 75 Bold | 28px | Line-height: 36px | Letter-spacing: -0.5px | #111111

## Tablet Main title - Into free space with CF3D.

Helvetica Neue LT Pro 55 Roman | 16px | Line-height: 20px | Letter-spacing: 1px | All Caps | #111111 50%

SUBTITLE - ONE SOLUTION

Open Sans Regular | 19px | Line-height: 32px | Letter-spacing: 0px | #111111 60%

Tablet Paragraph - A complete technology ecosystem comprised of software, hardware, materials, and motion...

Helvetica Neue LT Pro 45 Light / 75 Bold | 36px | Line-height: 41px | Letter-spacing: -0.5px | #FFFFFF

# Continuous Fiber 3D Printing The Next Dimension of Innovation.

Helvetica Neue LT Pro 75 Bold | 28px | Line-height: 36px | Letter-spacing: -0.5px | #FFFFFF

## Tablet Main title - Into free space with CF3D.

Helvetica Neue LT Pro 55 Roman | 16px | Line-height: 20px | Letter-spacing: 1px | All Caps | #111111 50%

SUBTITLE - ONE SOLUTION

Open Sans Regular | 19px | Line-height: 32px | Letter-spacing: 0px | #111111 60%

Paragraph - A complete technology ecosystem comprised of software, hardware, materials, and motion...

# Supporting Text Styles

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Open Sans Regular | 11px | Line-height: 13px | Letter-spacing: 0.75px | All Caps | #111111 50%  
NEWS CATEGORY - BUSINESS

Helvetica Neue LT Pro 75 Bold | 18px | Line-height: 23px | Letter-spacing: -0.5px | #111111

**News title - Made in the Northwest: Continuous Composites**

Open Sans Regular | 12px | Line-height: 21px | Letter-spacing: 0px | #111111 60%

News paragraph - The goal is to revolutionize the manufacturing industry with continuous fiber 3D printing, which uses robotics to print in free space. "It completely changes the way you can use composite materials," said Continuous Composites...

Helvetica Neue LT Pro 75 Bold | 12px | Line-height: 23px | Letter-spacing: 0px | Right Align | #111111 50%

**Nav title - About Us**

Open Sans Regular | 17px | Line-height: 25px | Letter-spacing: 0px | #111111 65%

**Team job title - Lead Software Engineer**

Helvetica Neue LT Pro 75 Bold | 17px | Line-height: 24px | Letter-spacing: -0.5px | #111111 75%

**Form field title - Your email address:**

Open Sans Regular | 19px | Line-height: 34px | Letter-spacing: 0px | #111111 65%

**Jobs paragraph - Our engineering team is looking for a self starter...**

Open Sans Regular | 11px | Line-height: 13px | Letter-spacing: 0.75px | All Caps | #111111 50%  
NEWS CATEGORY - TECHNOLOGY

Helvetica Neue LT Pro 75 Bold | 18px | Line-height: 23px | Letter-spacing: -0.5px | #111111

**News title - Made in the Northwest: Continuous Composites**

Open Sans Regular | 12px | Line-height: 21px | Letter-spacing: 0px | #111111 65%

News paragraph - The goal is to revolutionize the manufacturing industry with continuous fiber 3D printing, which uses robotics to print in free space. "It completely changes the way you can use composite materials," said Continuous Composites...

Helvetica Neue LT Pro 75 Bold | 12px | Line-height: 23px | Letter-spacing: 0px | Right Align | #111111 65%

**Nav title - Contact Us**

Open Sans Regular | 17px | Line-height: 25px | Letter-spacing: 0px | #111111 65%

**Team job title - Lead Software Engineer**

Helvetica Neue LT Pro 75 Bold | 17px | Line-height: 24px | Letter-spacing: -0.5px | #111111 75%

**Form field title - Your email address:**

Helvetica Neue LT Pro 75 Bold | 17px | Line-height: 24px | Letter-spacing: 0px | #111111

**Button title - Choose file**

# Supporting Elements

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Upload resume

## Blue Button

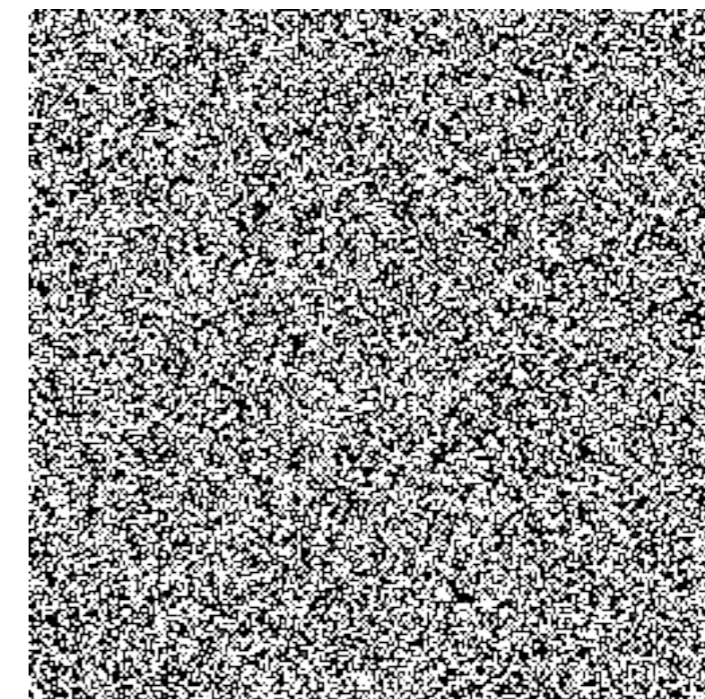
Only found on jobs / careers page.

**Button:** 204x60px | #00BBFE

**Text:** Helvetica Neue LT Pro | 75 Bold  
17px | Line-height: 24px | #FFFFFF

## White noise textured pattern

Used for bg texture pattern on gradient bg's.  
250x250px @ 7% opacity



## Play button icon

Build most with code.

Insert icon-play-graphic.svg to button

**Size:** 100x100px

**Fill:** #F8F8F8 50%

**Stroke:** 3px | Inside fill | #FFFFFF 70%

**Drop shadow:** 0x 10y | 30px blur | #000000 15%

**Background blur:** 3px



## Single text field

Title is "Form field title (Dark)" text style

**Size:** 50 high, width see Inspect | 24px gutter

**Fill:** #FFFFFF

**Stroke:** 1px | Inside stroke | #CCCCCC

First Name: \*