

Brand refresh guidelines to building a cohesive & lasting impression

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Welcome

Welcome to the PTC brand guidelines, a refreshed, reimagined take on who we are and what we stand for as we move further into the 21st century. Brands—like businesses—must constantly evolve to stay current, relevant, competitive. That’s why we recently spent time with members of our team, and our current and prospective customers and partners. We’ve distilled down the essence of what makes PTC valuable and unique today—and what will carry us forward into the future.

These guidelines are designed for you—our PTC brand steward. It’s the job of every PTC employee to own and live this brand, to bring it to life for our stakeholders. On the following pages, you’ll find a concise, refreshed approach to our Corporate brand essence, a messaging framework and revised guidelines for our identity system. These high-level Corporate guidelines are meant to complement and work with our division and product-specific guidelines.

From our recent work, we know that our stakeholders, both internal and external, respect our history of innovation and our technologically advanced products and solutions. We want to take it a step further: We want them to respect and feel passionately committed to our company and our ability to take them the distance.

Yes, we are a ~\$1 billion company today. But we have our sights set on becoming a \$5 billion company—with a brand that delivers on this promise.

Thanks for taking the time to get familiar with the guidelines outlined here. Your commitment to being a brand steward is key to our success.



PTC®

Our Brand

Elements of the Brand

Very simply, our Corporate brand is the cumulative effect of every interaction our stakeholders—customers, partners, vendors, media and others—have with us. This includes the impression they take away after visiting our website or receiving collateral from us, all the way to how they feel after interacting with one of our people or using one of our products. It's important that we build a cohesive and lasting impression that is authentic and speaks to our strengths.

In these guidelines, we'll focus on three core elements of our brand:

Conceptual

Our brand themes, positioning statement and attributes

Verbal

Our voice, how we communicate with words, headlines and messages

Visual

Our identity system, our logo, color palette and look/feel for creative campaigns

Brand Messaging

Based on extensive qualitative and quantitative research with current and prospective customers, we've created a refreshed brand platform that speaks to our strengths and the unique value we bring to customers. As part of this work, we identified five driving ideas behind our brand. We don't expect you to use these ideas verbatim, but to gain inspiration from them to speak and act in a consistent and compelling way about our business:

We are the company you **trust** with your best product ideas.

We provide **technology** that continually sets us—and you, our customers—apart.

We're dedicated to building lasting collaborative **partnerships** and success for customers.

We deliver **value** through superior technology that stimulates innovations and limitless product development possibilities.

We're **committed** to the future—yours and ours—and invest in ensuring we lead with exemplary **services and support** that lets you tap the full potential of your software.

These are the messages we want to communicate about PTC frequently, consistently and in a compelling way.

Positioning Statement

A positioning statement and brand attributes are two closely linked brand elements—like the cut/fit of a suit and the color/fabric used in its construction. They’re both indispensable to the outcome. If one is off, so is the other—as in the case of a beautifully tailored suit made from garish fabric. Again, we don’t expect you to use either of these elements verbatim in external-facing communications. They’re designed to inspire you to tailor creative materials that bring our brand to life in a consistently rich way.

A positioning statement is a brief, one-to-two line encapsulation of our value proposition and strategy. The refreshed PTC positioning statement is:

We’re passionate about creating software that enables companies to optimize their product development strategies and processes. Our customers trust us to help give life to their product ideas by focusing on technology that removes the barriers to business productivity and product development success.

Brand Attributes

The attributes define the tone of our brand and inform not only its voice, but also its visual impact and style, including color palette and imagery. Our attributes:

Confident

We have a long track record of developing the best technology, which gives us confidence in our ability to solve any challenge—big or small.

Insightful

We have decades of experience that gives us insight to help our customers in a very real, tangible way.

Trusted

Our solutions have been proven in rigorous real-world applications—we've earned our reputation as a trustworthy partner.

Accessible

We've proven again and again that we are there when our customers need us.

Scrappy

We don't like to lose. We may not be the biggest player, but we're the most focused on seeing our customers win.

PTC Voice

The PTC voice guidelines define the rhythm, tone, vocabulary and attitude of all marketing communications. A unified and recognizable voice creates an emotional and psychological connection with our customers that is essential for ongoing brand recognition. Our customers should hear the same PTC voice across all channels—from Web copy to product brochures, promotional materials to personal interactions.

Our voice is:

Consultative

We are the trusted guide to the world of product development and we speak with the authority that comes from our vast knowledge and experience. With confidence also comes humility—we have no need to grandstand with self-aggrandizing adjectives.

Straightforward

We speak in a clear, honest and conversational manner. This means replacing jargon with more understandable language, using short sentences and paragraphs, avoiding clichés, screaming exclamation marks and snarky language. We tell it like it is and avoid wobble words like “virtually” “problem-free” and “unsurpassed” in quality. Get to the point. Don’t use five words when one will do.

Passionate

We are product worshippers. Everything we do has the ultimate purpose of helping our customers make better products faster, more easily and at lower cost.

Personal

We make software for designing products and we’re passionate about that. But we are, above all, people. We speak not company to company but human to human, one to one.



OUR BRAND

PTC Voice In Use

Example: Corporate Brochure Headline

Previous Version:

Building Value through Process Optimization

New Version:

We're passionate about creating software that gives you the power to optimize product development. Every innovation. Every process. Every team.

What's Different?

This voice is more direct, active, engaged. It represents who we are and supports our brand value.

Sentence case replaces initial caps.



OUR BRAND

PTC Voice In Use

Example: Product Ad

Previous Version:

**Find Your Way through Product Development
with PTC's Windchill® ProductPoint®.**

New Version:

**Windchill® ProductPoint®. Navigating product
development has never been easier.**

What's Different?

The voice is stronger, more direct and more inspirational.

Sentence case replaces initial caps.

Example: Banner Ad

Previous Version:

**Are You Ready to Experience Creo™ Elements/Pro™?
Request Your 30-day Free Trial Today.**

New Version:

**Experience the power of Creo™ Elements/Pro™.
Your 30-day free trial starts here.**

What's Different?

Rather than a leading question, the new approach uses a strong declarative sentence with an integrated benefit message. With very limited content, it does a better job of setting a confident tone.

Sentence case replaces initial caps.