

ADDMAN Group Brand Book

Visual Identity Guidelines



January 2024 | Not to be copied, distributed,
or reproduced without prior approval.



Portfolio of Companies

ADDMAN was formed to help American companies accelerate their manufacturing. With an engineering-centric portfolio of diversified manufacturing brands, a partnership with ADDMAN delivers solutions for every part, at any volume, for every step of the product lifecycle.



Color Options



The logo owns a 3-color primary palette. Primary Blue, Primary Orange, and Primary Black. The colors reflect who we are and where we're headed (bold, innovative, reliable, and purposeful). It's our "go-to" choice for all applications.

PRIMARY BLACK

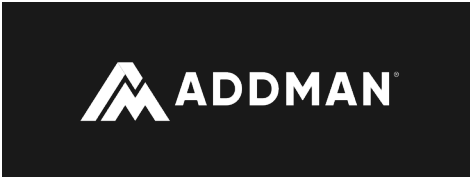
CMYK 0/0/0/90
RGB 26/26/26
PMS 7547 C
HEX 1A1A1A

PRIMARY BLUE

CMYK 87/53/0/0
RGB 7/112/187
PMS 3005
HEX 0770BB

PRIMARY ORANGE

CMYK 0/74/100/0
RGB 242/100/27
PMS 1505 C
HEX F2641B



The white logo should be used for all dark or color backgrounds and placement over imagery.



The black logo should only be used for black and white printing.

Logo Usage

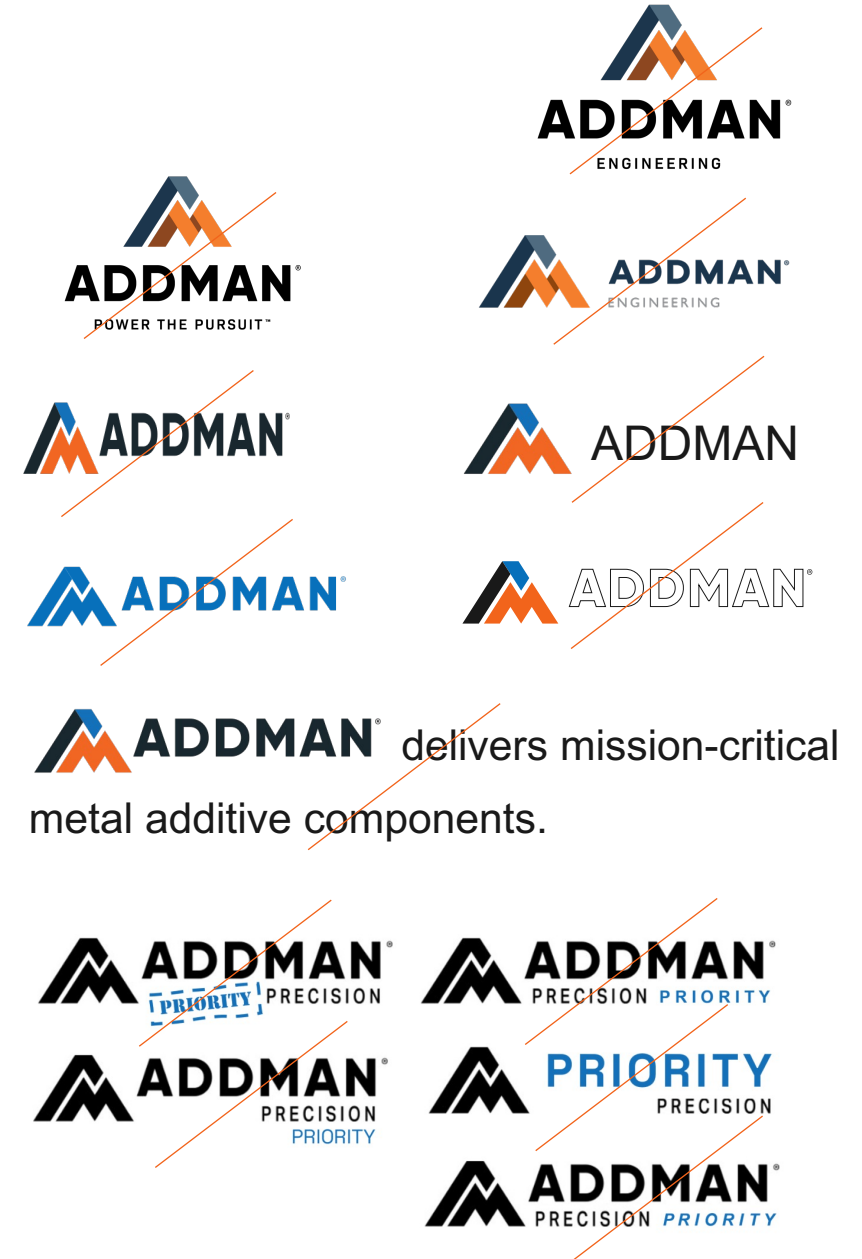


Do

- Ensure a high contrast with the background (using primary colors only)
- Confirm that you're using the correct version as shown

Don't

- Don't change the shape, proportions, or weight of the logo
- Don't crop or stylize the logo with drop shadows or distorted surface treatments
- Don't frame the logo in a secondary shape (e.g., square, triangle, circle, etc.)
- Don't use unapproved colors
- Don't use the logo multiple times in one context or layout or as decoration
- Don't use within paragraphs of text
- Don't change the logo in any way



Meet **Castheon**



The white logo should be used for all dark or color backgrounds and placement over imagery.



The black logo should only be used for black and white printing.

THE ICON



The iconic Gao Block symbolizes Castheon and its founder, Dr. Youping Gao, who boasts 20 years of unmatched experience in metal additive manufacturing and the use of refractory alloys. The Gao Block, which Dr. Gao developed, is a physical metallurgy-based object that speeds up and strengthens the optimization of AM parameters and microstructure for optimal material strength. The successful completion of a Gao Block build signifies effective AM parameters for a particular alloy.

PRIMARY BLACK

CMYK 0/0/0/90
RGB 26/26/26
PMS 7547 C
HEX 1A1A1A

PRIMARY ORANGE

CMYK 0/74/100/0
RGB 242/100/27
PMS 1505 C
HEX F2641B

Meet **HARBEC**



HARBEC
AN ADDMAN GROUP COMPANY

THE ICON



The lightbulb in the HARBEC logo is a shining testament to the company's unwavering commitment to innovation and sustainability. This symbol represents their relentless pursuit of new ideas and solutions that will bring about a brighter and greener future for all. The earth within the lightbulb symbolizes the company's steadfast dedication to environmental responsibility and their constant pursuit of technical innovation that benefits both people and the planet. Their tagline, "technical innovation with environmental responsibility," encapsulates their mission to use the power of technology to create a better world for all.



The white logo should be used for all dark or color backgrounds and placement over imagery.



The black logo should only be used for black and white printing.

PRIMARY BLACK

CMYK 0/0/0/90
RGB 26/26/26
PMS 7547 C
HEX 1A1A1A

PRIMARY BLUE

CMYK 87/53/0/0
RGB 7/112/187
PMS 3005
HEX 0770BB

HARBEC BLUE

CMYK 74/15/5/0
RGB 0/168/215
PMS 638 C
HEX 00A8D7

Meet Dinsmore



THE ICON



The Dinsmore logo stands as a symbol of resilience, creativity, and innovation. The logo represents the complex yet interconnected ecosystem of Dinsmore, encapsulating the essence of the company's values and culture. The five dots around the logo depict the key components of Dinsmore's success - its people, clients, partners, industry, and technology. The subtle inclusion of the letters 'D & A' symbolizes the legal entity name of Dinsmore & Associates, a testament to the company's heritage and history. The journey of the Dinsmore logo is a reminder that with hard work, dedication, and a willingness to adapt, anything is possible.



The white logo should be used for all dark or color backgrounds and placement over imagery.



The black logo should only be used for black and white printing.

PRIMARY BLACK

CMYK 0/0/0/90
RGB 26/26/26
PMS 7547 C
HEX 1A1A1A

PRIMARY BLUE

CMYK 87/53/0/0
RGB 7/112/187
PMS 3005
HEX 0770BB

PRIMARY ORANGE

CMYK 0/74/100/0
RGB 242/100/27
PMS 1505 C
HEX F2641B

Meet ADDMAN Precision



THE MONOGRAM



The monogram without the word ADDMAN is intended to be used only as an artistic element. As a result, we can build equity in our brand identifier when we use it in marketing collateral or secondary signage. Also, it can be used in clothing.



The white logo should be used for all dark or color backgrounds and placement over imagery.



The black logo should only be used for black and white printing.

PRIMARY BLACK	PRIMARY BLUE	PRIMARY ORANGE
CMYK 0/0/0/90	CMYK 87/53/0/0	CMYK 0/74/100/0
RGB 26/26/26	RGB 7/112/187	RGB 242/100/27
PMS 7547 C	PMS 3005	PMS 1505 C
HEX 1A1A1A	HEX 0770BB	HEX F2641B