LAND®

AMETEK®

Brand guidelines

See degrees differently.

Contents

These guidelines are an overview of what our brand stands for. It serves as both an internal directive and a compass to align key business decisions and communications.

Should you have any questions or require more information, please contact the marketing team:

land.enquiry@ametek.com

CONTENTS

Brand principles

Mission and vision

Mission

What we promise as a brand

To improve processes, drive innovation, and accelerate industrial decarbonisation and digitalisation with our infrared expertise.

Vision

Our aspiration as a brand

To be the transformation partner of choice for industry in a safer, more sustainable, better-connected world.

Core values

These are the unique beliefs that guide our brand's actions, culture and interactions with customers

See the unseen

We see more than others do. We're analysing the invisible. Measuring temperature with pinpoint accuracy. Delivering innovative solutions others wouldn't think of. And working to precision-engineer a brighter future.

Unlock your full spectrum of potential

We're most brilliant when everyone in our global team can shine. That's why we champion diversity, encourage open discussion, empower collaboration and help team members reach their individual goals.

The power of precision

Attention to detail is all-important. Accuracy ensures our instruments improving efficiency and reduce waste, building trust and driving our success.

Focus on the customer

Our customers come first. We design and and manufacture solutions that address industry's core challenges. While providing customised support and protection services.

Brand voice

Brand personality

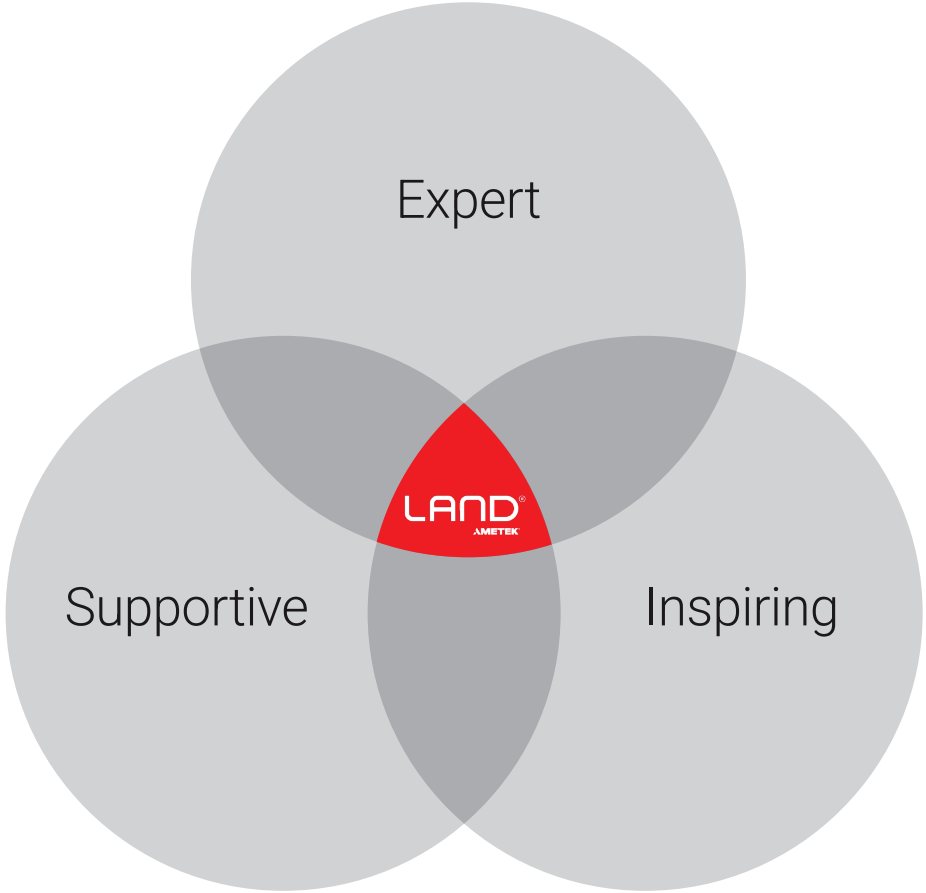
Inspired by our brand principles, these are the attributes we do and don't want associated with LAND

We are...	**We avoid being...**	**What makes us different...**
Confident	Arrogant	Boldness
Knowledgeable	Pedantic	Expertise
Guiding	Matter-of-fact	Empathy
Inspiring	Eccentric	Vision
Modern		

Tone of voice pillars

To express our brand personality in words, we must always ensure our communications make us sound expert, supportive and inspiring.

We can dial these elements up or down depending on the context, but all three must be present.



Tone of voice pillars

Expert

Showcase our knowledge and experience with a bold tone, industry-leading insights, and expert guidance. We are empowering customers to reach their goals and pioneer the future.

Writing tactics

- Write with confidence and certainty, using language that feels strong and reliable. For example, “we know.”
- Demonstrate our knowledge by highlighting capabilities, experience and awards.
- Feature customer testimonials and success stories wherever possible to highlight how impactful our innovations can be.

Tone of voice pillars

Supportive

Foster a clear understanding of how LAND can help customers transform and why we're the innovation partner they can rely on.

Writing tactics

- Avoid tech buzzwords or academic jargon wherever possible. Communicate clearly, using straightforward language to explain our innovations.
- Focus on how we address the needs, goals and priorities of customers. For example, "You can do X with our solution" rather than "Our solution can do X".
- Offer practical guidance and break down complex information into manageable steps or bullet point lists.
- Avoid being overly boastful. Our expertise and solutions are not more important than the customer's transformation journey.

Tone of voice pillars

Inspiring

Motivate and engage customers with a compelling vision of what's possible when they transform.

Writing tactics

- Write in a positive, reassuring tone.
- Use vividly descriptive terms and colorful adjectives to encourage customers to envision the future.
- Create rhythm and energy in language. Vary sentence structure and choose action verbs to create forward momentum.
- Use rhetorical questions, where appropriate, to incite curiosity and get audiences thinking about their next steps.
- Avoid focusing too much on immediate product benefits. Instead, highlight long-term, strategic business outcomes.

Brand story

Every degree counts. Accurate temperature measurement is critical in today's factories and plants. So you can boost your production, better protect your people, and reduce your environmental impact.

Get precision performance even in the harshest conditions with LAND. Improve product quality and process efficiency with actionable insights from our infrared pyrometers, line scanners, and thermal imaging systems. Embrace the digital revolution with expert support that can help you design, install, and maintain our smart solutions.

For over 75 years, we've been world leaders in industrial infrared temperature measurement. Setting new standards for quality, we calibrate our instruments in ISO17025 laboratories and offer extended protection. We continue to develop solutions for diverse applications – from sustainable steelmaking to battery production for electric vehicles.

Tagline

Our tagline communicates a clear message and helps us to stand out from the competition.

Guidance

- Make sure our tagline is used with purpose. Overuse will diminish its meaning.
- Never alter the tagline in any way.
- Always write it in sentence case and end it with a full stop.
- If you use the tagline in any messaging, always use it in the correct grammatical form.
- The tagline must always be in either LAND Red or White. No other colour is allowed.
- The tagline's smallest size should be when the height of the letter "S" is 3mm. Any smaller and it'll be illegible.
- The clear space for the tagline is at least 100% of the tagline size, on all sides.

Click to download tagline files

See degrees differently.

Brand name

We are LAND®.

We shout this loud and proud in all caps.

The first written instance in press releases, boilerplates, or business profiles must read ‘LAND, a business of AMETEK, Inc.’ However, we can be referred to as ‘LAND’ on its own thereafter.

Keep it personal

In line with the Supportive pillar of our tone of voice, we want to adopt a more personal tone to position ourselves as our customers’ innovation partner. So after using ‘LAND, a business of AMETEK, Inc’ in the first instance, use plural pronouns to refer to the company and its employees (we, our, us). See our brand story for an example of what this looks like in practice.

However, when referring to the company as a single entity, use singular pronouns (it, its).

Examples

Plural: “We are excited to announce our latest product launch.”

Singular: “LAND is a leading provider of innovative solutions.”

Terminology update

We no longer refer to ourselves as a ‘business unit’. LAND should only be referred to as a ‘business’ in all communications.

Brand visuals

Logos

Standard Logo

Our logo is our brand's calling card. It must be used correctly and consistently in all communication materials to ensure customers recognise it and to protect our trademark.

Guidance

- Only use approved downloadable files to reproduce the logo.
- Reproduce the Standard Logo when possible. Only use the Monochome and Negative versions for one-colour documents. See overleaf for additional guidance on what logo to use.
- Never alter the logo in any way. Don't redraw, manipulate, condense or change the orientation of the logos in any way.
- Do not attempt to recreate the logo as a standard typeface. It is a custom piece of artwork that cannot be replicated with individual font characters.
- Only feature one logo on a page – and never use the logo alongside any of the sub-logos.
- Never use the logo in a sentence, headline, or as part of a phrase.

Click to download all logo files

Standard Logo

Standard Logo Monochrome

Standard Logo Negative

Logos

Guidance

- A clear zone, known as the control zone, must always surround the Standard logo or sub-logos.
- The width of the control field is determined by a measure equal to the height of the capital A within the logo, however it's sized.
- No graphic element of any kind should intrude into this control field.

Logos

Horizontal Logo

These secondary versions of the Standard Logo can be used in specific contexts where the full logo may not be appropriate or feasible. They provide flexibility and adaptability while maintaining brand consistency.

Guidance

- As with the Standard Logo, only use approved downloadable files to reproduce the sub-logos.
- Reproduce the Standard versions of the sub-logos when possible. Only use the Monochome and Negative options for one-colour documents.
- Never alter the sub-logos in any way. Don't redraw, manipulate, condense or change the orientation of the logos in any way.
- Only feature one sub-logo on a page – and never use one alongside the Standard version or any of the other sub-logos.
- Use the Horizontal sub-logo for digital platforms, including banners on social media profiles, website headers, and email signatures.
- Only use the Horizontal sub-logo in promotional materials (such as brochures, flyers, or advertisements) and product packaging where the spacing is too tight to comply with the guidelines for the Standard Logo.

Horizontal Logo

Horizontal Logo Monochrome

Horizontal Logo Negative

Logos

Stacked Logo

Guidance

- Reproduce the Standard version of the Stacked Logo when possible.
- Only use the Monochrome and Negative options for one-colour documents.

Stacked Logo

Stacked Logo Negative

Colour palette

While we have rebranded, our primary colour palette remains unchanged. LAND Red and LAND Black reflect our long heritage of providing accurate IR thermometers for harsh industrial environments. Meanwhile, our secondary colour palette were sampled from our new Gradient, which symbolises the transformation we want to help our customers achieve.

Guidance

- Do not use tints of LAND Red or LAND Brown.
- Only use 20% and 70% tints of LAND Black.
- Use CMYK colour codes for print displays, such as magazine adverts and brochures.
- Use RGB colour codes for digital displays, such as computer screens, TVs and smartphones, as well as screen projections.

Primary colours

LAND Red
CMYK: 0, 100, 100, 0
RGB: 227, 6, 19
HEX: #e30613

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

Secondary colours

LAND Dark Grey
CMYK: 0, 0, 0, 70
RGB: 112, 111, 111
HEX: #706f6f

LAND Light Grey
CMYK: 0, 0, 0, 20
RGB: 218, 218, 218
HEX: #dadada

LAND Dark Red
CMYK: 34, 100, 92, 55
RGB: 102, 7, 8
HEX: #660708

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

Typography

Our typography is an important element of our new brand identity.

Primarily, we use the Roboto family across all our brand communications. Its clean, modern lines with a geometric touch offer exceptional readability, perfect for digital interfaces.

However, we can also use the Helvetica Neue family to allow for greater creative freedom. It's a highly versatile font, ideal for bold headlines on trade show banners as well as clear, legible text even at small sizes for social assets.

Roboto Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%^&*()-=_+;:,.<>/?

Roboto Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%^&*()-=_+;:,.<>/?

Roboto Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%^&*()-=_+;:,.<>/?

Helvetica Neue Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%^&*()-=_+;:,.<>/?

Helvetica Neue Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%^&*()-=_+;:,.<>/?

Helvetica Neue Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%^&*()-=_+;:,.<>/?

Typography

Guidance

- Be selective with the use of LAND Red within copy.
- To give an open and spacious feel give a 2mm 'Space after' as well as a 5mm space between each section.
- Roboto Bold is to be used to draw attention within blocks of text and can be used as headers when needing to help seprate text.
- Try not to use regular font weight as light helps with eligibility
- Hyphens must not be split over two lines.
- The leading is calculated depending on the size of the font. This is make sure the spacing is consistent across all media.
- If Roboto can not be used then the Helvetica Neue font must be used in the same capacity as the example shown here.

1. The SPOT+ range of smart infrared pyrometers offers advanced industrial connectivity and visible light process video

2. SPECIFICATION & DESIGN

3. Monochromatic Pyrometers

4. **M100, M160, M210 and M390 Standard Body**

5. The M-Series pyrometers have a measurement range of 50 to 2500 °C / 122 to 4532 °F. Proven, reliable electronics and a precision optical system combine to give a pyrometer which delivers accurate, repeatable temperature measurement.

3. Fiber-optic Variants

4. **M100, M160, R100 and R160**

5. The M and R Series fiber-optic versions generally measure at the same temperature range and wavelength. The use of flexible fiber-optics allows the optic head to be mounted in a hostile environment and the detector and electronics enclosure to be located in a less hostile environment, several metres away.

1. Pullout header
Font: Roboto Light
Size: 20pt
Leading: 1.25x size
Colour: LAND Black

2. Section title
Font: Roboto Light
Size: 25pt
Leading: 1.2x size
Colour: LAND Red

3. Header
Font: Roboto Light
Size: 15pt
Leading: 1.33x size
Colour: LAND Black

4. Pullout copy
Font: Roboto Light
Size: 20pt
Leading: 1.25x size
Colour: LAND Black

5. Body copy
Font: Roboto Light
Size: 20pt
Leading: 1.25x size
Colour: LAND Black

Texture

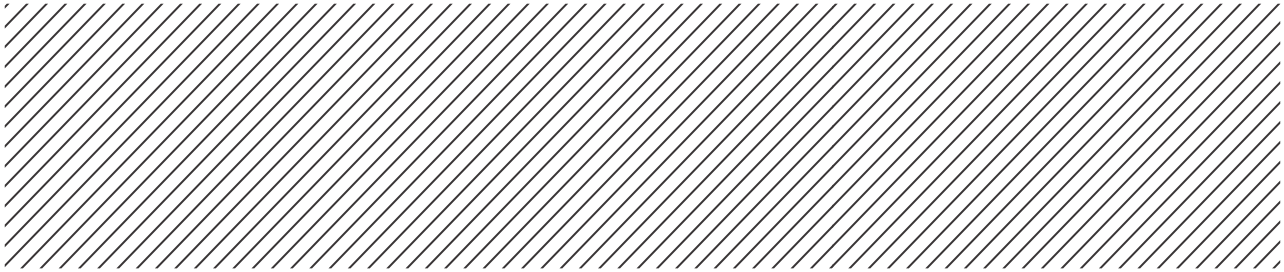
We've introduced a range of brand textures that allow us to differentiate our assets, as well as act as a border. The textures reflect the gritty industrial world our customers work in, while they way they interplay with visuals reflects the transformative power of or infrared expertise.

Guidance

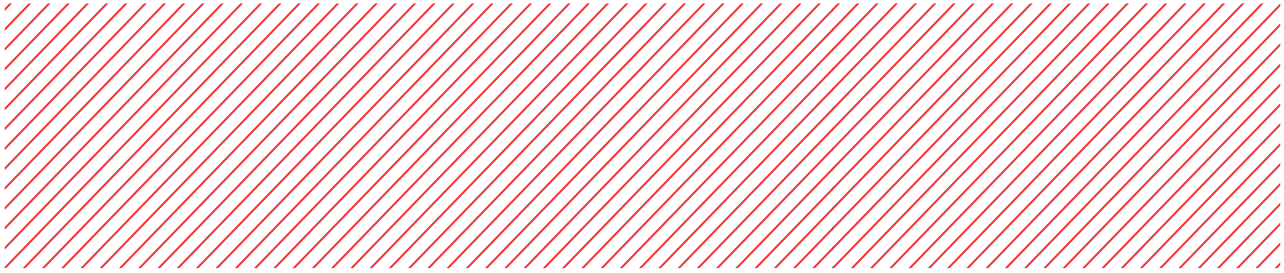
- Only use Textures in LAND Black, LAND Red and white.
- Only use Textures in LAND Black on white or LAND Light Grey backgrounds.
- Only apply Textures in LAND Red or white to images. Area size must be kept minimal.
- Only use white Textures can be placed over Gradients. These must be set at 30% opacity.
- Textures applied to a large area must fade out, steadily reducing in opacity until they are no longer visible. Use the below Photoshop template to ensure the fade angle and intensity are correct.

Click to download Texture files

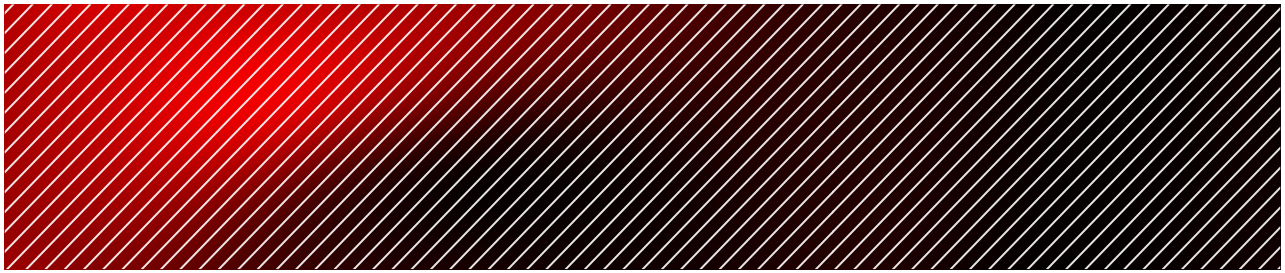
Overarching Texture Black



Overarching LAND Red



Overarching White



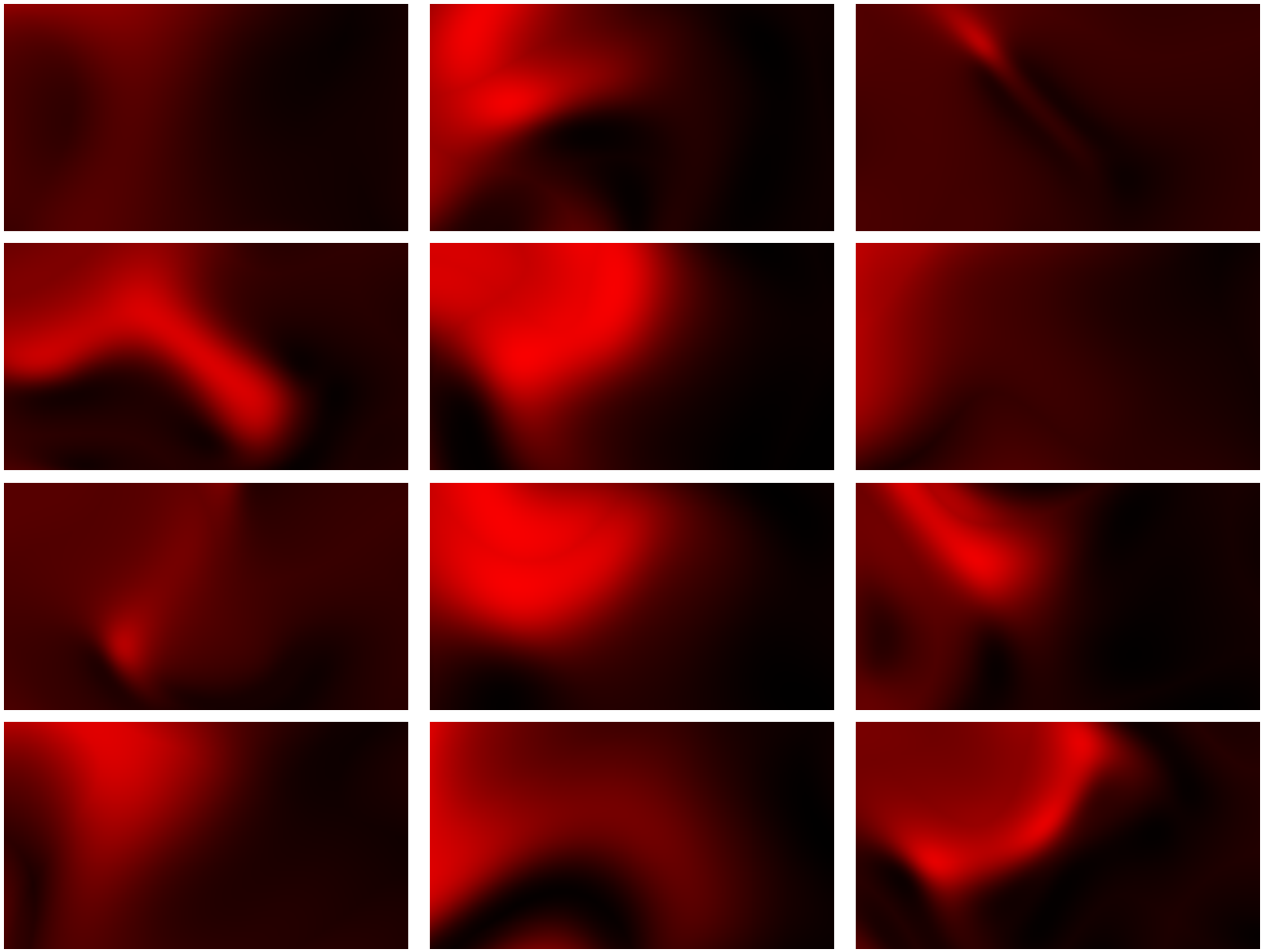
Gradients

Gradient backgrounds are a dynamic way to create a sense of fluidity, movement and variety across brand visuals.

Guidance

- Gradients must always consist of LAND Red, LAND Black and LAND Brown. Do not add or remove any other colours.
- Do not repeat the same gradient pattern in the same document.

Click to download example gradients



Gradients

Animated gradients

While gradients in print media can only suggest transformation and movement, we can bring this to life in our videos and digital assets.

Guidance

- Where possible, digital assets – including videos, social content, and web banners – should have an animated gradient background.
- Gradients must always consist of LAND Red, LAND Black and LAND Brown. Do not add or remove any other colours.

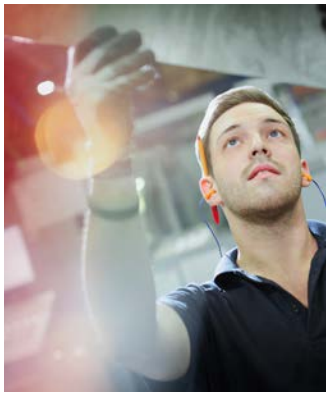
Click to view animated gradient

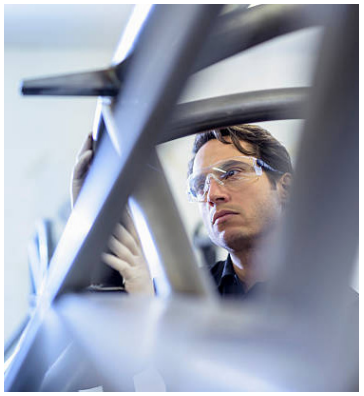
Brand imagery

We ask our customers to ‘See degrees differently’ and our core brand visuals help them understand what that means. We feature workers in a range of industries benefiting from accurate temperature measurement. They work with precision and purpose to boost production, they’re protected even in the harshest conditions, and are helping factories and plants reduce their environmental impact.

Guidance

- The primary colour needs to be red, black or grey. If this is not possible, use a muted palette.
- Imagery must focus on individual workers actively engaged in their tasks in real-world settings, appearing natural and not staged. Avoid posed shots or looking directly at the camera.
- The foreground must be out of focus to create a sense of depth and immersion, so the viewer feels like they are right alongside the worker.
- Where possible, ensure featured workers are wearing personal protective equipment (PPE).

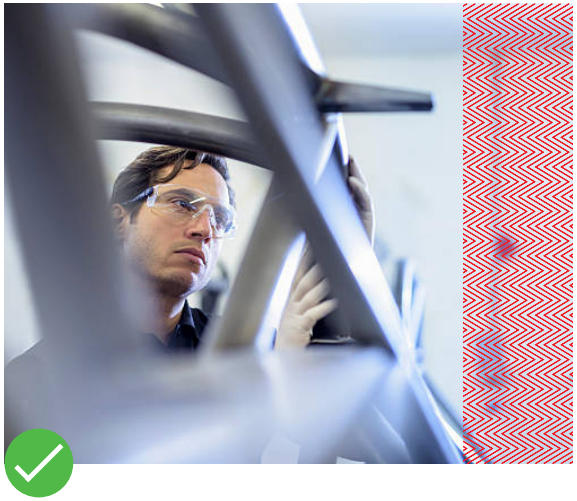




Brand imagery

Dos and Don'ts

- Gradients and Textures can be added to the brand images.
- Don't have the subject looking directly at the camera.
- Don't have imagery that uses alot of different colours.
- Don't feature overly posed or staged scenes.



Industry imagery

In communications for specific target audiences, feature visuals that showcase their industry. This can include industrial panoramas that convey a sense of scale, showing the huge impact our customers have in driving the economy and building the future. Plus, fascinating close-ups of materials, hands at work, and industrial machinery that reinforce we offer precision performance.

Guidance

- Only feature landscapes, architecture, processes, and machinery that are relevant to our target customers.
- You can feature a mix of panoramas and close-up photography on the same page.
- Never use photography of open flames or smoking stacks.
- Use black and white photography whenever possible. If you have to use colour, ensure it's a muted palette.
- Industry photography can feature people, but they should not be the focus and only partially visible.
- Never mix and match brand and industrial imagery.
- Industrial imagery can be used with product photography - but only in communications aimed at a singular target industry.

Industry imagery

Dos and Don'ts

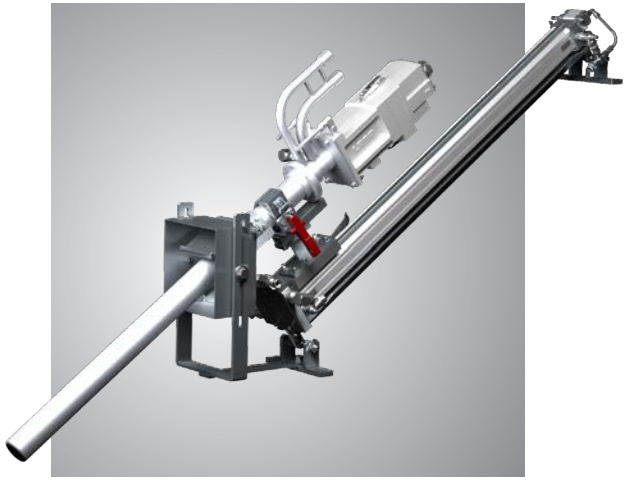
- Gradients and Textures can be added to the industrial images.
- Don't feature open flames or smoking stacks.
- Don't use images that have been digitally altered to create an unrealistic or idealized scene. For example, images with artificial sunshine effects or digitally-added greenery.
- Don't use images of workers in the foreground. The landscape, machinery or raw material must be the main focus.

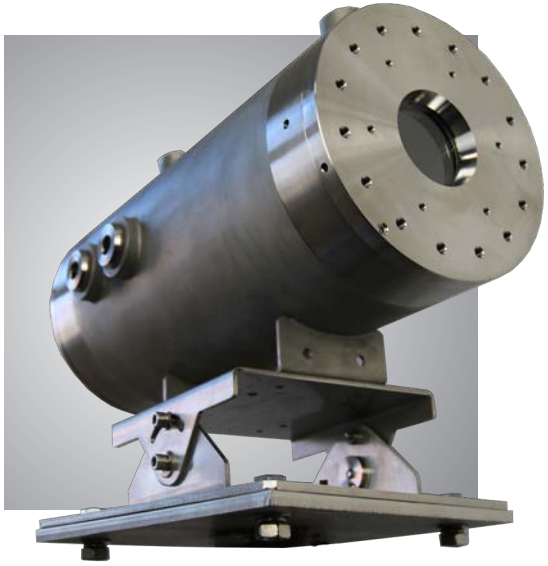
Product imagery

We want our products to speak for themselves. That's why we only feature product imagery in isolation with plain backgrounds, so that customers can clearly see what they're getting.

Guidance

- Prioritize highly detailed CAD renders for all product imagery. If they're unavailable, use high-quality photographs instead.
- Feature CAD renders on a white background for digital use, such as websites, emails and social media.
- Feature CAD renders on a grey gradient square for print collateral. The gradient go from LAND Dark Grey at the edge to LAND Light Grey.
- Always ensure the AMETEK LAND logo is visible on the product.
- Position the products at a dynamic angle and 'breaking out' of the scene to making them more visually engaging and convey our commitment to 'out-of-the-box' innovation.





Product imagery

Dos and Don'ts

- Products can be placed on white backgrounds but no other colour or texture.
- If multiple products need to be featured then seperate boxes must be used or must be placed on a white background.
- The gradient background doesnt have to be a perfect square, if space is an issue, but it is preferred.
- Don't feel constricted by the gradient box.
- Don't have multiple products within one gradient box, unless these are coupled products and are sold together as a unit.
- Don't cut off any part of the product image, if space is an issue, then an edge or corner can be hidden but important aspects must still be visible. For example, the LAND logo or lense, etc.
- If placed on a gradient box, don't change the colour, this must always go from LAND Dark Grey at the edge to LAND Light Grey.

Brand application - print

Application note

Guidance

There is a InDesign template file accompanied with notes outlining treatment rules for application note design.

Please refer to this for all guidance when creating this document.

PRINT

Brochure

Guidance

There is a InDesign template file accompanied with notes outlining treatment rules for exhibition design.

Please refer to this for all guidance when creating this collateral.

PRINT

Business card

Front Example 1

1. LAND Light Grey background
2. Overarching Texture Black down the left-hand side. Must not be wider than 6mm.
3. LAND Red strapline placed along the right-hand side, 4mm away from edge and 44mm high.
4. Name is set in Roboto Medium, black and 11pt font size. Position text is in Roboto light, LAND Dark Grey and 8pt font size.
5. The contact details set in Roboto Regular, LAND Dark Grey, font size 6pt, leading 12pt and tracking is 50. The website is the same except in LAND Red and has a tracking of 200.

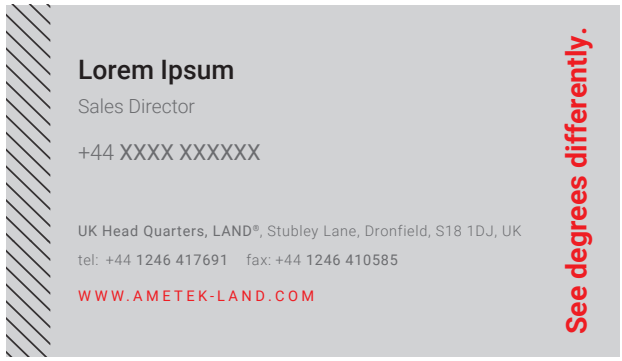
Front Example 2

6. All font sizes, leading and tracking is the same as Front Example 1 but only in white.
7. LAND Dark Grey background.

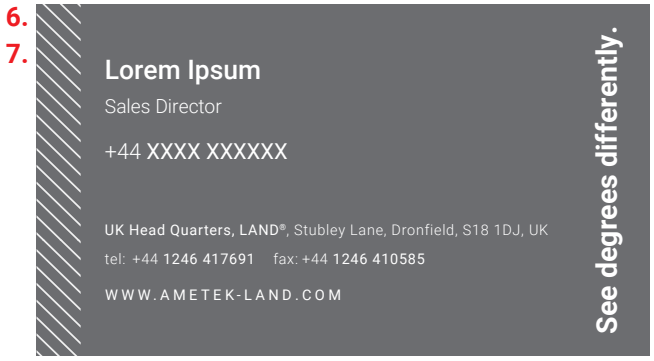
Back

8. Standard Logo Negative, centred and 50mm wide.
9. Gradient Background.

Front Example 1



Front Example 2



Back

PRINT

Exhibition stand 1 (three-sided)

Guidance

There is a InDesign template file accompanied with notes outlining treatment rules for exhibition design.

Please refer to this for all guidance when creating this collateral.

PRINT

Exhibition stand 2 (three-sided)

Guidance

There is a InDesign template file accompanied with notes outlining treatment rules for exhibition design.

Please refer to this for all guidance when creating this collateral.

PRINT

Exhibition stand 1 (single-sided)

Guidance

There is a InDesign template file accompanied with notes outlining treatment rules for exhibition design.

Please refer to this for all guidance when creating this collateral.

PRINT

Exhibition stand 2 (single-sided)

Guidance

There is a InDesign template file accompanied with notes outlining treatment rules for exhibition design.

Please refer to this for all guidance when creating this collateral.

PRINT

Exhibition stand 3 (single-sided)

Guidance

There is a InDesign template file accompanied with notes outlining treatment rules for exhibition design.

Please refer to this for all guidance when creating this collateral.

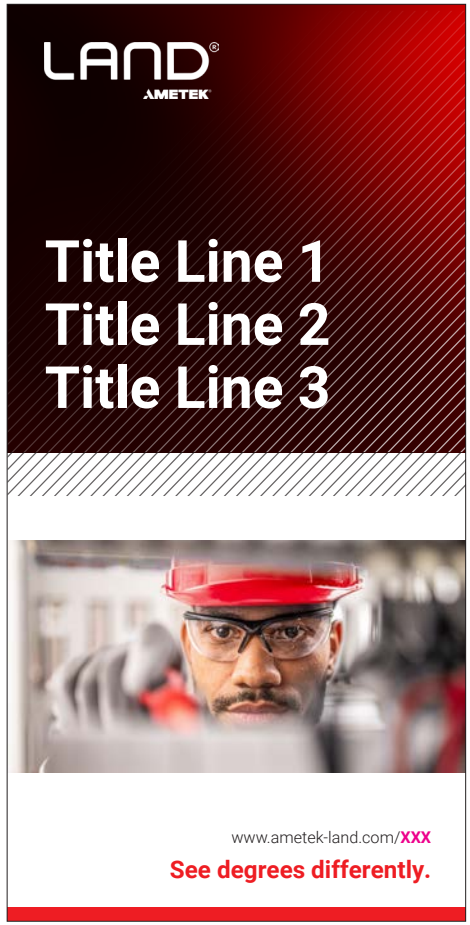
PRINT

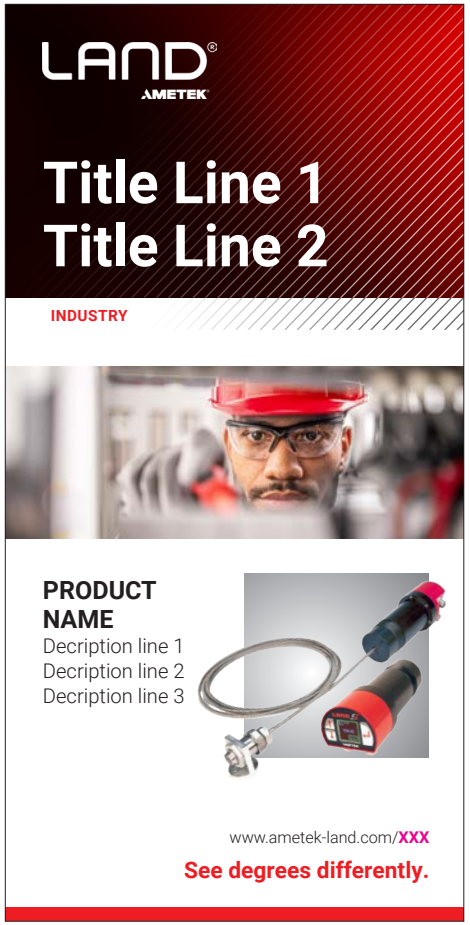
Exhibition stand (posters)

Guidance

There is a InDesign template file accompanied with notes outlining treatment rules for exhibition design.

Please refer to this for all guidance when creating this collateral.



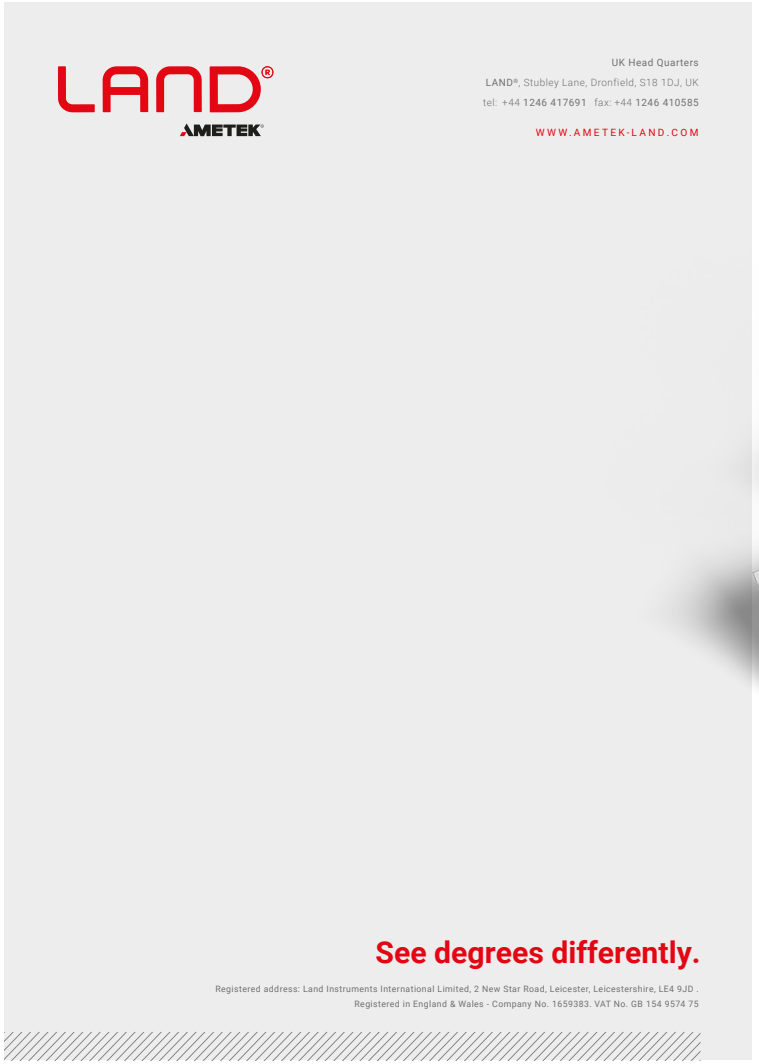


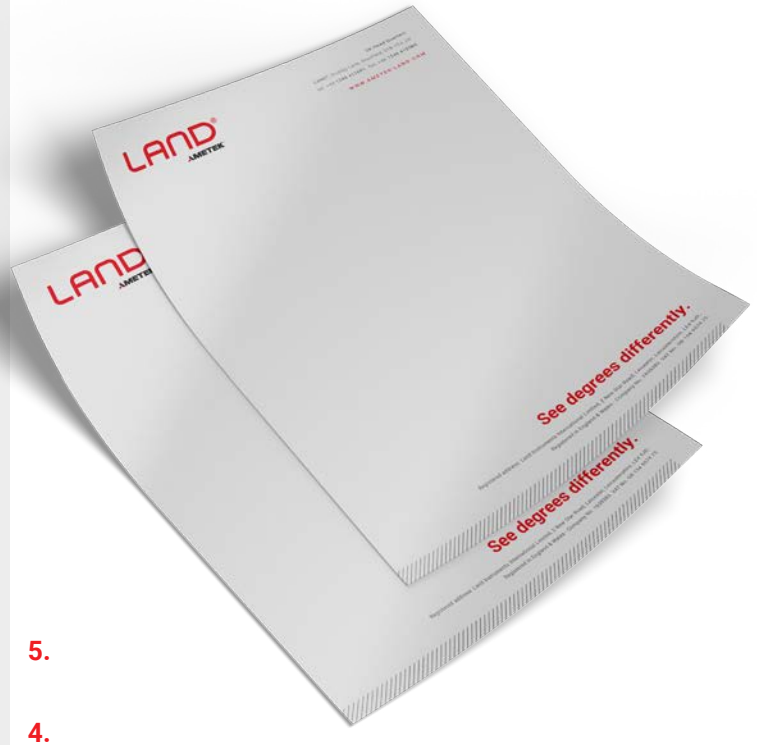
PRINT

Letterhead

1. The page background is set as LAND Light Grey.
2. The Standard Logo appears in the top-left, 15mm from either side. The logo is 62mm wide.
3. Contact information is set in LAND Dark Grey. The font is Roboto Light – size 8pt, height 16pt, tracking 50, and right-aligned. Our web address is the same, except it's in LAND Red and 200pt. Both are aligned 15mm from top and right-hand edges.
4. The footer features a Overarching Texture Black. This is 8mm high and 65% of the original image. It stops 15mm the right-hand edge.
5. Our tagline and legal disclaimer are set in-line with the texture at 15mm from the right-hand edge. The tagline is in LAND Red, Roboto Bold, and 24pt. Legals should be LAND Dark Grey, Roboto Regular, and 7pt.

Click to download the letterhead template file





PRINT

Specification sheet

Guidance

There is a InDesign template file accompanied with notes outlining treatment rules for spec sheet design.

Please refer to this for all guidance when creating this document.

PRINT

Brand application - digital

PowerPoint presentation

Guidence

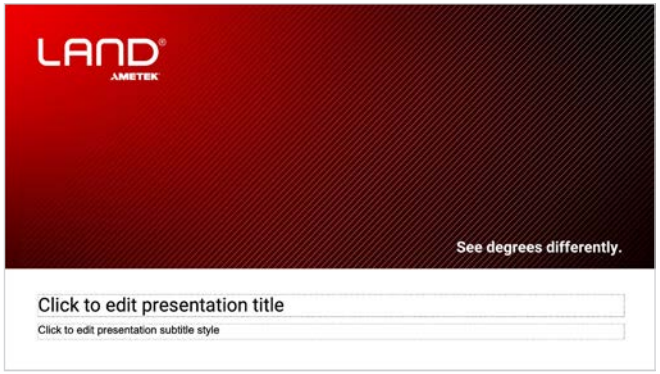
There is a PowerPoint template file.

Please refer to this for all guidance when creating any presentation.

The Title Slide also comes as an animated version. This is up to the decretion of the presenter. But we recommend against using the animated version if the presentation needs to be sent via email as this massively increases the file size and may cause errors when sending.

Please note: there are Industry Section Slides and Slide Example 1 templates for each target industry.

Title Slide



End Slide

Slide Example 1

Click to download
PowerPoint template file

DIGITAL

Social media assets

Example 1

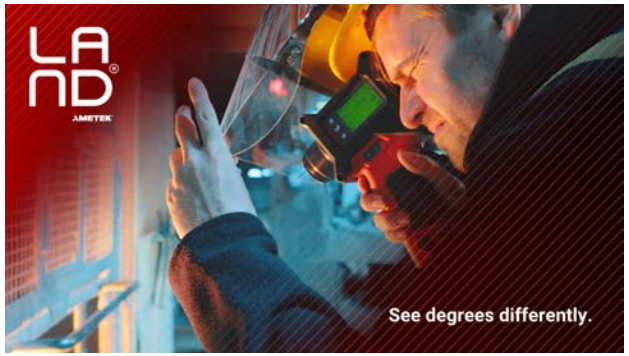
1. The Stacked Logo Negative is placed in the top-left of the post. Big enough to see the 'AMETEK' but not too big that it overlaps the image.
2. Red Gradient that starts in the top-left goes to 0% opacity to reveal the image then comes back in the bottom-right corner.
3. The Overarching Texture placed in the bottom-right hand corner at 60% opacity then fades to 0% to reveal the image.
4. The strapline placed in the bottom-right corner, large enough to see clearly. **This to only be added to the 1144px x 800px version.**

Example 2

5. A Stacked Logo Negative placed in the top-left of the post. Big enough to see the 'AMETEK' but not too big that it overlaps the image.
6. Red Texture applied to the right-hand side of the image. This must be no larger than 25% of post.

Image-led social assets

Example 1 - 1144px x 644px



1. 2. 3. 4.

Example 1 - 800px x 800px

1. 2. 3. 4.

Example 2 - 1144px x 644px

5. 6.

Example 2 - 800px x 800px

5. 6.

DIGITAL

Social media assets

These types of social post are perfect for announcements such as events and new blogs. The example to the right is of a new blog post.

Example 1

1. The Stacked Logo Negative is placed in the bottom left of the post. Big enough to see the 'AMETEK'.
2. Use a gradient background (see page 25 for more details).
3. The Overarching Texture placed in the bottom right hand corner at 60% opacity then fades to 0%, filling no more than a third of the social post.
4. The type of announcement in Roboto Bold, all capitals, LAND Red and 30pt.
5. Title in Roboto Bold, White and 60pt. **This must not be more than three lines long.**
6. Any other information (such as the author's name, in this example) is set in Roboto Light, White and 50pt.

Text-led social assets

Example 1 - 1144px x 644px

Example 1 - 800px x 800px

Social media assets

These types of social post are used when promoting a product. This is not just the physical products that we sell, this can also include brochures, app notes and other print collateral.

Example 1

1. The Stacked Logo Negative is placed in the bottom left of the post. Big enough to see the 'AMETEK'.
2. A Gradient background is used at the bottom third of the post.
3. A Overarching Texture Black placed above the gradient, this is only 15px high.
4. The industry text in Roboto Bold, all capitals, LAND Red and 30pt.
5. Product name in Roboto Bold, LAND Black and 80pt. This can be set smaller if product name has too many characters.
6. Information text is set in Roboto Light, LAND Black and 50pt.
7. Background is either the LAND Light Grey or a gradient (see page 25 for more details).
8. Product image to fill the remaining space of social post.

Product-focused social assets

Example 1 - 1144px x 644px

Example 1 - 800px x 800px

Example 2 - 1144px x 644px - Helvetica font

Example 1 - 800px x 800px - Helvetica font

Video

Guidance

The animated logo bumper must bookend every video, appearing at both the beginning and the end.

The only exception is social media videos, where either original content or edits of existing videos should only feature the bumper at the end of the film.

Click to view the animated bumper

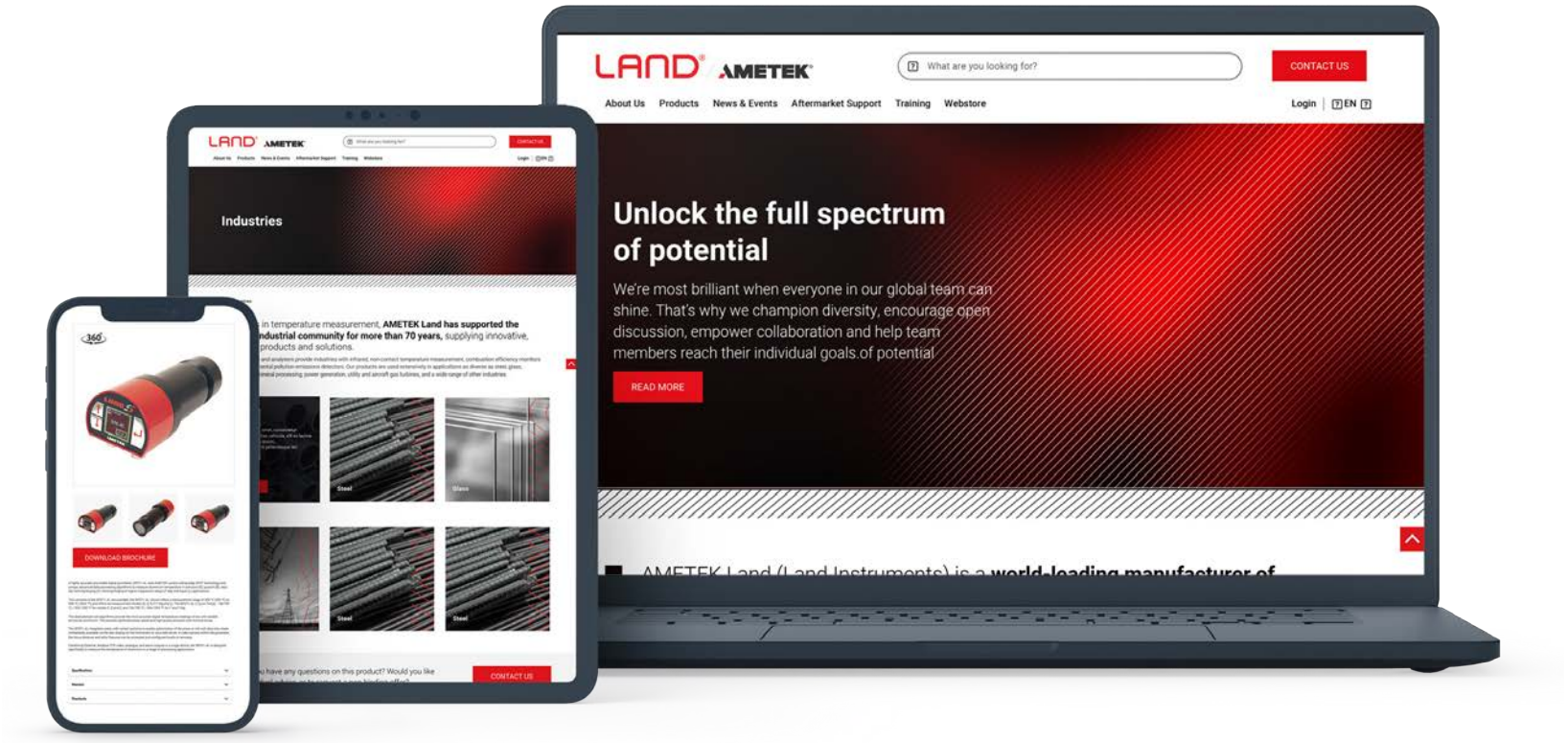
DIGITAL

Website

Guidance

We're in the process of rolling out a rebranded look for the website.

You will be able to use this to see how pages are constructed, as well as how the rules are applied to different page layouts.



Visit ametek-land.com

DIGITAL

Do you have a branding question? Ask the marketing team:

land.enquiry@ametek.com