Barco visual identity guidelines

February 2024

Visioneering a bright tomorrow

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Introduction

These core brand identity guidelines have been created to illustrate our brand story, Visioneering a bright tomorrow. The guidelines include a design system and messaging framework to ensure that we can deliver distinctive ensure that we can deliver distinctive and consistent brand communications.

We have kept the guidelines as simple as possible, with examples of do's and don'ts. All examples shown should be used as guidance, inspiration and benchmarks.

If you have any questions please contact the Barco brand communication team for further guidance via brand@barco.com

IMPORTANT NOTE:
All images contained in these guidelines are for visual purposes only. Usage rights should be approved and licenses purchased through the relevant image library or photographer.

Index

1. Brand overview

History
Mission, vision and purpose
Culture & values

Our brand proudly represents what we as a company stand for. To our customers and other stakeholders it is a visible assurance of the quality, reliability and performance they can expect from us and from our products and services.

A strong, unique brand image that distinguishes us from the competition is also important in communications with suppliers, employees, neighbors, shareholders and the media. We want all these stakeholders to perceive us for what we are: a passionate, integer, creative and customer-focused company.

What if Dali's deserts could come to life?

What if meetings could be truly inclusive?

Imagine
diagnosing patients
before they get sick

History

Barco was founded in 1934 in the town of Poperinge, in the Flemish-speaking region of Belgium. Founder Lucien de Puydt's initial business was to assemble radios from parts imported from the United States-hence the name of his company, the Belgium American Radio Corporation, or "Barco."

Browse through our Innovation timeline to find out more about Barco's history.

1930's

1934

It all starts in 1934 when a young and bold entrepreneur named Lucien De Puydt begins a Flemish technology company: the Belgian American Radio Corporation (BARCO).

His ambition is to produce and sell the most significant high-tech consumer product of that era, the radio, in Flanders and its surroundings.

In our first year, we assemble no less than 2,000 radios.

1935

The radio market expands rapidly in the 1930s. Lucien De Puydt combines his technical knowhow with a creative import strategy that allows him to assemble radios at a low cost.

During that time, radio ownership becomes a reality for more and more people who had only dreamed about it before.

This is reflected in our first slogan: *'Your family's indispensable friend'*.

Mission, vision and purpose

Visioneering a bright tomorrow

At Barco, we believe truly great engineering starts with a clear vision. A vision of a better, smarter, and healthier world. Through visualization & collaboration technology, we accelerate innovation in healthcare, enterprise, and entertainment to create a bright tomorrow.

We are all visioneers, in every department. Because "visioneering" is a mindset which is about entrepreneurship, innovation and continuous improvement.

Our ambition

Everything we do is centered around our unique capabilities in image processing. But what drives is our understanding that we don't innovate in isolation. It's our ambition to cocreate technology solutions that become the industry standard together with our partners and customers.

At Barco, we believe truly great engineering starts with a clear vision. A vision of a better, smarter, healthier world.

Charles Beauduin & An Steegen, CoCEOs

Visioneering a bright tomorrow

We engineer technology with a vision of a better, smarter, and healthier world

Culture & values

People are at the heart of everything we do

We have a culture of collaboration across borders and nationalities. Here, you'll find a great team of dedicated people. Passionate about technology, willing to make an impact. Driven by inspiring leaders who understand that innovation never stops. And together create a great place to work.

These are the values that reflect our company culture:

- Customer orientation

- Impactful innovation

- Winning collaboration

Culture & values

What makes us tick?

Innovating with impact

Innovation is all about sifting through ideas, finding the nuggets and turning them into executive effectiveness – quickly. That's exactly what we do. Our focus is on advanced display & projection, image processing, connectivity, and computational optics.

Moving towards a sustainable future

Sustainability is embedded in all of our business processes: from our dealings with suppliers to our own operations and production. Our eco-scoring label gives an indication of the entire eco-design performance of our products unique in the industry.

Embracing diversity

We believe that diversity leads to a greater variety of ideas and ways of looking at things. It helps us to drive innovation and brings us closer to our colleagues and customers. That's why we want everyone to bring their true selves to work. We are all unique, and this is something we fully embrace.

Doing what is right

We ensure strong ethics, quality, security and compliance standards. For full peace of mind when doing business with us.

2. Identity toolkit

Logo
Brand messaging
Writing style & grammar
Typography
Color palette
Visual elements

Logos, colors, typefaces, brand graphics, and photography are the basic elements of our brand identity. They can be considered as the cornerstones of our identity as they are characteristic in everything we do. Whether at tradeshows, in publications, or in our offices, these basic elements ensure that Barco is perceived as "one company, one image".
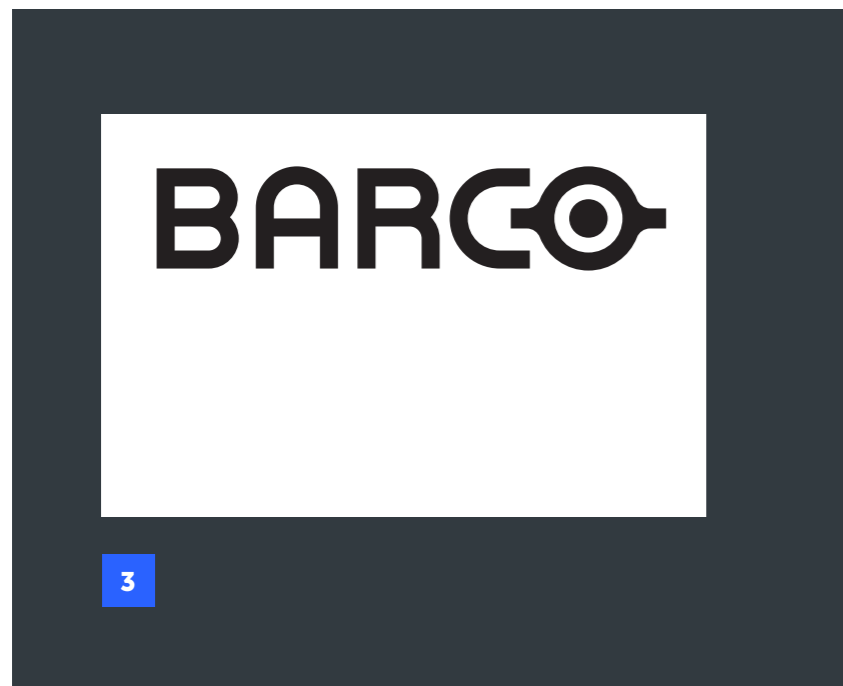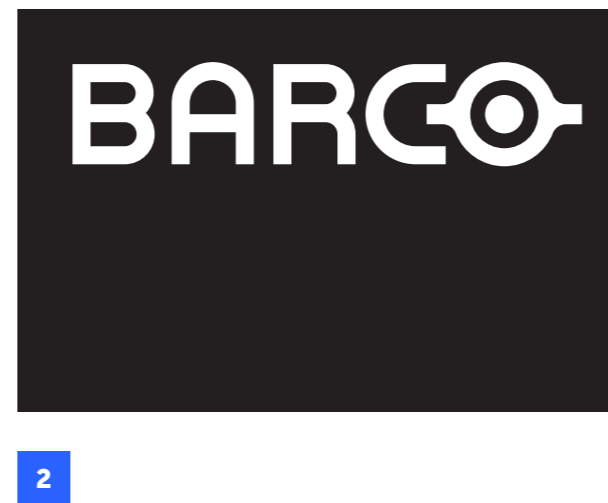
Logo

Logo variations
Clear space
Logo placement & proportion
How to use the Barco logo in combination with your logo

Logotype

Red tag

1

2

3

The primary logo

1 The Barco logo consists of two components: the red tag and the logotype. Their ratio is consistent and should not be altered. Use this primary logo wherever possible.

Like a tag, it is layered on top of photography, illustration, or color fields in the layout.

The logo should occur at least once per piece. For instance, on a multipage piece, the logo would go on the cover and backcover and shouldn't be repeated on any inside page.

2 When full-color reproduction is not possible, use the black version. Otherwise, never use this version.

3 The inverted logo can only be used when
- full-color reproduction is not possible
- the color of the background would not give enough contrast with the black version of the primary logo.
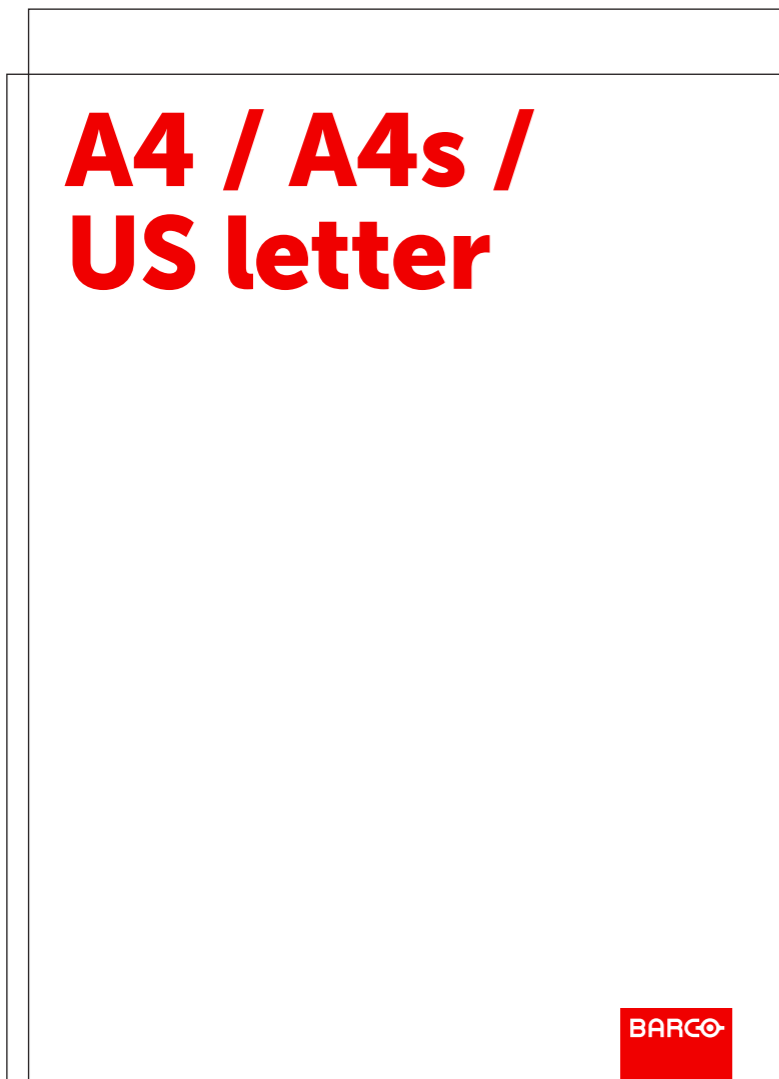
1X

1X
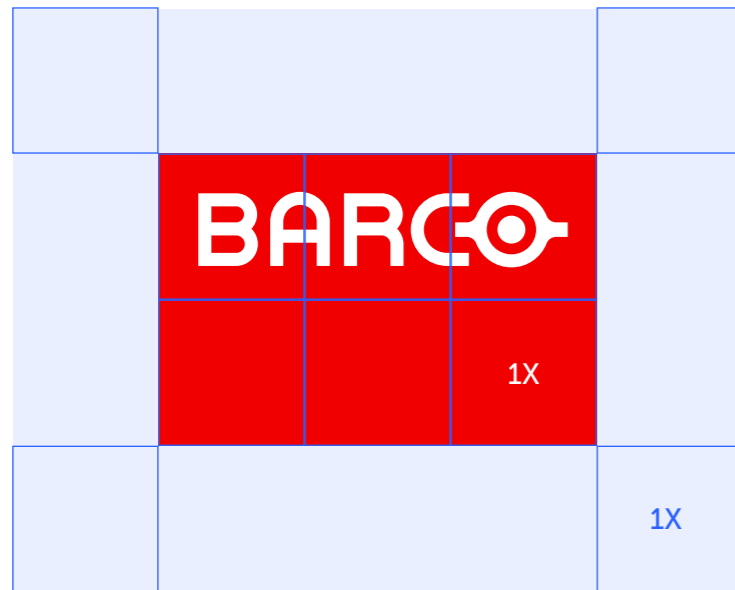
1

1 The clear space defines a clear area into which no other graphic element can enter. Elements placed too close to the logo could make the logo less legible or prominent.

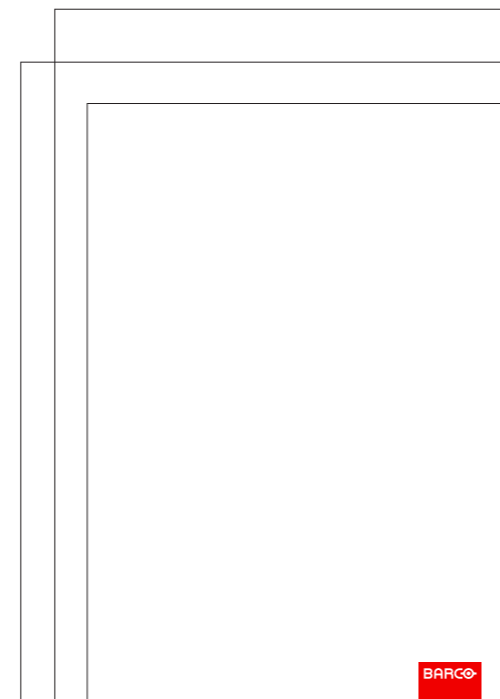The clear space should equal half of the logos height.

1   Print: min. 15 mm

A4 / A4s / US letter
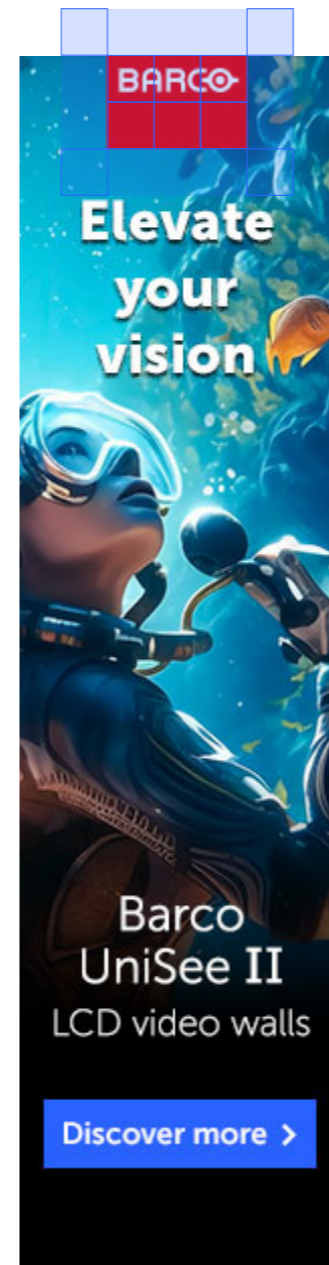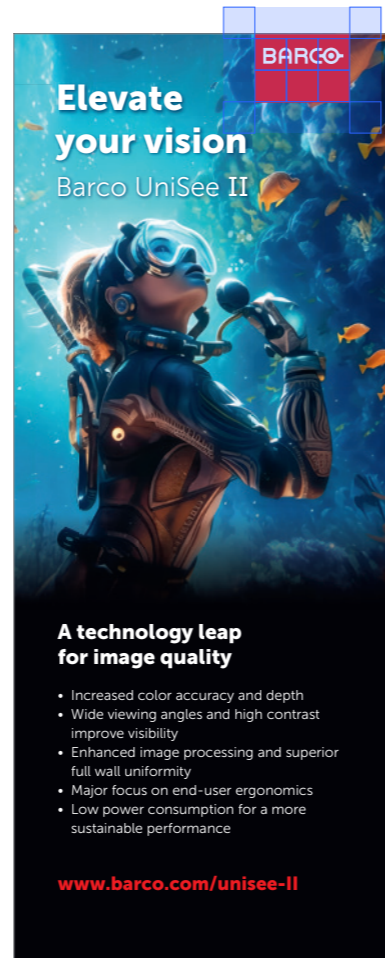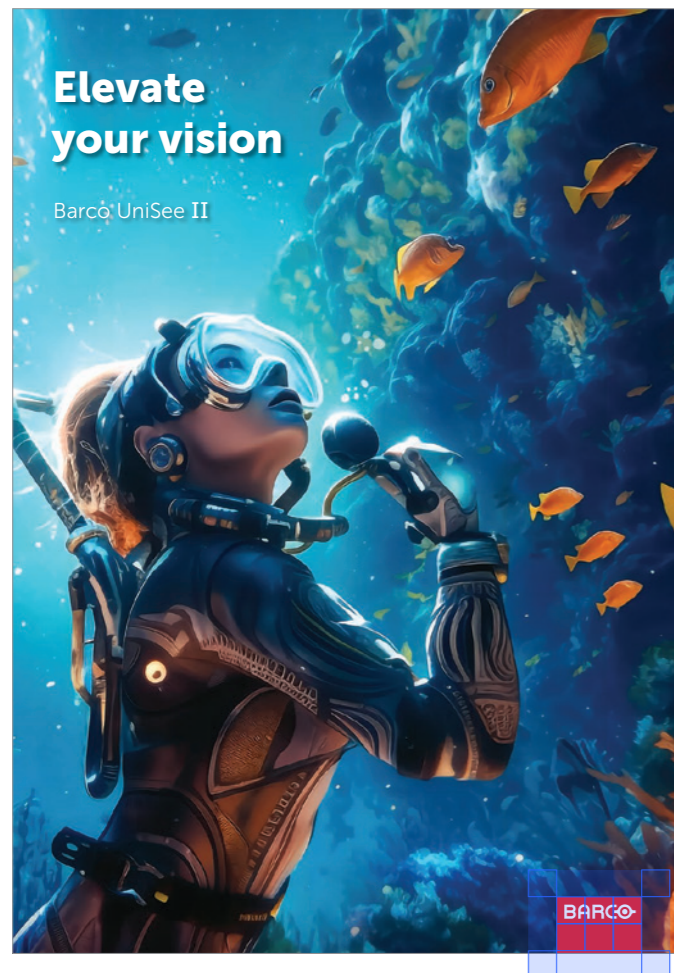
2

25 mm

3   Non-standard sizes

Logo size

Our logo should always be clearly visible and easy to read. Therefore minimum sizes have been stated.

1   The minimum width of the logo must be **15mm for printed matters.**

Sizing the logo

To make sure communications are branded clearly and consistently, we have provided a range of standard widths for different formats.

2   Please adhere to this table below:

Size	Logo width
A6 and smaller	15 mm
A5	20 mm
A4 / A4s / US letter	25 mm
A3	35 mm
A2	50 mm
A1	70 mm
A0	100 mm

3   For non-standard sizes, use the logo size closest to the standard size.
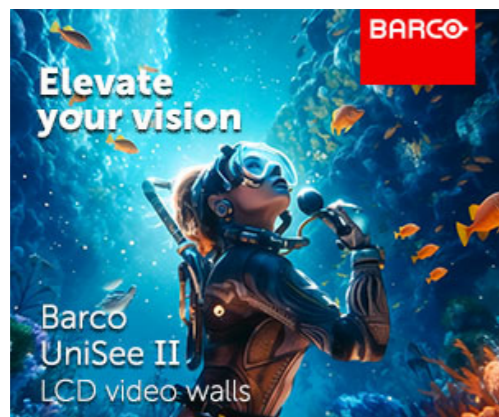
Do not scale the logo for every minor dimension difference. Stick to the stated logo sizes above.

This rule is stated as a guide, not as a strict guideline. The outcome might need some adjustments in order to suit the design.

Note: The logos are not shown in their true size, they are depicted for illustrative purposes only.
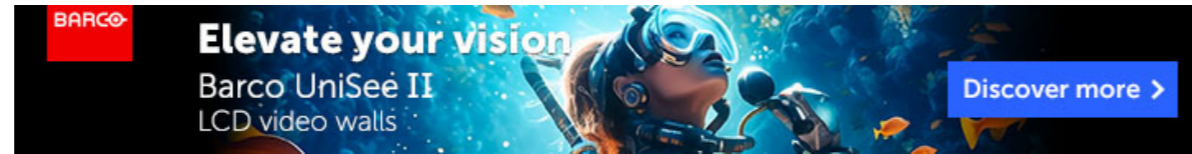
50 px

Digital minimum size

Our logo should always be clearly visible and easy to read. Therefore minimum sizes have been stated.

1 The minimum width of the logo should be **50 px for digital designs.**

1 Preferred logo position

2 Digital banners

3 Roll-ups

4 Video stinger

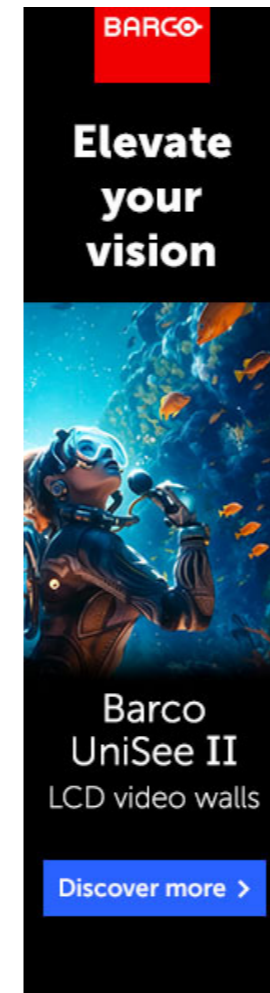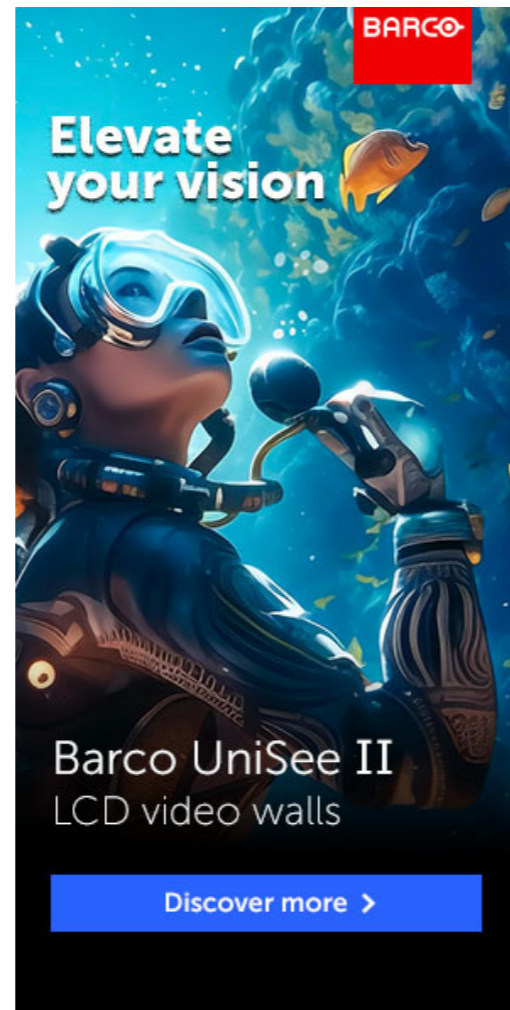Our logo should always be clearly visible and prominent throughout our communications.

Preferred logo position

1 The logo should be placed, whenever possible, on the right margin of any format, whilst touching the bottom of the page like a tag.

This would certainly be the case with advertising, brochures, product sheets, application notes, datasheets, stationery, and splash screens.

Alternative logo position

However, the preferred logo position might not be the most appropriate use for for every type of communication. Some examples:

2 Do not interfere with call to action buttons, the logo on digital banners must be placed on the top right-hand margin.

3 Roll-ups should have the logo on the top right-hand side, to be clearly visible at all times, even with people standing in front of the roll-up.

4 Centered position for TV and video endings.

How to use your logo in combination with the Barco logo - checklist

Barco dominant relationship

☐ Third-party logos should be smaller than the Barco logo.

☐ Preferred third-party logo position: aligned left above url and logo.

☐ Second preferred position; aligned with content.

☐ Third-party logos should have equal visual prominence.

☐ Make sure that the spacing between third-party logos is visually consistent.
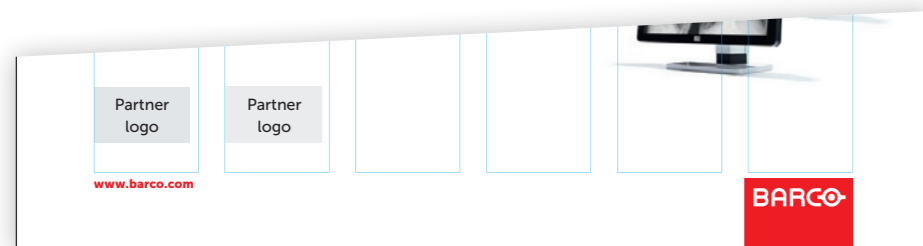
Equal partner relationship

☐ Both the Barco logo and the third-party logo have equal visual prominence.

☐ Both logos have the same size.

☐ Both logos are positioned next to each other with or without a vertical line in between.
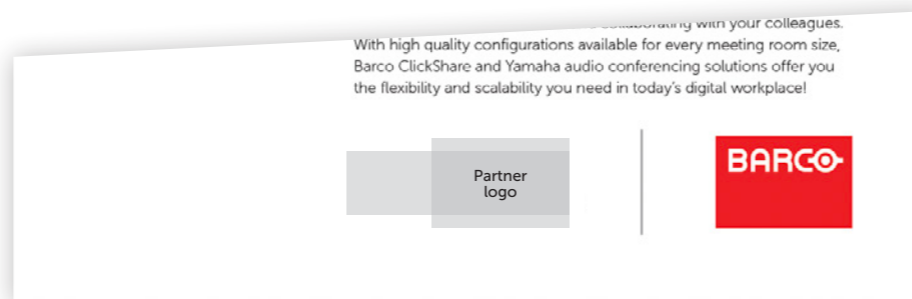
Partner dominant relationship

☐ For all partner dominant publications, partners should apply their corporate identity guidelines.

☐ Make sure to follow the Barco logo properties and positioning.

☐ If the material carries other logos besides the Barco and your logo, the Barco logo must be placed as prominently as the other logos.

Messaging hierarchy

INCONSISTENT COMMUNICATION WITHOUT MESSAGE ARCHITECTURE

DEPARTMENT	DEPARTMENT	DEPARTMENT	DEPARTMENT
↓	↓	↓	↓
MESSAGE	MESSAGE	MESSAGE	MESSAGE
↓	↓	↓	↓
AUDIENCE	AUDIENCE	AUDIENCE	AUDIENCE

→
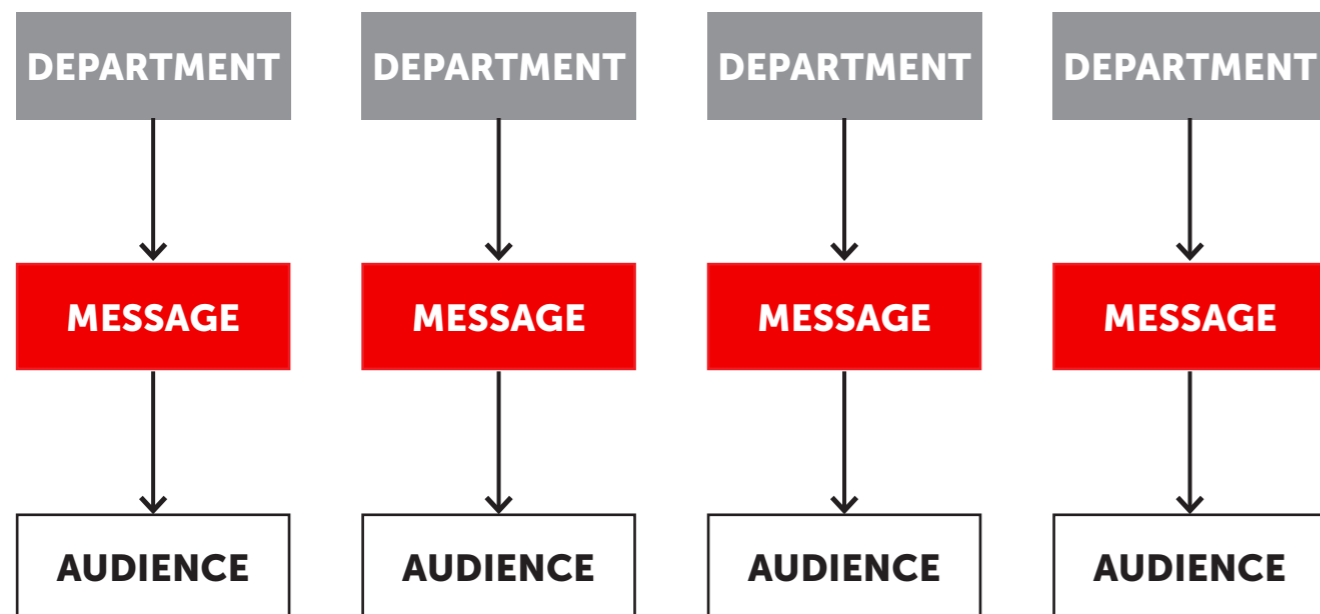
CONSISTENT COMMUNICATION WITH MESSAGE ARCHITECTURE
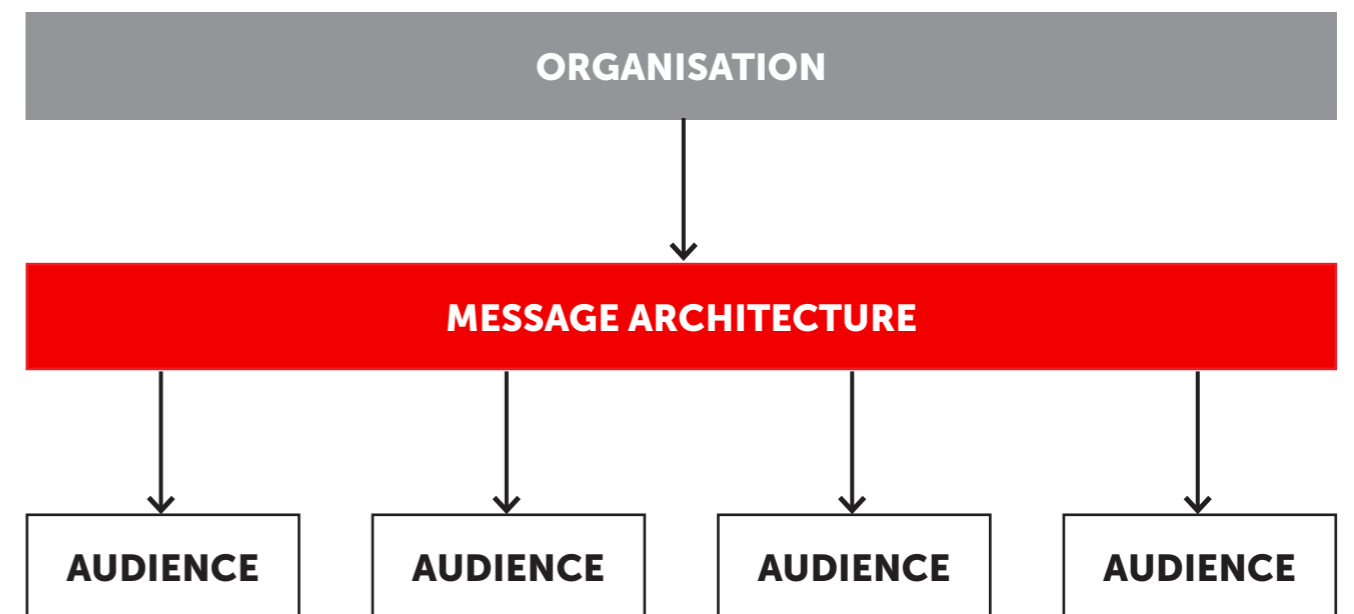
ORGANISATION

↓

MESSAGE ARCHITECTURE

AUDIENCE	AUDIENCE	AUDIENCE	AUDIENCE

We are a company active in many different markets and speaking to many different audiences. However, the way we communicate is consistent across Barco. Our brand architecture is based on customer impact rather than on company structure. That is why Barco has adopted a master brand approach, with no room for sub-branding or product logos. Both the company and its products are consistently referred to as Barco.

Under Barco's master brand approach, we want to promote the Barco brand as often as possible, and only use names of divisions and legal entities when really needed.

Company & division names

We are a company active in many different markets and speaking to many different audiences. However, the way we communicate is consistent across Barco. Our brand architecture is based on customer impact rather than on company structure. That is why Barco has adopted a master brand approach, with no room for sub-branding or product logos. Both the company and its products are consistently referred to as Barco.

Under Barco's master brand approach, we want to promote the Barco brand as often as possible, and only use names of divisions and legal entities when really needed.

Rules of thumb

Use Barco as often as possible, without reference to division or legal entity name, for both external communication and correspondence. The legal entity name is to be used only in materials and on documents with legal implications. Division names can only be used in combination with the Barco name and only if the company's organizational structure matters in the communication.

Referring to Barco companies on external communication materials

When referring to Barco on external communication material such as brochures, ads, newsletters, or magazines, use Barco (without adding the division, market or location), e.g. "Barco introduces new LED display". In the address information field, names of legal entities are to be used. Reference can be made to divisions, business units or business locations only in specific types of external communication (e.g. for investors, analysts and general press). When doing so, the words "division", "business unit", "location" or "facility" always need to be added to clarify the relationship with the Barco parent company, e.g. President of Barco's Entertainment division.

Referring to Barco companies in internal communication and internal correspondence

The same basic rule also applies for internal communications (i.e. when addressing employees): use Barco as often as possible. When the organizational structure has to be highlighted, division names, business unit names or business locations can be used. When doing so, the words "division", "business unit", "location" or "facility", always need to be added to clarify the relationship with the Barco parent company.

Referring to Barco companies on company stationery and in external correspondence

On company stationery and all legally binding documents, including but not limited to invoices, letters, faxes, business cards,... and e-mail signatures. The legal entity name is to be used in the address information field. Apart from the address information, the same basic rule applies to the contents: use Barco as often as possible.
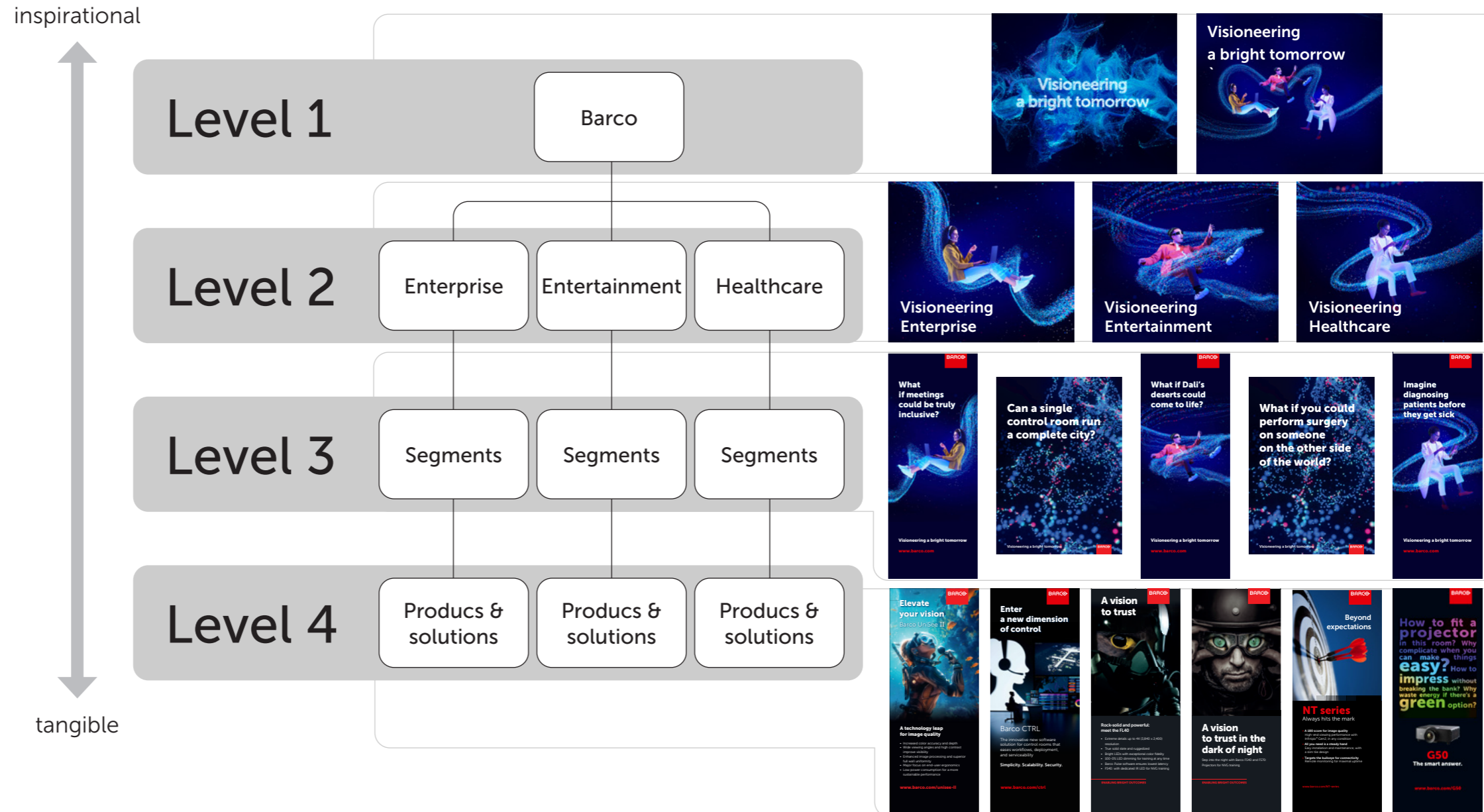
Barco messaging framework

When communicating about Barco, we use our brand mantra Visioneering a bright tomorrow.

When referring to our markets, we use Visioneering Healthcare, Visioneering Enterprise and Visioneering Entertainment.

When talking about our segments, we use an inspirational What if question or Imagine statement, e.g. What if meetings could be truly inclusive? Imagine diagnosing patients before they get sick. What if you could perform surgery from the other side of the world? What if a control room could run an entire city?

At the level of product communication, we leave flexibility to communicate in a more tangible way and speak the language of the customer. We then allow other creative concepts and messaging which are still in line with the Barco brand.

inspirational

Level 1 — Barco

Level 2 — Enterprise | Entertainment | Healthcare

Level 3 — Segments | Segments | Segments

Level 4 — Producs & solutions | Producs & solutions | Producs & solutions

tangible

Tone of voice and writing style

The way in which a text is written may encourage a reader to continue or stop reading. Barco uses a natural writing style, based upon the language of everyday speech. Fancy oratorical touches, bureaucratic phrases or explicit commercial wording are not part of the Barco style. The tone of voice and writing style should not only respect our mission and brand values but should also reflect the following guidelines.

Never forget to write from an outcomes point of view. Find the outcome for our customer that will draw his attention.

By writing according to these rules, you also enable a bright outcome for the reader!

Warm and personal style and tone of voice

We want to be perceived as a warm open company that works together with you. Our readers will only relate to us and our solutions if they feel personally addressed. So avoid writing in the impersonal 3rd person (Barco and the customer). Use a more personal personal style (you and me).

Do	Don't
We	Barco
You	the customer

American English

As Barco is a global company, targeting selected key markets all over the world, American English is the standard for all communication tools. We adhere to the spelling rules as set in the Cambridge Dictionary.

Do	Don't
color	colour
gray	grey
visualization	visualisation
center	centre
program	programme

Active, rather than passive

Active sentences describe events more concisely and in a more dynamic way than passive sentences.

Do	Don't
A buys B	B is bought by A

Jargon

Technical terms are to be used only in Barco communication when addressing a specialist audience. Try to avoid jargon in writing intended for a wide audience (e.g. press releases, company introductions, market brochures). If you feel there is a need to use jargon in general texts, make sure the word is properly explained.

Short words, simple sentences and well-structured paragraphs

As a large part of our audience are not native speakers, it is essential that a message is well understood. Therefore, use short, frequently used words; keep complicated constructions to a minimum and avoid the use of long paragraphs. Paragraphs should be considered as units of thought, rather than units of length. Aim for a maximum word length of 25 words.

Do	Don't
We decided	We made a decision
I intend	I have the intention

Abbreviations (including acronyms)

Unless abbreviations are more commonly used than the full form, they are written in full on first appearance, with the abbreviation between brackets. Acronyms (abbreviations formed from the first letter of each of the principal words) are all capitals (e.g. NATO). Abbreviations that are composed of bits of words and that can be pronounced as words are spelt as plain text (e.g. Unicef).

Tone of voice and writing style

Figures & numbers

Numerals from one to ten are spelt in words, except in references to pages and percentages. Numerals from 11 upwards, and numerals that include a decimal point or fraction, are written in figures.

Do	Don't
Two contracts	2 contracts
Page 3	Page three
8%	Eight percent
24 displays	Twenty-four displays

Phone and fax numbers

Phone and fax numbers are written as follows: +country code, area code, number.

Do	Don't
+32 56 123 456	0032 56 123 456

Dates

To ensure a uniform impression across continents, dates are consistently written day/month/year.

Do	Don't
3 June 2004	3rd June 2003
June 3, 2003	3rd of June, 2003

Financial references

In running text, always use the currency symbol before the figure (no space between currency symbol and figure). Million can be abbreviated to m; billion is always spelt out. If the currency symbol is omitted, the currency is put behind the figure.

Do	Don't
€250 million	€ 250million
€250m	€250 m
€32 billion	€32 bn
32 billion euro	euro 32 billion

Titles & headlines

Headlines should be active, present tense and short (preferably no longer than two lines). Titles in brochures and other communication tools follow standard spelling rules, i.e. initial cap only for the first word of the title. For example a typical press release would read: Barco wins $25 million contract for LED installation at Leira stadium.

Barco

Barco is consistently written in lower case, with a capital B. Avoid using Barco in full caps.

Do	Don't
Barco	BARCO

Visioneering a bright tomorrow

"Visioneering a bright tomorrow" is consistently written in lower case with a capital V.

Copyright notice

Copyright notices contain the copyright symbol ©, year of first publication and owner; e.g. © 2023, Barco

> **Barco is consistently written in lower case, with a capital B. Avoid using Barco in full caps.**

Product names & trademarking

Barco's 'one company, one image approach' is aimed at increasing and strengthening brand equity over time. That's why we offer 3 naming possibilities:

- Fully descriptive name, e.g. Barco Canvas

- Compound words, highlighting USPs, e.g. ClickShare, Barco UniSee

- Product codes

As a general naming rule : choose a descriptive name that can be abbreviated to an acronym whenever a product line needs to be created. Use only descriptive or compound names for key features.

Proceed the name by Barco® to get basic protection of the name and to reinforce the position of the new name as a Barco product in the market.

For exceptions, please reach out to Barco's brand manager.

Barco is a branded house. Only the Barco name and Barco logo should be trademarked. All products and services offered by Barco should have a descriptive (compound) name or product code, which will not be registered as a trademark.

In some very exceptional cases, a new product or service can be registered with a trademark:

- **Protect our investment:**
  to protect crown jewels that bring a new, high added and distinctive value to the Barco brand as well as high revenue projections (e.g. UniSee)

- **Competitive reasons:**
  when the product is targetting a very specific market segment (e.g. Demetra, Nexxis, Eonis, ...) with competitive offers that have been trademarked

- **Commercial/marketing reasons:**
  when the product has the potential to become a crown jewel and is targetting a completely new broad market segment (e.g. ClickShare) in which we have not built a name for ourselves yet

- Trademark due to acquisition of a company with trademarked products (e.g. wePresent)

White

Barco Black 100%

Barco Black 90%

Barco Black 80%
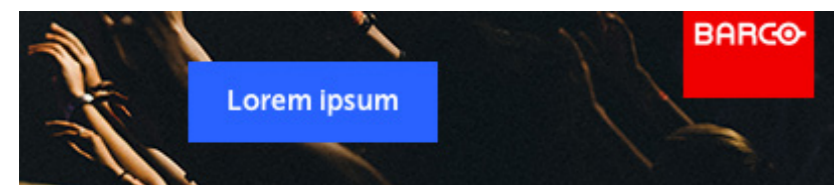
Barco Black 70%

×

Barco Black 30%

Barco Black 20%

Barco Black 10%

1

1 The primary logo should always be displayed against a carefully selected background, so it's impact is not reduced. Backgrounds can only be white, some tints of Barco Black or a picture.

Avoid backgrounds in Barco Black ranging between 30% and 70%.

2 Make sure to create enough contrast when the logo is used on pictures. When needed, adjust the picture to make the logo stand out more.

3 When full-color reproduction is not possible, use the black version. Otherwise, never use this version.

4 The inverted logo can only be used when
- full-color reproduction is not possible
- the color of the background would not give enough contrast with the black version of the primary logo.

5 For details about implementing the logo on hardware, see chapter 'Branding on hardware'.

2

This is a headline
This is a descriptive line

3

This is a headline
This is a descriptive line

4

Do not place the primary logo on a full red background

5

1

1. The logo's colors and aspect ratio must be maintained at all times. Adding, changing or removing items from the logo distorts the perception of the logo and is therefore ruled out. Do not alter, add effects or add a shadow to the logo.
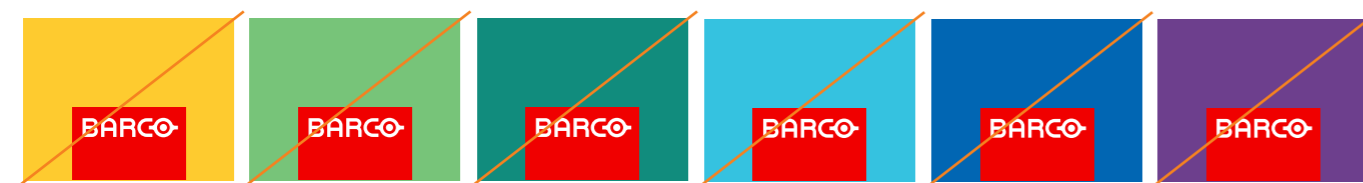
2. Do not place the logo on a full red background.

   Do not place the inverted primary logo on a full red background.

3. Avoid backgrounds in Barco Black ranging between 30% and 70%.

4. Never use highlight colors as backgrounds in combination with the primary logo.

5. Never use a black & white logo in a full color environment.

6. Never extract parts of the Barco logo to use separately. This includes the typical 'o' at the end of the logo.

Barco Red 100%   Barco White 100%   Barco Black 60%   Barco Black 50%   Barco Black 40%

2   **3**

4

5   **6**

Download the primary Baro logo for print
If you can't download, please ask your Barco contact

Download the primary Baro logo for web
If you can't download, please ask your Barco contact

1   Instead of this

2   Try this

In communication where the Barco logo is the main visual element and it needs to stand out (be highly readable and/or create impact) you can use the white logotype and leave out the background square.

The white logotype can only be used on Barco Red, Barco Black or a product color. Never use it on a highlight color or a picture. When the logotype is used, it should always be white, with exception of healthcare communications (see next page).
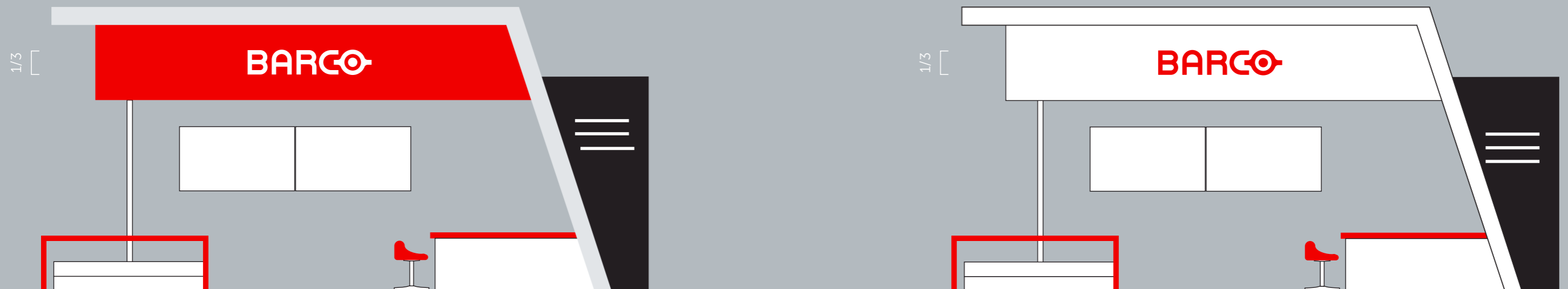
1   In these examples, the logo is clearly the main design element, but the logo shape limits creativity and readability. The designs are not very attractive and the available design space is not used efficiently.

2   Think outside the box. These are some good and more creative examples of Barco logo branding that create a stronger impact, with better readability. These type of designs can be used in situations where the Barco brand needs to be highly visible: eg. on event boots or in merchandise.

3   Example of proper use of the white or black logotype on hardware see chapter 'Branding on hardware'.

All designs using the secondary logo (logotype without the tag), should be validated by the brand manager.

BARCO

1

1 The inversed version, the red logotype, is an exception that may only be used in healthcare-related designs, on a booth with partners, ...

2 The red logotype can only be used on a white background The white logotype can be used on a red background.

2

Color
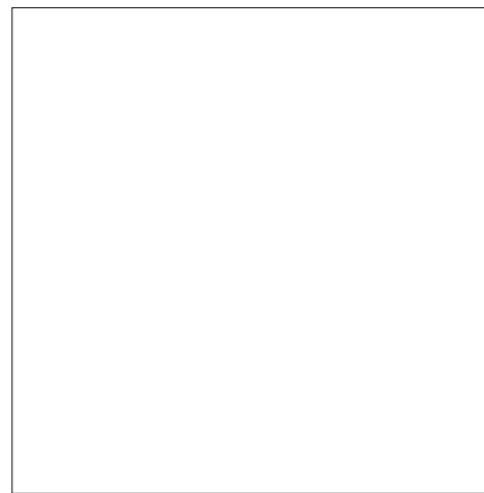
Core color palette
Supporting color palette
Balance
Examples
Prohibited use

Colors are an essential part of Barco's corporate identity. The Barco color palette consists of three primary colors and six highlight colors.

1 Barco Red provides a consistent recognisable corporate signal and has been a characteristic color of Barco for decades. Red is often associated with passion and emotion, two core elements in our brand positioning. It has a high visibility, and as such makes Barco-branded materials stand out.

2 White is the preferred background color and used in most of the printed communication.

3 Barco Black (composite deep black) is only to be used as a solid background to make pictures stand out more.

4 Tints of Barco Black can also be used to add variety and pace to communications. Use the tints detailed on the left.

Barco Red
Pantone 485
CMYK: 0/100/100/0
RAL 3020 (traffic red)
RGB: 240/0/0
#f00000

1

White
CMYK: 0/0/0/0
RAL 9010 (pure white)
RGB: 255/255/255
#FFFFFF

2

Barco Black
Pantone Black 3C
CMYK: 15/0/0/100
RAL 9017 (traffic black)
RGB: 0/0/0
#000000

3

Tints of Barco Black

90%	80%	70%	60%	50%	40%	30%	20%	10%	5%
#272C2D	#3F4445	#575B5B	#6F7373	#878A8A	#9FA1A2	#B7B8B9	#CFD0D0	#E7E7E7	#F3F3F3

4

When printing large areas of flat black use Barco Black.
—
For text in printed matter, use only solid black.

Bring me to the
color palette for digital

Pantone 151 C
CMYK: 0/60/100/0
RAL 2000 (yellow orange)

Pantone 116 C
CMYK: 0/15/100/0
RAL 1023 (traffic yellow)

Pantone 2255 C
CMYK: 43/0/50/0
RAL 6019 (pastel green)

Pantone 3282 C
CMYK: 100/4/56/10
RAL 6016 (turquoise green)

Pantone 205 C
CMYK: 0/83/16/0
RAL 4010 (telemagenta)

Pantone 2103 C
CMYK: 65/90/0/0
RAL 4005 (blue lilac)

Pantone 2935 C
CMYK: 100/50/0/5
RAL 5019 (capri blue)

Pantone 305 C
CMYK: 55/0/5/0
RAL 5012 (light blue)

To add flexibility to the visual language there is a supporting color palette.

These supporting colors should be used very sparingly and cannot be used to cover large areas of a design or for main typography and body text.

They are only intended to support Barco's visual language and can be used for small highlights, Barco brackets, icons or infographics. They can also help to emphasize key information.

The supporting color range is available at 100% / 80% / 60% / 40% / 20% saturation.

As CMYK values don't convert in a proper way for onscreen use, we made a custom set of suitable digital variants of the supporting colors.

Based on Google material colors, they've been designed to work harmoniously together. See digital chapter for more details and implementation.

Bring me to the
highlight color palette for digital

The lower saturated supporting colors can only be used when a supporting color was used with at least 80% saturation first.
-
Do not use large amounts of pink and orange in combination with red or with the Barco logo.
-
Do not use all of the supporting colors in one design.

1

2

1

2

Keep the colors in your designs balanced by using the color wheels on the left as a guidance.

1 As a general rule any artwork made for Barco should at least contain white or imagery for the main part. Followed by Barco Red or Barco Black.

Highlight colors should make up no more than 5% of the overall design and you can choose amongst them.

Be careful not to use too many highlight colors in one piece of design, as it may be overwhelming and destroy any harmony.

2 A shift occurs when Barco Black is used in artwork. In these cases, Barco Red should become less prominent. However, Barco Red can not be left out entirely as it is our most recognizable brand color. Follow the recommended balance on the left.
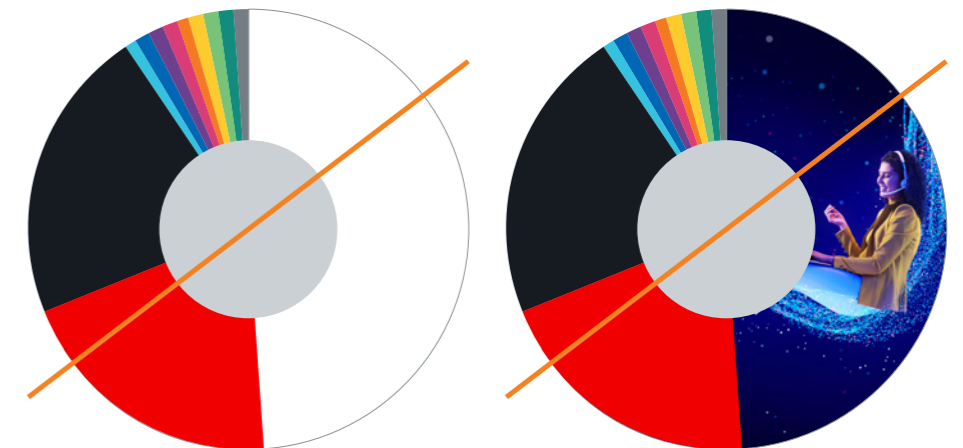
✕ Never use the same amount of Barco Red in combination with Barco Black.

Use of red needs to be well balanced with the other colors, as too much red can be perceived as aggressive.

Barco Red
0/100/100/0

Adapted
Barco Red
0/100/100/20
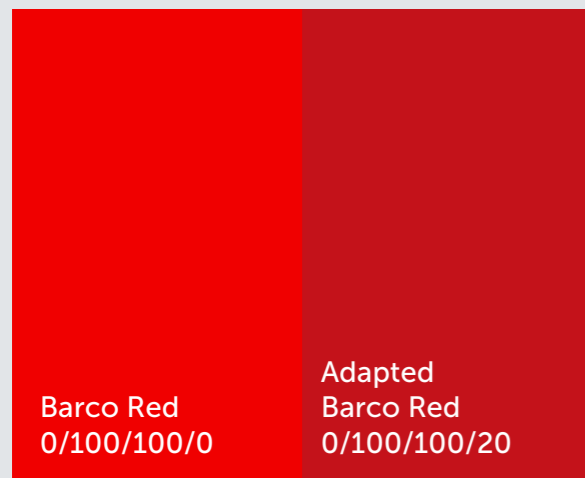
✖ Do not create your own color breakdowns for any color within our palette

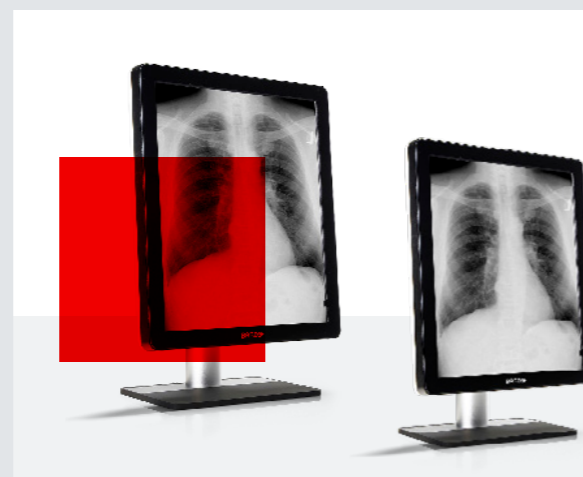✖ Highlight colors cannot cover large areas of a design
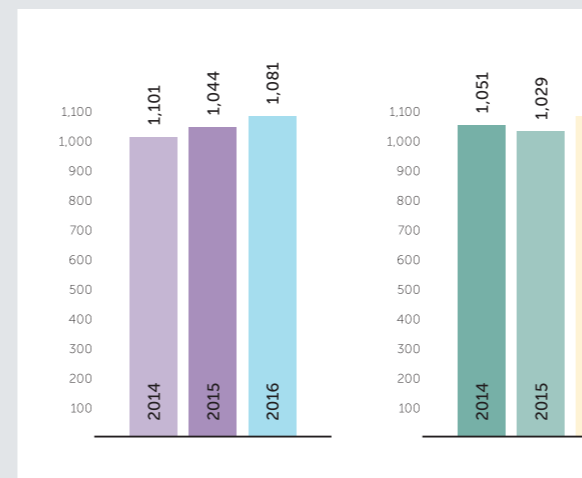
✖ Do not make graphics, illustrations or emphasis solely based on tints of a highlight color
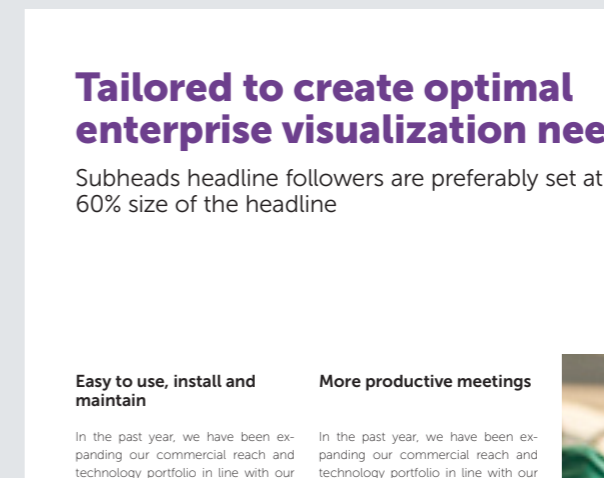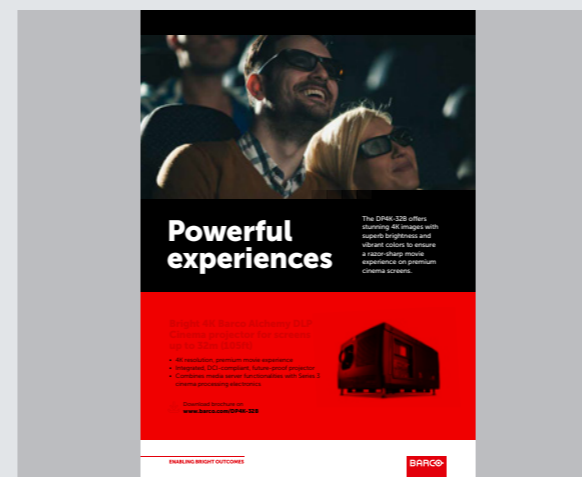

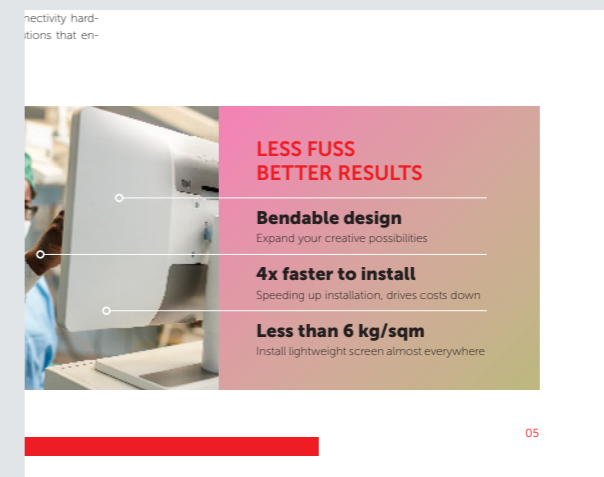✖ Do not use highlight colors for main typography or bodytext
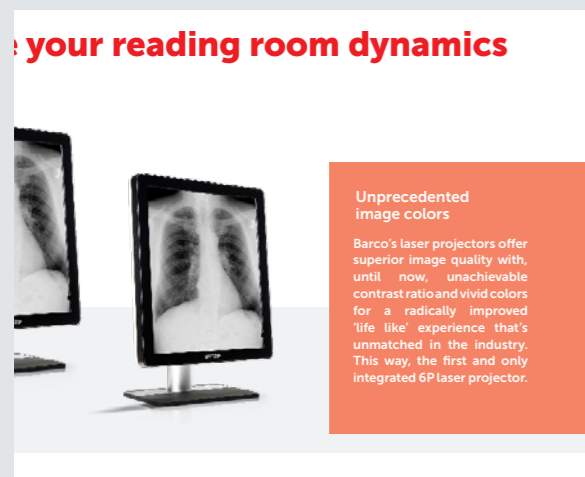
✖ Do not tint Barco Red.

✖ Do not add effects to colors or photography

✖ Do not overrule the stated color wheels to keep a balance in designs

✖ Do not use gradients.
A gradual transition to black, white or transparent is allowed. No gradual transitions to other colors.

Typography

Barco typeface
Styling
General rules
Webfont
Non-Roman languages
Mobile devices
Office
Prohibited use

Museo sans

1

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ,?./:@&$€£%()*

Museo Sans 100 / *Museo Sans 100 Italic*

Museo Sans 300 / *Museo Sans 300 Italic*

Museo Sans 500 / *Museo Sans 500 Italic*

Museo Sans 700 / *Museo Sans 700 Italic*

Museo Sans 900 / *Museo Sans 900 Italic*

2

Museo sans condensed

3

1 **Our corporate typeface is Museo Sans.**

Designed by Jos Buivenga, it is a sturdy, low contrast, geometric, highly legible sans serif typeface. Very well suited for any display and text use.

Its clarity and legibility are remarkable, its detailing is quite original and its wide range of numerals is both attractive and practical.

This OpenType font family offers support for up to 114 different CE languages, including Esperanto. Besides ligatures, fractions and proportional/tabular lining and oldstyle figures Museo also has a 'case' feature for case sensative forms.

2 **Museo sans is a very extensive typeface, suitable for all our communications.**

3 When there is little space on products or for use in financial reporting, the alternate version 'condensed' can provide a solution.

To purchase Museo Sans, either visit www.fontshop.be or synchronise with your Adobe Creative suite via Typekit.

Do not use a Museo, Museo, Sans Rounded, Museo Serif, Museo Sans Display or Museo for Dell font to replace the corporate Museo Sans typeface

Headlines first

1 900 / Black or Red

Headline followers second

2 300 / Black

Subtitles between body text paragraphs *and here's how* to emphasise essential parts.

3 700 / Black or Red

Body text is the main part of a text, excluding items such as headings and footnotes. Therefore, how the body text looks will have the most noticeable effect on the **appearance** of the document or webpage.

4 100 / 8,5 pt-12 pt

Body text is the most common element of a document. It is the main part of a text, excluding items such as headings and footnotes. Therefore, how the body text looks will have the most noticeable effect on the **appearance** of the document or webpage.

4 300 on dark backgrounds / 8,5 pt-12 pt

In 2016, China debuted 12,500 new cinema screens - 48 per day! That's a huge opportunity for us.

Bryan Edens, Producer & Director of Marketing for SenovvA

In 2016, China debuted 12,500 new cinema screens - 48 per day! That's a huge opportunity for us.

Bryan Edens, Producer & Director of Marketing for SenovvA

5 Different weights for quotes suitable to the background color

Footnotes and **legal copy**

6 Different weights of Museo Sans and suitable leading

CAPTION / CAPTION / CAPTION
Caption / Caption / Caption

7 Different weights of Museo Sans and suitable leading

The following rules have been defined in order to achieve a hierarchy that allows for information to be organized clearly and efficiently, increasing the readability and overall look & feel of any page. Adhere to the stated leading and sizes.

1 Headlines are key to creating brand recognition in your layouts and act as a single unit, distinct from the body copy. **We only use 900 or 700 (never italic, never uppercase, never ligatures).**

2 Headline followers act as subheadlines, providing more information. **To give enough contrast with the previous headline, they can only be set in 300 (italic only for emphasising some words).**

3 Subtitles can create hierarchy between paragraphs in bodytext. **Subtitles are preferably set in 700 or 500.**

4 Body text should have a solid look and feel, so don't use too many different weights or styles. **The basis should be 100 (on white) and 300 (on Barco black)**, accompanied by emphasing styles.

5 Only use 100 or 300 (not italic) for quotes on light backgrounds. For darker backgrounds and imagery you can use 700 or 900 (not italic).

6 Small texts should never be below 5pt and can **only be 300, 300 italic, 700 or 700 italic.**

7 As captions will mostly be used in illustrations, graphs and other non-bodytext elements, they can have **different weights or styles and proper leading,** suitable for their own purpose.

Examples on the left are developed to match an A4 outcome. Any other format or job needs analysing individually with these examples as a guidance.

Note: The texts are not shown in their true size, they are depicted for illustrative purposes only.

Lorem ipsum title

The CSE-800 was designed to bring the ClickShare experience to boardrooms, high-end meeting rooms, and conference rooms. Introducing a number of unique features, including simultaneous sharing of up to 8 people, automatic & manual moderation, and blackboarding & annotation.

1

Plug into simplicity

2

2015*
The Americas **37%**
EMEA* **33%**
Asia-Pacific **30%**
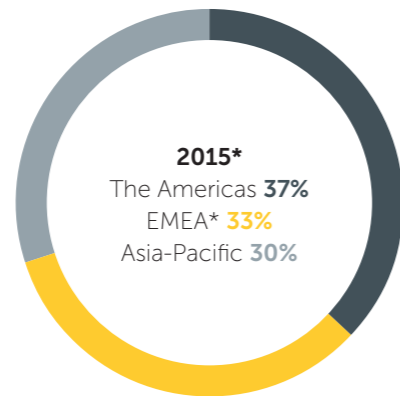
Item	Year	Endurance
Lamp 500	1983	5000 hours
Screen 2.0	2008	100.000 hours

ORDERS

In 2016, China debuted 12,500 new cinema screens - 48 per day! That's a huge opportunity for us.

Bryan Edens, Producer & Director of Marketing for SenovvA

3
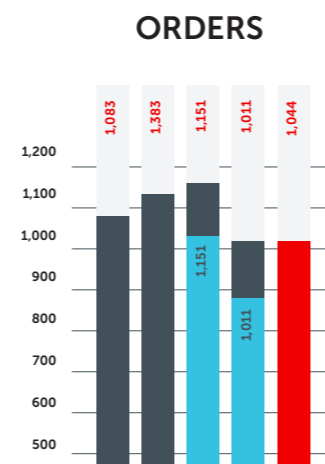
4

To ensure consistancy and high readability, these rules must be applied.

Line spacing has a major effect on readability and contrast. It influences the total look of the final piece. Carefully consider its application and execute well to achieve a clean result. The bigger the text, the less the line spacing should be.

1 Our typography is almost always ranged left or left justified. Balance ragged lines and keep an eye on hyphenations and possible rivers of white.

Use sentence case and local grammar including punctuation rules.

2 Some texts may be centered; text in frames, buttons, highlights, graph captions or table headers.

3 Quotes have a specific stated style, stick to the style.

4 Short titles or short captions can be stated in full capitalisation.

Minimize the number of different font sizes to make communications clear and simple.
—
Avoid clutter. Methods of emphasis should follow a clear pattern.
—
Do not make linelengths too long. A maximum of 60 characters is a good reference.
—
Text can only be Barco Red, black or white. When using graphs, text can be in any highlight color when used to refer to a data source.

Note: The texts are not shown in their true size, they are depicted for illustrative purposes only.

يولد جميع الناس أحرارًا متساوين في الكرامة و الحقوق. و قد وهبوا عقلًا و ¹

ضميرًا و عليهم أن يعامل بعضهم بعضًا بروح الإخاء.

1

2 朝辞白帝彩云间

3 朝辭白帝彩雲間

4 あいうえおかきくけこ

5 가냐더려모뵤쇼우쥬

6 กขฃคฅฆงจฉชซ
ฌญฎฏฐฑฒณดตถ
ทธนบปผฝพฟภม
ยรลวศษสหฬอฮ
๑๒๓๔๕๖๗๘๙๐

7 अ आ इ ई उ ऊ ऋ ॠ ऌ ॡ ए ऐ
ओ औ क ख ग घ ङ च छ ज झ
ञ ट ठ ड ढ ण त थ द ध न प फ
ब भ म ग़ र ल व श ष स ह
१ २ ३ ४ ५ ६ ७ ८ ९ ०

As a substitute font for non-Roman languages and characters, we always use **Noto Sans.**

Noto is a font family comprising over a hundred individual fonts, which were specifically developed to cover all the scripts encoded in the Unicode standard. As of October 2016 Noto fonts cover all 93 scripts defined in Unicode version 6.0 (released 2010), although less than 30,000 of the nearly 75,000 CJK unified ideographs in version 6.0 are covered. In total Noto fonts cover nearly 64,000 characters, which is a little under half of the 128,237 characters defined in Unicode 9.0.

The Noto family is designed to bring visual harmony (e.g., compatible heights and stroke thicknesses) across multiple languages/scripts. It has a lot of similarities with our corporate typeface.

1 Arabic

2 Simplified Chinese

3 Traditional Chinese

4 Japanese

5 Korean

6 Thai

7 Devanagari (Hindi)

Commissioned by Google, the font is licensed under the SIL Open Font License. Until September 2015, the fonts were under the Apache License 2.0.

Office typeface

Verdana

1

2 Regular

Italic

Bold

Bold Italic

1 Verdana is our font for internal communications, e.g. Microsoft Office and e-mail communications.

Using this font insures readability and compatibility with any operating system or Microsoft Office suit, regardless of its version.

2 We use these type weights and styles.

Verdana comes pre-installed on operating systems of Microsoft, Apple Mac and the Microsoft Office suite.

Using too much leading causes lines to shift too far from each other

Do net stretch or skew text

❌ Do not disturb the appearance of text

Visualizing trends for 2017

❌ Do not use any other typeface than our corporate typefaces

60 char. good

80 char. maximum

Change your reading **room dynamics**

Genditio rescitio te cum fugiati aectur aut quia dunt. Onsequa ectenda pellenda nobis eum fugias quis evendias voluptatem iniae si blaborpore mintiis aut dolorum secum iminus, sitis sam re non cus ad maximus **dolorei cipsape** ratectur? Tiume nos utenita speribusam ea nimus dolupis sit, int **faccumet repuda** anis ut omnihilla vel maxim et lique volupti orerempore sam. Cum volori cor magnatibus, inihil autectoriti abor moluptae nem qui ut doluptase atoraes volestrum nam asciatium il isci abo. Ut pratibusdae. Ut quis aute initatquo volupta sint quid ectec te corpos res panate imperovit ni, offici stiant, sa porerion rem quibus es etur sinulpa est pelitatem. Itatius di repro corias sus aute decem et aut qui officimil mincid ername sus eaquo totam ad quasperi. Lustamenditis moloruntbus utetur, omniaes eate voluptam, se as solecte natat duntis deligendis volupta tionsedit voluptas exerchenia qui quidonsedis a nis.

❌ Avoid long linelenghts

Change your reading **room dynamics**

Genditio rescitio te cum fugiati aectur aut quia dunt. Onsequa ectenda pellenda nobis eum fugias eatia quis evendias voluptatem iniae si blaborpore mintiis aut dolorum secum iminus, sitis sam re non cus ad maximus **dolorei cipsape** ratectur? Tiume nos utenita speribusam ea nimus dolupis sit, int **faccumet repuda** anis ut omnihilla vel maxim et lique volupti orerempore sam.

❌ Do not use Red for a huge amount of text, keep use of red balanced

VISUALIZING TRENDS FOR 2017

❌ Do not use all caps for headlines or headline followers and main text

Change your reading **room dynamics**

Genditio rescitio te cum fugiati aectur aut quia dunt. Onsequa ectenda pellenda nobis eum fugias eatia quis evendias voluptatem iniae si blaborpore mintiis aut dolorum secum iminus, sitis sam re non cus ad maximus **dolorei cipsape** ratectur? Tiume nos utenita speribusam ea nimus dolupis sit, int **faccumet repuda** anis ut omnihilla vel maxim et lique volupti orerempore sam.

❌ Do not use a mix of styles and colors in main typography

Change your reading **room dynamics**

Genditio rescitio te cum fugiati aectur aut quia dunt. Onsequa ectenda pellenda nobis eum fugias eatia quis evendias voluptatem iniae si blaborpore mintiis aut dolorum secum iminus, sitis sam re non cus ad maximus **dolorei cipsape** ratectur? Tiume nos utenita speribusam ea nimus dolupis sit, int **faccumet repuda** anis ut omnihilla vel maxim et lique volupti orerempore sam.

❌ Do not use highlight colors for main typography

# Secondary graphic brand elements

Box device

1

2

3

To implement content and a product picture on a full page image, you can use the box device to ensure readability and proper product placement integrated with the picture.

1 Basic construction of the box device. Coming in from the right/left side of the document, always make the left/right side of the box touch the left/right margin of the document.

The box device is only possible in white to ensure product pictures stand out and are clear.

2 With more content, an option might be to shift up a bit.

3 When you have too much content and the image is losing its impact because the box device has become too large, change your lay-out.
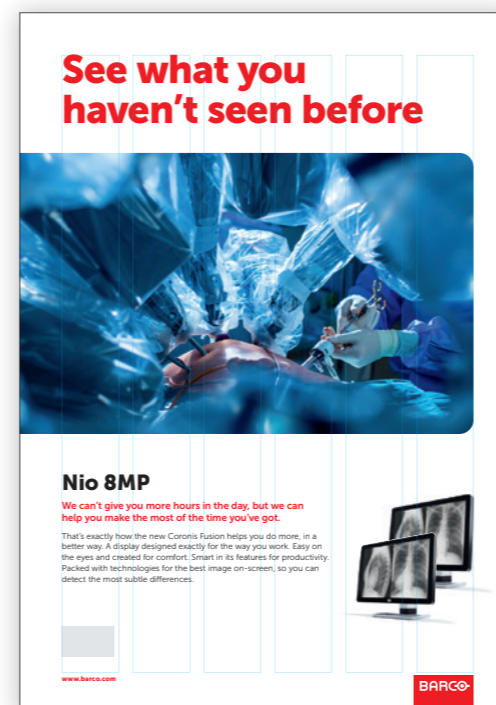
Grid systems

Master grid
Scaling towards other sizes
Special adjustments
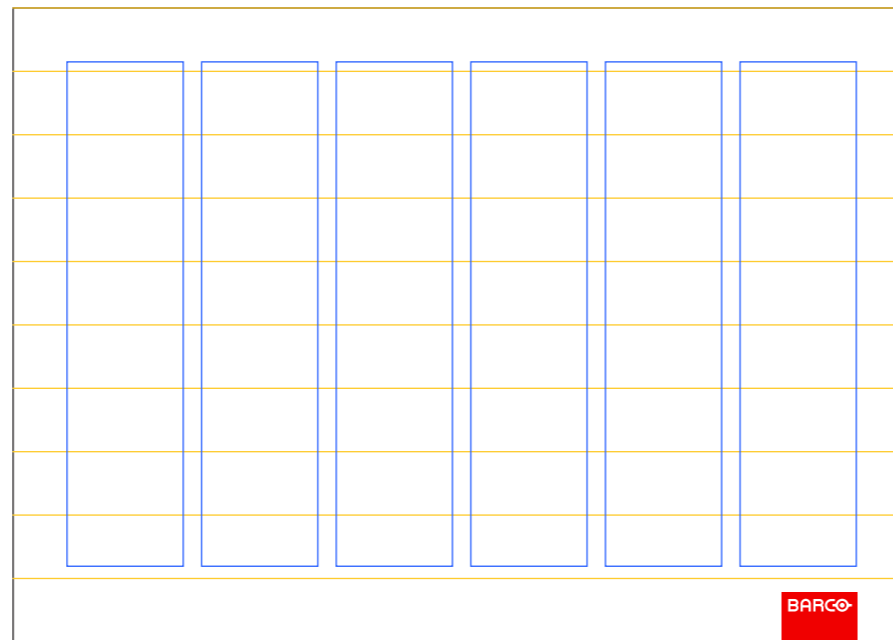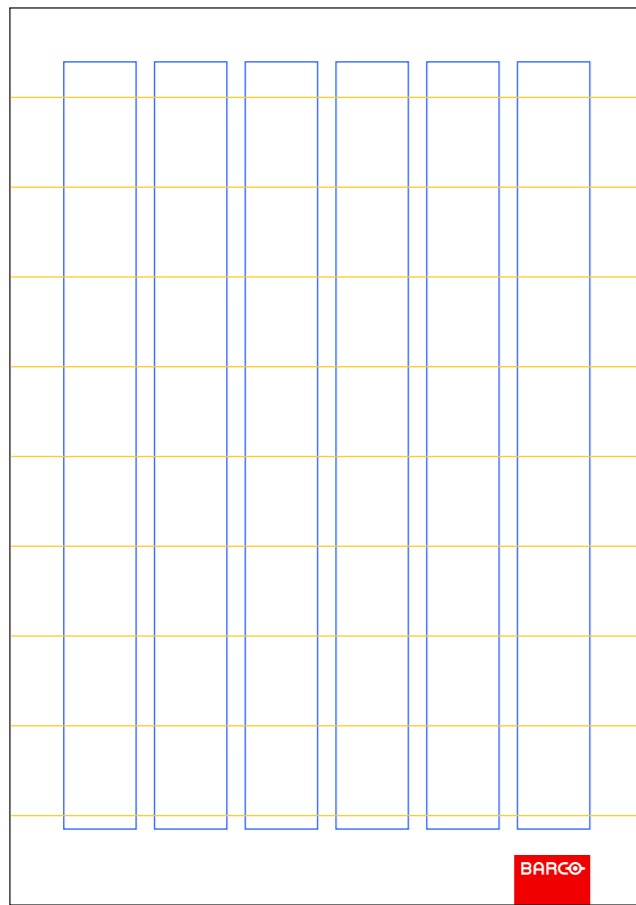
1

We use a grid to ensure content is clearly presented and well-structured.

1 Where possible our communication uses 6 columns.

For maximum flexibility we divide the page vertically by 10 (you can use half rows if needed.). The grid allows for variety in design and lay-out whilst maintaining a coherent look and feel.

2 We have stated specific measurements for the most common formats.

For specific guidance, and examples of how to use all our grids please refer to 'Visual Identity Design'.

Size	Margins	Gutter	Corners	Logo
A6 and smaller	7 mm	4 mm	4 mm	15 mm
A5	12 mm	5 mm	5 mm	20 mm
A4 / A4s / US letter	18 mm	6 mm	6 mm	25 mm
A3	25 mm	8 mm	8 mm	35 mm
A2	35 mm	12 mm	12 mm	50 mm
A1	50 mm	18 mm	18 mm	70 mm
A0	75 mm	25 mm	25 mm	100 mm

2
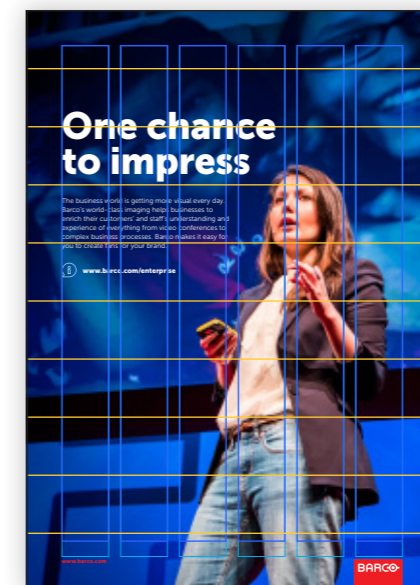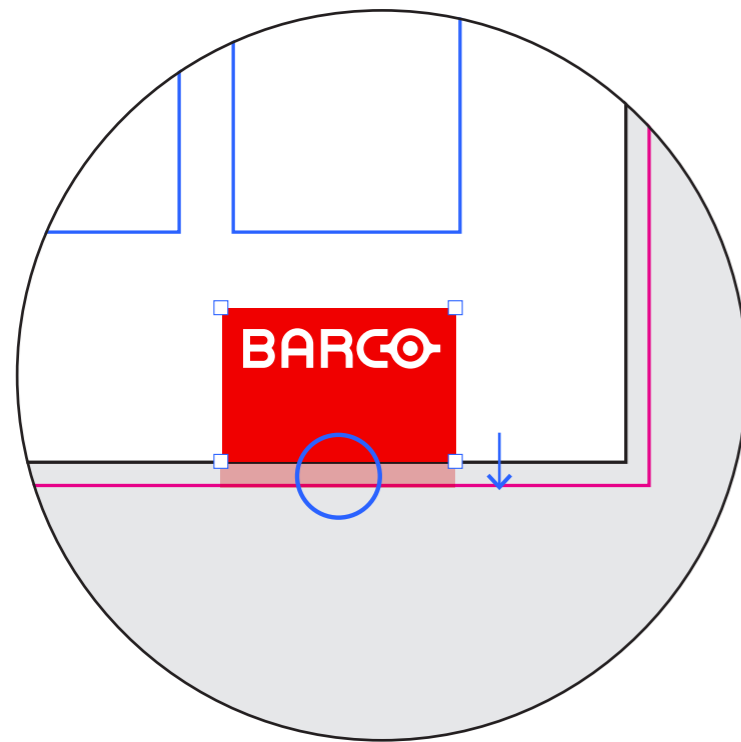
1 Lower edge
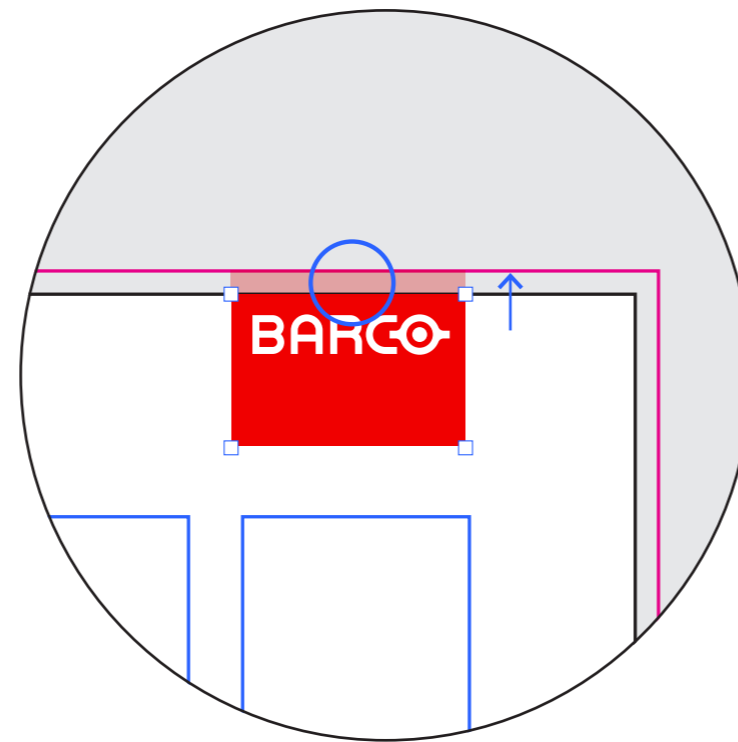
Upper edge

× Do not scale

When developing communications, be sure to keep the bleed in mind.

Extending towards bleed

1 Once you have positioned the logo correctly, extend the red field over the edge to create the bleed zone needed for print.

Do not scale the logo

2 When doing so, make sure never to scale the logo, changing its dimensions, as this leads to an unintentional crop of the logo.
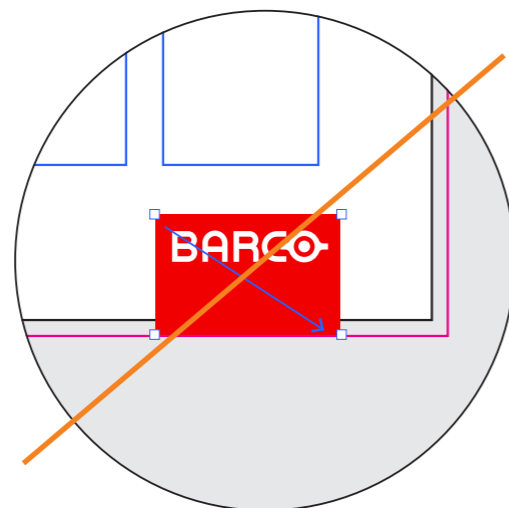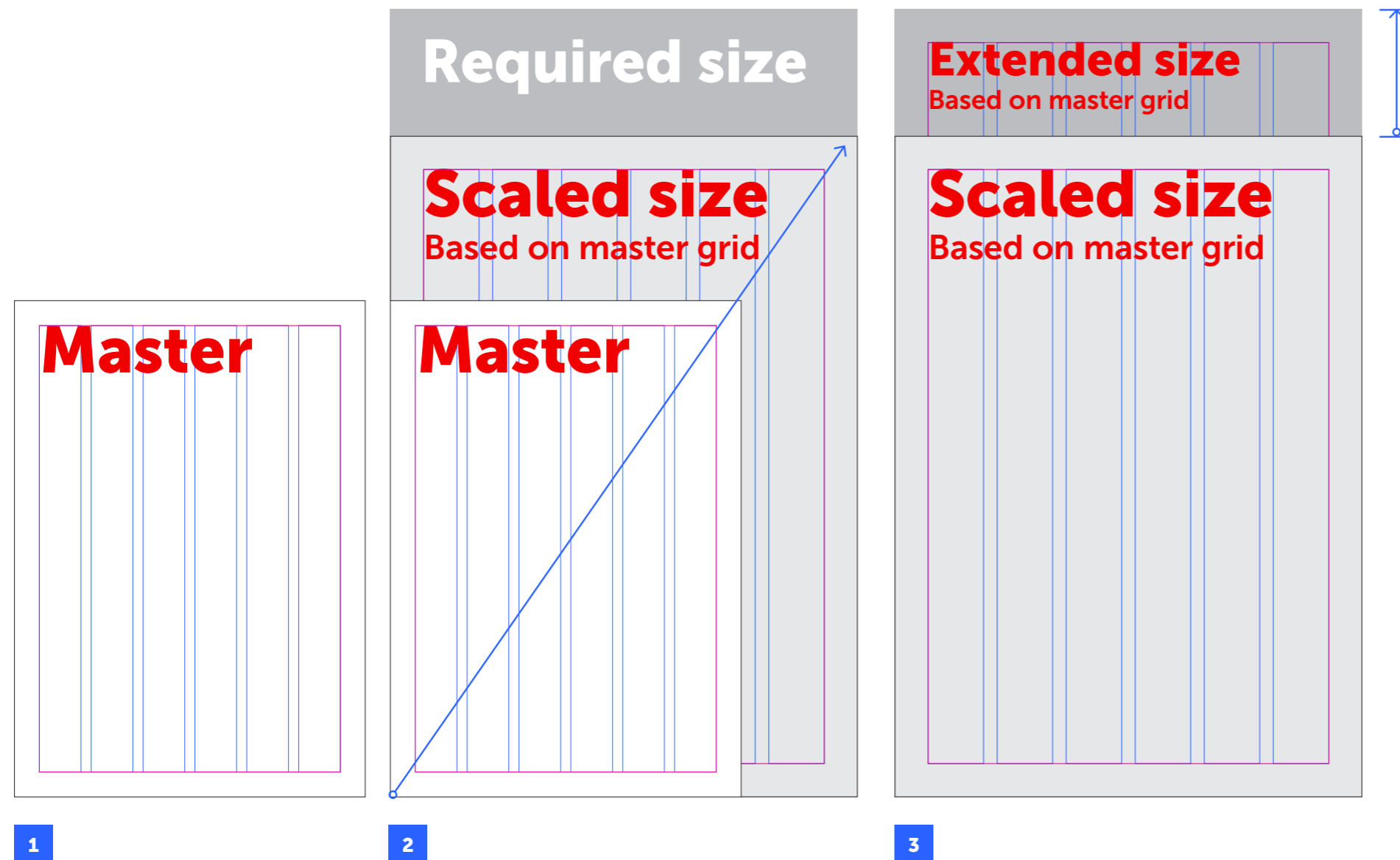
For any other format scale this grid up or down to meet new required size.

1 Start with our master grid

2 Scale all elements to the larger size, untill one edge meets the new document size, illustrated on the left

3 Extend the columns vertically to meet the new upper edge.

It might still be necessary to tweak the margins afterwards to meet design requirements.

Required size

Extended size
Based on master grid

Scaled size
Based on master grid

Scaled size
Based on master grid

Master

Master

1

2

3

Imagery

Photography
Product photography
Data display
Illustration
Icons

At Barco, we put customer outcomes at the center of what we do and say. It's not just about our products, it's about what they do for our people.

That's why we as a brand do not want to be in the spotlights ourselves, we want to make our customers shine.

Therefore in each key visual we focus on our contribution to a personal experience. The experience we offer as a brand, across industries & divisions, is always a human experience.

1   We try to focus on the customer (or our employees by extension) interacting with our products.

2   We prefer pictures with a shallow depth of field. Preferrably, an object that is deliberately out of focus will be in the foreground.

This does not mean that pictures can't be 'conceptual'. Just keep in mind when briefing creative agencies for concepts that a visual can't revolve merely around our products. Our story is about visioneering a bright tomorrow. That's why it's important not to lose sight of the human aspect.

> **Photography should focus on our added value, not just on our product. That's why we do not want to be a distant observer, we want to take part in the action.**

1 Product photography can be combined with mood photography.

2 When showing products, preferably two sides or a hint of perspective and depth should be visible. Showing products full frontal makes them appear flat and gives little sense of the size or shape of the product.

On product sheets however, it is allowed to use full frontal or top view pictures.

3 The product should always be accompanied by a shadow. By doing so the product anchors on the page instead of hovering on top of it.

✕ Do not delete shadow as it makes products appear to hover on the page.

✕ Do not place product pictures on top of photography without using the box device or without touching at least the background of the document.

✓ This might be a solution

FLEXIBILITY

Legend:
- Electricity
- Fuel-gasoline
- District heating
- Fuel-diesel
- Natural gas

Bar values: Belgium 1,350 · India 1,332 · US 552 · China 478 · Germany 3,428 · Italy 329 · Norway 136 · Taiwan 398 · Total 8,003

ORDERS

Values: 1,083 · 1,383 · 1,151 · 1,011 · 1,044

Y-axis: 400, 500, 600, 700, 800, 900, 1,000, 1,100, 1,200

In-bar labels: 1,151 · 1,011

ORDERS

2015*
The Americas **37%**
EMEA* **33%**
Asia-Pacific **30%**

SALES

2015*
The Americas **37%**
EMEA* **33%**
Asia-Pacific **30%**

1. Data display should be clear and simple. The use of many different elements, line weights and colors should be limited.

2. Use the same style of data display throughout each document.

3. Use only a few tints of highlight colors in combination with Barco Black and its tints to give a legible and uncluttered look and feel.

TECHNICAL SPECIFICATIONS	GALAXY 4K32	GALAXY 4K480	GALAXY 4K32
Digital MicroMirror Device	●	●	●
Native Resolution	●	●	
Housing	●		●
Lamp	●		
Light Output	●	●	●
Contrast Ratio		●	●

TECHNICAL SPECIFICATIONS	GALAXY 4K32
Digital MicroMirror Device	3 x 1.38" DC4K dark metal devices
Native Resolution	Native resolution
Housing	4,096 x 2,160 pixels
Lamp	Housing
Light Output	Hermetically sealed DMDs and optical assembly
Contrast Ratio	Lamp

Geographical footprint

- sites
- R&D and/or manufacturing

DOWN -23 pip

42%
73%
25%
60%

lorem1 lorem2 lorem3 lorem4

35% · 40% · 25%

40% · 60% · 100% · 20% · 80%
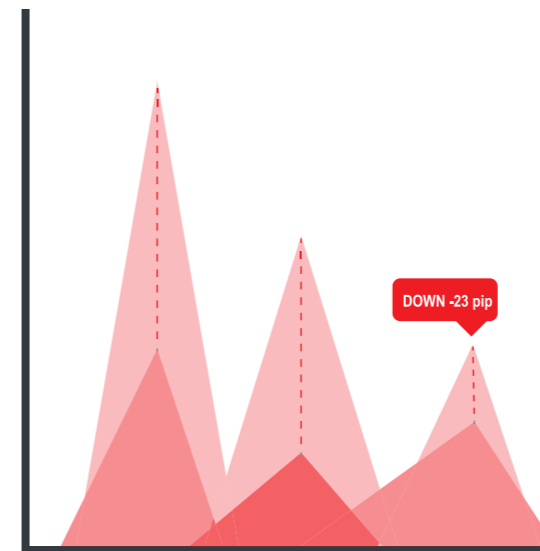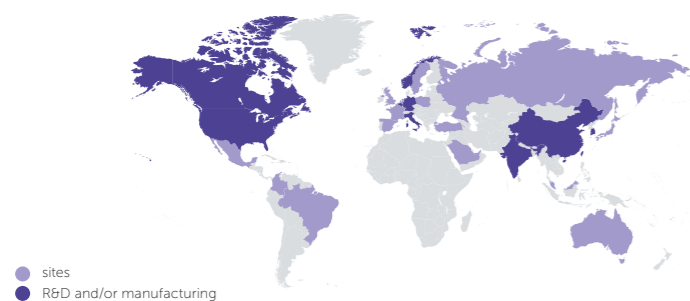
✕ Do not use shades of Barco Red
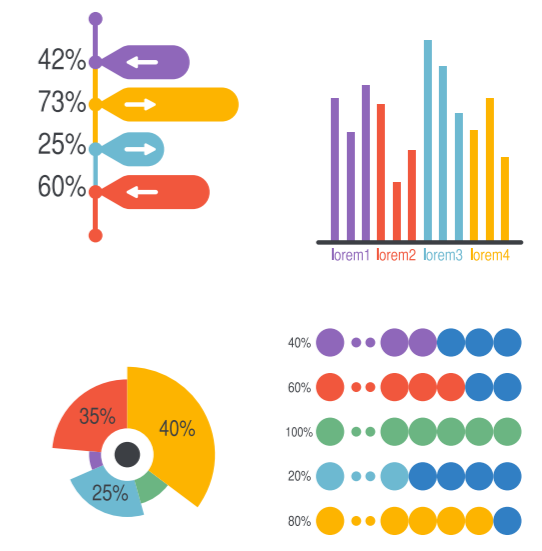
✕ Avoid the 'color-spectrum-effect'

Why illustration?

"A picture is worth a thousand words". But what if the subject is too ambitious or to abstract to photograph? Well, then illustrations come to the rescue!

Even more, unlike photos they don't restrict imagination, help bridge cultural gaps, visualise information and help to tell compelling stories.

At Barco, we've created a signature illustration system as an extension of the brand's identity.

Basic Principles

1 Barco is a worldwide company and we celebrate that diversity in our illustrations too.

2 We like our illustrations to look sharp! That's why we always use clean cut vectors with very geometrical shapes. We don't use perspective!

3 We introduce some extra colors to the already existing Barco color pallets: *'The Barco blue-greys'* and *'The Barco skin tones'*. *'The Barco blue-greys'* should always be the most prominent. Use the other colors of the Barco color pallets to highlight. Aim to use as less highlight colors as possible.

Barco blue-greys:

	90%	80%	70%	60%	50%	40%	30%	20%	10%
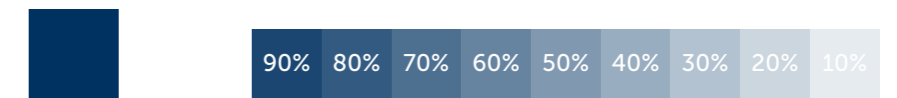
HEX: 003261   CMYK: 100 60 20 50

Skin tones:

HEX: 7f634b
CMYK: 43 54 71 24

Barco Yellows
(from current
color pallet)

You can also
use the Barco
blue-greys

4 Use line drawings to set the stage and then colorize the parts that need to stand out. Choose one fine stroke weight and use the same weight consistently throughout the whole illustration. Use rounded edges.

5 Make it pop by paying attention to the details. Most importantly: use shadows. You should keep one mantra in mind though: less is more! Only ad details if they contribute to the comprehensibility of the illustration.
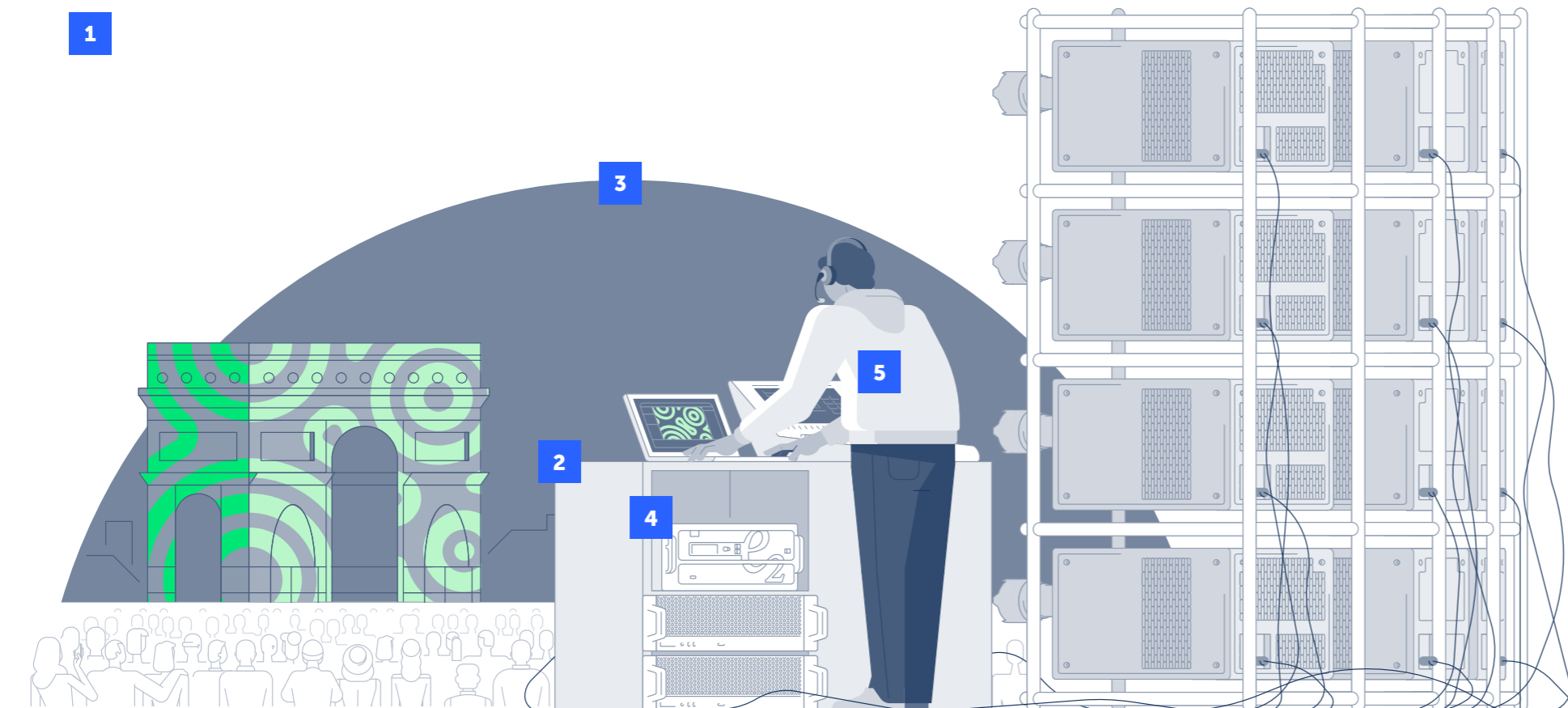
'Personas' Illustrations

Barco is a worlwide company with customers and collaborators all over the globe. In our illustrations too, we celebrate that diversity and we strive to make people look their best!

We've created a distinct way of visualizing people and even made an 'illustration system' to easily create new personas yourself:
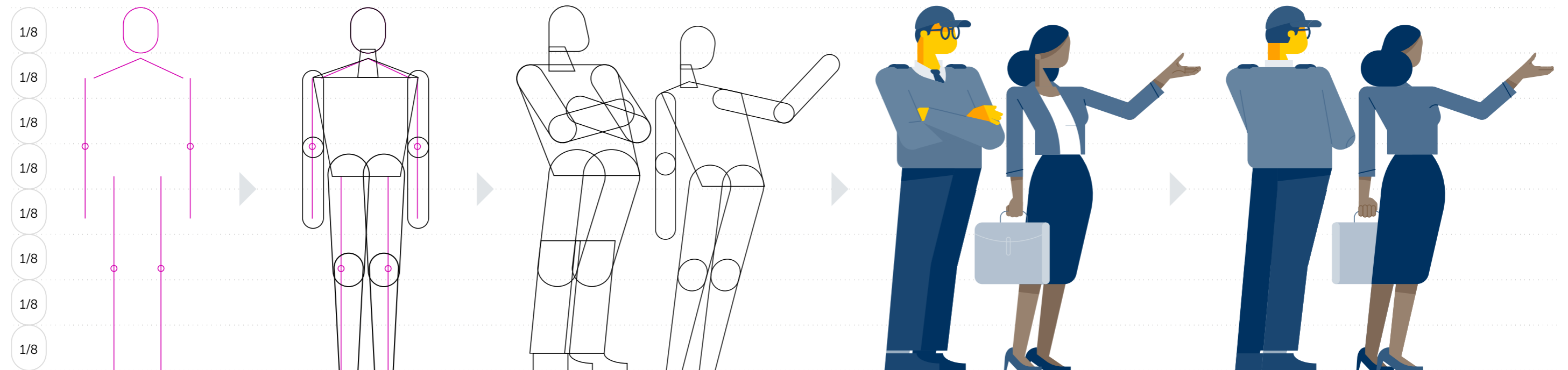
1

Anatomy: we start off by creating a wire figure with realistic body proportions.

This means the head is exactly 1/8th of the total length and the limbs and joints are positioned like in the example above.

2

Limbs: we develop the figure further by adding geometrical schapes for the limbs.

Feel free to vary in width in order to alter the bodytype. The length of the limbs can not be changed.

3

Pose: deform and reposition the individual limb to attain a dynamic and realistic pose.

You can also change the height of the figure, but only by transforming the whole body at once.

4

Finishing: add colors, hands, feet, clothes and accessories. Do not add a face! Glasses and facial hair are allowed.

Pay special attention to shadows and use them to add depth. Finish it off by adding fine lines to highlight small details or to visually separate elements.

5

Reverse: Because we start off white a wireframe, it's really easy to also create a 'reversed version' of the figure.

Already existing 'Personas' illustrations:
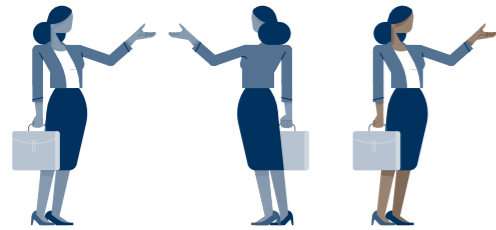
Business woman
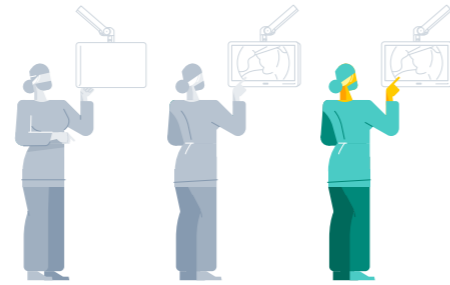
Surgeon

Teacher
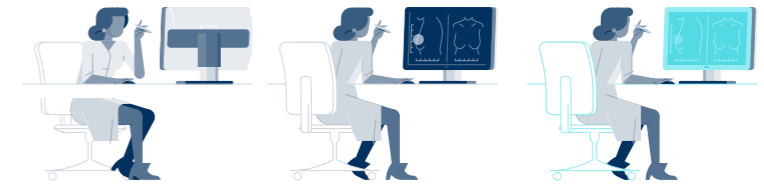
Radiologist

IT Manager

Service Engineer

Student
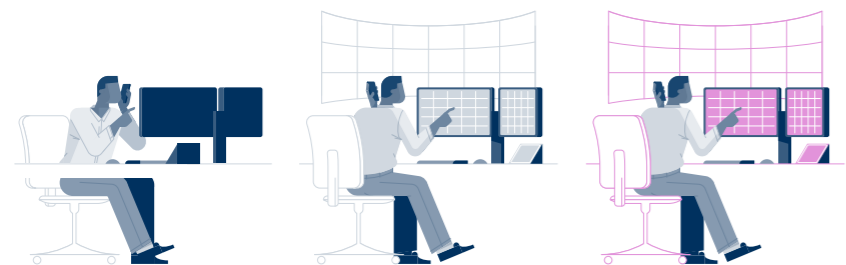
Control Room Operator
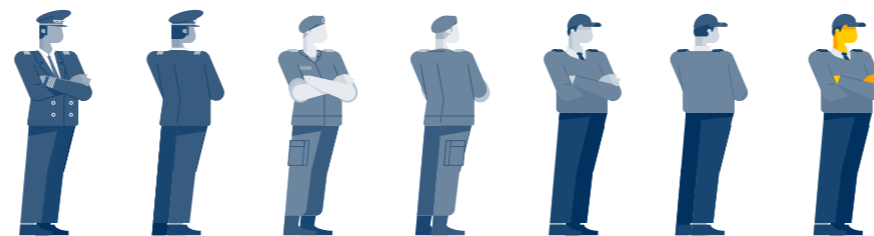
Man in uniform (pilot / soldier / security agent)

VR

Take a look at all the already existing 'Personas' illustrations.

'Product' illustrations

At Barco, we are really proud of our products. That's why we are very attentive on how we depict them. Because every reproduction requires another sort of illustration, we've created an 'illustration system' that easily allows making three types of illustrations of the same product. Using one wireframe as base.

- 'Large'-illustration
- 'Medium'-illustration
- 'Icon'
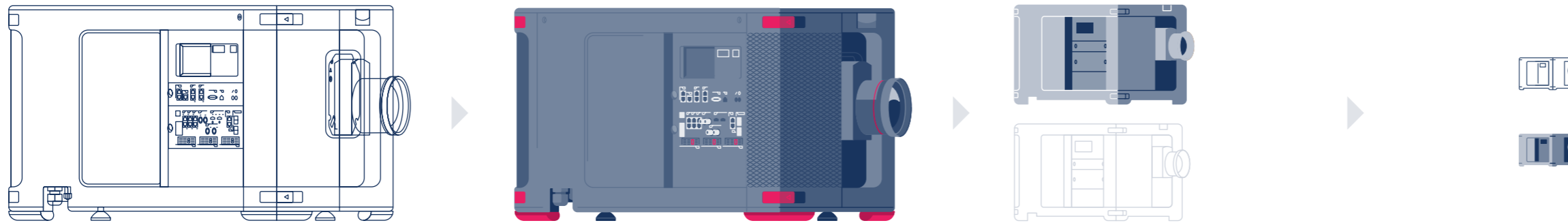
1

Wireframe: like in the 'Personas'-illustrations, we start of with a wireframe.
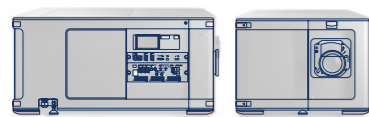
Tip: find actual pictures of the sides you want to draw an trace them. This way you will certainly get the proportions right!

60%   40%
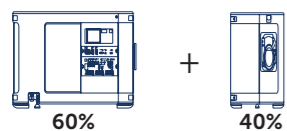
Scale the seperate sides and combine them. Add depth.

2

'Large'-illustration: colorize the wireframe, add shadows and details.

Although simplicity is still key, we want to show enough details in this stage.

Keep this in mind: you should be able to use this 'Large'-illustration as an example to show the features and functionalities of the product.

3

'Medium'-illustration: Reduce the wireframe and leave out unnecessary details and shadows.

This is the kind of simplicity we aim for when we show products as part of a 'Spaces'- or 'Personas'-illustration.

Consider to make an extra line drawing version of the illustration.

3

'Icon'-illustration: Reduce and simplify the illustration even further to obtain an icon that is still understandable.

Consider to make an extra line drawing version of the icon.

Already existing 'Product' illustrations:

ClickShare
Base unit & Button

ClickShare
Conference

UDM/UDX

Series 4

E2 Image Processor

DLP

LED

UniSee
Closed / Folded open

PDS 4K

Coronis Uniti
Upright / Tilted

MDSC Surgical Display
With arm / Without arm

Demetra
With base unit / Without base unit

Ultra Short Throw Lens
('Medium'-Illustration & 'Icon'
only)

Rigiflex Canvas Screen
('Medium'-Illustration & 'Icon'
only)
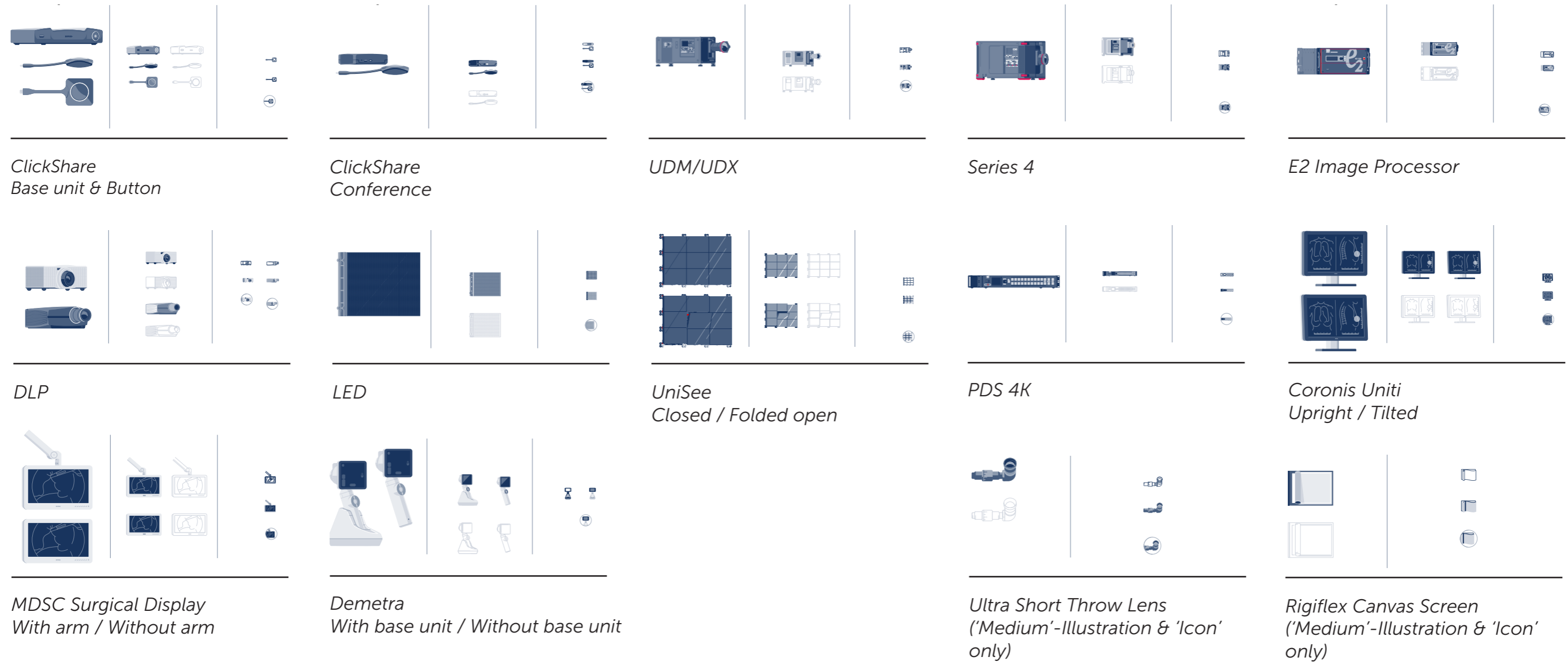
Icon only:

Barco
Services

VR

Simulation

App icon only:

Insights

weConnect

Pulse

ClickShare App

Spaces

If you have room for it, there's no better way to show the Barco products than in their natural habitats. Interacting with their users.

Feel free to highlight the digital interfaces **1**, the users **2**, the hardware, etc...

The spaces are also a great way to build up a scene **3**.
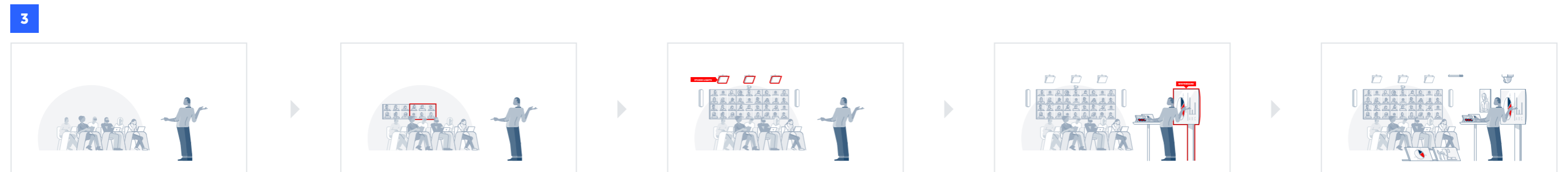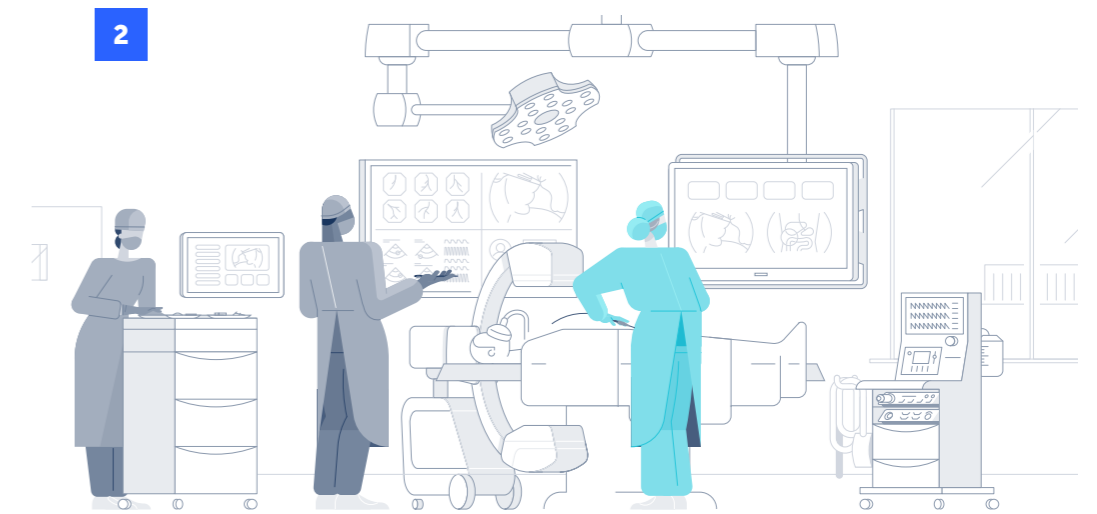
Already existing 'Spaces' illustrations:

Home reading office:
view from home (kitchen)

view from home (radiologist)

view from meeting room
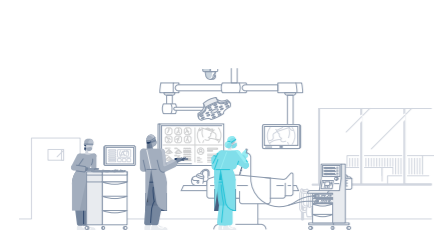
Boardroom:
with presenter +
presentation interface

with remote attendees

with remote atttendees +
presentation

Operation room:
Endoscopy

Interventional

Data center

Projection mapping:
Arc de Triomphe (Paris)

Skyscraper

Pagoda
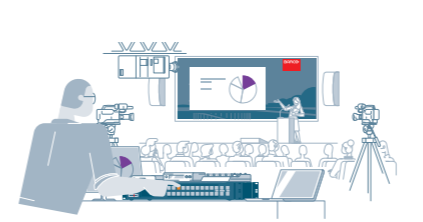
Lobby

Control room

Virtual classroom

Event

Breakout room

Take a look at all the already
existing 'Spaces' illustrations.

3. Visual identity design

Brand design
Press advertising
Literature
Events
Corporate applications
Branding on hardware products

This section illustrates how to apply our Identity toolkit to our different printed communications and how our different communications work.

Please contact brand@barco.com for these templates.

For digital design, please refer to chapter 5. Digital identity design

Advertising

A4s brochures inside grid
Grid and system
Portrait examples
Landscape examples
Special size examples

18 mm outside   18 mm inside   18 mm inside   18 mm outside

1

Publication title | Chapter or section

Barco   9 mm

30 mm

2

3

4

04   05

18 mm
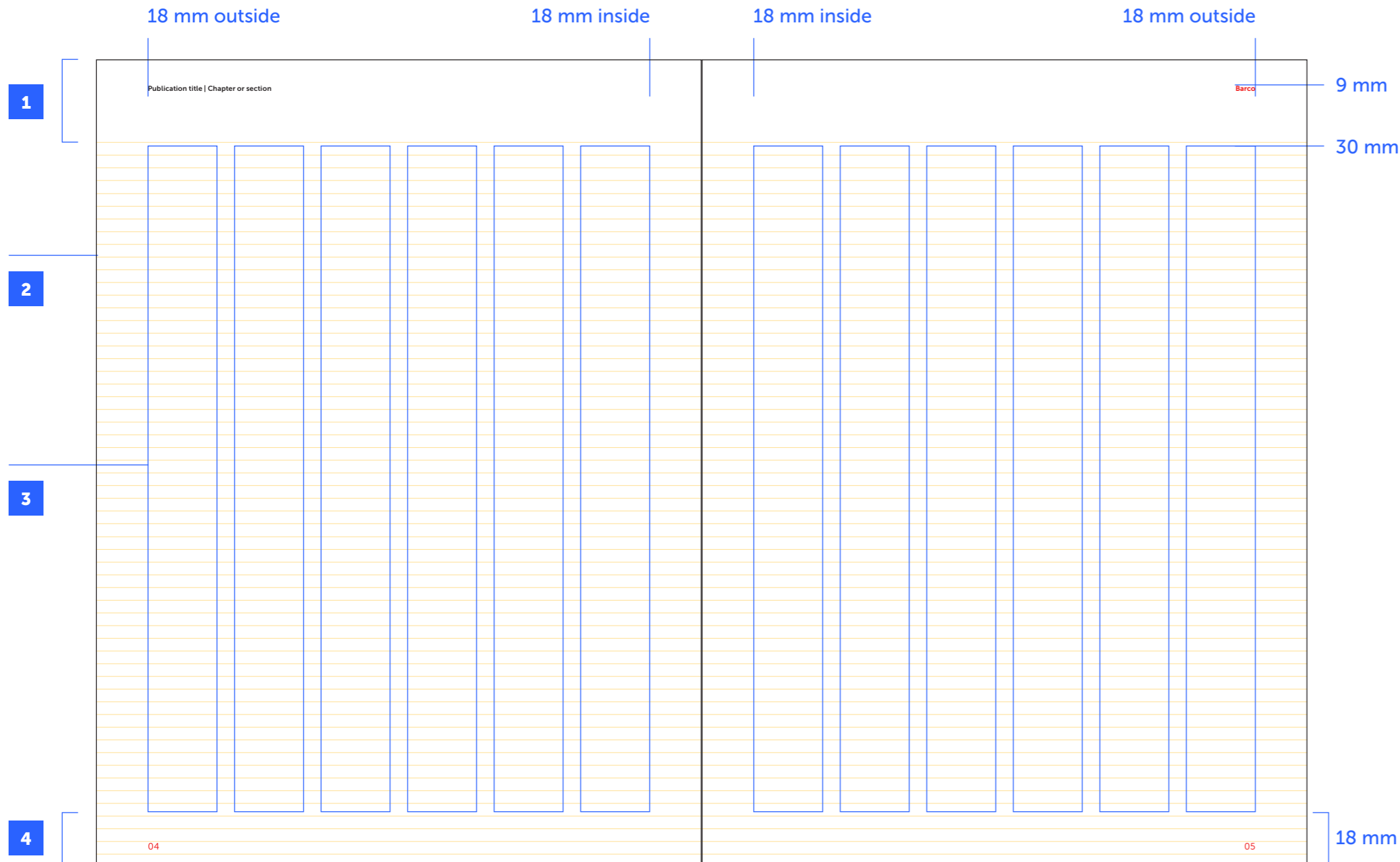
Inside brochure pages have a variant of the master grid. The main content starts lower.

1 Sufficient head space to make room for page streamers and chapter mentions without interfering with the main body part.

2 The main body part is divided into 6 columns to give flexibility for making interesting, versatile designs.

3 Baseline grid is set at 12.5 pt suitable for body type at 8.5 pt size. It starts a little above the main content so titling will be kept within margins. Start baseline grid at 28.7 mm from page.

4 Footer space makes the body part of the brochure come loose and maintains enough white space throughout the whole brochure.
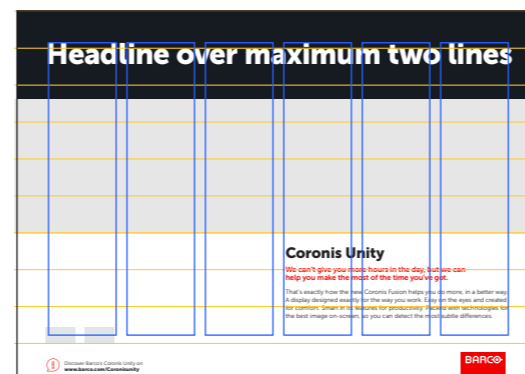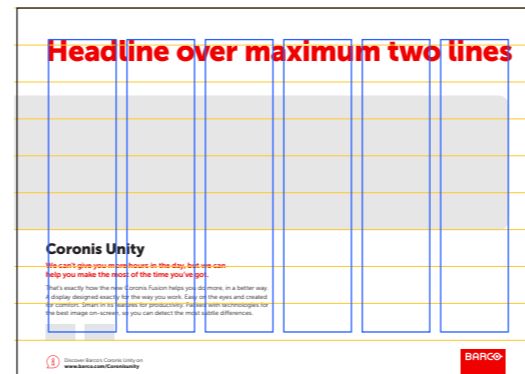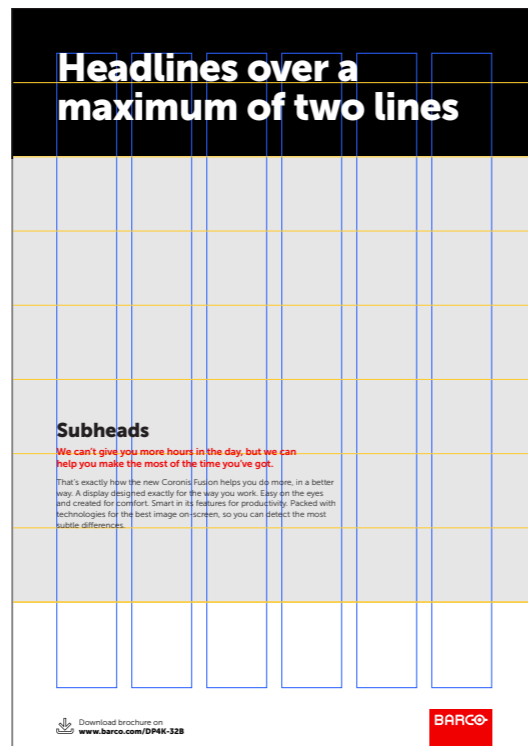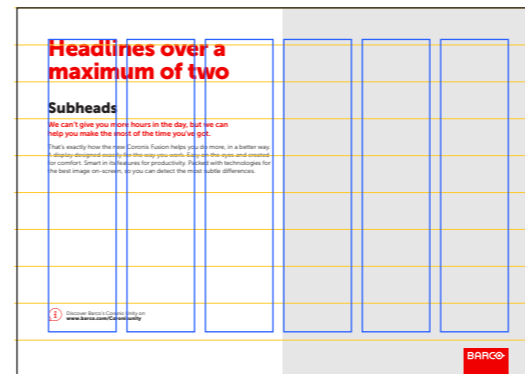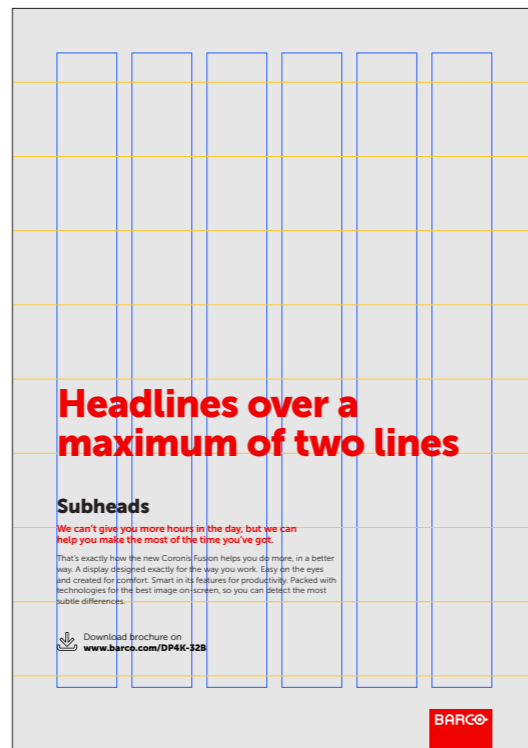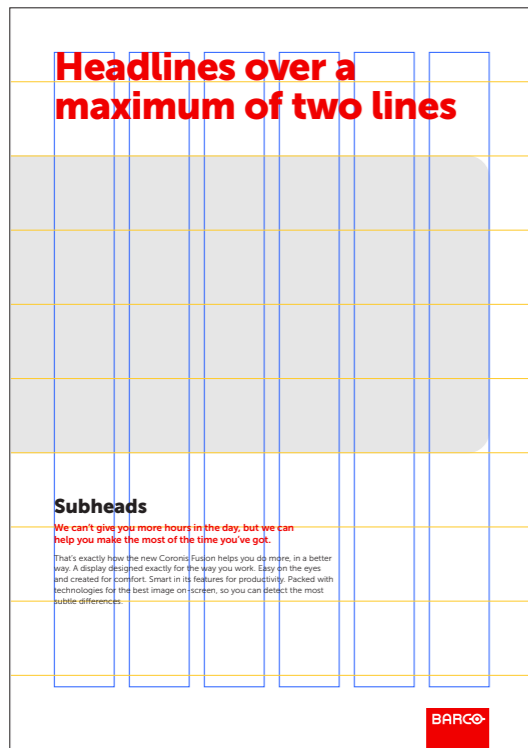
Most advertising applications will be tailored to a specific publication, size and campaign. These are a few general guidelines that will apply to all situations.

The correct size of the logo will be determined by the size of the advertisement in a particular publication.

Press advertisments are based on the master grid, whether it be portrait or landscape. The master grid is divided vertically into 10 rows to provide enough flexibility to make different designs whilst keeping a coherent look and feel.

1 Using the master grid can give different outcomes depending on content. Use the row dividers to shift between different layouts. On the left you can see some examples of construction.

2 Examples of box device construction.
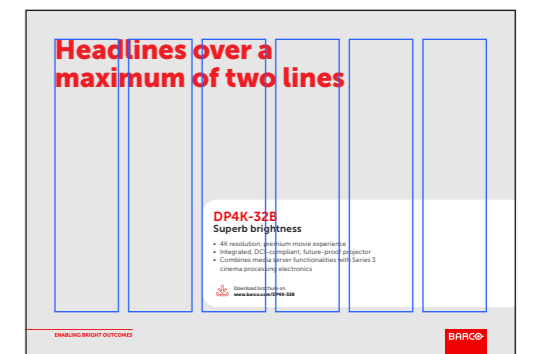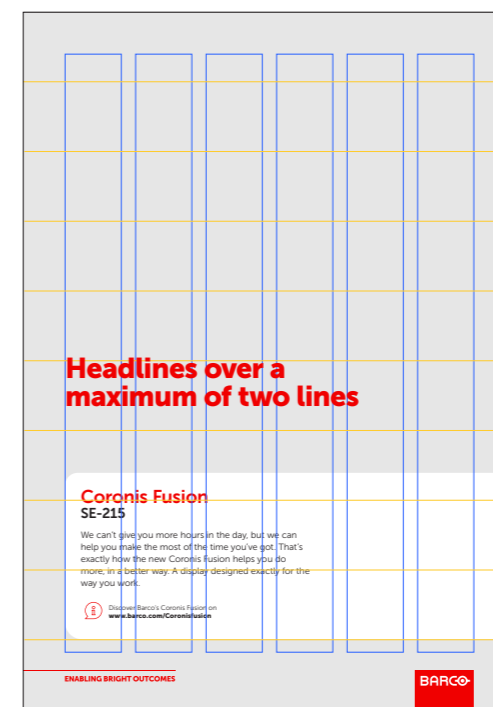
Headlines are Museo Sans 900 or 700 with a size big enough to make the headline stand out.

Headline followers are Museo Sans 300 and sized at 60% of the previous headlines.

Subheads are Museo Sans 700 and sized according to the suited hierarchy.

Body copy should at least be 8.5 pt and should start at Museo Sans 100 on light backgrounds. On dark backgrounds use 300.

Calls to action with a URL should at least be 8pt.

Use the correct logo sizes defined in section 1. Identity toolkit.
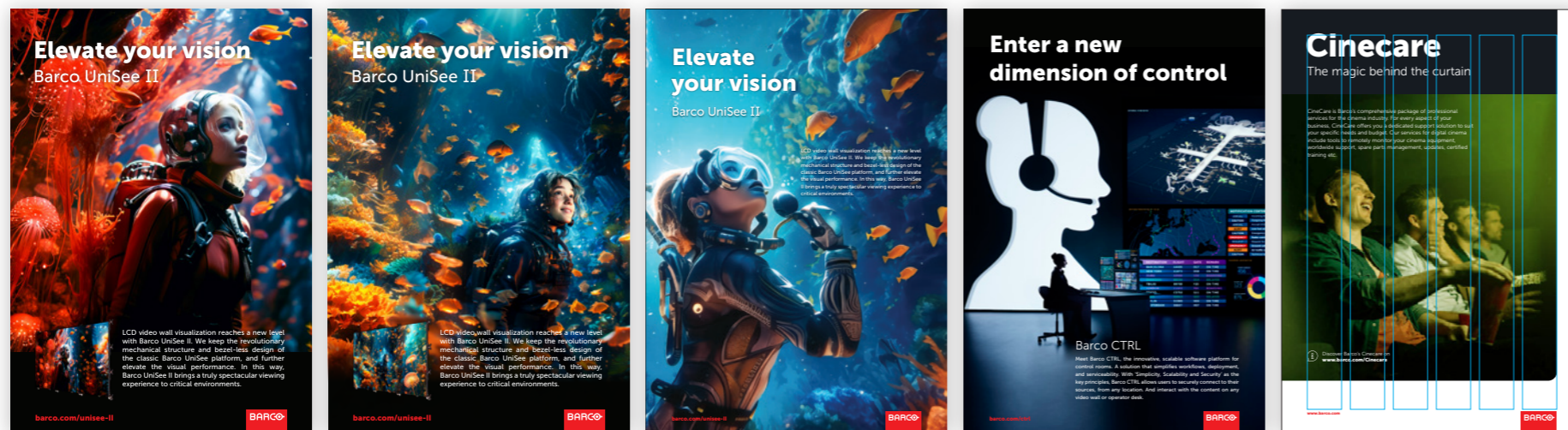
Size	Margins	Gutter	Logo
A6 and smaller	**7 mm**	**4 mm**	**15 mm**
A5	**12 mm**	**5 mm**	**20 mm**
A4 / A4s / US letter	**18 mm**	**6 mm**	**25 mm**
A3	**25 mm**	**8 mm**	**35 mm**
A2	**35 mm**	**12 mm**	**50 mm**
A1	**50 mm**	**18 mm**	**70 mm**
A0	**75 mm**	**25 mm**	**100 mm**

Literature

A4s brochures cover grid
A4s brochures cover examples
A4s brochures inside examples
A4s brochures type styles
Product sheet
Application note

gutters: 6 mm

margins: 18 mm

1 Front cover

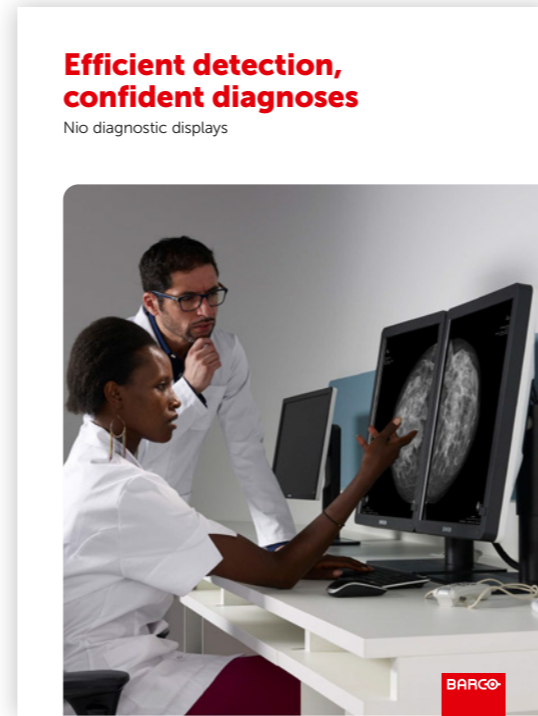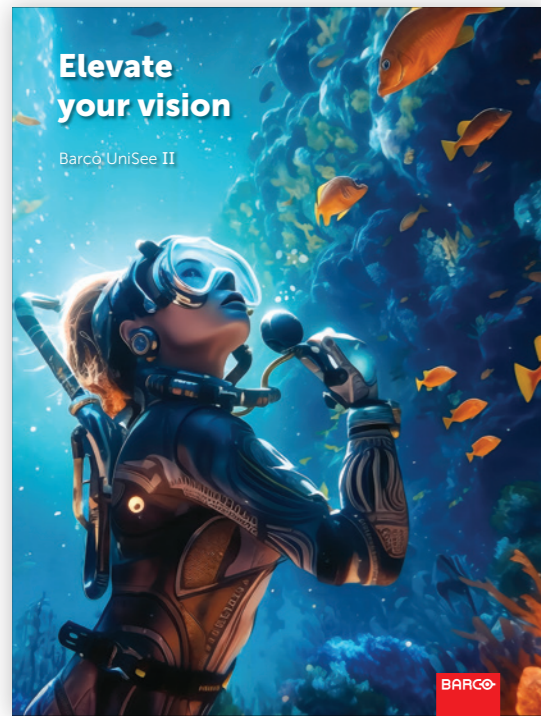logo: 25 mm

gutters: 6 mm

margins: 18 mm

2 Back cover

logo: 25 mm
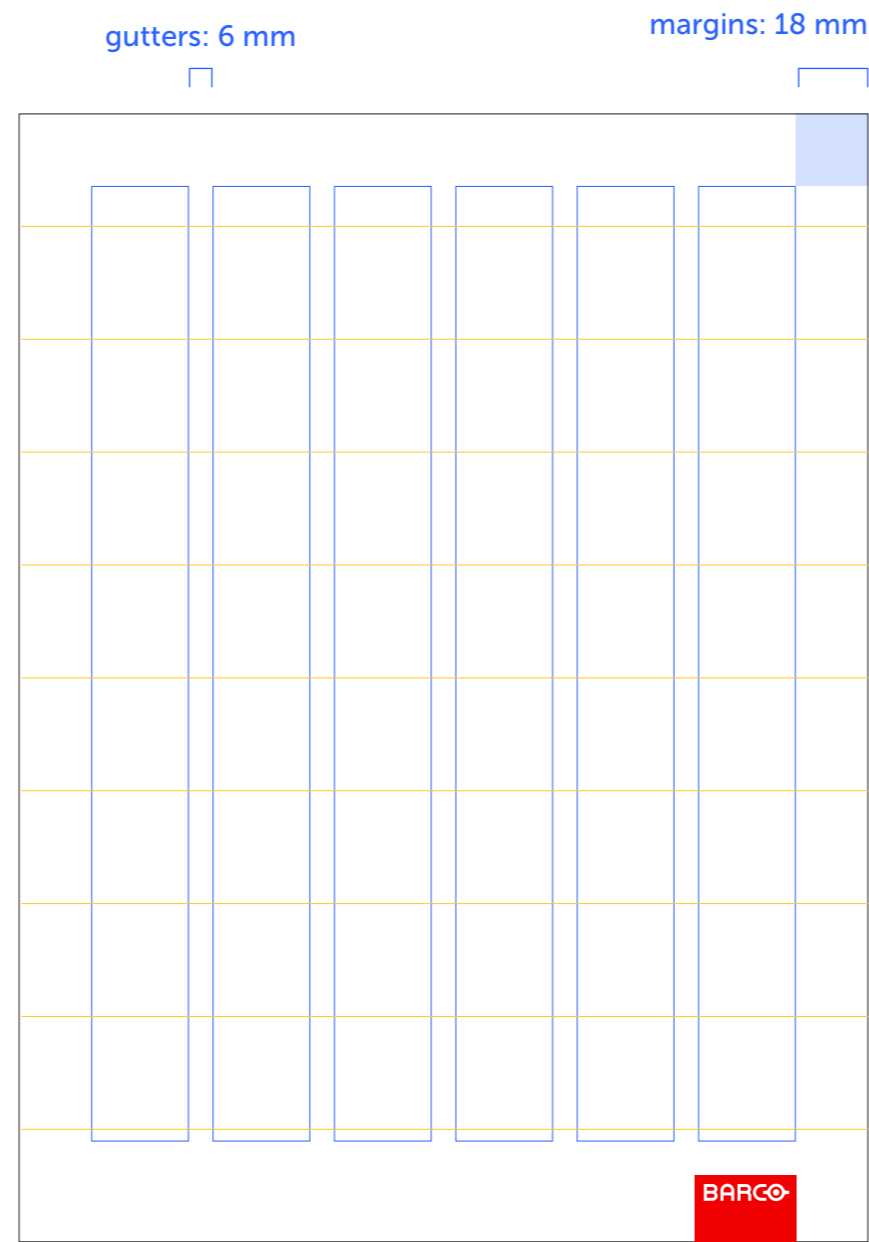
Barco brochures use a specific size called A4s (A4 short). It is a hybrid size between A4 and US Letter size. Based on the master grid, cover pages use this grid on the left.

Like the master grid, brochure pages are divided vertically into 10 rows to provide enough flexibility to make different designs whilst keeping a coherent look and feel.

1 Like press advertisments, the front cover can have variations in design.

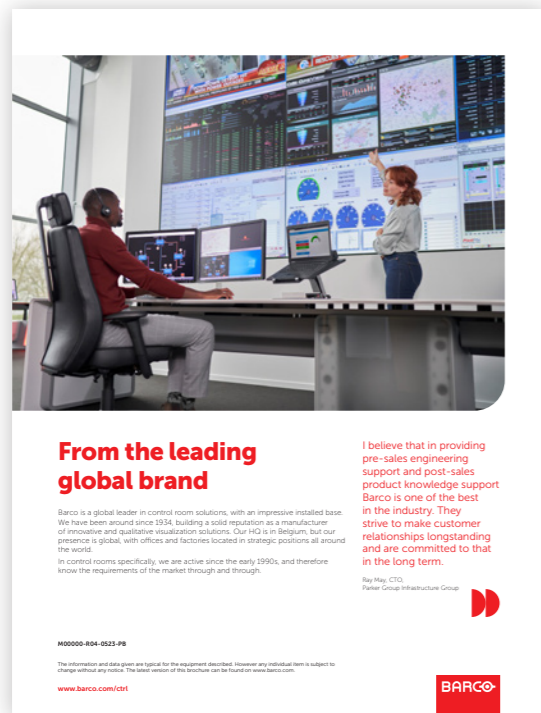**2** On the back-cover the Barco logo is always present.

A4

US letter

A4 short
210x279 mm

**Elevate
your vision**

Barco UniSee II

**Enter a new
dimension of control**

Barco CTRL

**Efficient detection,
confident diagnoses**

Nio diagnostic displays

Headlines on brochure covers have a fixed size.

Headlines are Museo Sans 900 at 34 pt.

Headline followers are Museo Sans 300 and sized at 60% of the previous headlines meaning 18 pt in these cases.

Always use the correct logo sizes defined in section 1. Identity toolkit.

**From the leading
global brand**

Barco is a global leader in control room solutions, with an impressive installed base. We have been around since 1934, building a solid reputation as a manufacturer of innovative and qualitative visualization solutions. Our HQ is in Belgium, but our presence is global, with offices and factories located in strategic positions all around the world.

In control rooms specifically, we are active since the early 1990s, and therefore know the requirements of the market through and through.

I believe that in providing pre-sales engineering support and post-sales product knowledge support Barco is one of the best in the industry. They strive to make customer relationships longstanding and are committed to that in the long term.

Roy May, CTO.
Parker Group Infrastructure Group.

M00000-R04-0523-PB

The information and data given are typical for the equipment described. However any individual item is subject to change without any notice. The latest version of this brochure can be found on www.barco.com.

www.barco.com/ctrl

**Tailored to the needs
of critical users**

Barco has the excellent reputation of being one of the most reliable manufacturers on the market. Not only the quality of the products but also Barco's high level of service have convinced numerous professional users, resulting in very high customer loyalty.

Our commitment to quality is coded into our company DNA and reflected throughout our products. This dedication is further reflected in our certification policies. We can label Barco UniSee with many of the main technology certifications, including CE, CB, FCC, BIS and TAA.

Specifications	Barco UniSee 500	Barco UniSee 700	Barco UniSee II
Size screen diagonal	55"	55"	55"
Backlight	Direct LED	Direct LED	Matrix QLED Chip on Glass with +5700 LEDs
Resolution	Full HD (1920 x 1080)	Full HD (1920 x 1080)	Full HD (1920 x 1080)
Brightness	500 cd/m²	700 cd/m²	700 cd/m² (Peak mode)
Smart local dimming	No	No	Full video wall canvas algorithm
Contrast	1100:1	1100:1	1200:1 Smart dynamic contrast + 200,000:1
Bit depth	3x10 bit	3x10 bit	3x12 bit
Color gamut	Rec 709 (100%) DCI-P3 (75%) NTSC (74%)	Rec 709 (100%) DCI-P3 (75%) NTSC (74%)	Rec 709 (142%) DCI-P3 (100%) NTSC (100%)
HDR processing	No	No	HDR10 compliant
Power consumption	350 nit 120W 500 nit 165W 700 nit 800 nit	120W 180W 240W	100W 147W 195W 210W

The very steady image of the total video wall effectively helps to prevent eye fatigue for operators and contributes to better health conditions. When doing a long shift that's really necessary.

Marrieke van Gael.
Senior Human Factors Consultant.
Gael Design.

M00000-R00-0523-PB

The information and data given are typical for the equipment described. However any individual item is subject to change without any notice. The latest version of this brochure can be found on www.barco.com.

www.barco.com/unisee-II

About Barco Healthcare

Improving the quality and value of care are the leading priorities for healthcare professionals today. At a time when the amount of data and demand for mobility are growing rapidly and quality and compliance regulations are becoming stricter, healthcare systems struggle to work more efficiently, and to provide personalized care to a growing number of patients in an affordable way.

Focused on transforming the delivery of care, Barco connects healthcare professionals at every patient touch point, from the imaging room, to radiology, through specialist consultations and in the surgical suite. We offer a network of medical imaging solutions that deliver the complete picture to support more informed decisions, when and where it matters most.

It's why we are considered the gold standard for medical visualization and how we are there at every stage of the patient's journey. So healthcare professionals can focus on patients' needs and, in the end, achieve the best clinical outcome.

Barco, visioneering a bright tomorrow

M00631-R02-0423-PB April 2023

www.barco.com/healthcare

Back cover

A perfected viewing experience

Barco UniSee® is a truly revolutionary LCD video wall platform, that combines improved image performance, highly perfected installation, and introduces the bezelless LCD panel. Barco UniSee II is another huge step towards total image perfection. Built on the same proven structure, this new flagship introduces drastically improved visual quality, perfect uniformity and a low TCO. Our LCD video wall platform gets your content on the screen the way it's intended, clearly showing every detail while upholding ergonomic best practices.

Strike with more brightness, colors and contrast

Complete display canvas uniformity

Designed to be watched

Sustainable and cost-effective

Conventional LCD — Barco UniSee II
Conventional LCD — Barco UniSee II
Conventional LCD — Barco UniSee II

Total power consumption (kW, mains (W))

The ultimate platform for your application

The lifetime of your video wall does not start with the operational use, but at installation. An imperfect set-up will eventually cause problems, sometimes years after deployment. The revolutionary mounting structure of Barco UniSee ensures a swift and secure installation, without risk of damages. Service goes quickly, without the need to dismantle the neighboring panels. The automatic installation wizard further speeds up the installation process.

Going for an uninterrupted canvas

Self-aligned by the power of gravity

The art of uptime

Protecting the edges

Connected and protected

Replacing a panel with a simple tool
The modular design ensures upgradability
The Smart Mount cross perfects installation
Removing a panel is swift and easy

Flexibility in any environment

Barco UniSee's flexibility does not confine itself to a single market. With its magnificent images, narrowest screen gap and highest reliability, Barco UniSee matches the visualization needs of many professionals especially in critical environments where it is ideally suited to display compelling content. For example, in mission critical control rooms, impressive corporate lobbies, executive board rooms, high-end meeting rooms, simulation systems and many more. Wherever visualization really matters, Barco UniSee is the best available option.

Control room

Corporate lobby

Executive board room

10 reasons to choose Barco UniSee

1. Uninterrupted viewing experience with NoGap technology
2. Perfectly balanced total image, thanks to automatic and continuous calibration
3. Impeccable image quality with wide color gamut and high contrast levels
4. Superior inter- and intra-tile uniformity
5. Ensured precise installation with automatic alignment, without risk of damage
6. Improved and user ergonomics: wide viewing angles and eye strain reduction
7. Modular, future-proof system that grows with your needs
8. More reliability with redundant power supply, up to 100,000 hours backlight
9. Smoother diagnostics, servicing, and connection with AV controllers
10. Choice between enhanced 800 nit version, and 500 or 700 nit classic

The wider viewing angles of UniSee II mean that more operators can fit the same room and will see identical information. No colorations, no blurred content and all details are visible for everyone.

Sebastien Gilson, Senior Product Manager, EDUTED

The benefits of QAWeb

QAWeb is Barco's solution for automated quality assurance and DICOM calibration. It's the industry's most used and trusted platform with over 100,000 displays connected.

1. Clinical confidence

2. Manage compliance

3. In full control

Work smarter, not harder.

"SpotView can decrease errors of perception and I have found it to be helpful in maintaining my focus when scanning patterns are made difficult by distractions or eye fatigue. I have found abnormalities using SpotView even though I thought I had finished searching a case."

Dr. James Ruiz, Radiologist and Breast Imaging Specialist at Woman's Hospital in Baton Rouge

Detect the tiniest details

Accelerate your workflow

Images you can rely on

High return on investment

A tested solution

Barco CTRL: Grows with your needs

You need to prepare for the future – even if you don't know what it brings. Will you need to include additional sources? Add extra operator positions? Create or expand a video wall? Or even deploy subsidiary control rooms? Barco has taken these uncertainties as a prime requirement when designing CTRL.

Designed to expand

An open system

No hardware complexity

Preventing downtime

**Upgrade: a one-click process**

CTRL stands out in 3 things: trivial to implement, easy to understand and the ability and flexibility to have a personalized workplace or layout with any type of source, tailored to the operator itself.

Note: The texts are not shown in their true size, they are depicted for illustrative purposes only.

ClickShare CSE-200

Wireless presentation system for small to medium sized meeting rooms
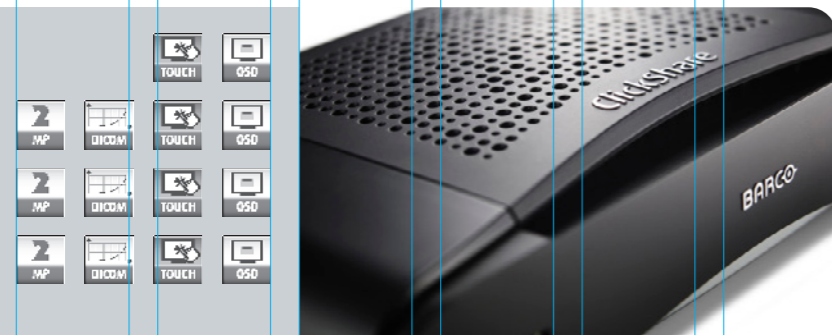
- Wireless connection to central screen
- Up to 2 users on-screen
- Share from laptop, tablet or smartphone
- Enhanced security features
- Central management
- Delivered with 2 Buttons

Creativity is one of the core assets of your organization. With ClickShare, you can make sure ideas receive the attention they deserve. This wireless presentation system allows users to simply share what's on their laptop or mobile device, on the presentation screen. No cables, no set-up, no waiting to join in.

Plug in to stand out

The CSE-200 offers the ClickShare experience for small and medium-sized meeting rooms. Anyone – including guests – can connect with one click and share right away, without the need for any training. Users simply plug a USB-powered device – the ClickShare Button – into their PC or Mac and click the button to get the content from their laptop on the large meeting room screen. With the ClickShare App, users can also share content from their mobile phones or tablets.

Encouraging collaboration

The CSE-200 was designed for enterprise rollouts and offers enhanced security features, a wider range of connectivity options – including AirPlay and Google Cast support for non-HDCP content – and central management. Allowing up to 2 persons to share content simultaneously, the CSE-200 ensures direct connectivity to the central screen and encourages collaboration. For user convenience, security features of the CSE-200 can be set to one of three predefined levels, depending on the company's policies and needs. Last but not least, the device's API also makes integration into the company network a lot easier.

Download template for a product sheet
If you can't download, please ask your Barco contact

TECHNICAL SPECIFICATIONS | **GALAXY 4K32**

Digital MicroMirror Device	3 x 1.38" DC4K dark metal devices
Native Resolution	Native resolution
Housing	4,096 x 2,160 pixels
Lamp	Housing
Light Output	Hermetically sealed DMDs and optical assembly
Contrast Ratio	Lamp
Digital MicroMirror Device	3 x 1.38" DC4K dark metal devices
Native Resolution	Native resolution
Housing	4,096 x 2,160 pixels
Lamp	Housing
Digital MicroMirror Device	3 x 1.38" DC4K dark metal devices
Native Resolution	Native resolution
Housing	4,096 x 2,160 pixels
Lamp	Housing
Light Output	Hermetically sealed DMDs and optical assembly
Contrast Ratio	Lamp
Digital MicroMirror Device	3 x 1.38" DC4K dark metal devices
Native Resolution	Native resolution
Housing	4,096 x 2,160 pixels
Lamp	Housing
Light Output	Hermetically sealed DMDs and optical assembly
Digital MicroMirror Device	3 x 1.38" DC4K dark metal devices
Native Resolution	Native resolution
Housing	4,096 x 2,160 pixels
Lamp	Housing
Light Output	Hermetically sealed DMDs and optical assembly
Contrast Ratio	Lamp
Digital MicroMirror Device	3 x 1.38" DC4K dark metal devices
Native Resolution	Native resolution
Housing	4,096 x 2,160 pixels
Lamp	Housing
Light Output	Hermetically sealed DMDs and optical assembly
Digital MicroMirror Device	3 x 1.38" DC4K dark metal devices
Native Resolution	Native resolution
Housing	4,096 x 2,160 pixels
Lamp	Housing
Light Output	Hermetically sealed DMDs and optical assembly
Contrast Ratio	Lamp
Native Resolution	Native resolution
Housing	4,096 x 2,160 pixels
Lamp	Housing

M00S33-R00-0114-MB | Last updated: January 2014

Technical specifications are subject to change without prior notice. Please check www.barco.com for the latest specifications. The latest version of this brochure can be found on www.barco.com. All projector specs mentioned in this brochure are in accordance with ISO 21118 standards.

Barco nv | www.barco.com/healthcare
Beneluxpark 21 | 8500 Kortrijk | Belgium
T +32 56 36 89 70 | F +32 56 36 83 86

Cover headline / 900 / 34pt

Cover - follower / 300 / 18 pt

H2 / 700 / 10 pt

Body / 100 / 8.5 pt
- body bullets / 100 / 8.5 pt

Highlight with rulers / 900 / 8 pt

---

intro / 700 / 11 pt

TABLE HEADER / 900 / 8 PT

table specs left / 500 / 7 pt

table specs right / 100 / 7 pt

footnote / 300 / 6 pt

sheet number / 700 / 7 pt

Tailored to create optimal enterprise visualization need

See what you haven't seen before
Subheads following headline isimus sitet laborei urmerihhic te quam re ressit, quiam qui rerum facearum volupta velias sum

Note: The texts are not shown in their true size, they are depicted for illustrative purposes only.

1 Use the recto / verso template when sufficient text and qualitative photographs are available

Cover headline / 900 / 34pt

Cover - follower / 300 / 18 pt

H2 / 700 / 10 pt

Body / 100 / 8.5 pt

Body big / 100 / 11 pt

BODY BULLETS TITLE / 700 / 8 PT

- body bullets / 100 / 8.5 pt

Highlight no rulers / 500 / 8 pt

- Highlight bullets / 500 / 8 pt

small intro / 700 / 8 pt
PARTNERS / 100 / 7 PT

quote / 100 / 11 pt

quote smaller / 100 / 9 pt

quote author / 100 / 7 pt

footnote / 300 / 6 pt

sheet number / 700 / 7 pt

2 Use one of the recto-only templates if less text or fewer qualitative images are available

Download template for an application note
If you can't download, please ask your Barco contact

Note: The texts are not shown in their true size, they are depicted for illustrative purposes only.

Events

Gadgets
Roll-ups
Pop-up booths
Barco flags and banner
Company signs
Booth branding & messaging
Booth furniture & graphics
Product signage
Partner booth branding

Tradeshows, events and other happenings offer the chance for Barco employees to meet customers, suppliers and other stakeholders. Barco divisions are present at more than one hundred tradeshows each year. The booth, presentations tools and the way in which our products and solutions are displayed, should all project the Barco look and feel. Important keywords in
this respect are professionalism, high quality, transparency and customer focus.

With the important role of human interaction at tradeshows, it is important to keep in mind that products and technologies alone are not enough to create a lasting user experience.

1 Gadget examples from our store

The Barco Marketing Store offers a wide choice of items in three categories: promo, events and literature items.

1

Download the primary Baro logo
If you can't download, please ask your Barco contact

To ensure visibility of the logo at large scale event items such as roll-ups, the basic position of the logo shifts to upper right-hand corner.

The size of the logo equals 1/4th of the width of the roll-up.
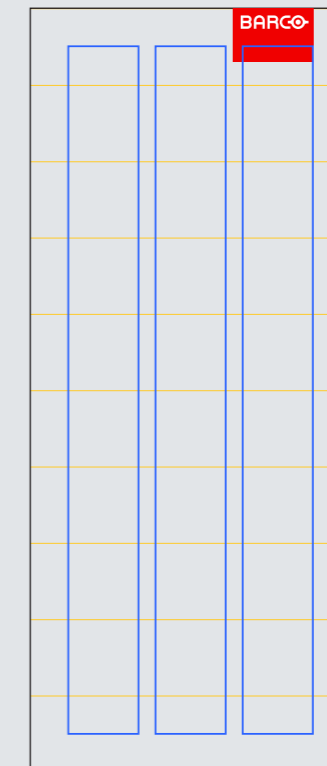
Keep text short and concise, and respect proper white space.

Here as well, to ensure visibility of the logo on pop-up booths, the basic position of the logo shifts to upper right-hand corner.

Layout guidelines for roll-up banners and collateral are applicable.

On pop-up booths with straight corners, the front design should not continue on the sides. Both ends can be either fully white or red, and feature a market-relevant URL.

Rounded corners offer the possibility to use a design that fully covers the available canvas.

If not too much red is used in the main graphics, the pop-up booth case can be branded with red backdrop and white logotype, as in the example.

Both ends of the pop-up display offer an ideal location for the Barco URL, white on red, or the other way around.
—
Readability of text at the bottom can be compromised, so don't put any important info on the lower, less visible part of the pop-up
—
A list with the most recent messages can be found on BarcoHub

SC Princess Elisabeth Base
MR Trevi Fountain

Sign inside the building, meeting room door
Museo Sans 500 (white foil on glass)

TR Harvard >
TR Cambridge >

Sign inside the building, wall sign
Museo Sans 300

Company signs

Signs inside and outside buildings often determine a visitor's first impression. Hence it is important to respect the Barco color scheme and typography. Signs outside the building always feature the Barco logo, whereas the logo can be omitted from signs inside buildings. Signs always use the primary colors from Barco's color palette.

Standard signage has been designed for all Barco premises. Please contact brand@barco.com for technical drawings and/or assistence in implementing.

BARCO

21

Visitors via Beneluxpark 21 ∧

BARCO   Staff parking   >

BARCO   Deliveries   <   RECTO / VERSO

BARCO   Bringme box   ∧   RECTO

BARCO   Bringme box   <

BARCO   Taxis   <

BARCO   Visitors parking   >

BARCO   Camera surveillance
KB 21-3-2007
Facility Manager – Beneluxpark 21, 8500 Kortrijk
facilities.supportcenter@barco.com

BARCO   Smoke-free company
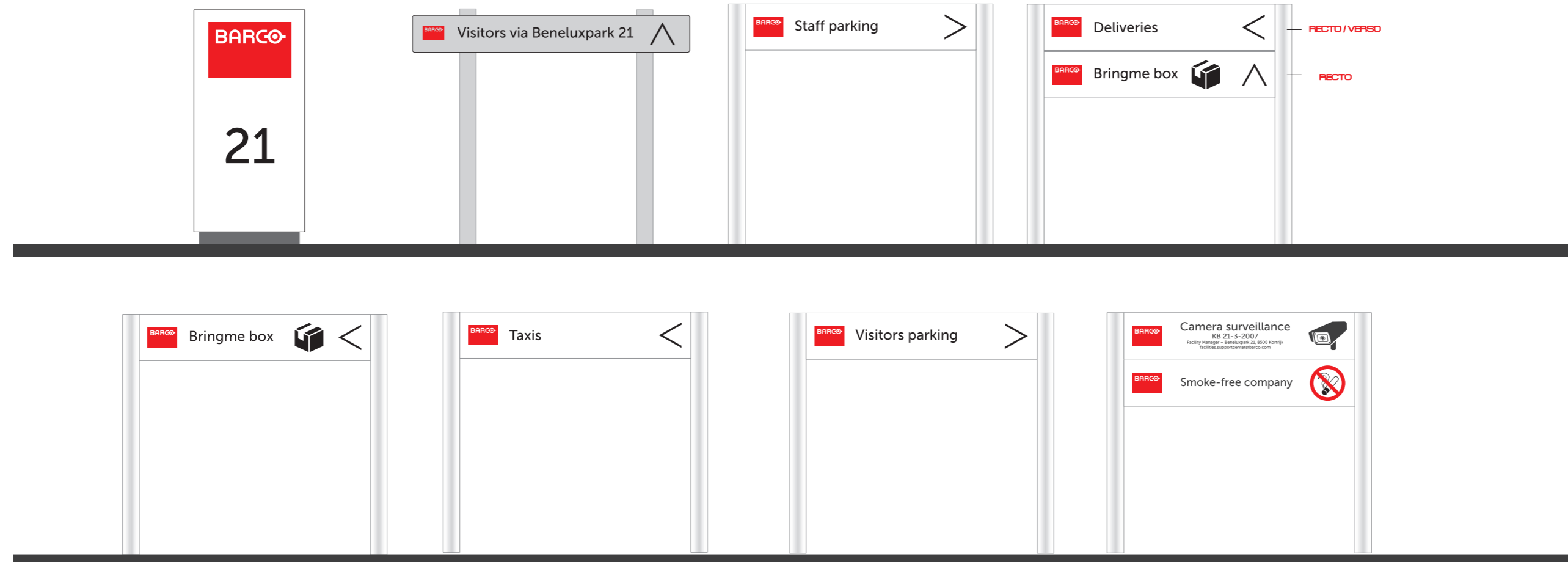
Signs outside the building

It is extremely important to create coherent and harmonious booth messaging and lay out when one or more divisions share a booth space at a tradeshow. These guidelines are meant to guide you in the use of messages on the booth, your design, choice of materials, furniture and graphics.

Please send your booth design with messages to brand@barco.com for review and approval.

Booth message hierarchy

When designing a booth, please respect the below message hierarchy.

This will allow visitors to spot our Barco booth from a distance but also to find a solution they are looking for when passing by our booth.

Booth message positioning

Level 1:
On an overhead screen or on top of a visitor facing wall

Level 2:
Everywhere on the booth in the same position.

Level 3:
Value proposition together with product name, preferably around the screen. Everywhere on the booth in the same position.

Story line

Level 1: Use our brand mantra Visioneering a bright tomorrow.

Level 2: Use an inspirational what if question or imagine statement

Level 3: What Barco product offer and/or value prop.

We want to focus more on the impact than on the productname.

Booth message consistency

To create a consistent image of Barco throughout all tradeshows and events, it is important to use **the same messages** on the booth throughout the season/year.

A list with the most recent messages can be found **here**.

The list will be reviewed on an annual basis. New products will be add during the year whenever needed.

If a product that you need to showcase is not on the list, please contact brand@barco.com.

Good branding practice:
When designing a booth, make sure you can fit in the layers of the message hierarchy.

Theme

As consistency is primordial in booth design, it can be helpful to define an integrated theme or message beforehand. This theme (one per show) is to be applied consistently by all divisions participating in a tradeshow. The theme is expressed as a slogan on the booth, and can be supported by visuals. Themes can be repeated or re-used at several tradeshows across the globe.

Colors

The Barco color palette has to be respected in tradeshow designs. The primary colors red, black and white are the most important ones in the design. Red is used for accents, architectural elements, eyecatchers and highlights. Black/dark grey is preferably used for flooring and possibly furniture, whereas white is used to generate an open and inviting look and feel (walls, fixed cabinets and desks, but possibly mobile furniture as well). The secondary colors from the Barco color palette can be used for tables and diagrams on display, or can be used to accentuate imagery used in the booth in the same way as in collateral design. Other colors than the ones from Barco's color palette have to be realized in an indirect way, i.e. through lighting.

Materials

All materials used must reinforce the desired Barco look & feel and should create a high-tech, high-quality professional image. Materials like stainless steel, glass, aluminum and wooden boards with a painted finish should be used. As a general rule brass, gold, chrome, marble and uncoated wooden panels are to be avoided, as well as cardboard.

Lighting

Our booth and its branding shouldn't be left in the dark. Don't forget to add sufficient lighting on Barco logos and main messaging, to make sure they stand out.

> **Good branding practice:**
> **Balance white walls and furniture with red elements, to ensure a proper Barco look. Examples of possible red elements: a recessed or protruding wall element, front of reception desk, waterfall part of a desk, totem structure, hanging sign, canopy, fronton...**

Logo distribution

You should be able to see the Barco logo from wherever you are in the booth. As a guiding principle, make sure that each entrance to the booth has one logo clearly visible from the walkway. Aim for a balanced logo visibility from a distance (bigger logos high-up), and from nearby (smaller logos just above eye level), while keeping multiple occurrences from the same viewpoint to a minimum.

Always use the red Barco logo at tradeshows, unless embossing/engraving is applied.

Make sure visually correct logos are produced, with respect of all shapes and dimensions in the original logo files.
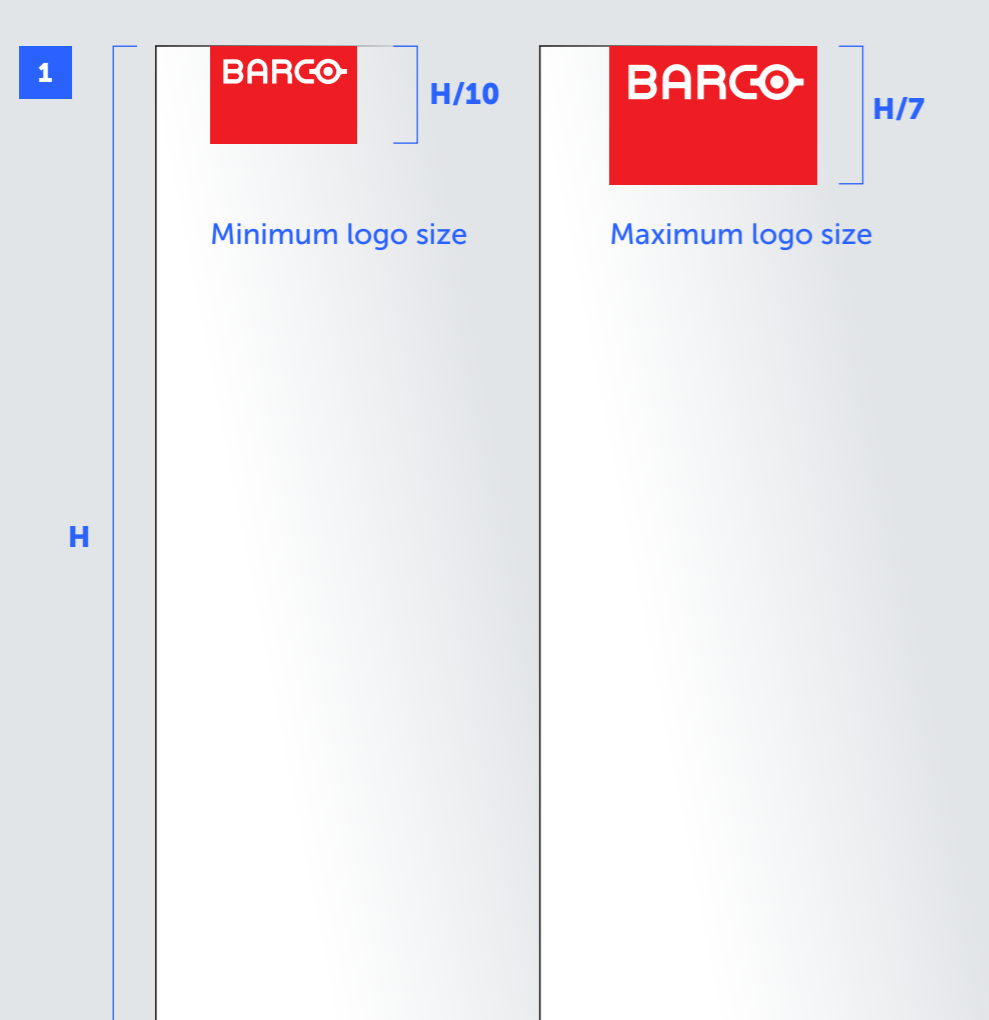
Primary logo: preferred size and position

The primary logo is preferably positioned at the right side of a wall panel, if visibility isn't compromised. It should touch its top, or a horizontal line in the design. On a hanging booth element, the logo can alternatively touch the bottom, but can never be free-floating.

1 On wall sections, logo height should be at least 1/10 of the wall height (typically for higher wall panels). The maximum logo height is 1/7 of the wall height (typically for lower wall sections)

2 Logos should never touch the side of a wall or panel. A minimum margin of half the logo height will be respected. The maximum margin on one side equals the height of the logo applied.
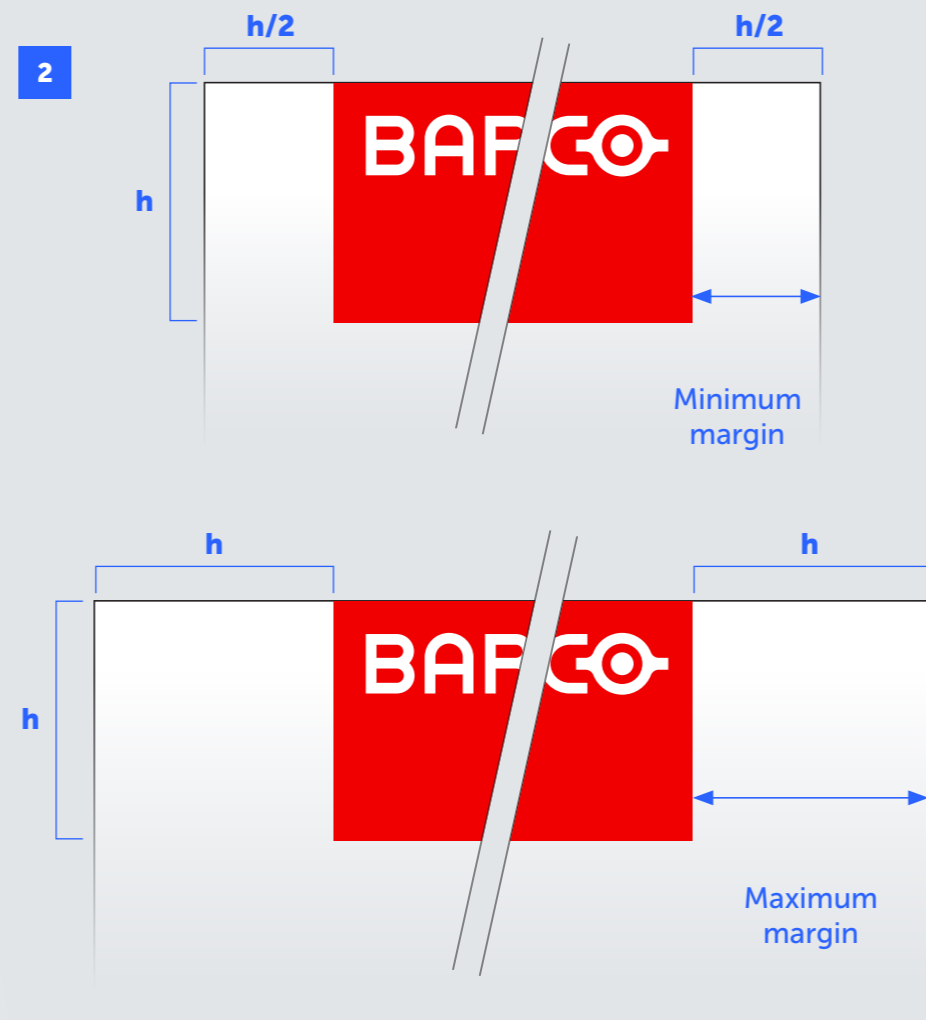
Secondary logo (logotype)

On a red backdrop, the white logotype should be used, preferably centered horizontally. Surrounding margins should differ substantially from those in the primary logo, to avoid the impression of a 'deformed' primary logo.

The red logotype can be used too, but only on a white backdrop, and in the exceptional case of overarching booth branding on Healthcare tradeshows, or on booths with competing partner logos.

Please always check with brand@barco.com for review and approval.

Minimum logo size — H/10

Maximum logo size — H/7

h/2   h/2

h — Minimum margin

h   h

h — Maximum margin
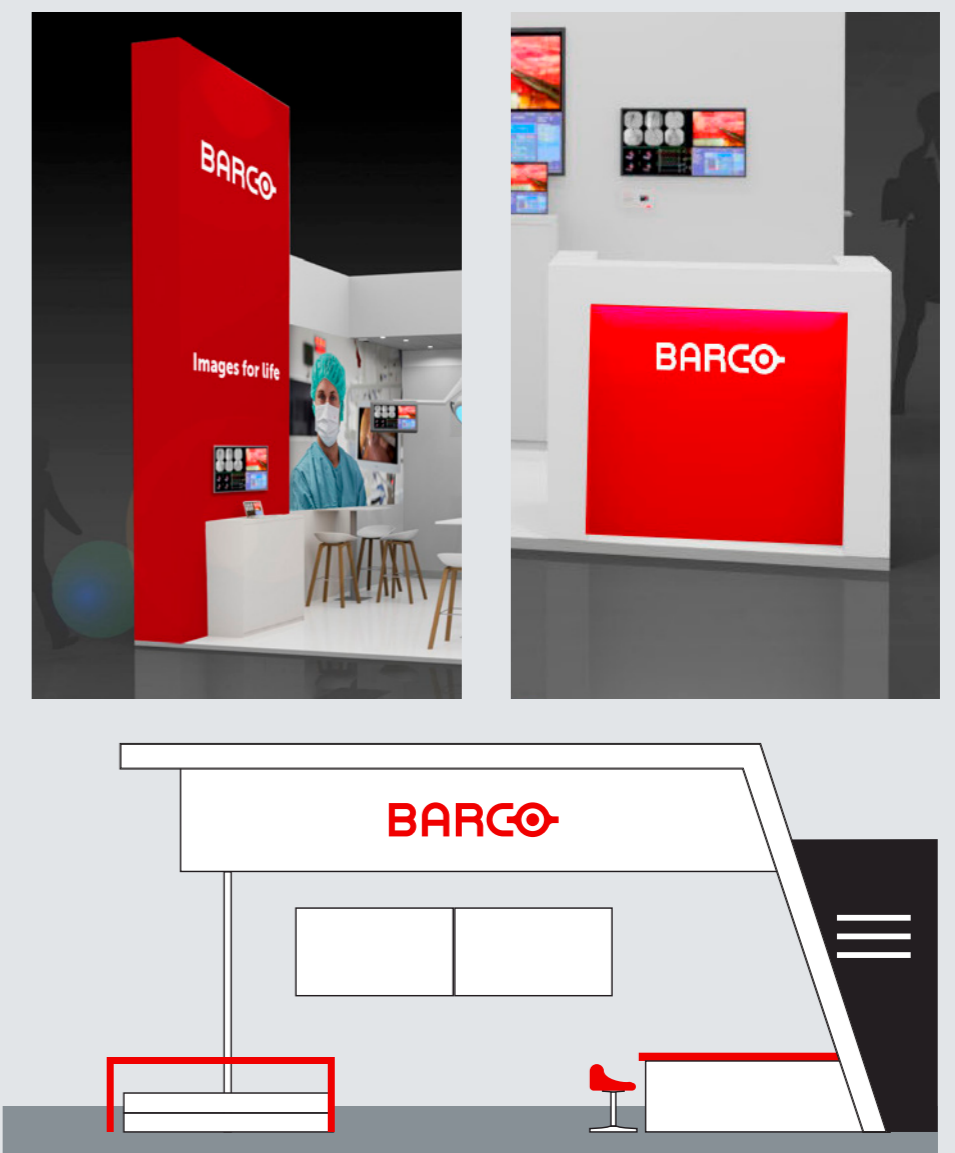
Graphics

Graphics, posters and illustrations for tradeshows should be designed in line with the guidelines for literature.

Photography should show our solutions in an application setting, featuring people having a positive experience.

Furniture

Furniture should be in line with the professional image Barco wishes to project and will preferably have a red, black/dark gray or white accent. Aluminum is one of the preferred materials for furniture. If few or no red elements are present in a certain area, red chairs can restore the balance.

MDSC-8255 MNA
55-inch 4K UHD surgical display

55" SCREEN	UHD 3840 x 2160	WIDE VIEWING ANGLE	30 BIT	CLEANABLE	GLASS

1

Coronis Fusion 6MP LED
6MP diagnostic color display system

• Bulleted feature #1
• Bulleted feature #2
• Bulleted feature #3

BARCO

2

Coronis Uniti®

33" SCREEN	12 MP	STEADYCOLOR	QAWeb
OPTICAL GLASS	SPOTVIEW	SOFTGLOW	FILM CLIP

3

Download template for product signage
If you can't download, please ask your Barco contact

Product signage

Layout rules for collateral apply. Some examples:

1 Vinyl cut signs with icons, on wall, pedestal or side of desk

2 Free standing or hanging signs with bulleted features, printed on white forex board (150 x 75 mm - Indesign template available on dam.barco.com/app)

3 Free-standing or hanging icon signs, printed on white forex board (150 x 105 mm)

1 As a general rule, the overarching branding of a partner booth should show the partner's visual identity, so it's clear to every visitor Barco did not commission the booth itself.

If Barco campaign graphics, slogans, logos and font are being used, the Barco guidelines are applicable, with special attention to the proper use of the Barco logo, respecting the minimum clearspace.

2 On shared booth space with one or more equal partners, make sure the various visual identities aren't mixed up. Please define separated branding areas whenever possible. If this can't be achieved, keep graphic communications neutral, with balanced focus on each partner logo.

Designs should always be sent for review and approval to brand@barco.com, prior to execution.
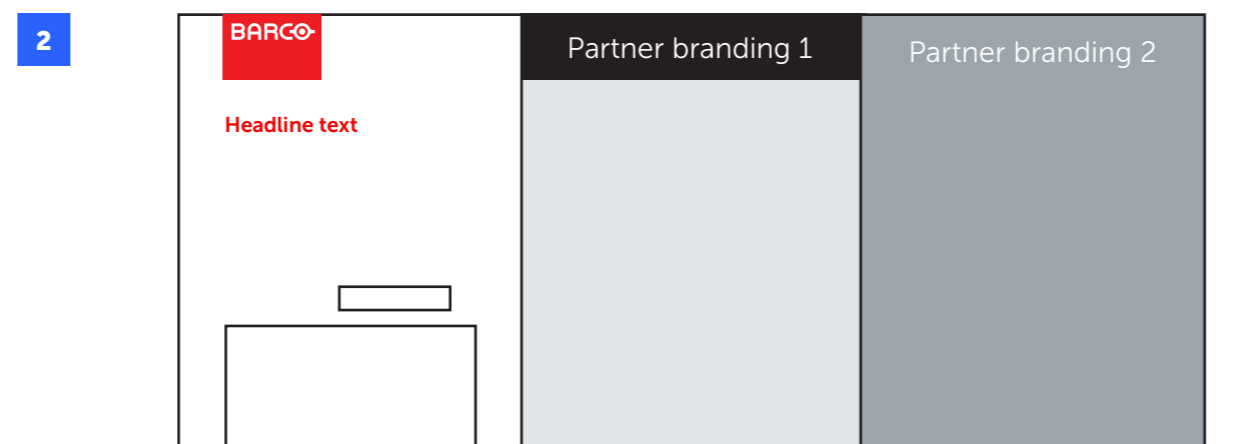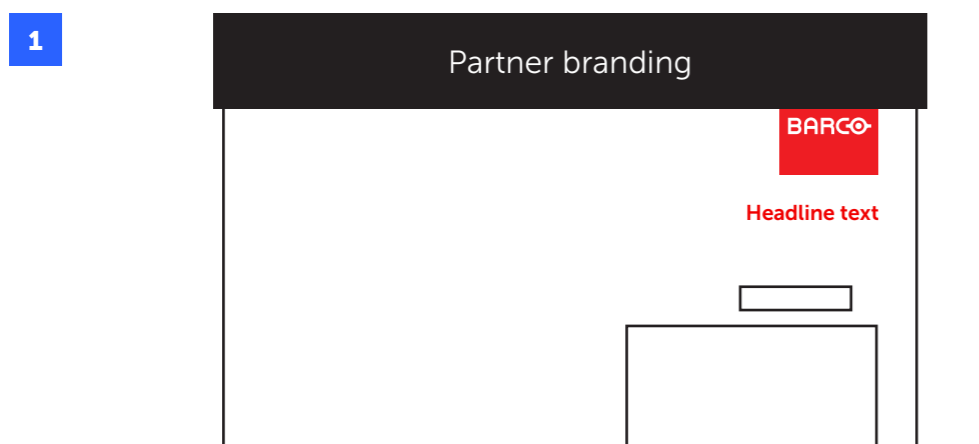
Corporate applications

Stationery
Business cards & letterheads
Word documents
Data sheets and forms
E-mail signature
Powerpoint

We've created templates for corporate stationery, data sheets, forms, badges and PowerPoint presentations. Please contact the Brand Services department for these templates.

Letterhead

<Click to insert repeated document title>   Type of document

DATE <insert date> | AUTHOR <name>, <title>
Copyright ©2017, Barco (or for internal use only, company confidential)

<Click to insert Document title>
<Click to insert Document subtitle>

1   Heading 1 numbered

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p 1 / 1

Barco nv | Beneluxpark 21 | 8500 Kortrijk | Belgium
Registered office: President Kennedypark 35 | 8500 Kortrijk | Belgium
RPR Gent, afd. Kortrijk | BE 0473 191 041
T +32 00 123 456 | F +32 00 123 456 | www.barco.com

BARCO

Compliments card

Barco nv | Beneluxpark 21 | 8500 Kortrijk | Belgium
T +32 00 123 456 | F +32 00 123 456 | www.barco.com

BARCO

US envelope

BARCO

Barco nv | Beneluxpark 21 | 8500 Kortrijk | Belgium
T +32 00 123 456 | F +32 00 123 456 | www.barco.com

<<TITLE>> <<FIRSTNAME>> <<LASTNAME>>
<<ADRES>>
<<ZIPCODE>> <<CITY>>

Charles Beauduin
CEO

Barco nv
charles.beauduin@barco.com
M +32 475 26.03.75

Beneluxpark 21
8500 Kortrijk | Belgium

www.barco.com   **BARCO**

Business card

Joe Public
Job title - Company

www.barco.com   **BARCO**

Badge

Our stationery templates have been created with fixed and editable regions, allowing you to customize contact details.

Please contact the Brand Services department for these templates.

Barco materials are characterized by the red line at the bottom of the page and the logo positioned in the right bottom corner of the page. The only exception to this rule are envelopes. In literature and advertisements, market-specific URLs can be used. On all other documents, the www.barco.com web address is used.

Templates for envelopes, business cards, brochures, etc. can be downloaded from Barco's corporate identity website. Templates are available. Designers and printers should use these templates to ensure consistent application of the Barco corporate identity.

Business card

George Public
Job title

Barco legal entry
joe.public@barco.com
M +32 00 123 456

Beneluxpark 21
8500 Kortrijk | Belgium

www.barco.com

BARCO

Letterhead

<Click to insert repeated document title>   Type of document

DATE <insert date> | AUTHOR <name>, <title>
Copyright ©2017, Barco (or for internal use only, company confidential)

<Click to insert Document title>
<Click to insert Document subtitle>

1   Heading 1 numbered

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quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

p 1 / 1

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T +32 00 123 456 | F +32 00 123 456 | www.barco.com

BARCO

Compliments card

Business cards

Name and job title are separated from the address details by a blank line. Division name can be added to the job title. In the address information, always use the name of the legal entity as business cards are a legally binding document. Information should be presented 'working upwards' from the bottom of the card. If information is required in several languages or character sets, business cards can be printed on both sides.

- **Dimensions:** 90 x 55 mm (3.54 x 2.16")
- **Colors:** PMS 485 and black
- **Name:** Museo Sans 700 10pt
- **Job title:** Museo Sans 700 7pt
- **Legal entity name and address details:** Museo Sans 300 7pt
- **www.barco.com:** Museo Sans 700 7pt
- **Paper:** >250 g/m² white or offset

Letterheads

Address information is not preprinted on the letterhead as this information is standard included in Barco's document templates.

- **Dimensions:** A4 (297 x 210 mm) and US letter (8.5 x 11")
- **Colors:** PMS 485 and black
- **Paper:** 90 g/m² white

Compliment cards

Compliments cards feature no preprinted text such as 'with compliments'.

- **Dimensions:** 220 x 110 mm (8.66 x 4.33")
- **Colors:** PMS 485 and black
- **Address details:** Museo Sans 300 7pt
- **www.barco.com:** Museo Sans 700 7pt
- **Paper:** >250 g/m² white or offset

Download templates for stationery
If you can't download, please ask your Barco contact

Letter – preprinted paper

Letter – non preprinted paper

Memo – non preprinted paper

Our Word documents have been created with fixed and editable regions, allowing you to customize contact details. They come in two formats (A4 and US Letter) for preprinted and non preprinted paper.
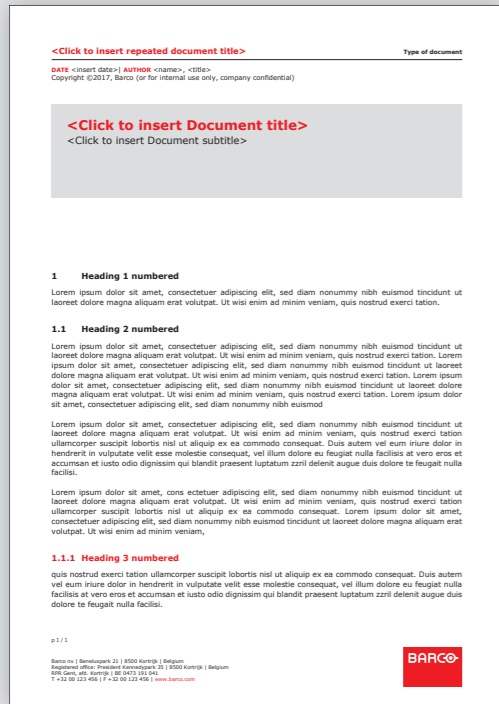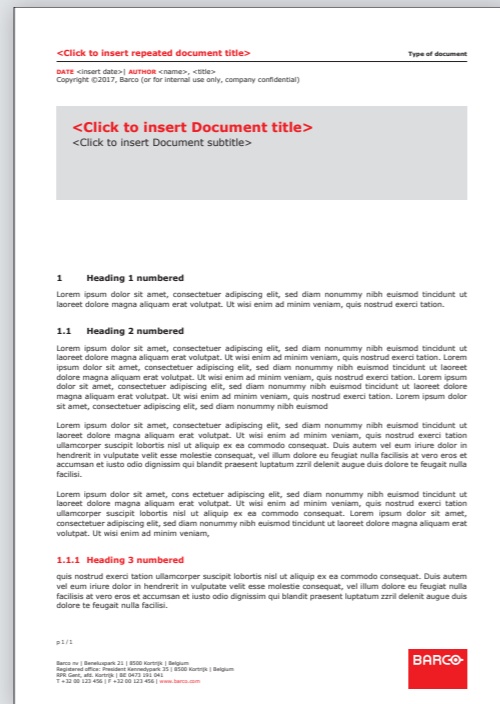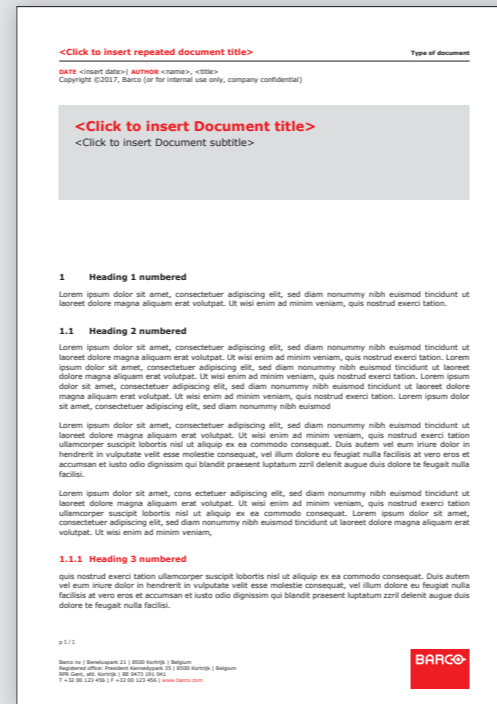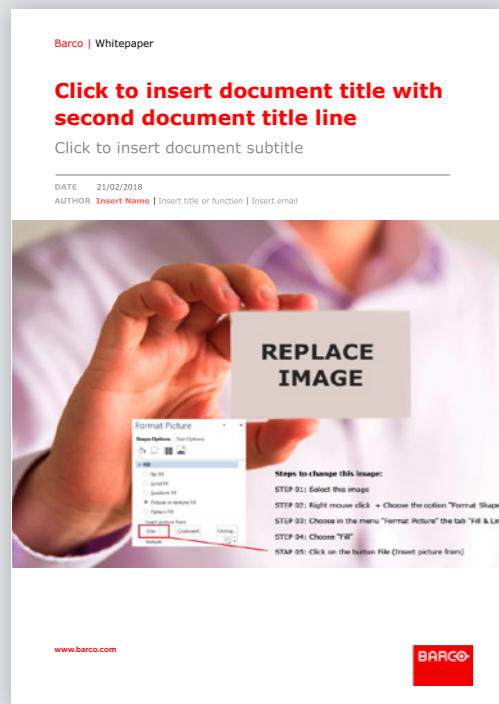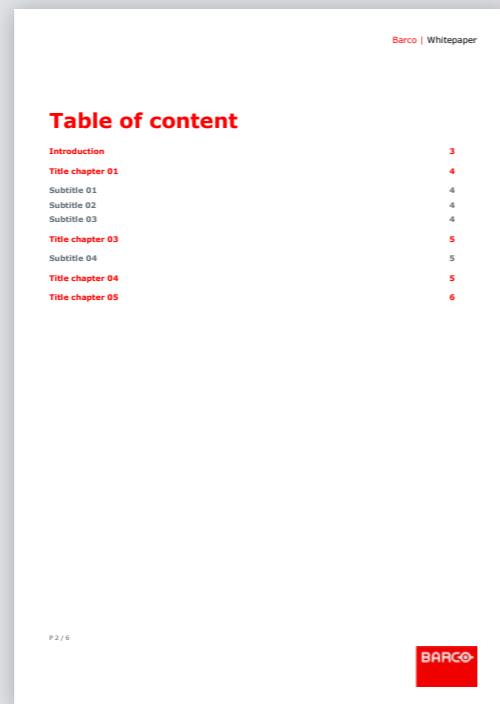
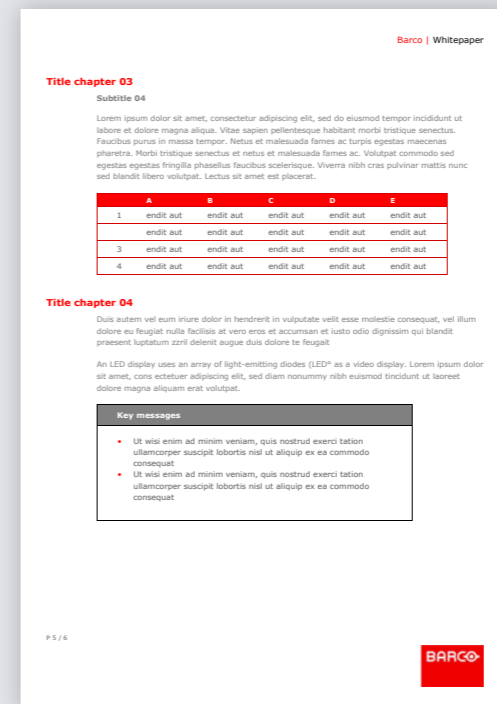Templates for Word can be downloaded from Barco's corporate identity website. Templates are available.
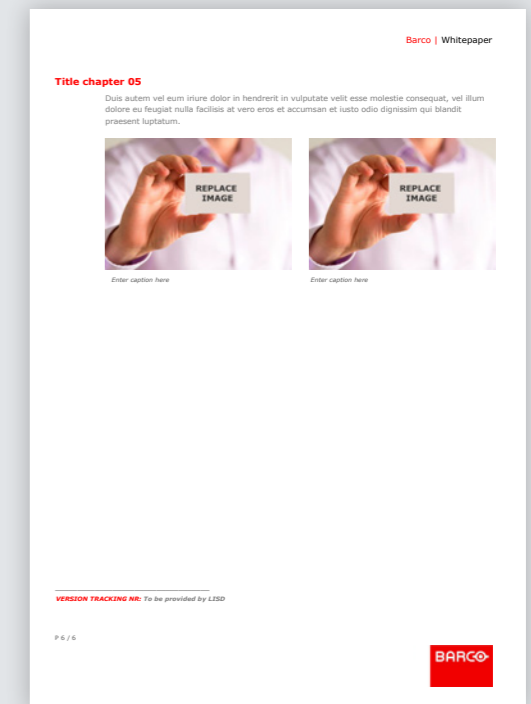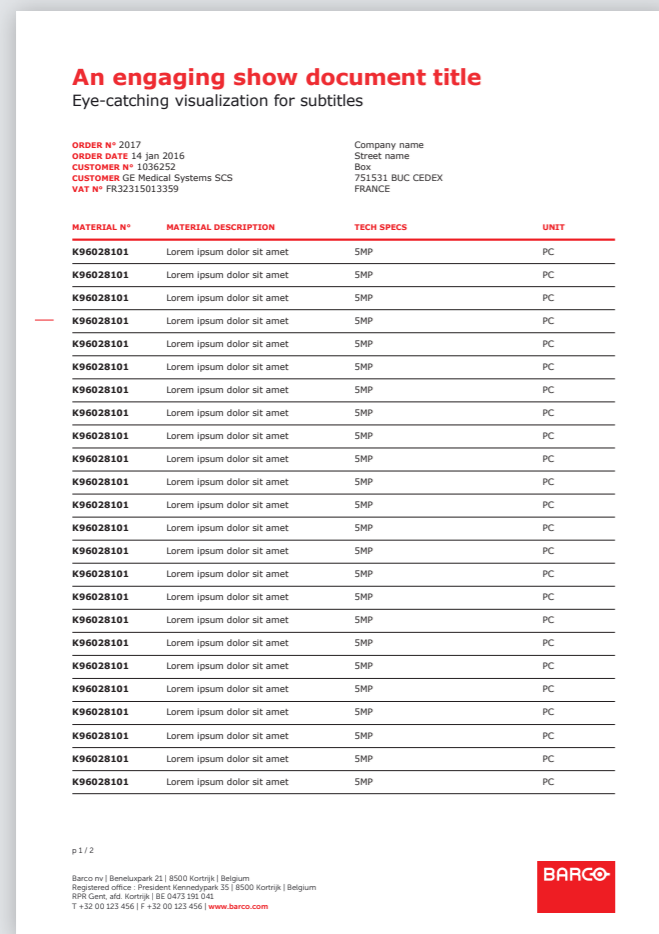

Whitepaper – start page

Whitepaper – follower

Whitepaper – follower

Whitepaper – follower
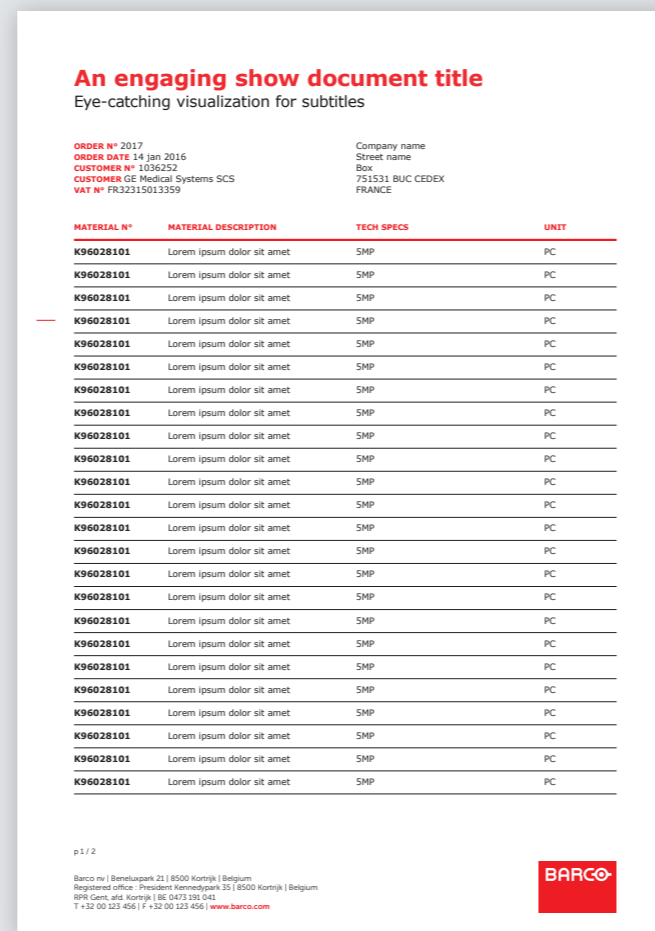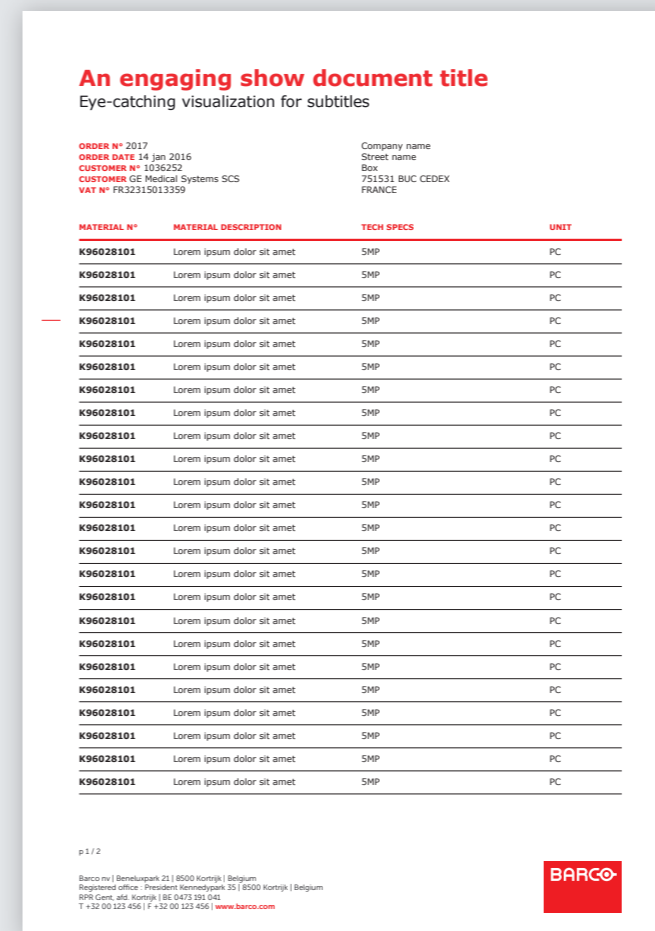

Whitepaper – last page

Our sheets have been created with fixed and editable regions to be compatible for SAP implementation.

Please contact the Brand Services department for advice and approval.

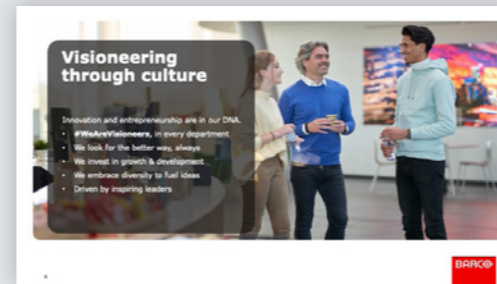Data sheet – non preprinted paper

Form look 1 – non preprinted paper

Form look 2 – non preprinted paper

Intro slide

Content slides
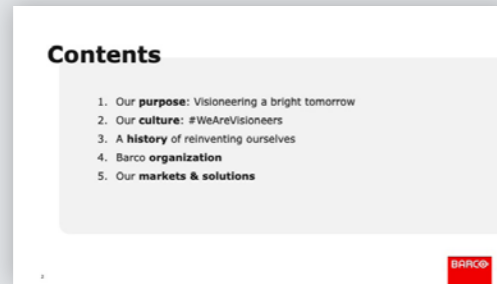
Subtitle slides
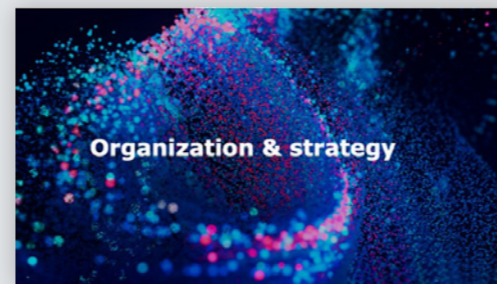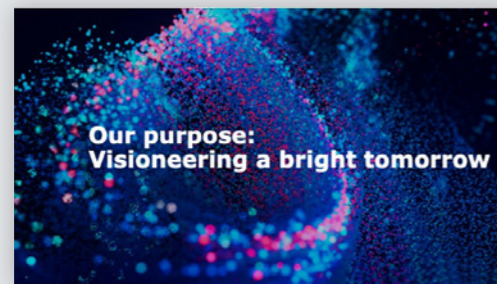
Data slides
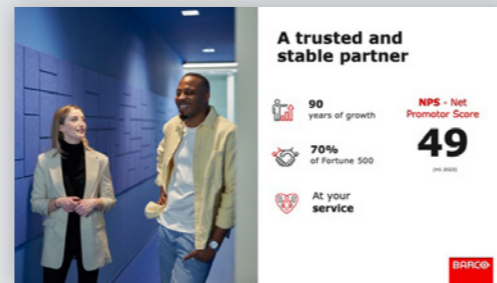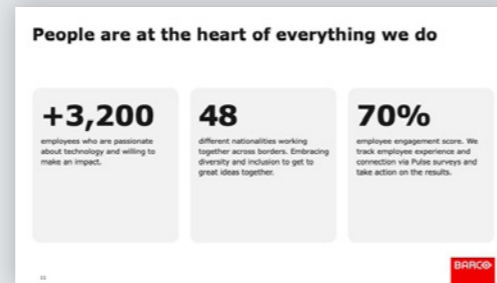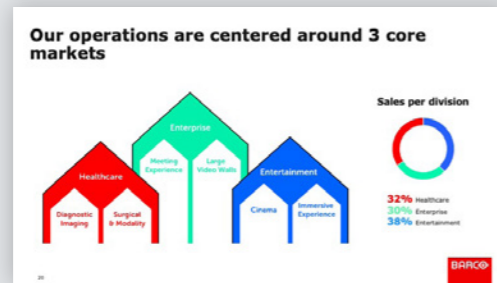
End slides
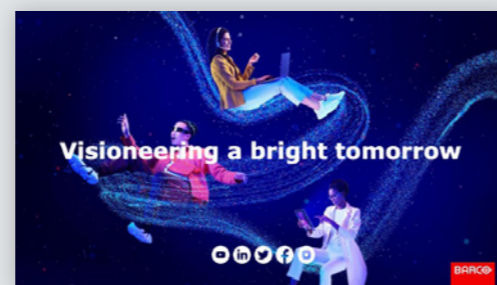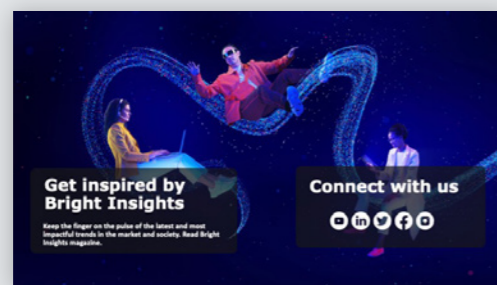
Our standard PowerPoint template offers a number of cover, divider and text page options to suit a wide variety of presentations.

Templates for powerpoint can be downloaded from Barco's corporate identity website. Templates are available.

When adding new visual content, follow the color palettes provided.

—

3D effects or color gradients are not allowed.

—

Text should be between 10 and 30 pt in size.

Download Powerpoint template
If you can't download, please ask your Barco contact

Branding on hardware products

Premium brand strategy
The Barco insignia
Logo composition and position
Designing with the Barco insignia
Alternative ways of branding products
Prohibited use
Product identification on flat faced products
Product identification on projectors
Packaging

Together with the design of the product, the branding should reflect first-class quality. Branding on products should be an integral part of the design process, reinforcing the Barco brand and emphasizing the strengths of product design.

For branding on hardware products, our primary logo should be used whenever possible. However, a more neutral color palette is favoured instead of the red logo.

For premium products, the 3D realization of the logo (the Barco insignia) is the preferred way of branding.

Alternative 3D branding options include:

- A metal plaque with a front shape identical to the primary logo, featuring a black Barco logotype (embossed). The plaque can optionally be bent of folded once at top or bottom, to follow the shape of the product,

- A Barco logo shaped as dark plastic IR window, with white logotype.

- An embossed Barco logo, having the same color and material of the product housing. Its surface can however have a different finish (e.g. matte versus glossy).

In other cases, the logo is usually printed either in a color related to the design or in a percentage of Barco black. Sufficient contrast with the product's surface color needs to enhance visibility of the logotype (which is transparent so to speak).

In exceptional cases, when it's impossible to integrate the primary logo, the secondary logo can be used (e.g. on display bezels). Color should be white on dark surfaces, or at tint of Barco black on lighter surfaces.

All new product designs must be sent for branding review and approval to brand@barco.com before the prototyping stage.
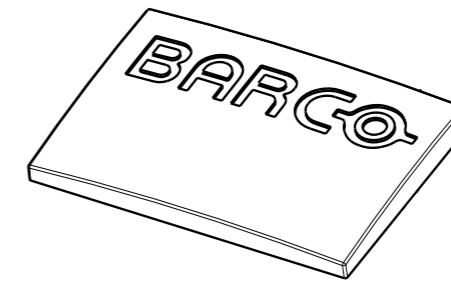
R724851   11-0904035-90

R724852

Product type	Definition	Logo version	Logo size
Standard product	Product side with logo is between 25 cm (10") and 100 cm (40")	Barco insignia	30 x 20 mm (1.18"" x 0.79") 15 x 10 mm (0.59" x 0.39")
		Printed primary logo	Maximum 1/10th of height and width of product side with the logo
Large product	Product side with logo is larger than 100 cm (40")	Barco insignia	60 x 40 mm (2.38" x 1.57") 30 x 20 mm (1.18"" x 0.79")
		Printed primary logo	Maximum 1/5th of height and width of product side with the logo
Small product	Product side with logo is smaller than 25 cm (10")	Barco insignia	15 x 10 mm (0.59" x 0.39")
		Printed primary logo	Standard sizes: 15 x 10 mm (0.59" x 0.39") 21 x 14 mm (0.83" x 0.55") 30 x 20 mm (1.18"" x 0.79")
Sensors, components, lenses, thin bezel displays	Does not accommodate for a logo sized 15 x 10 mm (0.59" x 0.39")	Printed secondary logo (logotype)	Allow clearzone on all sides of at least half the height of the logotype

About the Barco insignia

The surface of the insignia has a satin finish, and the Barco letters are black.
The insignia also features an adhesive strip so that it can be integrated easily into the product design. Placeholder pins are provided by all but the smallest insignia versions.

Available Barco insignias

Three fixed sizes are available, for small, standard and large products:

11-0904035-90
15 x 10 mm (0.59" x 0.39")
max. 6 mm (0.24")

R724851
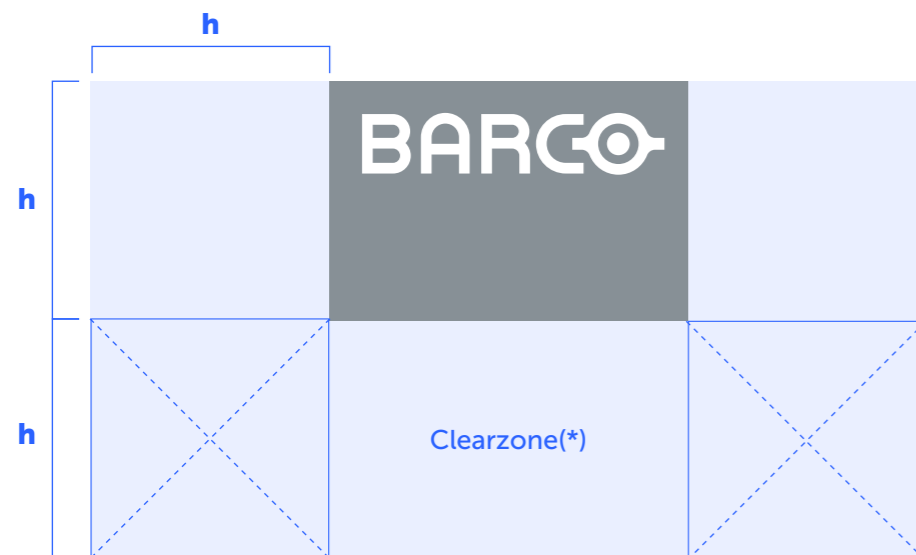30 x 20 mm (2.38" x 1.57")
max. 3 mm (0.12")
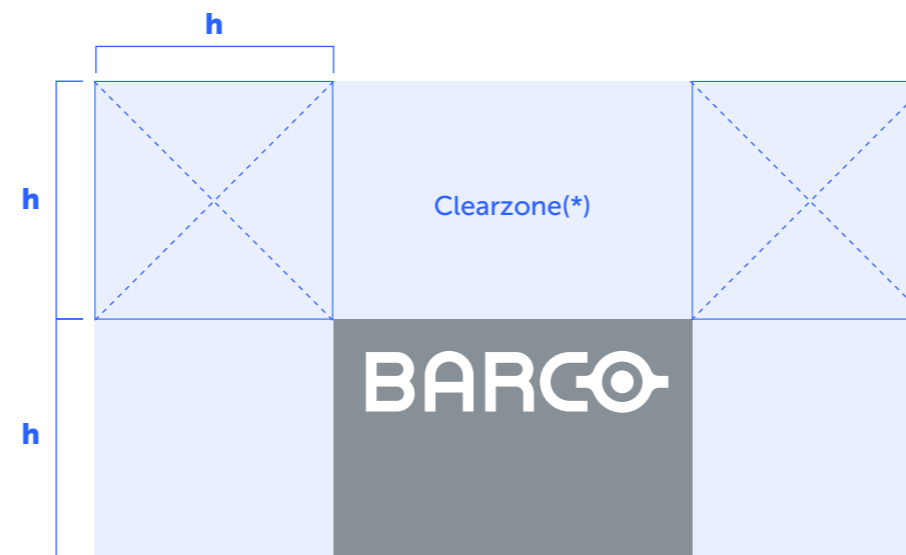
R724852
60 x 40 mm (1.18" x 0.79")
max. 1.5 mm (0.06")

The Barco insignia

Printed monochrome logo for non-premium products

1

2

Rules of thumb

- Wherever possible, use the Barco insignia or the 3D alternatives described earlier. Printing and screening of a monochrome logo is to be considered only for exceptional cases or non-premium products.

- Always position the Barco logo in such a way that it seems to bleed off the product. As an alternative, it can also be aligned with one of the product's visual characteristics: i.e. the (imaginary) lines stemming from the relief of surfaces, from different choices of materials, or from different colors.

- One must never see more than one logo at a time, from a given viewing angle.

- Integrate the Barco insignia completely into the shape of synthetic housings.

- On sheet metal, place the insignia on the metal.

- On products intended for rack use, place the insignia at 160 mm (6.3") from the middle of the rack unit's front panel, so that all logos in a rack are in the same position.

1 **Top-aligned:** the clearzone* to be respected at the left, right and bottom of the Barco logo corresponds to the height of the logo.

2 **Bottom-aligned:** the clearzone* to be respected at the left, right and top of the Barco logo corresponds to the height of the logo.

*Clear zone = free space around the logo that makes the logo stand out – do not put text or graphics in this area

elliptical shape

h

h

6, 3 or 1,5 mm
(0,24", 0,12" or 0,06")

1 Cross section X

x
h
x

2 Front view
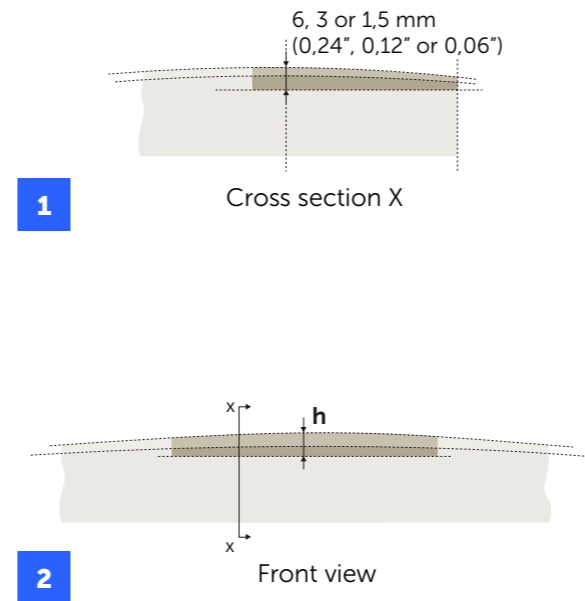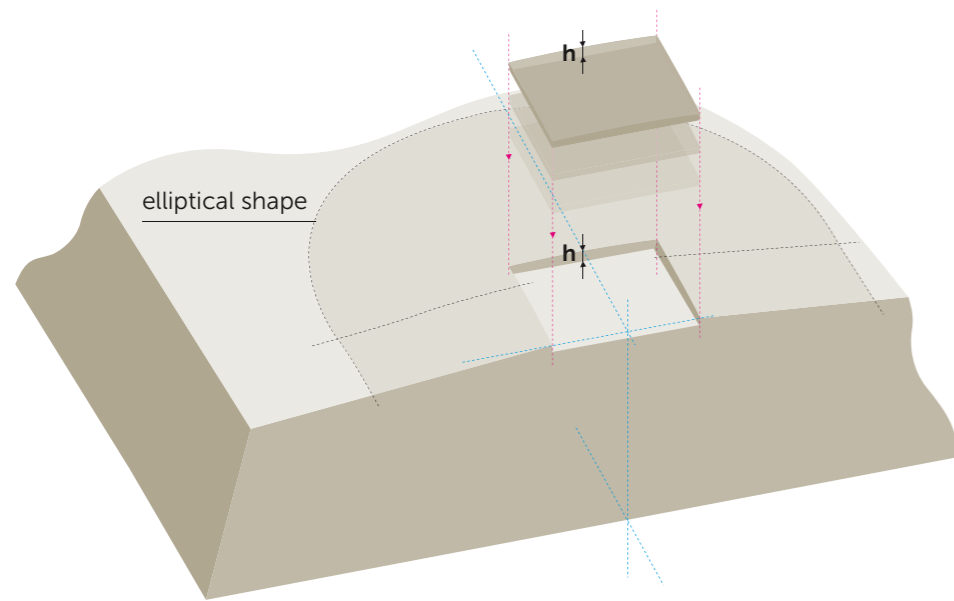
Integration in synthetic housing

1 The apex of the Barco insignia is always used in low relief — i.e. it can stand out only a few millimeters from the surface it is placed on. The zone to be respected at the left, right and top of the Barco logo corresponds to the height of the logo.

2 Once the insignia is positioned on the surface, the inclination of the injection-molded piece continues the slope of the insignia so that the logo blends into the housing in all directions.

Please note: the Barco insignia can never be integrated into a concave surface.

Synthetic housing

1

2

3

4

When it is not possible to integrate the Barco insignia – or when the product is not positioned as a premium product – the Barco logo can be applied to products in the following ways:

1 **Metal or metal finish plaque**, following the shape of the design, with a front shaped like the primary logo

2 **Plastic IR window**, shaped like the Barco logo, with white Barco logotype

3 **Screened or printed monochrome logo**, in a color included in (or related to) the design, or in a percentage of Barco black. The logo is positioned in such a way that it seems to bleed off.

4 **Components, display bezels, lenses, sensors** and other accessories may be too small to accommodate a logo of 15 x 10 mm (0.06" x 0.04"). In this case, the Barco logotype can be applied, as an exception. Its color can be white or a shade of Barco black. On display bezels, it should be located horizontally and be vertically centered on the bottom part of the bezel. The clear zone above and below should be at least half of the height of the logotype, and preferably match its height.

On less visible product sides, a secondary branding appearance can be applied by embossing the primary or secondary logo (logotype). Again, if the primary logo is used, it should 'bleed off' an edge of the product's shape.

Adhesive labels are not in line with Barco's premium brand approach. To use techniques other than screening or printing, please consult: **brand@barco.com**

❌ The clear zone, typography, and master brand strategy are not respected. This kind of clutter needs to be avoided at all times.

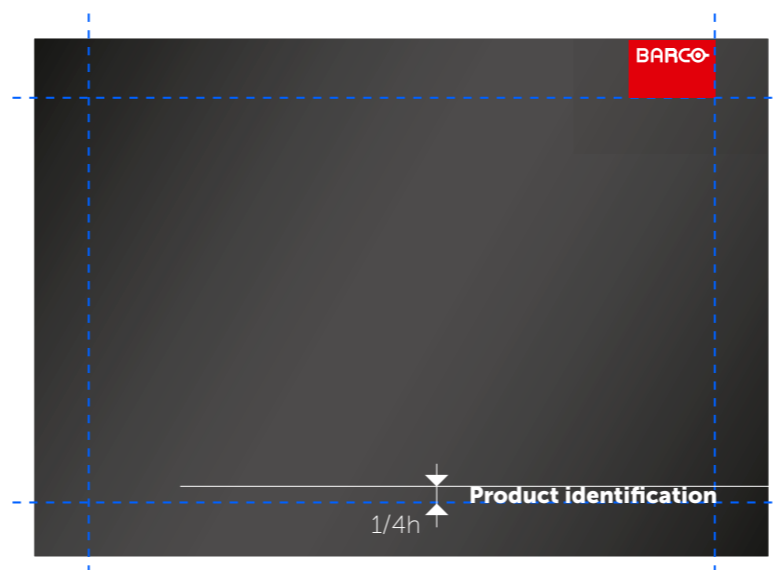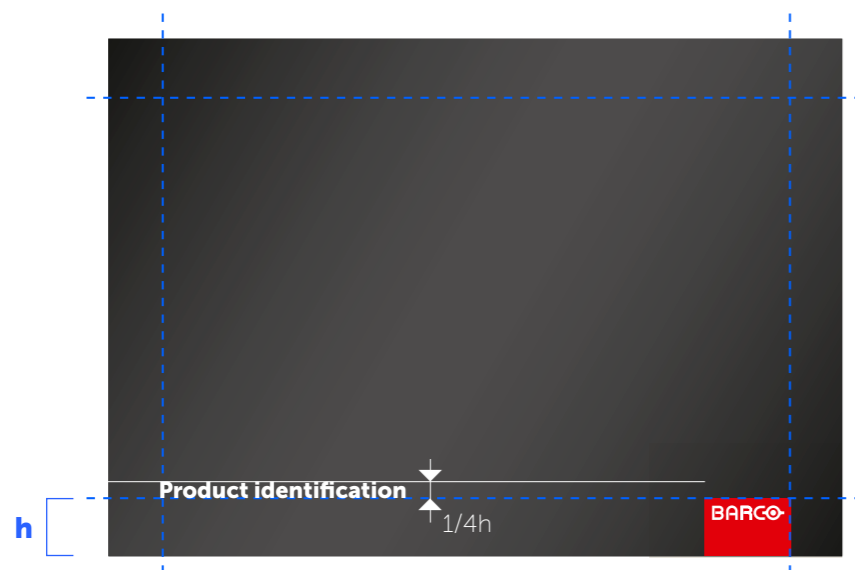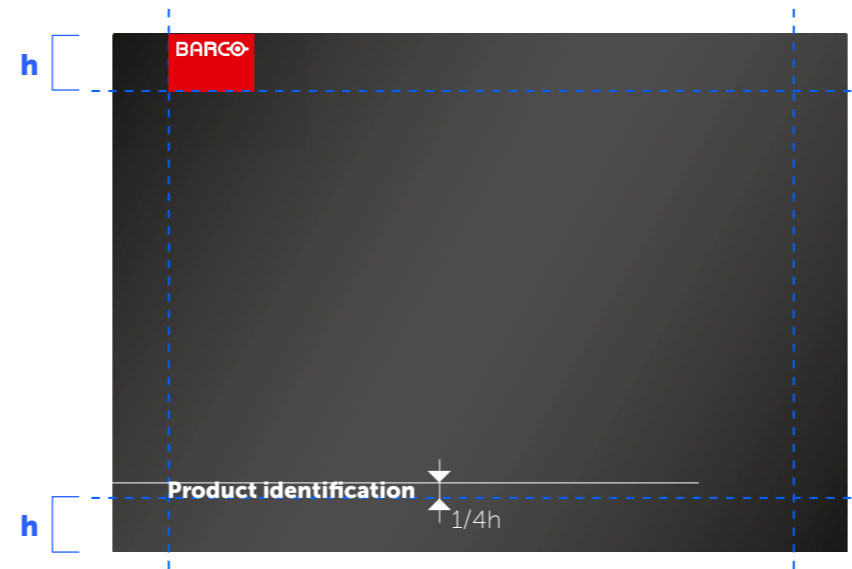❌ Shape of the logo should not be altered. Logo should not be applied as adhesive label.

❌ Logo should bleed off the product. The clear zone, needs to be respected.

❌ There's room to apply the primary logo, so the logotype (secondary logo) should not be used here.

❌ No more than one logo should be visible from any viewing angle.
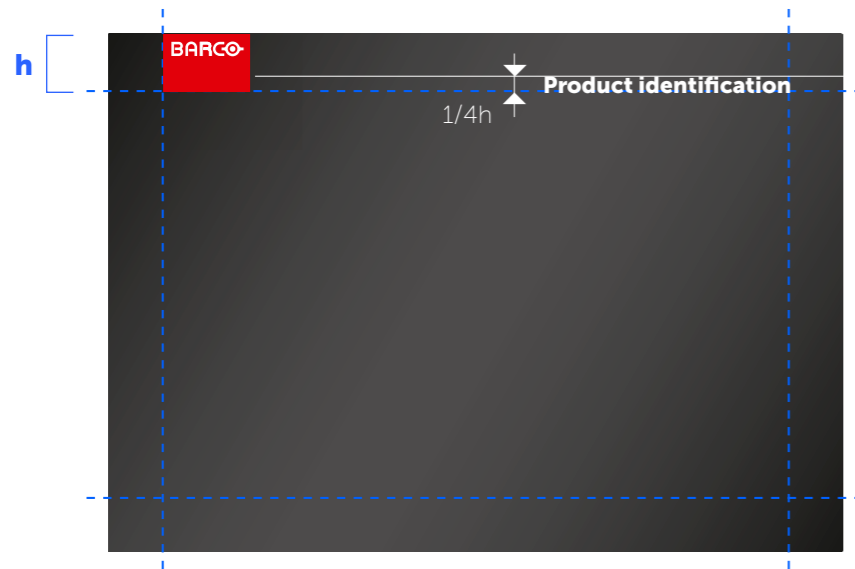
Product identification on products with flat rectangular surface

Product identification on flat rectangular surfaces

Product identification is realized in a color related to the product design or in white. Part of the name (e.g. family name or sub brand) can be Barco red. Fonts to be used are Museo Sans 700 or Museo Sans 900 (regular font, no smallcaps). An optional description can be in Museo Sans 300. Suggested font size of the capital letters is maximum a quarter of the height of the Barco logo. Product identification codes can only be added on products where the Barco logo is present, and when aligned with the logo.

1 **Height of 3 rack units* or more :** the clear zone to be respected at the left, right and bottom of the product ID corresponds to the height of the logo.

2 **Height less than 3 rack units:** the clear zone to be respected at the bottom of the product ID corresponds to half the height of the logo.

* A rack unit is a unit of measure used to describe the height of 19-inch rack mountable equipment. One rack unit (1U) is 44.45 mm (1.75 in) high.

Venue projectors

Main branding element here is the distinctive red line on the top of the housing, starting at the front edge of the housing, and follwing the lens axis. The red line (PMS 485C) is interrupted at about 1/4 line length, starting from the edge, to allow product identification. Ideally, the line ends at a perpendicular line or design element.

1 **The first part of the product ID** (model) has the following characteristics:

  - Font: **Museo Sans Condensed 900**, with a minimum height of 35 mm for event projectors

  - Color: **PMS 649C** light gray

1 **The second part of the product ID** (if any) is formatted as follows:

  - Font: **Museo Sans Condensed 500**, with a minimum height of 35 mm for event projectors

  - Color: **PMS 431C** dark gray
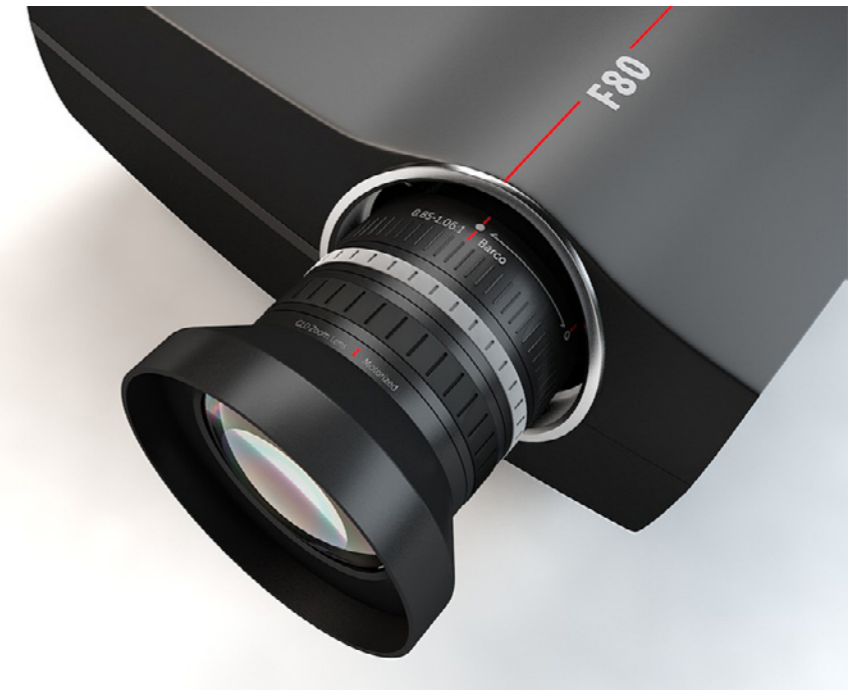
A screen print of the lens ideally features a continuation of the red line, and has its markings, product ID and company name in Museo Sans 300 or 500 (white).

1 **2**

UDX-4K32

Provide sufficient clearspace

Large venue and digital cinema projectors

The biggest projectors for large venues or cinemas have their identification on the side, typically above the user interface. A small red vertical line serves as the divider between model and type ID.

The same typography and colors as for venue projectors are used, but the second part of the ID (type) has a smaller font size.

Product labeling

For optimal recognisability on a limited area with lots of information, the secondary logo (logotype) is used on labels. On black or dark gray projectors, black labels with white or light gray text are typically used.

Preferred font is Museo Sans Condensed, but also the Helvetica/Arial Condensed font family can be used instead, to enhance readability.

Apply labels on a lesser viewed or used side of the projector. Avoid positioning near the user interface.

Align with LCD display or other UI element

h/4

h

DP2K | 17BLP

h = typically 24 mm
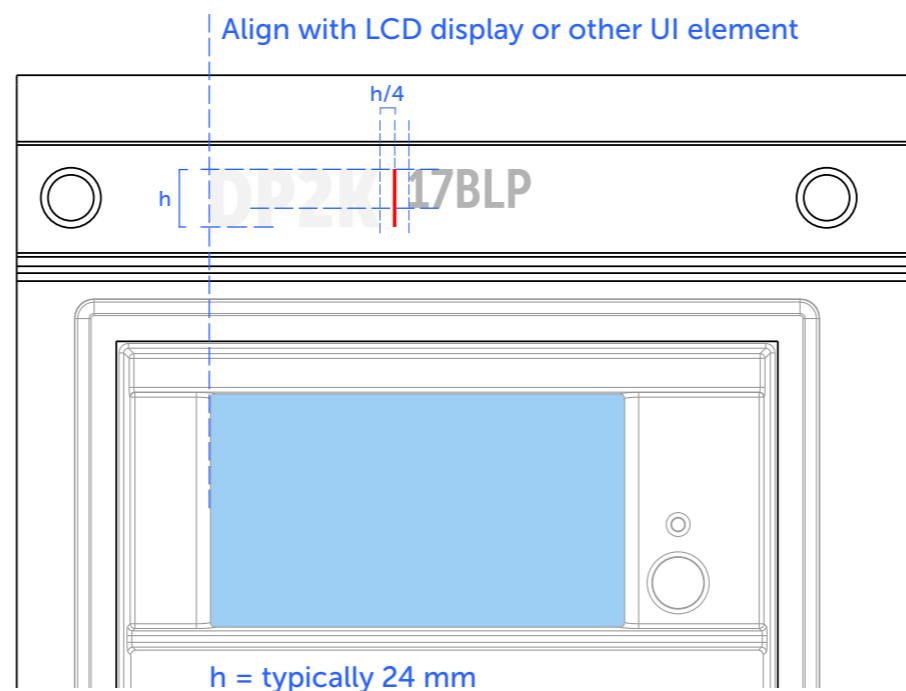
Packaging uses the Barco logo (not the 'Barco Logo On Products'), with a minimum size of 21 mm (0.83"). All brand elements must be respected when designing packaging. Depending on the type of product and its positioning, the following options are available for product packaging:

Depending on commercial needs, monochrome printing on a cardboard box or 4-color printing on a white cardboard box can be selected. In the first case, the black & white or line-art Barco logo is used, in the case of 4-color printing on a white cardboard box the characteristic red bar and logo positioning from literature is retained.

If no budget is available for dedicated packaging design, plain (unprinted) boxes can be customized by means of labels featuring the Barco logo.

The size of the monochrome Barco logo on a cardboard box depends on the size of your packaging

H or H-h <260 : we recommend not to proceed with printing, consider labelling

H or H-h ≥ 260; <310 and L ≥ 330: logo size 45 mm wide

H or H-h ≥ 310; <480 and L ≥ 390: logo size 60 mm wide

H or H-h ≥ 480; <600 and L ≥ 420: logo size 90 mm wide

H or H-h ≥ 900; and L ≥ 760: logo size 180 mm

H or H-h ≥ 600; <900 and L ≥ 540: logo size 120 mm wide

> **Looking for more info on how the Barco logo relates to other packaging elements? Please refer to the dedicated packaging guidelines from Barco R&D.**

4. Identity toolkit for digital

Color
Typography
Browsing components

Color

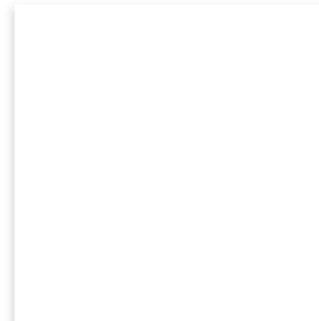Core color palettes
Highlight color palettes

BARCO

#f00000

Barco Red
#F00000
RGB(240, 0, 0)

Barco Black
#000000
RGB(0, 0, 0)

White
#FFFFFF
RGB(255, 255, 255)

Colors are an essential part of Barco's corporate identity. The Barco color palette consists of three primary colors and six highlight colors.

1 The Barco Logo

2 Core

3 Shades of Barco black

1

2
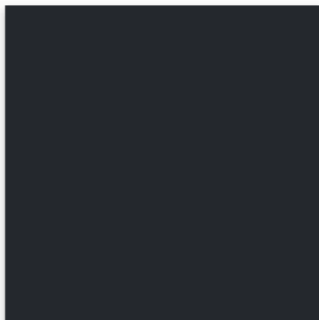
Barco Black 90%
#272C2D
RGB(39, 44, 45)

Barco Black 80%
#3F4445
RGB(63, 68, 69)

Barco Black 70%
#575B5B
RGB(87, 91, 91)

Barco Black 60%
#6F7373
RGB(111, 115, 115)

Barco Black 50%
#878A8A
RGB(135,138,138)

Barco Black 40%
#9FA1A2
RGB(159, 161, 162)

Barco Black 30%
#B7B8B9
RGB(183,184,185)
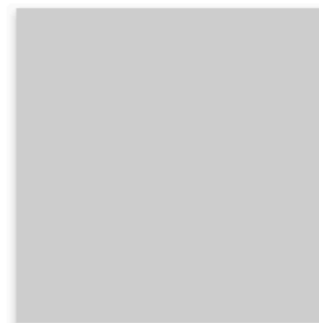
Barco Black 20%
#CFD0D0
RGB(207, 208, 208)
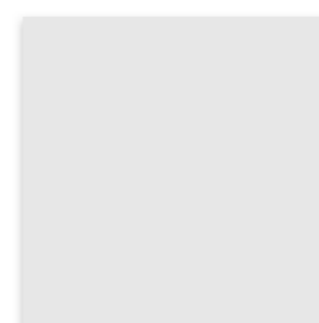
Barco Black 10%
#E7E7E7
RGB(231, 231, 231)
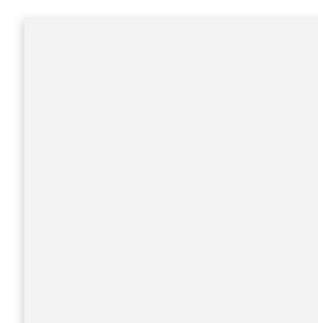
Barco Black 5%
#F3F3F3
RGB(243, 243, 243)

Bring me to the
color palette for print

3

material orange 900
RGB E65100

material orange 700
RGB F57C00

material orange 200
RGB FFCC80

material amber 400
RGB FFCA28

material yellow 500
RGB FFEB3B

material yellow 200
RGB FFF59D

material green A400
RGB 00E676

material green A200
RGB 69F0AE

material green A100
RGB B9F6CA

material teal 800
RGB 00695C

material teal 600
RGB 00897B

material teal 200
RGB 80CBC4

material pink 700
RGB B61651

material pink 500
RGB E91E63

material pink 200
RGB F48FB1

material purple 800
RGB 6A1B9A

material purple 600
RGB 8E24AA

material purple 200
RGB CE93D8

material blue A700
RGB 2962FF

material blue 500
RGB 2196F3

material blue 200
RGB 90CAF9

material cyan 400
RGB 26C6DA

material cyan 200
RGB 80DEEA

material cyan 100
RGB B2EBF2

To add flexibility to the visual language there is a supporting highlight color palette.

These colors should be used very sparingly and can not be used to cover large areas of a design or main typography.

Every supporting color has light and dark shade versions.

Bring me to the
highlight color palette for print

1

Shades of the supporting color palette may be used only when a supporting color was used at full saturation first.

Typography

Museo Sans
Verdana

Browsing components

Buttons
Links
Table styles and options

5. Digital identity design

Banners

Banners

On-site teaser banners
External online banners

65 px

margin: 15px
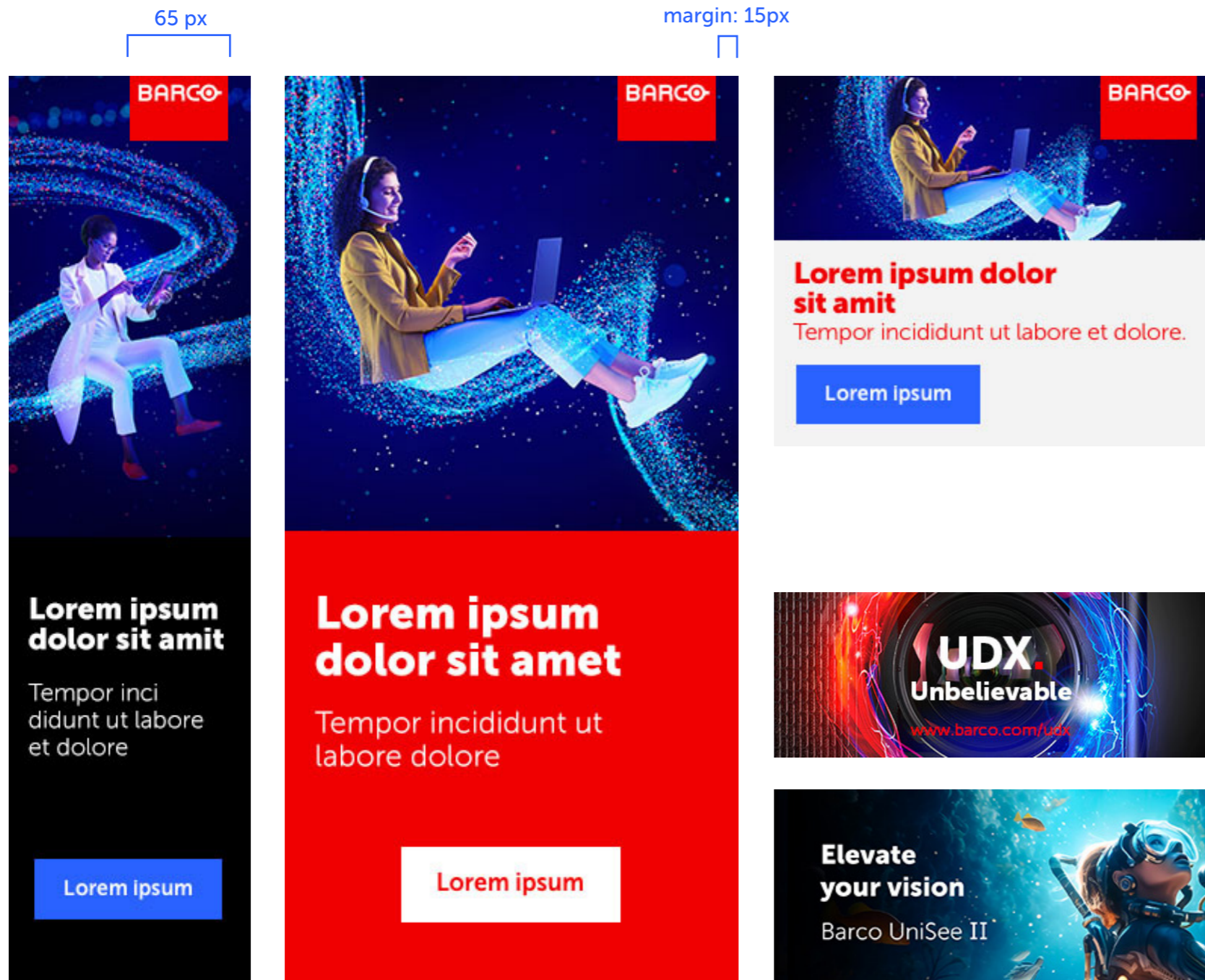
The most common banner sizes (IMU, leaderboard, skyscraper and half-page) will be explained on the following pages.

1 The logo remains the same size throughout the different banners, with a width of 65px (a larger Barco logo is only allowed for very large online banners).

The logo is positioned on the top right corner, with a margin of 15px from the right and the top border.

Lorem ipsum dolor sit amit
Tempor incididunt ut labore et dolore.

Lorem ipsum

Lorem ipsum dolor sit amit

Tempor inci didunt ut labore et dolore

Lorem ipsum

Lorem ipsum dolor sit amet

Tempor incididunt ut labore dolore

Lorem ipsum

UDX.
Unbelievable
www.barco.com/udx

Elevate your vision
Barco UniSee II

Lorem ipsum dolor sit amet
Tempor incididunt ut labore dolore

Lorem ipsum

1 Logo size and position

1 Buttons

2 Ghost buttons

1 Buttons in banners have a height of 40px. On larger banners, such as half pages, we use the larger buttons with a height of 50px.

Button colors:
- on black and white background: material blue
- in red background: white

When the logo and the button stand too close to each other, the CTA does not receive adequate attention. Therefore you should always work with a ghost button when this is the case. For specifications, see 'Identity toolkit for digital - chapter banners'.

Applications

Splash screens for apps
Splash screens for products

1 Splash screens for applications

Dimensions: 750 x 1334px and 800 x 1280px

Logo: 60px high, on red background (without tag)

Headline: Museo Sans 900, 80px
Descriptive line: Museo Sans 300, 45px
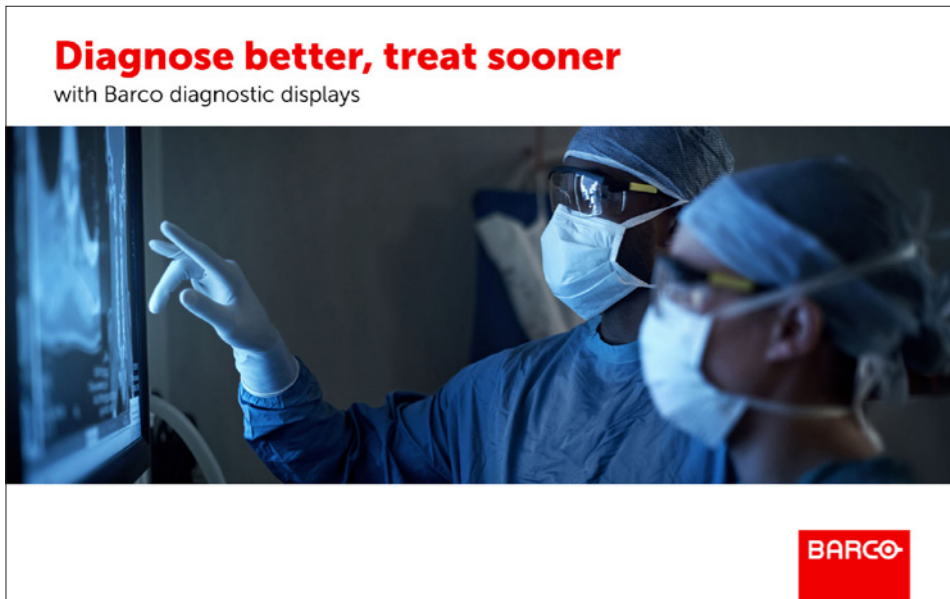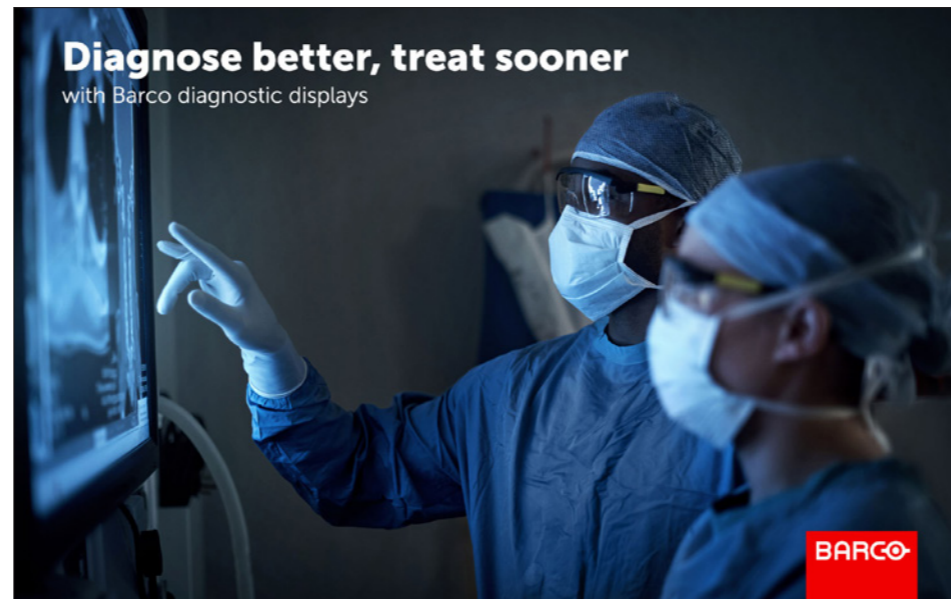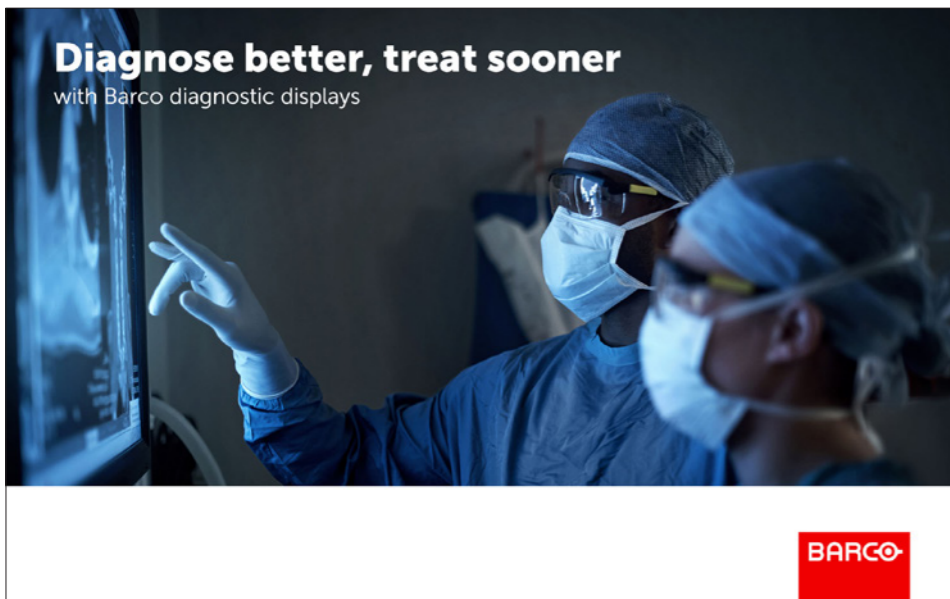
Splash screens for products
1920 x 1080px

Logo: 225px width
Margins: 100px

Headline: Museo Sans 900, 80px
Descriptive line: Museo Sans 300, 45px

1 The image is full width, with a height of 720px, aligned in the vertical middle. The title is placed on a white background, as the logo.

2 The image is full width, with a height of 960px. The title is placed on the image, the logo is on a white background.

3 The image is full width and full height. The title, and logo are placed on the image.
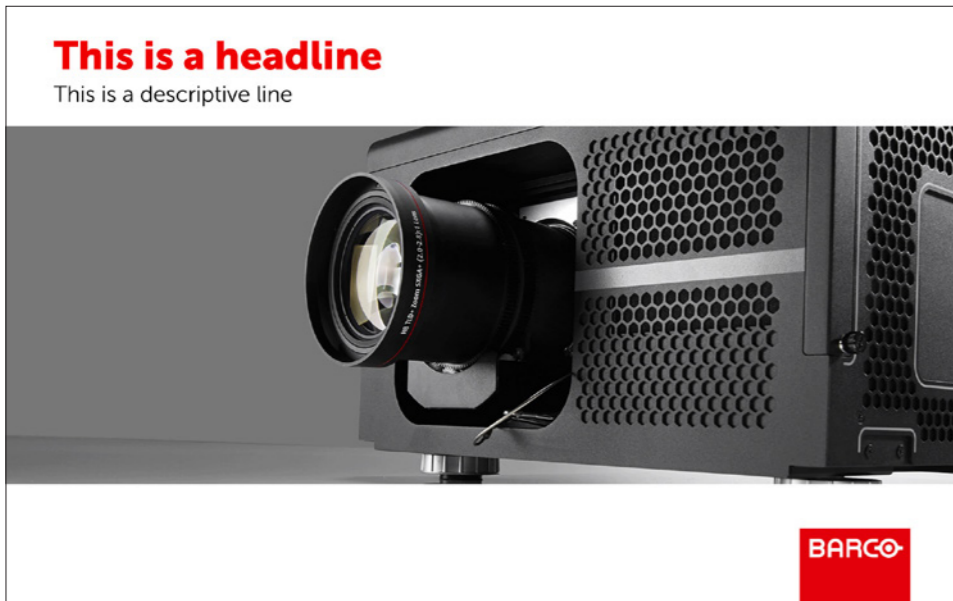
1

3

2

Splash screens for products
1920 x 1080px

Logo: 225px width

Headline: Museo Sans 900, 80px
Descriptive line: Museo Sans 300, 45px

1 The image is full width, with a height of 720px, aligned in the vertical middle. The title is placed on a white background, as is the logo.

2 The image is full width, with a height of 960px. The title is placed on the image, the logo is on a white background.

3 The image is full width and full height. The title and logo are placed on the image.

Addendum

Terms and conditions for third party use of Barco corporate logo

1. Logos are a form of intellectual property

The Barco corporate logo and any other Barco logo (the "Barco Logo") are valuable brand assets and forms of intellectual property. Therefore the Barco Logo cannot be freely distributed and/or used on websites and collateral.

2. Purpose

These terms and conditions define the consistent use of the Barco logo by third parties who are allowed to use the Barco Logo.

3. Who may use the Barco Logo?

Only Barco's third-party business allies (including and limited to rental partners, integrators, dealers, distributors, agents, resellers and education partners) may use the Barco Logo within the limits set forth herein. Other parties can only use the Barco Logo after specific written approval from Barco.

4. Applicability of guidelines and terms and conditions

These terms and conditions shall apply in addition to the provisions of the agreement executed between you and Barco. Termination and/or expiration of said agreement shall immediately and automatically terminate your limited rights under these terms and conditions.

It is your responsibility to follow the Barco Logo usage guidelines. By downloading or using the Barco Logos, you unconditionally agree to be bound by these terms and conditions. If you do not accept these Terms and Conditions, you may not use the Barco Logos.

Barco may revise these Terms and Conditions by updating this posting at any time. The update will be binding for all parties from the moment of update.

5. Instructions

5.1 No use of Barco corporate identity

You may not use the Barco Logo or any other Barco trademark as part of your own logo, company name, or otherwise. You may not use Barco's corporate identity to market your products and services. Moreover, the Barco logos may not be altered in any way.

5.2. Use for marketing purposes only

Use of the Barco Logo by you is limited to marketing purposes. The Barco Logos can only be used in advertising, collateral, on web pages, in showrooms and at tradeshows and events, and only in direct relation to the sale and/or rental of Barco products.

You may not display the Barco Logo on your business card, company letterhead or other stationary, on products, product labels, product packaging, product documentation, or any other documentation accompanying products at or after the point of sale. Barco's Logo may not be used by you for merchandising.

Exceptions to these usage guidelines can only be granted in writing by Barco's Corporate Marketing Department (corporate.marketing@barco.com). For the purpose of this agreement, an e-mail from the Barco Corporate Marketing Department shall be considered as a written notice.

5.3 Barco versus third party logos

Any material in which a Barco Logo is displayed must also prominently display your own name and logo and must clearly indicate that you are the source of the materials. The Barco Logo must be displayed in a size and manner that is smaller than or equal to your own name and logo. If the material carries other logos besides the Barco and your logo, the Barco Logo must be placed as prominently as the other logos.

5.4 Barco corporate logo size and colors

See p.4-6 of this document.

6. No transfer of right(s)

Nothing herein shall be construed as conferring on you by implication or otherwise, any right, title or interest in, or any license under any patent, confidential information or other trade mark or secret now or subsequently owned by Barco.

7. Limited rights

The rights granted herein are limited as set forth in this document, royalty free, non-exclusive, non-transferable and non-assignable rights to use the Barco Logo directly in connection with the rental or sale of Barco products by you.

8. Barco Logo Use violation

Barco actively monitors proper use of the Barco Logo, tradename and marks. The following explains the general course of action for addressing mark violations:

1. Any one who misuses the Barco Logo will be contacted in writing or by telephone.

2. A reasonable amount of time will be given to correct the error(s) per Barco's discretion. The time frame will be dependent on the medium in which the violation appeared and the severity of the violation.

3. Follow-up will be conducted to ensure that the error(s) has been corrected. Failure to make the required changes may result in legal action.

Notwithstanding the foregoing, you shall be liable for and hold harmless and indemnify Barco, its successors and assigns, subsidiaries, employees (the "Indemnitees") against any and all claims, actions, suit or proceedings, liabilities, damages, losses, costs and expenses (including without limitation reasonable attorney fees) of every character whatsoever, asserted against or incurred by the Indemnitees as a result of or in any way connected with a Barco Logo Use Violation or your negligence or your failure to comply with these guidelines and/or terms and conditions.

Failure or neglect by Barco to enforce at any time any of the provisions hereof shall not be construed nor shall be deemed to be a waiver of Barco's rights hereunder nor in any way affect the validity of the whole or any part of these terms and conditions nor prejudice Barco's rights to take subsequent action.

9. Questions

If you have further questions, please contact your Barco representative or corporate.marketing@barco.com.

FAQs

More information about the Barco brand elements?
See the full Barco visual identity guidelines

Where can I find the Barco logo?
Download the primaray Barco logo here

Can I place the primary logo on a red background?
Do not place the primary logo on a full red background.

Can I use a logotype without the red tag?
All designs using the secondary logo (logotype without the tag), should be validated by the Barco brand manager.

Can I host Barco assets on our website?
When referring to online assets such as videos, landing pages or documentation, we prefer direct links to the barco.com website.

How should I (re-)use Barco assets?
If you are a Barco partner, you are allowed to add your logo to the Barco assets by following the guidelines.
You are not allowed to change the content of the assets. If you would like to use parts of an asset, such as pictures or quotes, you can do so by adding a copyright notice (© Barco).

Are tone on tone logos allowed for embroidery items created by the distributor?
It is not allowed to use a color tone just slightly lighter or darker that that of the material used for the logos.

Do

Don't

Make your brands, names, domains, and social media assets distinct from those that belong to Barco.

Create company and product names that are distinct from Barco's to eliminate brand confusion.

Use partner-approved badges that accurately identify programs your company is currently enrolled in.

Get permission from customers or third parties before using their logos, names, or quotes.

Create social media handles, tags, or the like that properly identify your company and its brands only.

Use any Barco brands or names in your company or product names, taglines, social media handles, advertising keywords, or any other branding or source-identifying materials.

Modify, imitate, or abbreviate any Barco brands or names anywhere. This includes misspellings, phonetic or foreign equivalents, rhyming words, stylizations, logos, or other variations.

Use any of Barco's current or discontinued logos without permission. Don't list customer or third-party logos, names, or quotes without written permission. Don't use pictures of Barco executives without permission.

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