



PROWAYS

GRAPHICAL CHARTER

LOGOTYPE'S EVOLUTION

Former logo:



New logo:



The new logo is henceforth more refined, more modern, and its readability has been improved.

We kept the typography because it truly represents the company's brand. We kept the color red as well for its efficiency as a synonymous with enthusiasm and success.

Nevertheless, we made it lighter so that the logo appears purer.

This way, the logo remains linked to industry but also to technology and innovative, merging perfectly well with right and futuristic backgrounds, and is in line with an Apple-made communication style.

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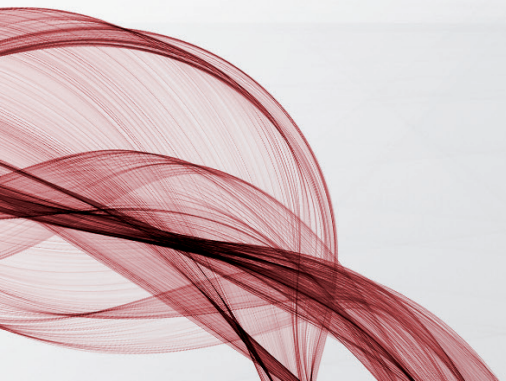
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1 - THE LOGO AND ITS APPLICATION



1.01 INSTITUTIONAL LOGO AND VARIATIONS

PRODWAYS logo content and composition cannot be modified, moved or altered.

THE COMPONENTS, COLORS AND CONSTRUCTION TEMPLATE OF THESE ELEMENTS ARE UNCHANGING.

The PRODWAYS logo, when used on any surface, must comply with these rules regarding colors and construction.

THE MINIMUM SIZE FOR REPRODUCTION OF THE LOGOTYPE IS 20 MM.

The institutional logo is displayed in five domains: *Group*, *Innovative Technology*, *Premium Materials*, *Support & Investment* and *Design & Production*.

The domains labels replace the main logo's signature/tagline with non-italic PIRULEN font.

PRODWAYS Group:



PRODWAYS Innovative Technology:



PRODWAYS Premium Materials:



PRODWAYS Entrepreneurs:



PRODWAYS Design & Production:



PRODWAYS powered by Farsoon:



1.02 INSTITUTIONAL LOGO COLORS

There are two colors used in this logo: Red is used in the end of the name "WAYS" as well as for the sphere/ball, with a color gradation. Grey is used at the beginning of the name "PROD".

Black 10/10 is used for the signature when there is one, or for a monochromatic reproduction of the entire logo.

Depending on the reproduction support, it is also possible to use the logo in two shades.

HOWEVER, PRIORITY MUST BE GIVEN TO THE COLORED VERSION.



PRODWAYS

PRODWAYS

Logotype color:



Quadri: C15 M100 J100 N0
Pantone: 186 C
RGB: R205 V22 B25



Quadri: C58 M48 J43 N10
Pantone: Cool Gray 9 C
RGB: R119 V119 B121

Sphere's color gradation:



Quadri: C0 M35 J20 N0
Pantone: 495 C
RGB: R247 V188 B187



Quadri: C0 M72 J75 N11
Pantone: 7579 C
RGB: R225 V88 B41



Quadri: C22 M99 J86 N16
Pantone: 495 C
RGB: R171 V27 B37



Quadri: C91 M78 J62 N97
Pantone: Black 6 C
RGB: R0 V1 B0



Example of the dual tone logo printing on an advertisement piece.

1.03 PRESERVATION AREA

The PRODWAYS logo is framed with a protection zone ensuring a good visibility and a direct identification.

This protection zone is an invisible rectangle devoid of content.

The measure of the logo's protection perimeter equals the height of PRODWAYS' "P".



1.04 TYPOGRAPHY/FONT

The typography of PRODWAYS is **Neuropolitical**. It is used for the sake of maximum readability.

The typography for the PRODWAYS logo tagline is **Pirulen**. Italic text for the main logo tagline and regular text for the variations.

For any text following the logo, **Open Sans** typography will be used to facilitate reading on websites and on any support documentation.

NEUROPOLITICAL Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PIRULEN REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

PIRULEN ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

OPEN SANS Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

OPEN SANS Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

OPEN SANS Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

OPEN SANS Extrabold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

OPEN SANS Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

1.05 THE BASELINE

The signature **"THE NEW WAY OF PRODUCING"** has two positions.

The first (standard) is positioned at the right side of the logo, sized equal to "WAYS".

The second is allowed only to ensure the logo visibility when it is written in small font. In that case, the length equals the PRODWAYS logo.

**EXCEPT IN SPECIFIC CASES, THE SIGNATURE/
TAGLINE IS ALWAYS WRITTEN UNDER THE
LOGO IN ORDER TO VISUALLY EMPHASIZE THE
RIGHT PORTION OF THE LOGO, AND MORE
PARTICULARLY BECAUSE THIS INSTITUTIONAL
SIGNATURE TURNS OUT TO BE A TRUE
TRADEMARK WHICH STANDS OUT FROM
COMPETITORS.**

Position 1:



Position 2:



1.06 FORMER IDENTITY

Previous logos/identity must not be used anymore.



1.07 FORBIDDEN ELEMENTS



Do not change the logo colors



Do not stretch or deform the logo



Do not alter the signature/tagline



Do not hide the logo



Do not modify or replace the logo's typography



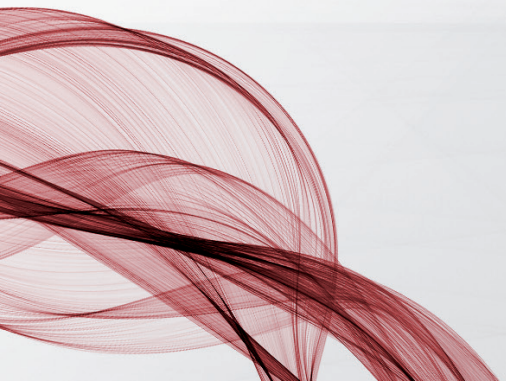
Do not tilt the logo



Do not modify size of logo elements

EVERY USE OF THE LOGO MUST COMPLY WITH THE RULES IN THIS DOCUMENT.

2 - GRAPHIC SETTING AND ITS APPLICATION



2.01 GENERAL PRINCIPLES

Each element of PRODWAYS stationery matches with 3 major construction principles.

1 - The logo must appear on each document. Its size varies according to the item. It is always placed at the top, left of the document/item face (except in specific cases, such as on the business card or because of specific technical constraints).

2 - Text and information always use the Open Sans font, except the website URL address which must use the italic and right-justified PIRULEN font in red (if possible).

3 - The logo-supporting line is always placed in footer with the color of the cartridge used (red or black).



2.02 BUSINESS CARDS

54x85 mm format

1 - Logo in the middle L54mm

2 - Name & Title:

Open Sans Regular 7pt

Bold

Auto leading

C0 M0 J0 N80

3 - Address:

Open Sans Regular 7pt

Auto leading

C0 M0 J0 N80

4 - Phone & e-mail address:

Open Sans Regular 6,5pt

Auto leading

C0 M0 J0 N80

5 - URL website:

Italic and right-justified PIRULEN font in red.



2.03 POST CARDS

210x100 mm format

1 - Logo in the middle L65mm

2 - Address:
Open Sans Regular 8pt
Auto leading
CO MO JO N80

3 - Phone & e-mail address:
Open Sans Regular 7,5pt
Auto leading
CO MO JO N80

4 - URL website:
Italic and right-justified PIRULEN font in red.



2.04 LETTERHEAD PAPER AND REST

210x297 mm format

1 - Logo L60mm

15 mm safety margins on sides for margin printing printer.

2 - Address and phones:

Open Sans Semibold 8pt

Leading 9pt

CO MO JO N80

Legal notices:

Open Sans Regular 7pt

Leading 9pt

CO MO JO N80

3 - URL website:

Italic and right-justified PIRULEN font in red.



2.05 ENVELOPES

Format:

C4 229x324 mm

C5 162x229 mm

PB 229x114 mm

Address, phone & e-mail:

Open Sans Regular 8pt & 7,5pt

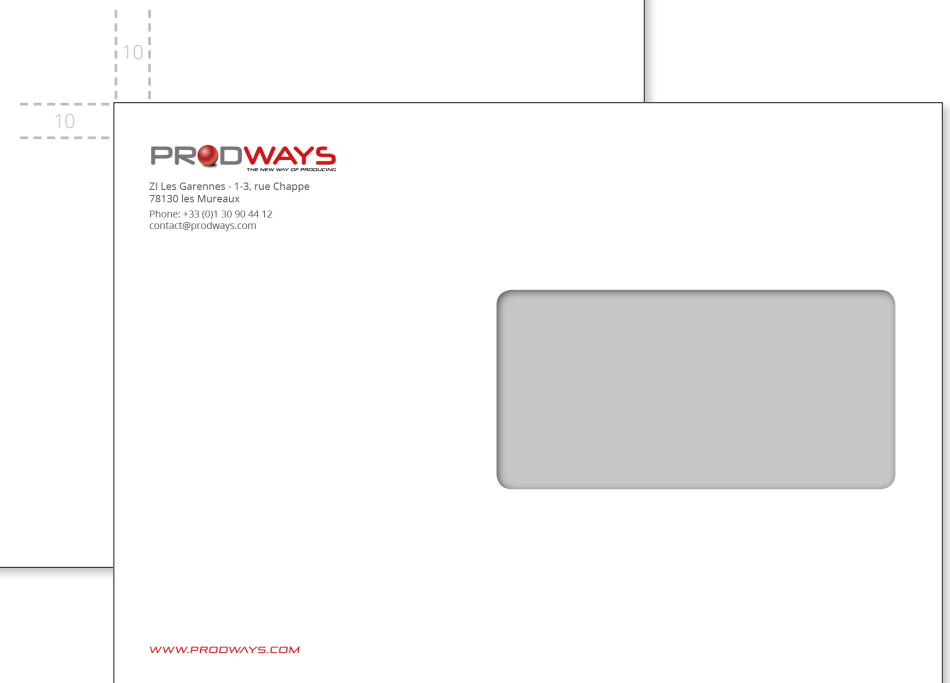
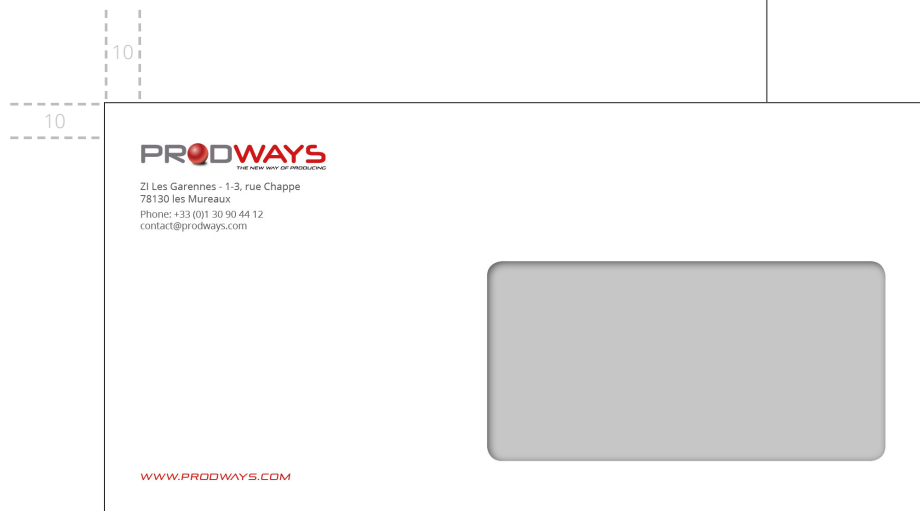
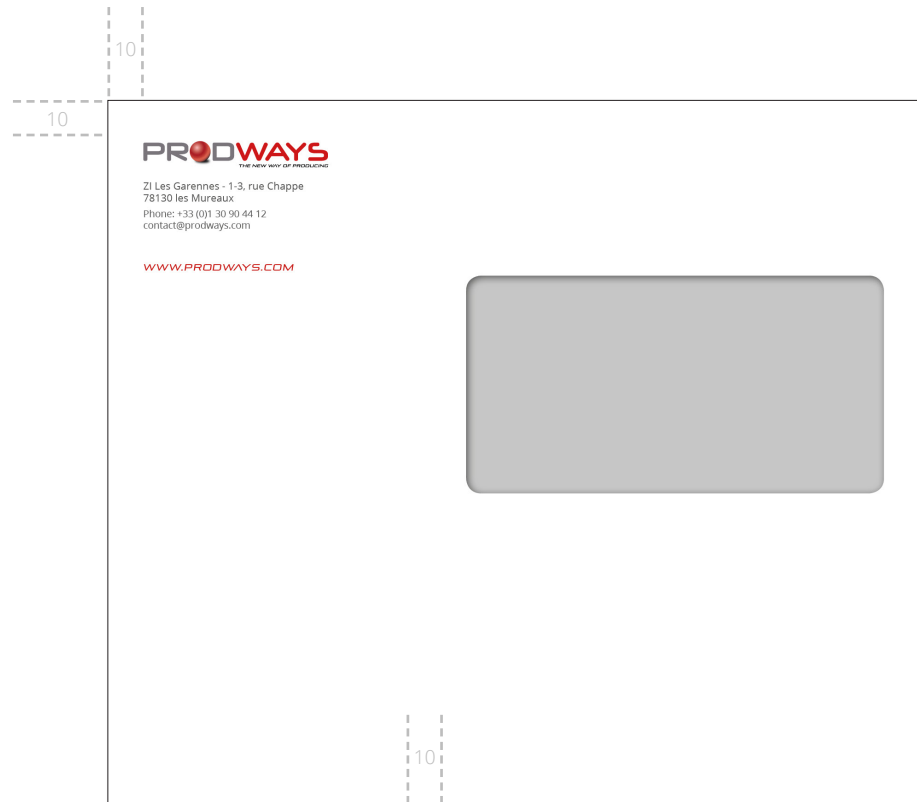
Auto leading

C0 M0 J0 N80

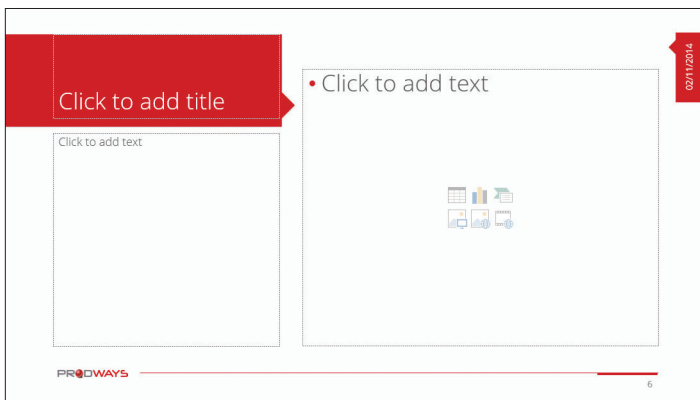
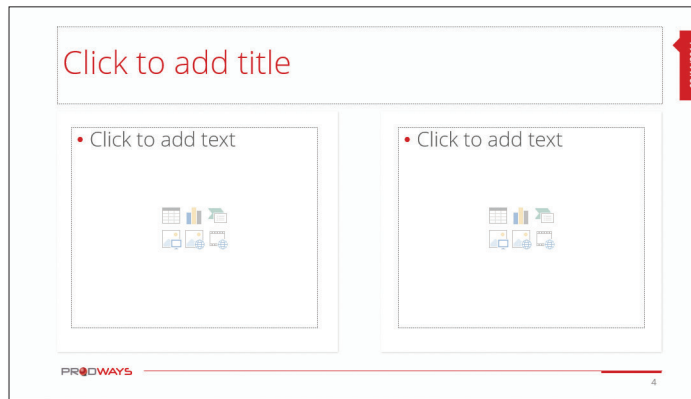
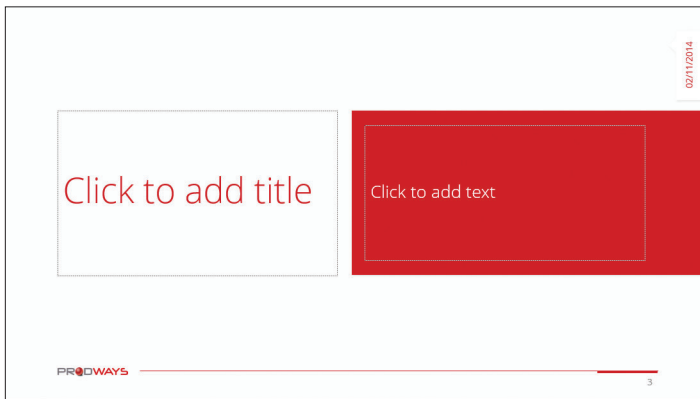
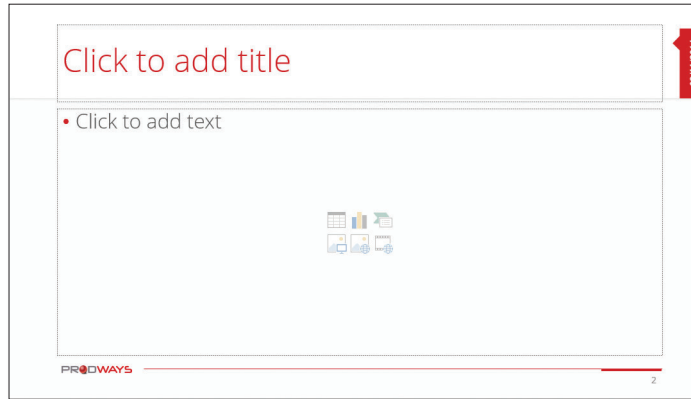
URL website:

Italic PIRULEN font,

justified to the right with all other
information.



2.06 COMPUTER DOCUMENTS

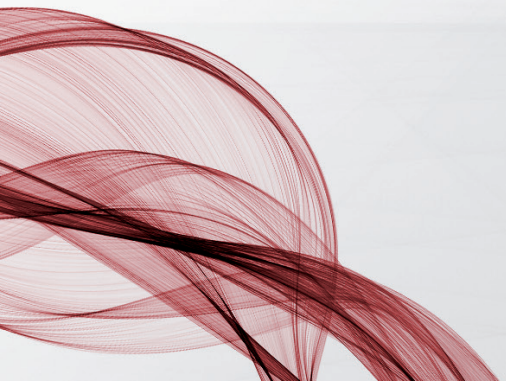


- Many page templates have been created:
- Front page
 - Section page
 - Text page or picture with caption
 - Page with text
 - Dual column text page

2.07 INSTITUTIONAL VISUAL



3 - APPLICATION EXAMPLES



3.01 DATASHEETS

PRODWAYS datasheets are two-sided documents. Their backgrounds preserve PRODWAYS' main logo standards. Title and inscription color will adapt to the logo, depending on the subclass in question.

Example of a datasheet:

Page 1

Product graphic

Product name

Product information

SPEED & PRECISION FOR MANUFACTURING

ProMaker L5000

A UNIQUE SOLUTION FOR MANUFACTURING
ProMaker L5000 was designed to produce small parts in large quantities or highly detailed large parts at speeds unseen in the 3D printer arena. With our patented MOVINGLight® technology, incredibly high resolution and precision can be achieved over the entire build platform, which means higher productivity.

LOWEST OPERATING COST WITH NO COMPROMISE ON PERFORMANCE
Due to minimal wear-and-tear on machine parts, ProMaker L5000 has very low operating costs without compromising performance. The result is very low cost per unit production, satisfying the most stringent demands for profitability. Compatible with 365-nm UV resins, the ProMaker L5000 is ideal for a wide variety of applications, no matter how demanding the requirements.

www.prodways.com

Page 2

Presentation of MOVINGLight® Technology

Product characteristics

Product technical specifications

Company information

MOVINGLight® TECHNOLOGY: UNPARALLELED SPEED AND PRECISION IN 3D PRINTING

- Unmatched resolution: less than 40 µm with hundreds of millions of pixels per layer
- High precision: achieve incredibly fine detail over the entire build platform with no distortion
- Unparalleled speed: production up to 10X faster than market standards
- High throughput: achieve high production volumes without sacrificing quality
- Superior surface quality: minimal post-production finishing required
- Lower operating cost: minimal wear-and-tear on machine and less costly LED light source

ProMaker L5000 TECHNICAL SPECIFICATIONS

Net build volume	400 x 330 x 400 mm 16 x 13 x 16 inches
Number of heads	1
Footprint (LxW)	2080 x 3140 mm (81.4 x 123.6 inches) (101 kg, 22.2)
Native resolution (X, Y, Z)	605 x 605 x 1016 DPI ~45 µm (0.0018 inches)
Layer thickness	20 - 100 µm 0.001 to 0.004 inches
MOVINGLight® heads	1520 x 1000 pixels
Platform	Perforated
Size (LxWxH)	1815 x 1266 x 2230 mm 71 x 50 x 88 inches
Weight	1450 kg 3200 lbs.
VAT Volume	~115 L 32 US Gal.
Power requirements	100 - 127 VAC, 12 A, 50/60 Hz 220 - 240 VAC, 8 A, 50/60 Hz
Workshop compatibility	Windows 7/8
Certification	CE

By choosing one of our ProMaker machines, you're also accessing our vast technical knowledge and a wide range of available services to help optimize production and maximize profitability.
TRAINING • MAINTENANCE • HOTLINE AND ON-SITE ASSISTANCE • SPECIFIC DEVELOPMENT

PRODWAYS
THE NEW WAY OF PRODUCTION

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A COMPANY OF **Gorge**

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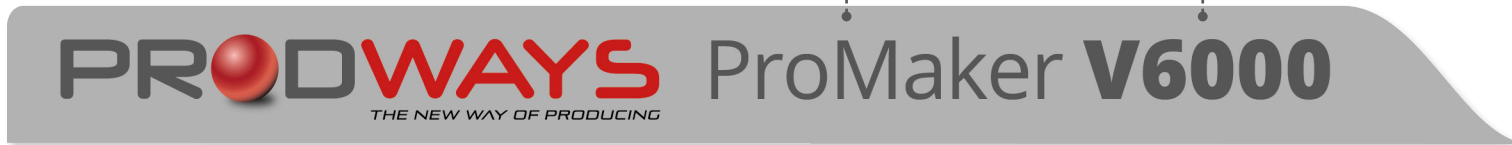
3.02 MACHINES STICKERS

Stickers set to be posted on the machines must follow the model below

20 cm length.

Open Sans Regular
Body 30 pt

Open Sans Extrabold
Body 30 pt



3.03 VARIATION FOR POINT-OF-PURCHASE/BOOTHS

Example of a booth.

WWW.PRODWAYS.COM

PRODWAYS

THE NEW WAY OF PRODUCING

- 1 INDUSTRIAL SOLUTIONS TO INDUSTRIAL NEEDS**
 - The strong experience and industrial culture of Groupe Gorgé
 - R&D focused on a rapid manufacturing approach: technology, process & post-process
 - A highly qualified and experienced team focused on global solutions
- 2 HIGH QUALITY OF THE PARTS PRODUCED**
 - High precision in all 3 dimensions
 - Unequaled resolution, more than a half billion pixels per layer
 - Technology allowing the use of premium innovative composite and hybrid materials
- 3 PROFITABILITY AND PRODUCTIVITY SIGNIFICANTLY IMPROVED**
 - Hundreds of small parts in just a few hours at a resolution of 35µm
 - Up to 10 time faster than market standards
 - Superior surface quality requiring minimum finishing

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3.03 VARIATION FOR POINT-OF-PURCHASE /BOOTHS

Concerning booth image, there is a graphic display with a 3D architectural space linked to a red net, based on the main institutional visual.

It is highly recommended to have at least one institutional visual on the booth.

This stand-up banner uses the institutional visual.

Please note that the booth graphics may be subject to potential changes



PRODWAYS
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THE NEW GENERATION OF 3D PRINTING TECHNOLOGIES

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Rouge202[®]

AGENCE 180°
POUR LES YEUX