



*NaturalPoint*



## **Brand Guidelines**

Updated March 2023

- 01 Trademark
- 02 Spacing & Size
- 03 Acceptable Use
- 04 Unacceptable Use
- 05 Color Palette
- 06 Typography

### Thank You!

Your help in maintaining a consistent look and voice for the NaturalPoint brand is vital to our success. Thank you for communicating our brand in a professional manner.

### Questions?

For questions regarding brand and logo usage, please contact [marketing@naturalpoint.com](mailto:marketing@naturalpoint.com)

# Trademark Guidelines

**NaturalPoint, Inc.’s (“NaturalPoint”) logos, illustrations, photographs, videos, and designs, including but not limited to those listed in the NaturalPoint Brand Guidelines, may only be used as expressly licensed by NaturalPoint.**

The following is a non-exhaustive list of trademarks owned NaturalPoint. Their use is subject to these guidelines. To the extent a name, icon, or other brand asset does not appear in the list below, this does not constitute a waiver of any intellectual property rights that NaturalPoint and/or its subsidiaries may have established in them anywhere in the world.

**NaturalPoint**  
**TrackIR**  
**OptiTrack**  
**Put Your Head in The Game**  
**Capture Your Vision**

Any use of NaturalPoint logos and brands must comply with the Brand Guidelines and these Trademark Guidelines, or other mutually agreed licensing agreement with NaturalPoint. Third parties, including licensees, may never claim ownership rights in NaturalPoint’s logos and brands in any manner, including without limitation as a trademark, service mark, company name or designation, domain name, social media profile/handle, or in any other manner.

NaturalPoint expressly reserves the right in its sole discretion to terminate, revoke, modify, or otherwise change permission to use its logos and brands at any time and expressly reserves the right to object to any use or misuse of its logos and brands in any territory.

Without a license, everything about your product (including product name, developer name, program name, app name, logo, description, screenshots, and other app collateral) must be unique to you and free of NaturalPoint’s logo and trademarks. The only exception is that you may truthfully state whether your product is compatible or interoperable with a NaturalPoint product or service within the text description about your product.

# Spacing & Size



**White Space:** Maintaining space between the logo and other graphic elements such as type, images, other logos, etc. ensures the logo appears unobstructed and distinctly separate from any other graphic elements.

NaturalPoint



1.5 in

**Minimum Size:** Displaying the logo too small can limit the logo's legibility. To ensure legibility, the logo may not appear smaller than 1.5 inches wide. Distance is measured from the left side of the "N" to the right side of the orange mark.

# Acceptable Use



*NaturalPoint*



*NaturalPoint*



*NaturalPoint*



*NaturalPoint*



*NaturalPoint*



*NaturalPoint*

**Color.** This is the preferred use of the NaturalPoint logo.

**Color Alternate.** The logo can be used in all white on a brand orange background. When placed on black, the orange mark can remain in color.

**Black & White.** Use sparingly, such as when the logo is required to be printed or reproduced in black or white.

# Unacceptable Use



*NaturalPoint*



*NaturalPoint*



*NaturalPoint*



*NaturalPoint*



*NaturalPoint*



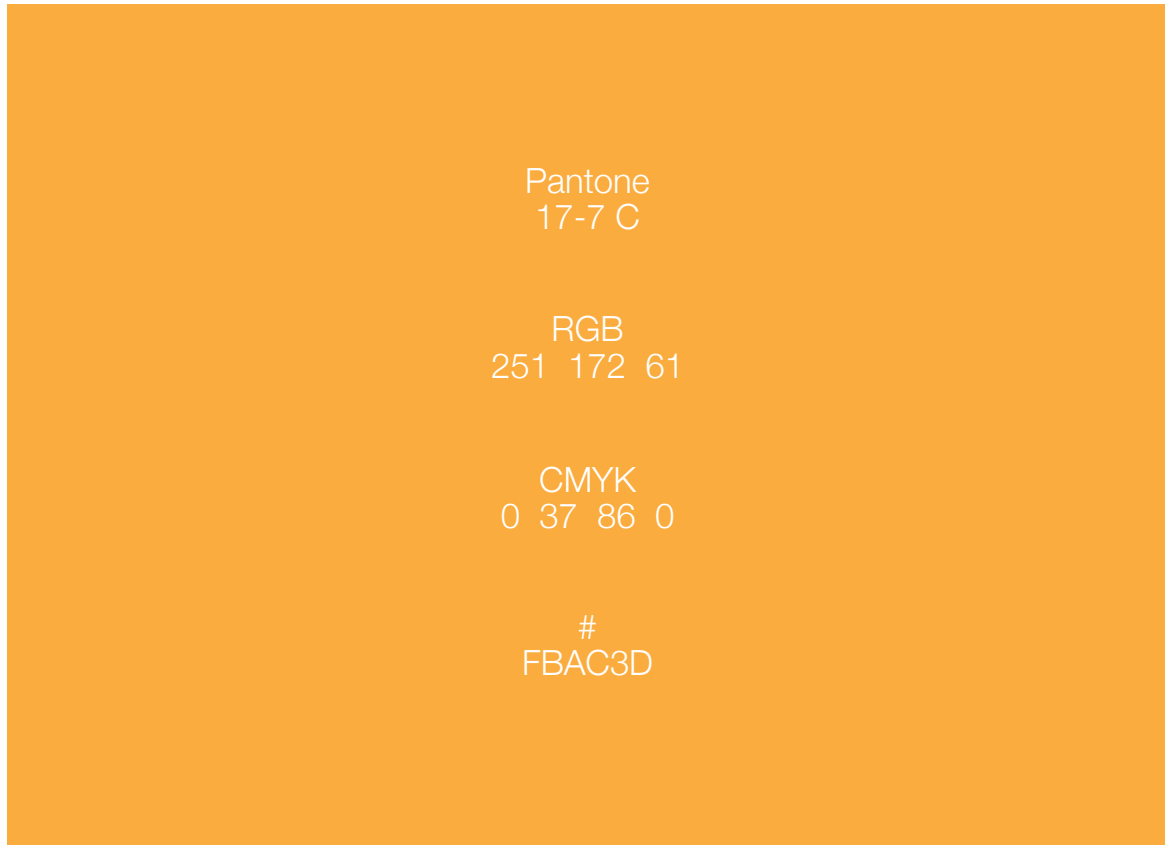
*NaturalPoint*

**Stretch & Rotate.** Do not stretch or rotate the logo.

**Color & Contrast.** Do not place the logo on backgrounds with poor contrast in color or change the color of the logo.

**Stroke & Ommision.** Do not outline logo or omit any of the elements logo such as the orange mark.

# Color Palette

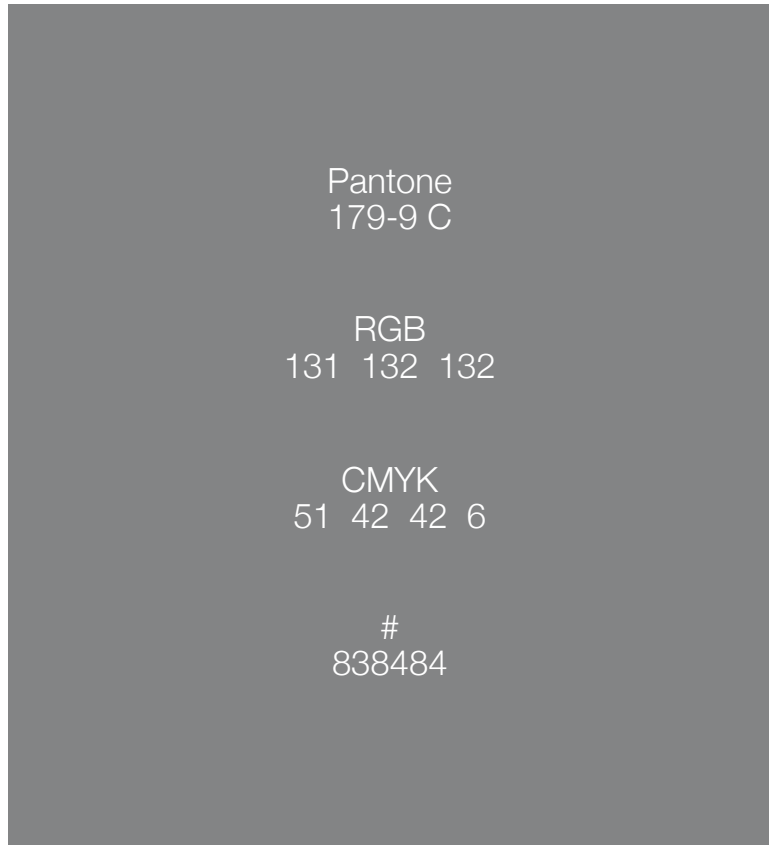


Pantone  
17-7 C

RGB  
251 172 61

CMYK  
0 37 86 0

#  
FBAC3D



Pantone  
179-9 C

RGB  
131 132 132

CMYK  
51 42 42 6

#  
838484



RGB  
230 230 230

CMYK  
0 0 0 9

#  
E9E9E9



RGB  
29 29 22

CMYK  
69 63 71 78

#  
1D1D1D

# Typography

Heading  
Helvetica Neue  
Weight - Black

---

# Creator of Optical Tracking Solutions

Paragraph  
Helvetica Neue  
Weight - Light

---

NaturalPoint, Inc. was founded in 1997 to develop and bring to market high quality image tracking technology and unique computer control devices. Now the largest motion capture provider in the world, NaturalPoint offers high-performance optical tracking solutions at the most affordable prices in the industry. Based in Corvallis, Oregon, NaturalPoint is the creator of OptiTrack, TrackIR, and SmartNAV family of brands.



# *NaturalPoint*<sup>▲</sup>

**Thank you for your help in maintaining a consistent  
look and voice for the NaturalPoint brand.**