

# PRUSA

## RESEARCH

by JOSEF PRUSA

### Brand Manual

Use this guide as an overview  
about how our brand should be presented  
in both external and internal use.

# OUR MISSION

We started really small. There were no investors, no Kickstarter campaigns. Just a man with a plan (and a huge stack of pizza boxes, which were used to ship 3D printer parts from a small basement workshop to the whole world). The beginnings were modest, but pretty exciting!

As time went by, the Prusa i3 design became one of the most popular FDM 3D printer designs adopted by many manufacturers and hobbyists across the world thanks to its open-source nature.

And now? Now, there are more than 1,000 people working in Prusa Research and we ship over 10,000 printers worldwide directly from our HQ in Prague every month! And not only that. We also develop and manufacture our own Prusament materials and run one of the most popular 3D printing community websites, [Printables.com](https://www.printables.com). Since 2024, we have also been expanding into the world of industrial 3D printing solutions under the Prusa Pro brand.



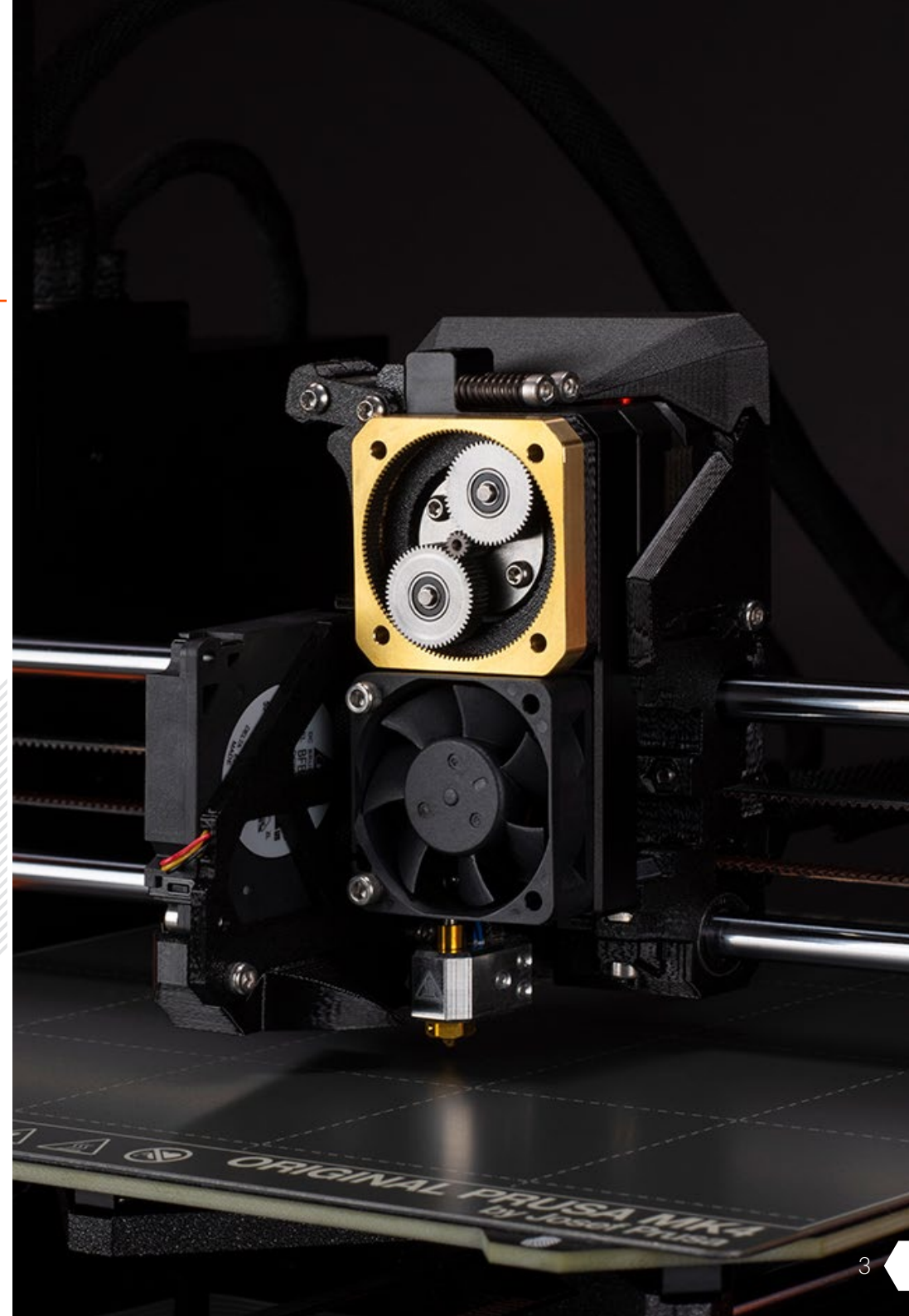
# OUR GOAL

We want to take a moment to express our gratitude for your continued support and trust in our 3D printing company. As we embark on this exciting journey together, we would like to share our goal with you.

Our primary objective is to revolutionize the world of manufacturing through the power of 3D printing. We are passionate about pushing the boundaries of what is possible and unlocking new opportunities for innovation, creativity, and efficiency.

Moreover, sustainability is of great importance to us. We are committed to minimizing our environmental footprint by employing eco-friendly practices, reducing material waste, and optimizing production processes. By choosing us, you are contributing to a more sustainable future.

Together, we can shape the future of manufacturing and unleash the full potential of 3D printing.





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The following pages present our brand assets. To maintain the signature Prusa Research look, it is important that we use all of our assets consistently.

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+420 731 199 890



**1**

# **CORE ASSETS**

## 1.1 PRUSA RESEARCH LOGO



### OUTLOOK

Our logo is a wordmark consisting of the company's name in a clean, sans serif font. The goal is to present the brand in a crisp and concise way, making it easy for customers to identify and remember.

The word "Prusa" is slightly larger and bolder than "Research", emphasizing the company's brand identity.

[Download high-resolution assets](#) ➔

**PRUSA**  
**RESEARCH**  
**by JOSEF PRUSA**

## 1.1 PRUSA RESEARCH LOGO

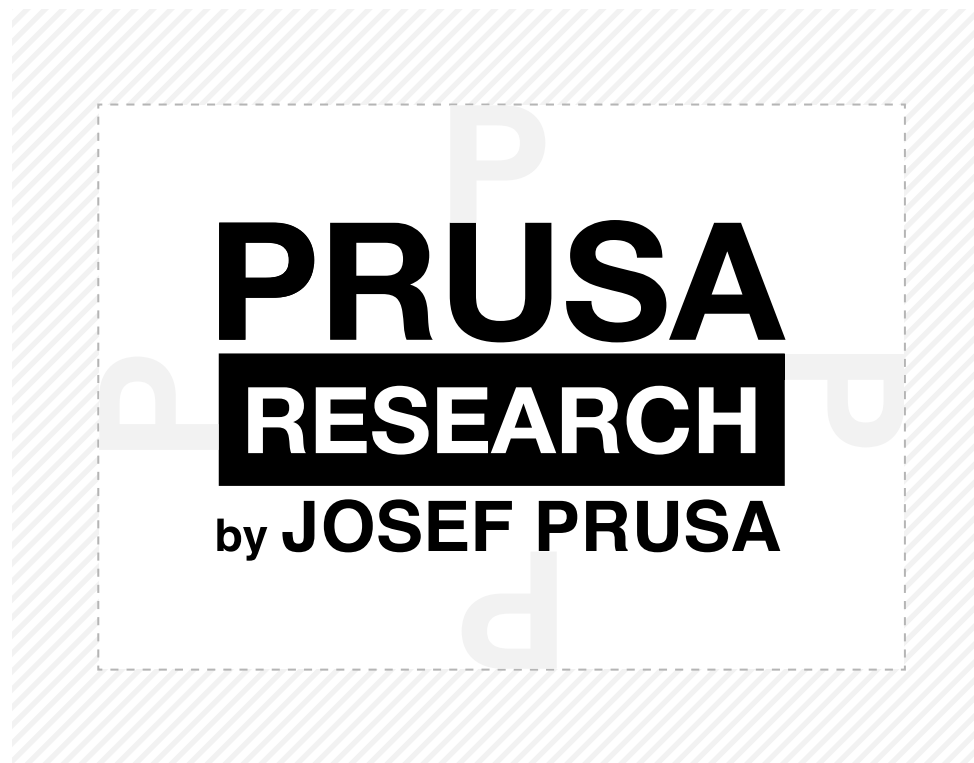
### PLACEMENT AND SIZING

The logo needs to breathe. We have defined a safe zone around the logo to make it stand apart from other visual elements.

Text, headlines, photographs or illustrations should never be closer to the logo than the width of the letter “P” in “PRUSA.”

There is no maximum size limit. In most cases, the minimum size for the logo should be:

- for print: 25 mm / 1 in wide
- for digital media: 80px wide



Safe zone

# 1.1 PRUSA RESEARCH LOGO

## BACKGROUND & CONTRAST

Prusa Research logo can be used in black or white color on various backgrounds as long as the contrast and readability are maintained.

Use the contrast guide to ensure the logo's maximum readability.

Black logo on a white background



White logo on a black background



White logo on orange background



90% 80% 70% 60% 50% 40% 30% 20% 10%



90% 80% 70% 60% 50% 40% 30% 20% 10%



low contrast – too light



low contrast – too dark



wrong color and low contrast



## 1.1 PRUSA RESEARCH LOGO

### CONCLUSION

- Use the right color variant to maximize readability.
- If you place the logo in a photo, make sure the background has minimal distractions to emphasize readability.
- You can use color overlays or gradients to lower the background distractions even more if needed.



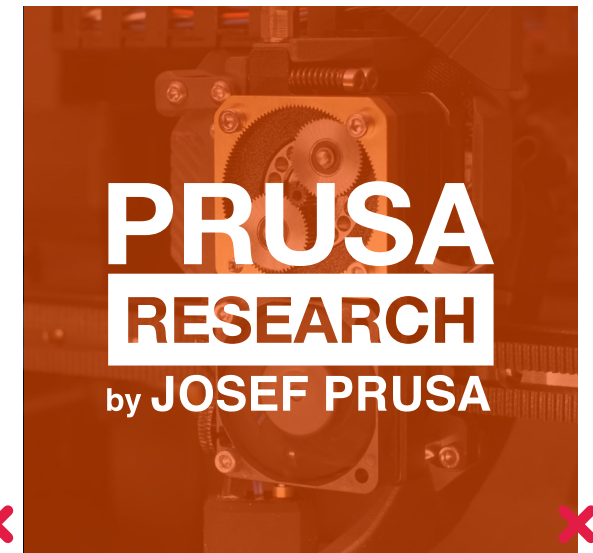
uniform color in the background maintains good readability



use color overlay with no less than 90% opacity



objects in the background decrease readability



low opacity and high contrast lowers the readability

## 1.1 PRUSA RESEARCH LOGO

### DONT'S X

1. Do not use colors other than black and white.
2. Do not deform the logo.
3. Do not remove parts of the logo.
4. Do not rotate or skew the logo.
5. Do not add effects to the logo.
6. Do not change the proportions of the logo elements.
7. Do not use outlines.
8. Do not reorganize parts of the logo.
9. Do not create an outline frame around the logo.
10. Do not use inappropriate background color.



1



2



3



4



5



6



7



8



9



10



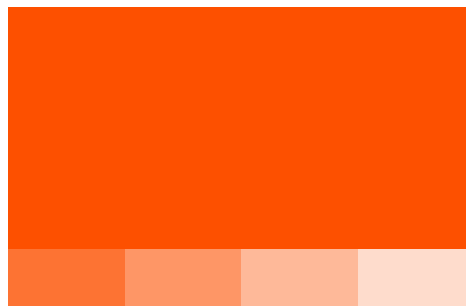
## 1.2 COLORS

### PRUSA ORANGE

Our orange is legendary! It's our most identifiable color – from the parts of our printers to our digital assets. Of course, we have more colors in our palette that complement each other – white, black and grey. The order is immaterial because there is no hierarchy here. What matters is that the colours support the message you want to convey.

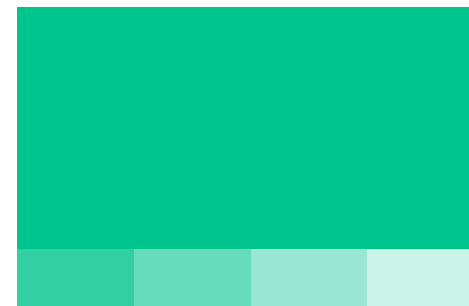
### PRUSA PRO GREEN

Signature color for our professional line of products, distinctive enough to introduce high-end printers for the industry and professionals.



#### Prusa Orange

RGB: 253, 80, 0  
HEX: #fd5000  
CMYK: 0, 83, 100, 0  
PANTONE Orange 21C



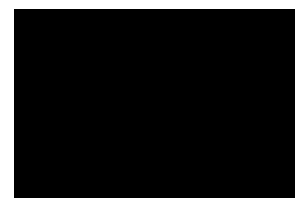
#### Prusa Pro Green

RGB: 0, 196, 141  
HEX: #00C48D  
CMYK: 72, 0, 70, 0  
PANTONE 3395C  
RAL 160 70 50



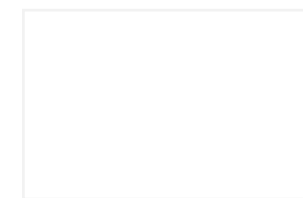
#### Grey

RGB: 128, 130, 133  
HEX: #808285  
CMYK: 0, 0, 0, 60



#### Black

RGB: 0, 0, 0  
HEX: #000000  
CMYK: 0, 0, 0, 100



#### White

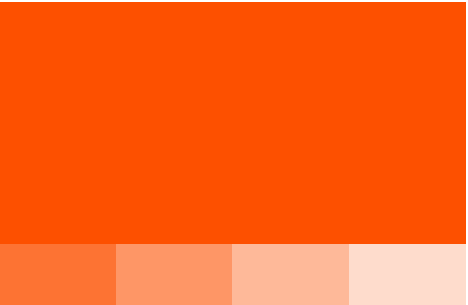
RGB: 255, 255, 255  
HEX: #ffffff  
CMYK: 0, 0, 0, 0

# 1.2 COLORS



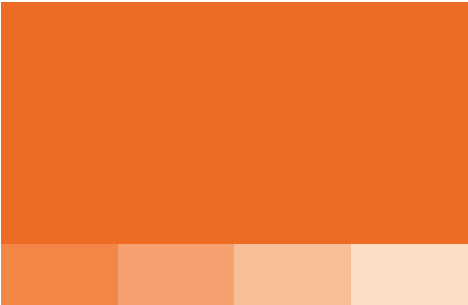
## NEW VS. OLD ORANGE

In mid-2024, we moved our orange towards a more pure and saturated variant.



**Orange (NEW)**  
RGB: 253, 80, 0  
HEX: #fd5000  
CMYK: 0, 83, 100, 0  
PANTONE Orange 21C  
RAL **TBA**

VS.



**Orange (OLD)**  
RGB: 237, 107, 30  
HEX: #ed6b21  
CMYK: 2, 72, 100, 0  
PANTONE 165C  
RAL 2008



## 1.2 COLORS

### PRUSA ORANGE (OLD)

Some of our brand assets still use old orange and they should stay this way. Newly created materials such as posters and leaflets should however use the **new orange**.



#### Orange (OLD)

RGB: 237, 107, 30

HEX: #ed6b21

CMYK: 2, 72, 100, 0

PANTONE 165C

RAL 2008

ORIGINAL  
**PRUSA MK4**

ORIGINAL  
**PRUSA i3 MK3S+**

ORIGINAL  
**PRUSA XL**

ORIGINAL  
**PRUSA MINI+**

ORIGINAL  
**PRUSA SL1S**  
SPEED

## 1.3 FONTS & TYPOGRAPHY

As part of our brand identity, we carefully curate three distinct fonts that work together. Each font serves a specific purpose, contributing to the overall aesthetic and reinforcing the essence of our brand.

### ATLAS GROTESK

Atlas prioritizes readability, making it ideal for both print and digital media. Its clear and well-defined letterforms ensure that the text remains easily readable at various sizes and on different devices. It's our core typeface for body type on our brochures, catalogues and other print materials.

# Atlas Grotesk

## Thin Regular Bold

For body type

For subtitle

For headlines

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPp 1234567890

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPp 1234567890

**AaBbCcDdEeFfGgHhIiJjKkLl**  
**MmNnOoPp 1234567890**

Aa

## 1.3 FONTS & TYPOGRAPHY

### HELVETICA NEUE LT COM

A more impactful typeface, Helvetica is the bread and butter of the design. Clearly defined, highly readable, timeless and solid. We use it for the creation of our sub-brand logos, names of products and titles.

# Helvetica Neue LT Com

## Light Roman Bold

For body type

For subtitle

For headlines

AaBbCcDdEeFfGgHhIiJjKkLl

MmNnOoPp 1234567890

AaBbCcDdEeFfGgHhIiJjKkLl

MmNnOoPp 1234567890

**AaBbCcDdEeFfGgHhIiJjKkLl**

**MmNnOoPp 1234567890**

Aa

## 1.3 FONTS & TYPOGRAPHY

### COCOGOOSE COMPRESSED

Cocogoose is our go-to font for headlines. It is impactful, dynamic. Solitary use is possible, but it is often paired with Atlas Grotesk.

# Cocogoose Compressed

## Ultra Light   Light   Semi Light

For body type

For subtitle

For headlines

AaBbCcDdEeFfGgHhIiJjKkLl

MmNnOoPp 1234567890

AaBbCcDdEeFfGgHhIiJjKkLl

MmNnOoPp 1234567890

AaBbCcDdEeFfGgHhIiJjKkLl

MmNnOoPp 1234567890

Aa



## 1.3 FONTS & TYPOGRAPHY

### PP SUPPLY SANS

This is a signature font connected exclusively to our CORE One printer. Can be also used on its own. Should not be linked to other printer than CORE One.

**PP Supply Sans**  
**Regular** Ultralight

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPp 1234567890

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOoPp 1234567890

Aa

## 1.3 FONTS & TYPOGRAPHY

### FALLBACK FONTS

In cases where our font sets cannot be used for various reasons we recommend you use the following font families:

**Inter to replace Atlas Grotesk.**

[Download from Google Fonts](#) ➔

**Barlow Condensed to replace Cocogoose Compressed.**

[Download from Google Fonts](#) ➔

### Atlas Grotesk

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelialia.

### Inter

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelialia.

COCOGOOSE  
COMPRESSED

NEW PRUSA PRO  
MICROSITE IS NOW  
LIVE

BARLOW  
CONDENSED

NEW PRUSA PRO  
MICROSITE IS NOW  
LIVE

**2**

# **PRODUCTS**

## 2.1 PRUSA PRINTERS

### OVERVIEW

We use Helvetica and capital letters for all our product logos.

Logos usually have multiple versions for best application flexibility as well as multiple color variants for use on different backgrounds.

#### Product range:

- Prusa CORE One
- Original Prusa XL
- Original Prusa MK4S
- Original Prusa MINI+
- Original Prusa SL1S SPEED

#### New naming convention

With the Prusa CORE One, we have intentionally omitted “Original” from the product name. This sets a new standard for our future products.

**NEW**

# PRUSA CORE ONE



ORIGINAL  
**PRUSA MK4S**



ORIGINAL  
**PRUSA XL**



ORIGINAL  
**PRUSA MINI+**



ORIGINAL  
**PRUSA SL1S**  
SPEED

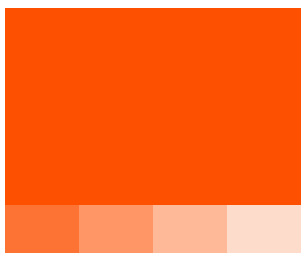


## 2.1 PRUSA PRINTERS

### CORE ONE

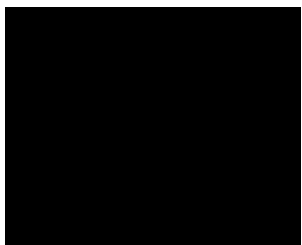


The safe zone is determined by the height of the letter "P".



#### Prusa Orange

RGB: 253, 80, 0  
HEX: #fd5000  
CMYK: 0, 83, 100, 0  
PANTONE Orange 21C



#### Black

RGB: 0, 0, 0  
CMYK: 0, 0, 0, 100  
HEX: #000000

PRUSA CORE ONE

PRUSA  
CORE ONE

PRUSA  
CORE  
ONE

PRUSA CORE ONE

PRUSA  
CORE ONE

PRUSA  
CORE  
ONE

PRUSA CORE ONE

PRUSA  
CORE ONE

PRUSA  
CORE  
ONE

Available color variants for CORE One logo on different backgrounds

## 2.1 PRUSA PRINTERS

### ORIGINAL PRUSA MK4S



Safe zone is determined by the height of the highest letter in the logo. In this case it's letter "P" in "Prusa".



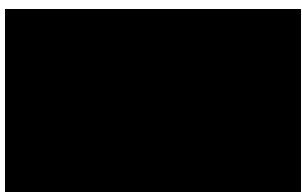
#### Orange (OLD)

RGB: 237, 107, 30  
 HEX: #ed6b21  
 CMYK: 2, 72, 100, 0  
 PANTONE 165C  
 RAL 2008



#### Grey

RGB: 128, 130, 133  
 HEX: #808285  
 CMYK: 0, 0, 0, 60



#### Black

RGB: 0, 0, 0  
 CMYK: 0, 0, 0, 100  
 HEX: #000000

ORIGINAL  
**PRUSA MK4S**

ORIGINAL PRUSA  
**MK4S**

ORIGINAL  
**PRUSA  
 MK4S**

ORIGINAL  
**PRUSA MK4S**

ORIGINAL PRUSA  
**MK4S**

ORIGINAL  
**PRUSA  
 MK4S**

ORIGINAL  
**PRUSA MK4S**

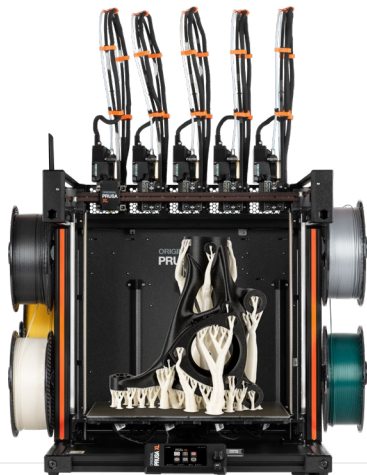
ORIGINAL PRUSA  
**MK4S**

ORIGINAL  
**PRUSA  
 MK4S**

Available color variants for Original Prusa MK4S logo on different backgrounds

## 2.1 PRUSA PRINTERS

### ORIGINAL PRUSA XL



The safe zone is determined by the height of the highest letter in the logo. In this case it's letter "P" in "Prusa".



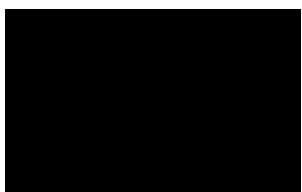
#### Orange (OLD)

RGB: 237, 107, 30  
 HEX: #ed6b21  
 CMYK: 2, 72, 100, 0  
 PANTONE 165C  
 RAL 2008



#### Grey

RGB: 128, 130, 133  
 HEX: #808285  
 CMYK: 0, 0, 0, 60



#### Black

RGB: 0, 0, 0  
 CMYK: 0, 0, 0, 100  
 HEX: #000000



Available color variants for Original Prusa XL logo on different backgrounds

## 2.1 PRUSA PRINTERS

### ORIGINAL PRUSA MINI+



The safe zone is determined by the height of the highest letter in the logo. In this case it's letter "P" in "Prusa".



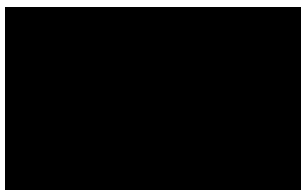
#### Orange (OLD)

RGB: 237, 107, 30  
 HEX: #ed6b21  
 CMYK: 2, 72, 100, 0  
 PANTONE 165C  
 RAL 2008



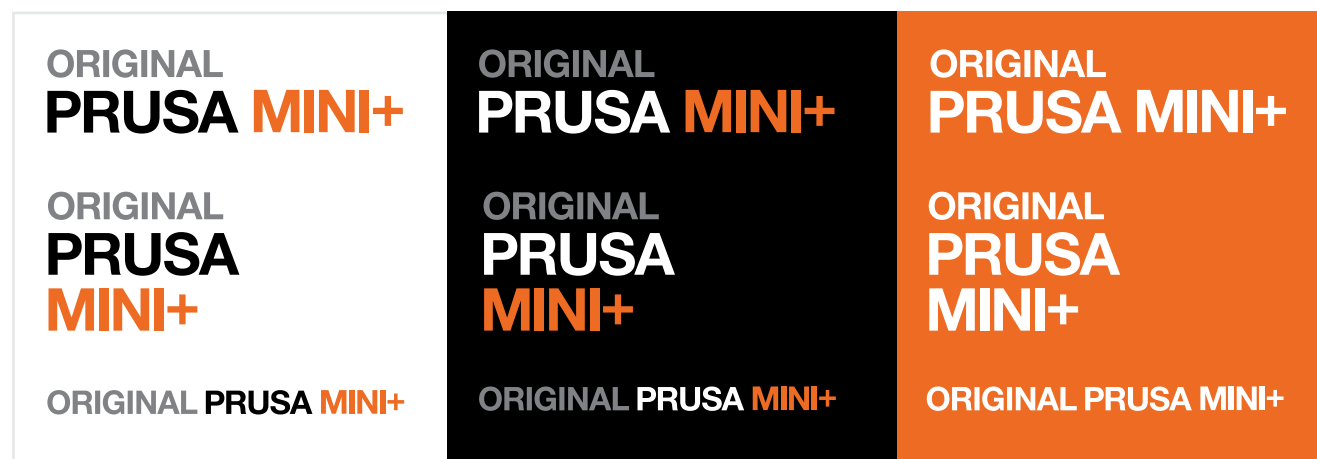
#### Grey

RGB: 128, 130, 133  
 HEX: #808285  
 CMYK: 0, 0, 0, 60



#### Black

RGB: 0, 0, 0  
 CMYK: 0, 0, 0, 100  
 HEX: #000000



Available color variants for Original Prusa MINI+ logo on different backgrounds



## 2.1 PRUSA PRINTERS

### ORIGINAL PRUSA SL1S SPEED



The safe zone is determined by the height of the highest letter in the logo. In this case it's letter "P" in "Prusa".



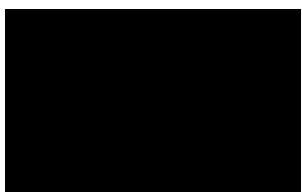
#### Orange (OLD)

RGB: 237, 107, 30  
 HEX: #ed6b21  
 CMYK: 2, 72, 100, 0  
 PANTONE 165C  
 RAL 2008



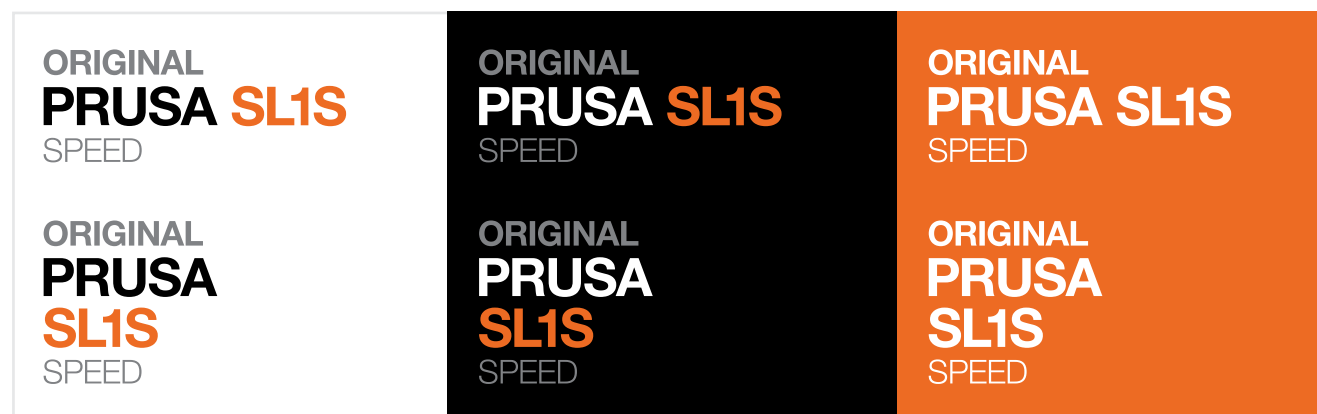
#### Grey

RGB: 128, 130, 133  
 HEX: #808285  
 CMYK: 0, 0, 0, 60



#### Black

RGB: 0, 0, 0  
 CMYK: 0, 0, 0, 100  
 HEX: #000000



Available color variants for Original Prusa SL1S SPEED logo on different backgrounds

## 2.2 PRUSA PRO PRINTERS

### OVERVIEW

Prusa Pro develops and manufactures industrial-grade 3D printers, accessories, and software designed for a wide range of demanding applications.

#### Product range:

- Prusa Pro HT90
- Prusa Pro SLX
- Prusa Medical One + Prusa Medical CW One
- Prusa Pro AFS



PRUSA PRO HT90



PRUSA PRO SLX



PRUSA PRO AFS



ORIGINAL PRUSA  
MEDICAL ONE

## 2.2 PRUSA PRO PRINTERS

### PRUSA PRO HT90

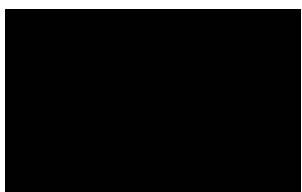


The safe zone is determined by the height of the highest letter in the logo. In this case it's letter "P" in "Prusa".



#### Prusa Pro Green

RGB: 0, 196, 141  
HEX: 00C48D  
CMYK: 72, 0, 70, 0  
PANTONE 3395C  
RAL 160 70 50



#### Black

RGB: 0, 0, 0  
CMYK: 0, 0, 0, 100  
HEX: #000000

PRUSA PRO HT90

PRUSA PRO HT90

PRUSA PRO HT90

Available color variants for Prusa Pro HT90 logo on different backgrounds

## 2.2 PRUSA PRO PRINTERS

### PRUSA PRO SLX



PRUSA **PRO** SLX

100% Black

Prusa Pro Green

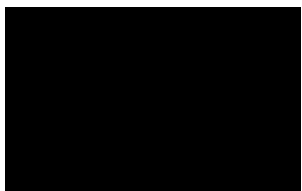


The safe zone is determined by the height of the highest letter in the logo. In this case it's letter "P" in "Prusa".



#### Prusa Pro Green

RGB: 0, 196, 141  
HEX: 00C48D  
CMYK: 72, 0, 70, 0  
PANTONE 3395C  
RAL 160 70 50



#### Black

RGB: 0, 0, 0  
CMYK: 0, 0, 0, 100  
HEX: #000000

PRUSA **PRO** SLX

PRUSA **PRO** SLX

PRUSA **PRO** SLX

Available color variants for Prusa Pro HT90 logo on different backgrounds

## 2.2 PRUSA PRO PRINTERS

### PRUSA PRO AFS

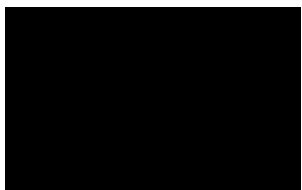


The safe zone is determined by the height of the highest letter in the logo. In this case it's letter "P" in "Prusa".



#### Prusa Pro Green

RGB: 0, 196, 141  
HEX: 00C48D  
CMYK: 72, 0, 70, 0  
PANTONE 3395C  
RAL 160 70 50



#### Black

RGB: 0, 0, 0  
CMYK: 0, 0, 0, 100  
HEX: #000000

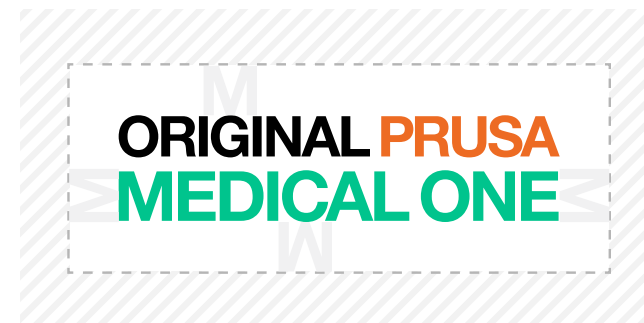
PRUSA PRO AFS

PRUSA PRO AFS

PRUSA PRO AFS

## 2.2 PRUSA PRO PRINTERS

### PRUSA PRO MEDICAL ONE

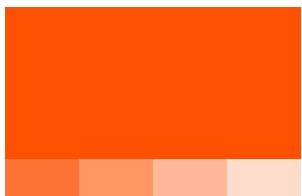


The safe zone is determined by the height of the highest letter in the logo. In this case it's letter "M" in "Medical One".



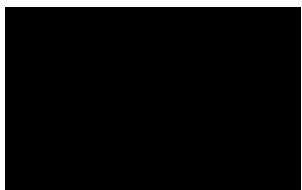
#### Prusa Pro Green

RGB: 0, 196, 141  
 HEX: #00C48D  
 CMYK: 72, 0, 70, 0  
 PANTONE 3395C  
 RAL 160 70 50



#### Orange (NEW)

RGB: 253, 80, 0  
 HEX: #fd5000  
 CMYK: 0, 83, 100, 0  
 PANTONE Orange 21C



#### Black

RGB: 0, 0, 0  
 CMYK: 0, 0, 0, 100  
 HEX: #000000

ORIGINAL PRUSA  
 MEDICAL ONE

ORIGINAL PRUSA  
 MEDICAL ONE

ORIGINAL PRUSA  
 MEDICAL ONE



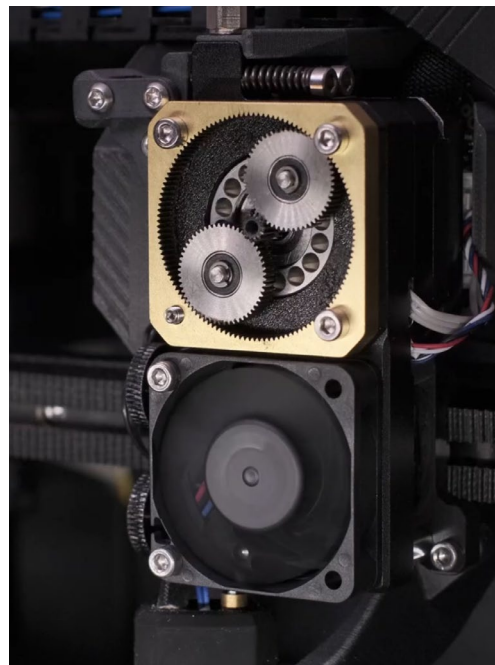
## 2.3 PRODUCT PHOTOS

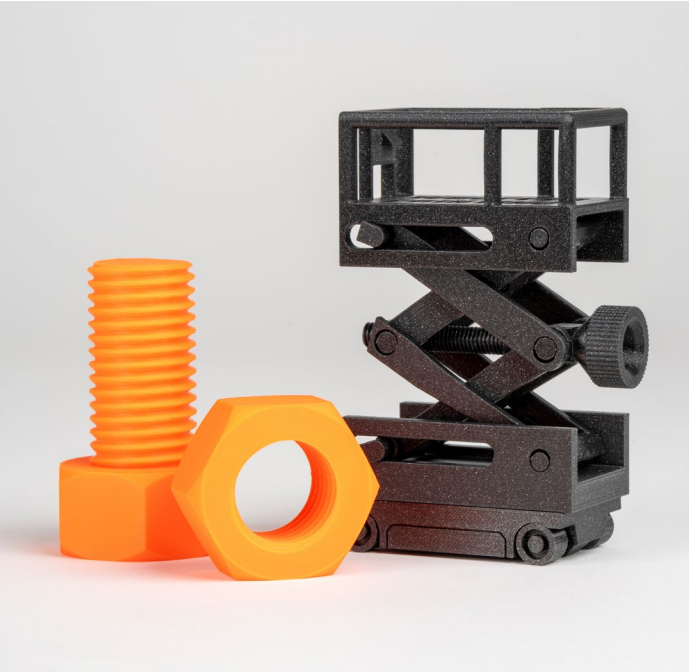
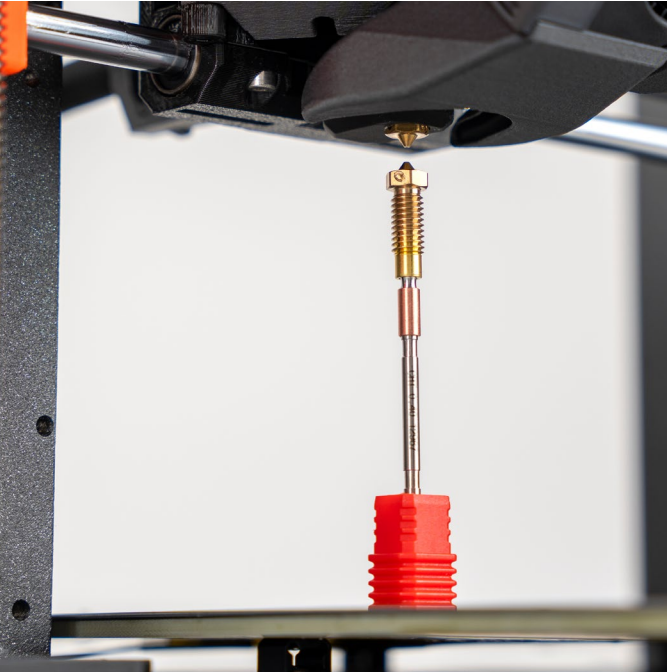
### PHOTOS & MOOD

Basic rules for taking photos of our products:

- Make sure the branding (PRUSA logo and product name) is visible.
- Focus on good composition and detail.

[Download high-resolution assets](#) ➔



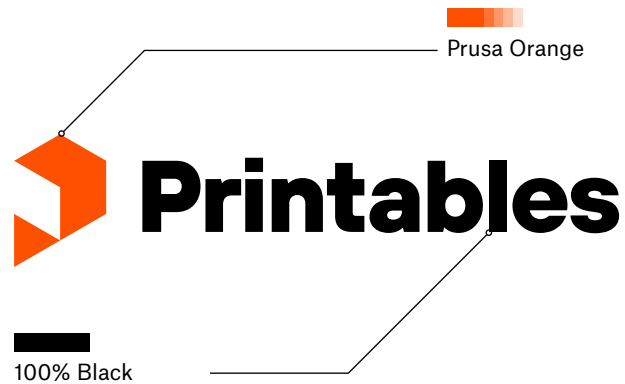


**3**

# **BRANDS**



## 3.1 PRINTABLES



Safe zone is determined by height of the highest letter in the logo. In this case it's letter "P" in "Printables".



Alternative variant



Printables symbol

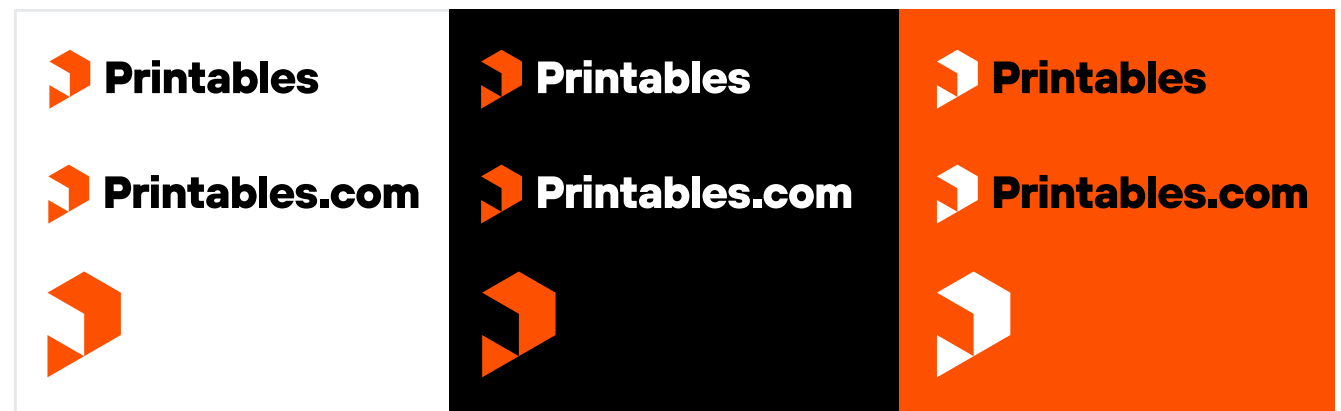


### Orange

RGB: 253, 80, 0  
 CMYK: 0, 83, 100, 0  
 HEX: fd5000  
 PANTONE Orange 21C  
 RAL **TBA**

### Black

RGB: 0, 0, 0  
 CMYK: 0, 0, 0, 100  
 HEX: 000000



## 3.1 PRINTABLES

### DONT'S X

1. Do not use different colors for the logo.
2. Do not deform the logo.
3. Do not remove parts of the logo.
4. Do not rotate or skew the logo.
5. Do not add effects to the logo.
6. Do not change the proportions of the logo elements.
7. Do not use outlines.
8. Do not reorganize parts of the logo.
9. Do not create an outline frame around the logo.
10. Do not use inappropriate background color.



1



2

Printables

3



4



5



6



7



8



9



10

**4**

# **PROMOTIONAL ASSETS**



# 4.1 PRINTED MATERIALS



3D Printing Now



Original Prusa MK4S leaflet



Prusa Research business card



Original Prusa MK4S roll-up



Basics of 3D Printing



Prusament portfolio

PRUSA  
RESEARCH  
by JOSEF PRUSA

PRUSA  
RESEARCH  
by JOSEF PRUSA

# HIGH SPEED MEETS PROVEN RELIABILITY!

## 3D PRINTERS FOR PROJECTS OF ALL SIZES

DEVELOPED AND MANUFACTURED IN EU  
24/7 SUPPORT

MK4S

CORE One

XL

PRUSA  
RESEARCH  
by JOSEF PRUSA

PRUSA3D.COM

PRUSA3D.COM

Event banner - 300x300 cm

PRUSA  
RESEARCH  
by JOSEF PRUSA

PRUSA  
RESEARCH  
by JOSEF PRUSA

# PRECISION AND SECURITY TRUSTED BY INDUSTRY LEADERS

ASSEMBLED IN USA DEVELOPED IN EU 24/7 DEDICATED SUPPORT

PRUSA3D.COM

Event banner 200x100 cm



## 4.2 BANNERS & SOCIAL MEDIA

### BANNER CAMPAIGNS

GDN banners should feature balanced content and promote a healthy CTA. They shouldn't be overloaded with text and should deliver a clear message.

#### Commonly used sizes for our campaigns:

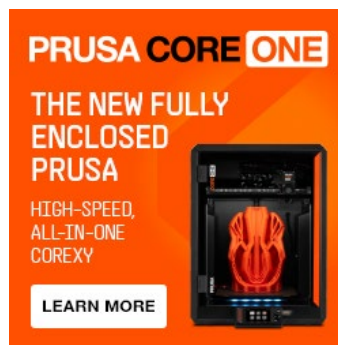
- 300x600
- 160x600
- 320x250
- 250x250
- 970x90

Always check the guidelines for potential changes or updates.

[Google Ads Specifications](#) ➔



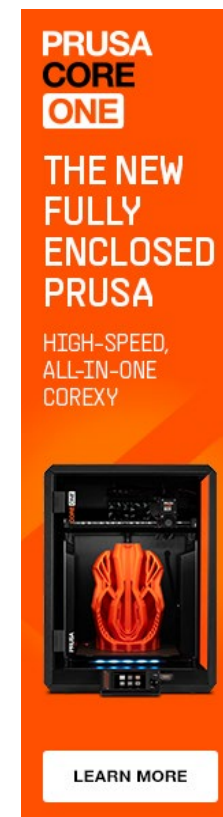
320×250



250×250



300×600



160×600



970×90

## 4.2 BANNERS & SOCIAL MEDIA

### SOCIAL MEDIA

Social media banners should feature big beautiful quality photos and as few other distractions as possible. Less is more.

Commonly used sizes for our campaigns:

- 1080x1080
- 1080x1350
- 1080x1920 (story)

Always check the guidelines for safe zones and optimal banner sizes. These may be a subject of change on annual basis.

[Instagram Guidelines](#) ➔

[Facebook Guidelines](#) ➔

[LinkedIn Single Image Ads Guidelines](#) ➔



1080×1920



1080×1080



