



Brand Guidelines.

*"Your brand is a story unfolding across all customer touch points." -
Jonah Sachs*



Committed To Quality. Committed To You.



MISSION STATEMENT

At MachineStation our mission is to be a trustworthy partner that provides pre-owned machines to the manufacturing industry at competitive prices while maintaining a service-based reputation.

VISION STATEMENT

MachineStation: Leading seller of pre-owned CNC machines.

SLOGAN

WE BUY, SELL, & TRADE USED MACHINES



Welcome...

ABOUT OUR GUIDELINES

As the marketing director of MachineStation, I would like to introduce you to our company brand guidelines. I cannot overemphasize the importance of following these established brand guidelines. Our brand guidelines serve as a blueprint for how our company should be visually presented to the world. They provide specific guidelines for our logo, colors, typography, imagery, tone, and other visual elements that represent our brand. By adhering to these guidelines, we can ensure that our brand is consistently and accurately represented across all channels, from social media to print materials.

This consistency helps to establish brand recognition, build trust and loyalty with our customers, and create a strong brand image that sets us apart from our competitors. Additionally, brand guidelines can save time and resources by streamlining the design process and eliminating the need for constant decision-making. Therefore, as the marketing director of our company, I urge everyone to follow our brand guidelines, as they are a crucial component of our brand identity and success.

Mike Jennings

Marketing Director

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01

01_LOGO VERSIONS

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DESCRIPTION

Logo usage is a critical component of our brand identity, and as the marketing director of MachineStation, I want to emphasize the importance of following our logo usage guidelines. Our logo is the face of our brand, and it represents our values, personality, and the quality of our products and services. Therefore, it is essential that our logo is used correctly and consistently across all channels, including digital and print media.

Our logo usage guidelines specify the acceptable colors, sizes, and placement of our logo in various contexts. They also provide instructions for how our logo should not be used, such as altering its color, stretching, or distorting its shape. These guidelines are put in place to ensure that our logo is always presented in a way that accurately represents our brand and maintains its integrity.

Inaccurate or inconsistent usage of our logo can harm our brand's recognition, and it can make our company appear unprofessional and inconsistent. Therefore, I urge everyone in our company to familiarize themselves with our logo usage guidelines and to follow them diligently to ensure that our brand's identity is preserved and presented accurately and consistently.

The Logo.

01_ LOGO VERSIONS

We have two orientations of our logo we use regularly. A square that has the type MACHINESTATION below the M and then a horizontal logo that has the M on the left hand side and the word MACHINESTATION next to it on the right. These are the only two orientations to be used. The applications are straightforward being based on spatial con-

strictions. We have several color variations that are also suitable to use depending on the consideration. The choices are White, Black, Solid Blue, with the exact color codes being discussed later on in this guide. We also can use the M without the text MACHINESTATION in situations that require a monogram.

1.



2.



Most of the logo usage situations will be straightforward, however please turn to this guide to be certain you are using the correct variation of logo for the correct situation.

3.



As listed on this page, the logos are named as such:

1. Full Square Logo
2. Name Only - No Monogram
3. Full Monogram (color variations available)
4. Horizontal Logo

4.



02_ LOGO USAGE

When the situation allows, use the **Full Square Logo (FSL)** as the main logo as it has historically been used to identify our brand. The use of the Full Square Logo is preferred in most situations, but not limited to, the following; Marketing Materials, Promotional Items, As Profile Image For Social Accounts. The **Full Horizontal Web Logo** should be used in

all Web-based situations, but is not limited to; On All Websites, Email Marketing Headers, in situations where the **FSL** is not aesthetically pleasing. **Monograms** should be used with restraint as they do not identify our name and should be used inconjunction with other logos or on social media branding.



BLACK MONOGRAM

The black Monogram is used VERY RARELY as a design element and is typically faded to 15% when in use, as on the example of this cover. Any other use of this monogram would require approval.



WHITE MONOGRAM

The white Monogram is typically used for social media cards, footers, places where the blue Monogram would blend into the background color or if the colors are too similar to form a clear distinction.



BLUE MONOGRAM

The blue Monogram is the preferred monogram as it is the same color as the logo. It is used when the Full Color Monogram is unable to be used properly, as in color conflicts, such as on black or dark colors.

03_ LOGO WATERMARK

Using a watermark is a common technique to protect products from forgery. A watermark is a translucent image or text that is embedded on the product image. The watermark can be visible or invisible, and it can include a company logo, a specific pattern, or a unique identifier. When a product is counterfeited, the absence of the watermark or a poorly replicated one can easily expose the forgery. Moreover, watermarks can be difficult to reproduce without the necessary equipment and expertise, making it a cost-effective solution to protect products from fraud. Overall, adding a watermark to products is an effective way to deter potential counterfeiters and protect a brand's reputation.

All main product images must have the Watermark present in the same location. There are a few use variations and specifics to keep in mind, these are as follows:

1. Do not unlock the watermark layer
2. The default transparency is 35%

The transparency can be adjusted in the following cases, but not limited to:

1. Too dark of background
2. Matching background obscures watermark
3. Visibility of watermark is compromised



Product Image Template
Example with Watermark

04_ LOGO SAFE ZONE

A safe zone is an essential element of any brand book. It establishes a clear margin that should be respected when designing and displaying the logo, regardless of how it's being used. This ensures that the logo remains recognizable, consistent, and legible across all digital and physical platforms. The size of the safe zone will depend on the nature and size of the logo, our safe zone is represented by the circles in the example. This will ensure that any text or other design elements do not interfere with the visibility and integrity of our brand identity. Using a safe zone also helps to maintain a consistent look and feel for all applications, ensuring your branding remains professional and recognizable.

Ensuring the logo is surrounded by an appropriate safe zone is an essential part of every successful branding strategy. By protecting the integrity and visibility of our logo, we can help create strong recognition for our brand that drives loyalty and trust in customers. This also guarantees consistency between digital and physical uses, so whichever platform our logo appears on, it always looks the same.



Logo Safe Zone Example

05_ LOGO SOCIAL USAGE

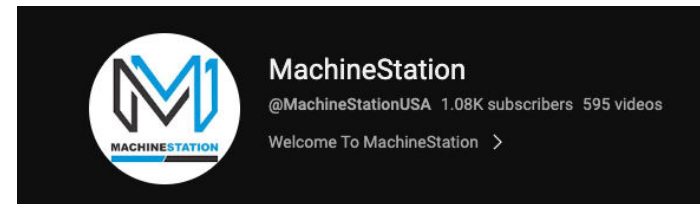
It is important to not obscure the logo when using it for profile pictures on social platforms because the logo serves as a key visual element of our brand identity. By keeping the logo visible and unobstructed, you ensure that our brand is easily recognizable and distinguishable from others. This helps to create consistency and professionalism across all



SOCIAL CARDS & POSTS

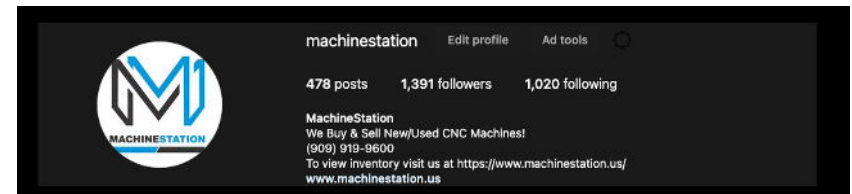
As shown above, all social media posts and cards should have the Monogram displayed prominently at the top center and the complete website address at the bottom.

social media platforms and builds trust and loyalty with our audience. Obscuring the logo in profile pictures can also create confusion and diminish the impact of our branding efforts. Therefore, it is crucial to prioritize the visibility and clarity of our logo on social media profiles to enhance the overall effectiveness of your branding strategy.



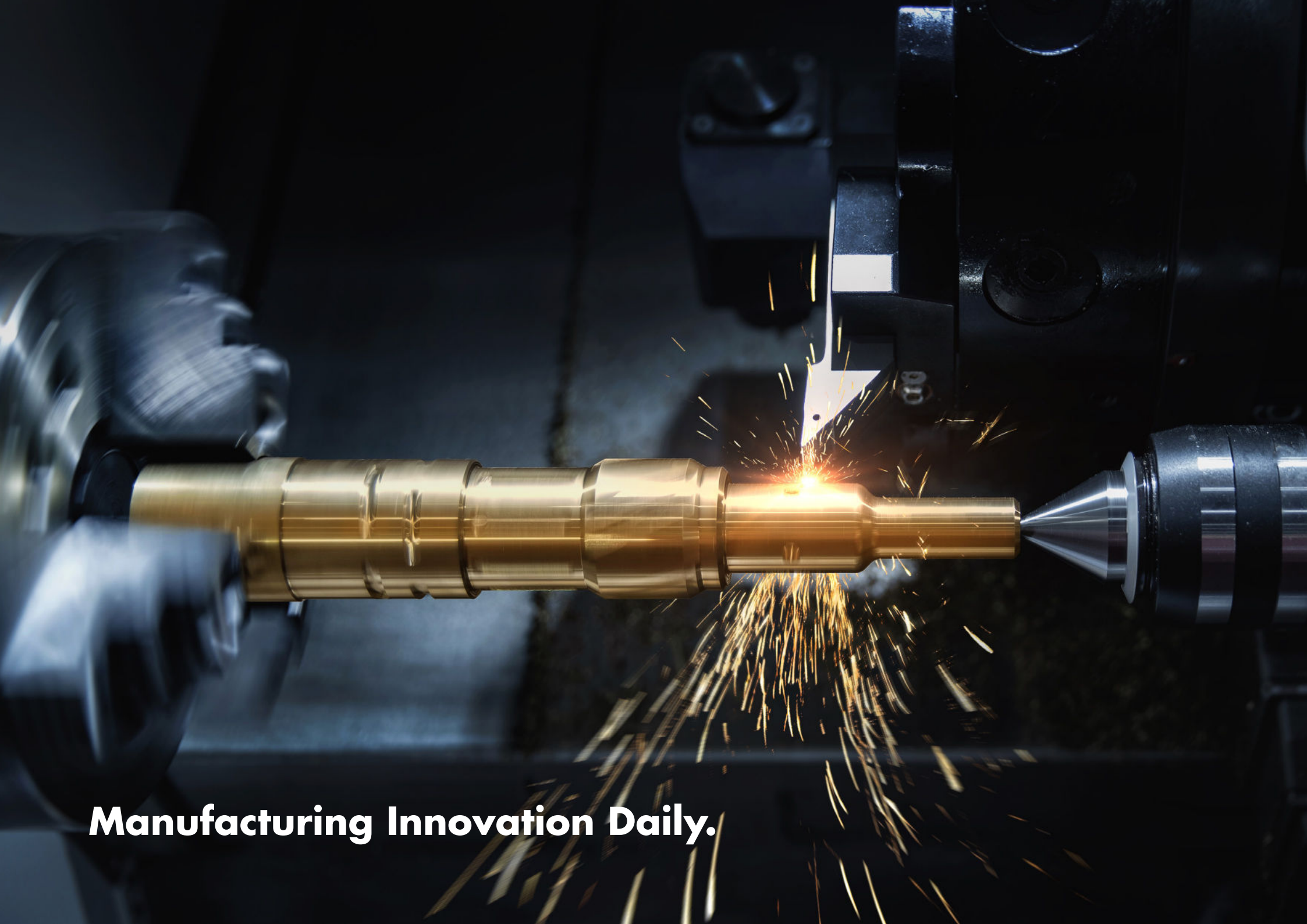
YOUTUBE

This is a perfect use of the logo in available space. The edge of the bottom line barely touches the rim of the circle and the logo itself is maximized.



INSTAGRAM

This is the maximum allowable enlargement of the logo within a circle. As you can see the bottom line is already starting to obscure, however that is the only element affected.



Manufacturing Innovation Daily.

02

01_COLOR PALETTE

02_COLOR BREAKOUTS

DESCRIPTION

Color plays a critical role in creating a strong brand identity that resonates with your audience. It can evoke emotions, convey meaning, and differentiate your brand from competitors. Therefore, it is essential to carefully consider the colors that represent your brand and use them consistently across all marketing materials.

When choosing colors for your brand, it is important to consider the psychology of color and how different colors can impact people's emotions and perceptions. For example, blue is often associated with trust, while red can evoke feelings of excitement and passion. By understanding the meanings behind different colors, you can strategically select colors that align with your brand's values and personality.

Consistency in color usage is also critical in brand development. By using the same colors across all marketing materials, including your website, social media, and advertising, you create a cohesive and memorable brand identity that is easily recognizable by your audience. Inconsistency in color usage can dilute your brand's impact and create confusion among your audience.

The Color.

BLUE

CMYK: C=78 M=24 Y=0 K=0

RGB: R=0 G=153 B=204

HEX: # 0099CC

MUTED BLUE

CMYK :C=71 M=34 Y=26 K=1

RGB: R=80 G=141 B=166

Hex: #508DA6

LITE BLUE

CMYK: C=40 M=1 Y=2 K=0

RGB: R=141 G=213 B=242

HEX: #94E1FF

DARK SEA FOAM

CMYK: C=97 M=65 Y=44 K=29

RGB: R=0 G=71 B=94

HEX: 00475E

CHARCOAL

CMYK: C=67 M=62 Y=59 K=48

RGB: R=64 G=62 B=63

HEX: #403E3F

BLACK

CMYK: C=0 M=0 Y=0 K=100

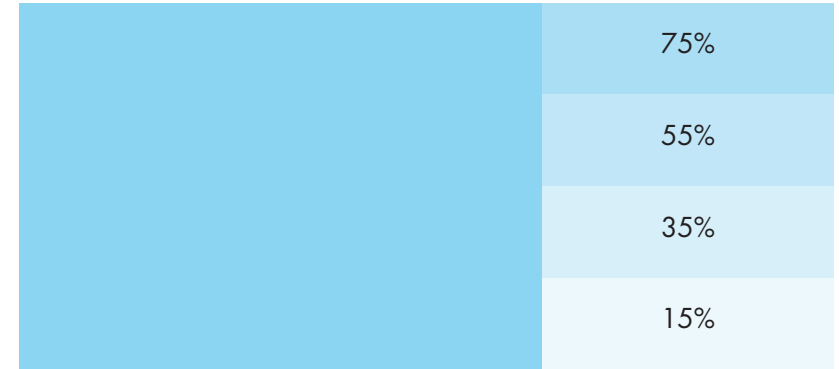
RGB: R=0 G=0 B=0

HEX: #000000

01_ COLOR PALETTE

The color palette serves as a foundation for creating a cohesive and memorable visual identity for a brand. A typical color palette consists of a primary color, secondary colors, and accent colors. The primary color is usually the main color that represents the brand and is used in the logo, website, and other marketing materials. The secondary

colors are complementary colors that work well with the primary color and can be used in supporting graphics, backgrounds, or other design elements. The accent colors are usually brighter or more vibrant colors that are used sparingly to add visual interest and highlight important elements. Examples of such are above.



02_ COLOR BREAKOUTS

The decision to use a gradient or subdued color depends on the design goals and the intended effect you want to achieve. Here are some general guidelines:

Gradient Colors:

Gradient colors can add depth, dimensionality, and energy to a design. They are best used when you want to create a sense of movement, dynamism, or excitement. Gradient colors can also help to create a focal point or draw attention to a particular element in the design. Use gradient colors when you want to create a bold and attention-grabbing design.

Subdued Colors:

Subdued colors, on the other hand, are more muted and restrained. They are best used when you want to create a sense of calm, elegance, or sophistication. Subdued colors can also help to create a harmonious and cohesive design. Use subdued colors when you want to create a more subtle and understated design.

Ultimately, the choice between gradient or subdued colors depends on the specific design goals and the message you want to convey. You should consider the context, audience, and purpose of the design, as well as the emotions and associations that different colors can evoke.



03

01_PRIMARY FONT

02_TEXT HIRARCHY

DESCRIPTION

Typography is a critical aspect of brand development, as it can shape the perception and recognition of a brand. Typography refers to the art and technique of arranging type to make written language legible, readable, and appealing when displayed. It involves the choice of font, font size, font style, spacing, and color, among other factors. A well-designed typography system can enhance the brand's visual identity, create a memorable impression, and convey a brand's personality and values.

Primary fonts are the main fonts used in a brand's visual identity. They are typically chosen for their legibility, versatility, and suitability for the brand's personality and tone. Primary fonts should be consistent across all brand touchpoints, such as the logo, website, packaging, and marketing materials.

Text hierarchy refers to the arrangement of text elements in a design to create a visual hierarchy that guides the viewer's attention and emphasizes the most important information. Text hierarchy can be achieved through the use of font size, font weight, font color, and spacing. The most important information should be given the most visual weight and placed in a prominent position, such as at the top of a page or in a larger font size. Secondary information should be given less weight and placed in a smaller font size or in a different color.

Typography plays a critical role in brand development, and primary fonts and text hierarchy are important elements in creating a cohesive and effective visual identity. By choosing the right fonts and arranging text elements in a way that emphasizes the most important information, brands can create a memorable and impactful visual identity that communicates their values and personality to their target audience.

Typography.

01_ PRIMARY FONTS

Adhering to the primary font is essential in developing brand design as it helps to establish consistency and build brand recognition. Once the primary font is chosen, it should be consistently used across all brand touchpoints, such as the logo, website, packaging, and marketing materials. This ensures that the brand's visual identity is easily recognizable and consistent, which is critical in building trust and

loyalty among its target audience. Inconsistent use of the primary font can create confusion and dilute the brand's messaging, making it difficult for consumers to identify and connect with the brand. By adhering to the primary font, a brand can create a cohesive and recognizable visual identity that strengthens its brand recognition and differentiates it from competitors. Our primary font and variations are shown below.

Information

Name & Use	Arial Black is used for the spelling of MACHINESTATION in the logo
Weights	Use Regular as Black is already bold
Cases	Upper & lowercase or ALL CAPS depending on use
Colors	Perferred: MACHINESTATION Alt: MACHINESTATION
RESTRICTED USE	No restricted use

Information

Name & Use	Jost is the main font used on the website. Headers (H1-H6) are as follows:
Weights	Use Normal 400 in all cases
Cases	Upper & lowercase or ALL CAPS depending on use
Colors	Perferred: All Black #000 Alt: Spider #040200
RESTRICTED USE	Websafe family - Trebuchet MS, Helvetica, Sans-sarif Alt - Poppins



Information

Name & Use Jost is the main font used on the website.
Body Copy are as follows:

Weights 16px

Cases Upper & lowercase or ALL CAPS
depending on use

Colors Perferred: **All Black #000**

Alt: **Spider #040200**

RESTRICTED USE Websafe family - Trebuchet MS,
Helvetica, Sans-sarif
Alt - Poppins

Information

Name & Use ITC Avant Garde Gothis Pro is used for
business card names

Weights Medium

Cases Upper & lowercase

Colors Perferred: **All Black**

Alt: **Full Color depending on use**

RESTRICTED USE No restricted use



Information

Name & Use Arboria is used for Title, location, phone number, code on business card.

Weights Book

Cases Upper & lowercase or ALL CAPS depending on use

Colors Perferred: **All Black**
Alt: **Full Color depending on use**

RESTRICTED USE No restricted use

Information

Name & Use Myriad Pro is used on business cards and the brochure - default font

Weights Regular, Bold, Semi-bold, in regular and condensed

Cases Upper & lowercase

Colors Perferred: **All Black**
Alt: **Full Color depending on use**

RESTRICTED USE No restricted use

02_TEXT HIRARCHY

Text hierarchy is important for several reasons. Firstly, it helps to establish brand identity by creating a consistent look and feel across all communication channels. This consistency is essential for creating a strong and recognizable brand image that people can associate with your products or services.

Secondly, text hierarchy can help to guide the audience's attention to the most important information, which can be particularly important in advertising and marketing materials. By using larger fonts, bold text, or different colors, you can draw attention to specific messages or calls-to-action, making it more likely that the audience will engage with your brand.

Finally, text hierarchy can also contribute to the overall readability and usability of your brand's communication materials. By organizing text in a clear and logical way, you can make it easier for your audience to navigate your website, read your brochures, or understand your product descriptions.

Heading Text Poppins Bold 60

Example

Heading Text Poppins SemiBold 50

Example

Heading Text Poppins Medium 36

Example

Sub Heading Text Poppins Medium 15

Example

Body Text Poppins Medium 10

Example

04

01_INSTAGRAM POSTS

02_FACEBOOK/LINKEDIN POSTS

03_IMAGE SIZE GUIDELINES

DESCRIPTION

In today's world, where digital presence has become a crucial part of every business, the importance of brand identity on social media platforms cannot be overemphasized. Social media has become the ultimate platform for marketers to reach their target audience, and a strong brand identity is the foundation of any successful social media campaign. A well-crafted brand identity helps to establish a consistent and recognizable tone, voice, and visual elements across all social media platforms, which creates a lasting impression on the audience. It also helps to differentiate a brand from its competitors, increasing brand loyalty and trust. A strong brand identity on social media platforms not only helps businesses to reach out to their target audience but also allows them to establish their expertise, build their reputation, and ultimately drive sales.

Moreover, a well-established brand identity on social media platforms can also help in leveraging user-generated content and building brand advocacy. By creating a consistent brand image and a strong social media presence, customers are more likely to share their experiences and engage with the brand. This, in turn, generates more user-generated content, which can be shared on social media to further amplify the brand's message. This creates a snowball effect, whereby more people become aware of the brand and its message, leading to increased engagement, conversions, and profits. In today's competitive digital landscape, a strong brand identity on social media platforms is not a luxury, but a necessity for businesses of all sizes, to stay ahead of the competition, and reach out to their target audience.

Social Presence.

01_INSTAGRAM POSTS

Crafting a social media post that represents a brand's interests requires careful consideration of various elements. Consider the following:

Add the location tag. This option actually increases the chances of your post being discovered by people outside our following. Make it as specific as possible.

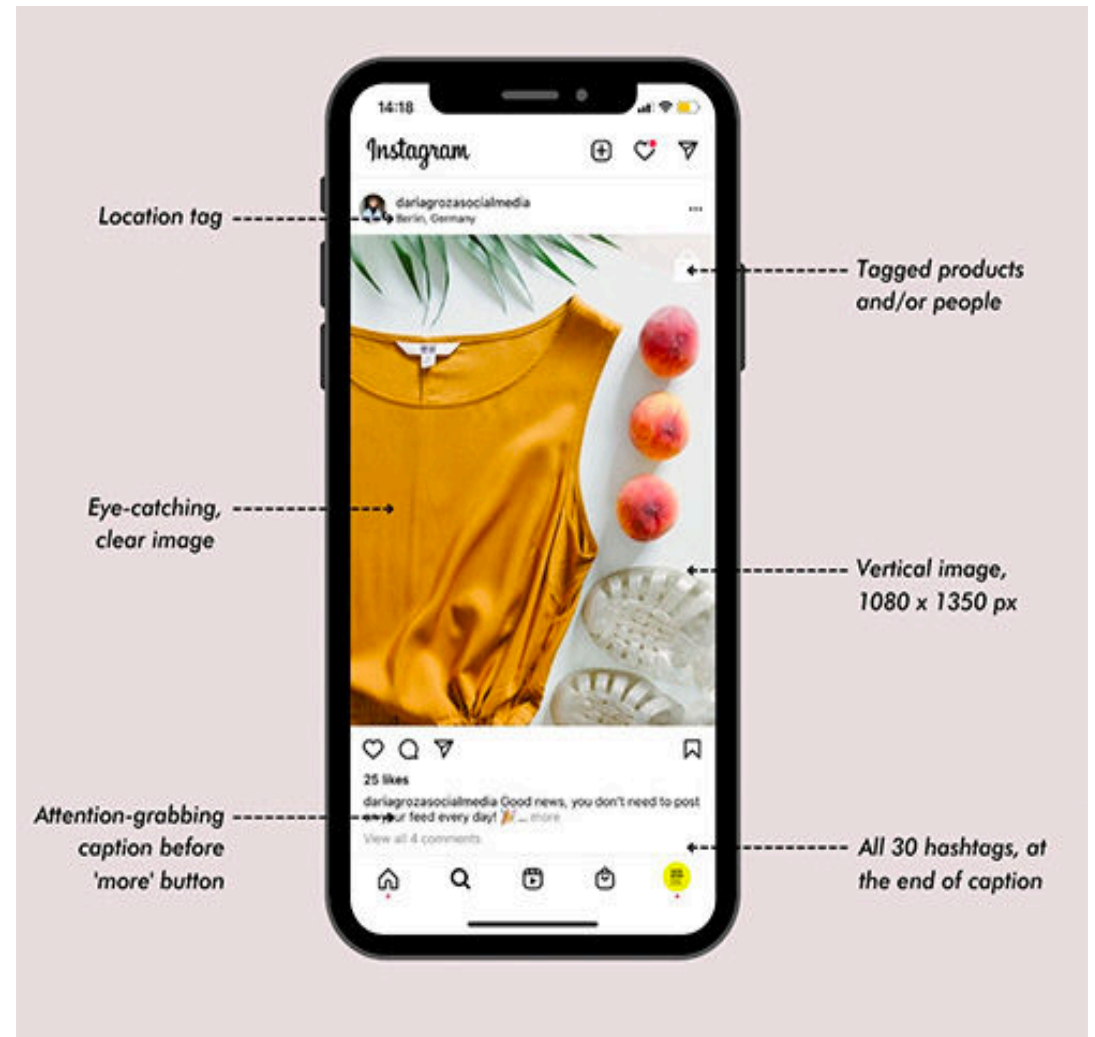
Tag products and/or people. We sell products, tag them in your posts, so people can shop our store. Tag people or brands as needed, and be sure to check you've got the handle right before publishing.

Use an eye-catching, clear image. Choose from either stock images or actual product images depending on the situation and use. Make sure they are high quality and resolution.

Use a vertical image, 1080 x 1350 px. While you can technically use square, vertical or horizontal images on Instagram, a 4:3 ratio is ideal.

Write an attention-grabbing caption before the 'more' button. Instagram cuts the caption after the first two rows, the goal is to make sure people tap the 'more' button. This is the place for a hook.

Use all 30 hashtags, or close to it. Instagram allows a maximum of 30 hashtags on each post, so take advantage and use them all when possible.



02_ FACEBOOK/LINKEDIN POSTS

Make sure your post has a clear objective. What do you want your post to accomplish? Pick one clear goal or message, and stick with it. Are you raising money for a certain cause?

Use great visuals. Studies have shown that posts with a photo or video attached get markedly more engagement than text-only posts. Try uploading media with your post whenever you can.

Keep it short. Make sure your copy is short and to the point. Users tend to shy away from too much copy, so state your objective right away and try to get your point across in as few words as possible.

Ask your users to engage. The more your users engage with your post, the more visibility it gains through their networks. You can ask for engagement a number of ways, by sharing, completing polls, be creative!

Provide a clear call to action. This is important. Make sure your Facebook post presents a clear call to action to your users, whether it's asking them to donate, read your blog, or share your post. Be sure to include a link to direct your users where you want them to go

3 Short, concise copy

4 Encourage engagement

1 Clearly state your goal





5 Call to action

2 Eye-catching visual

6 Boost post for more visibility

03_ IMAGE SIZE GUIDELINES

Social Media Image Sizes 2023

				
Profile photo	320 x 320	170 x 170	400 x 400	400 x 400
Landscape	1080 x 566	1200 x 630	1024 x 512	1200 x 627
Portrait	1080 x 1350	630 x 1200	N/A	627 x 1200
Square	1080 x 1080	1200 x 1200	N/A	N/A
Stories	1080 x 1920	1080 x 1920	N/A	N/A
Cover photo	N/A	851 x 315	1500 x 500	1128 x 191

Hootsuite[®]

When it comes to branding, consistency is key. Your audience should be able to recognize your content no matter where they see it. That's why it's essential that you stay on top of the ever-changing social media image sizes. Having different sizes for each platform can be confusing, so make sure you have up-to-date information when creating images for all of your online channels. For example, Twitter recommends a profile photo size of 400x400 pixels, while Instagram prefers an 800x800 image for profile pictures and 1080 x 1080 pixels for posts. Try and update this example yearly to keep with changing trends.

Quality Is A Reflection Of You.



05

01_PRODUCT CATEGORIES

02_PRODUCT PAGES

03_BROCHURE

04_IMAGE EXAMPLES

DESCRIPTION

Following the brand style in regard to our web design is crucial for our continual success. As you have experienced, our brand style is a set of guidelines that outlines how we should visually represent ourselves to various target audiences. Our style guide includes elements such as color schemes, typography, imagery, and overall design aesthetic. Following the brand style in our web design helps to create a strong and memorable brand identity, which is essential in today's crowded marketplace.

Consistency in brand style builds familiarity and trust with customers, which is important for building long-term relationships. It also makes a brand look more professional and established, which can increase customer confidence and loyalty. Consistency across different touch-points, including web design, creates a sense of reliability and helps customers to easily identify and engage with a brand.

A strong brand identity created through a consistent brand style in web design can lead to increased brand equity, which can ultimately result in higher customer loyalty, repeat business, and a higher perceived value of products or services. By insuring we have a strong brand style, we can create a competitive advantage in our industry and obtain long-term success.

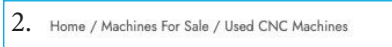
Website Design.

01_PRODUCT CATEGORIES

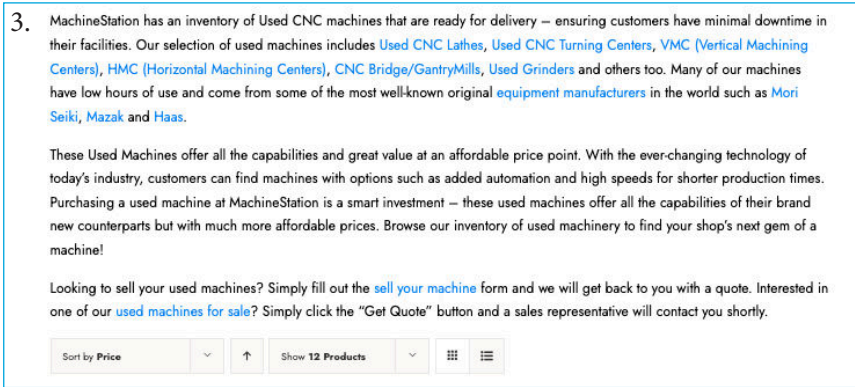
It is important to keep consistency across the multiple properties MachineStation currently has and will have in the future. This section details the various aspects that make the product category, product pages, static pages and blog sections unique. E-commerce CMS will typically have the same structure in regard to product root category ,product sub category, and the product. As the example below shows, the product category is designed to showcase the various products that are listed within the category itself. The product categories should also be reflected in the main navigation, sidebar navigation and sparingly within the footer.



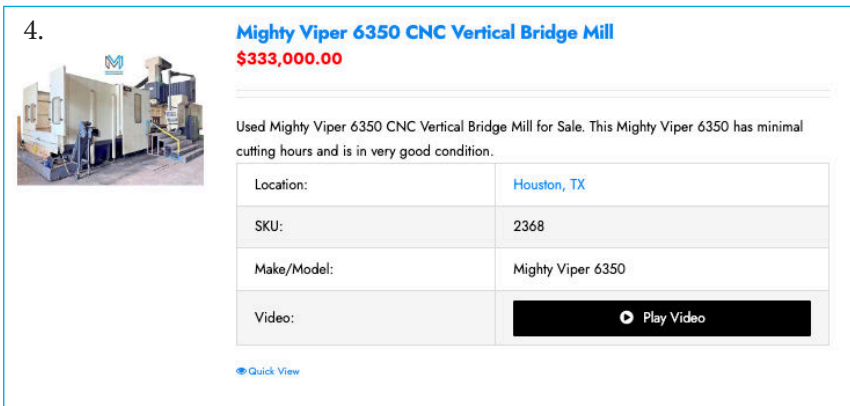
1. **Category Header** - a well-organized and structured category header is an essential element of an e-commerce website that can improve the website's performance, enhance the user experience, and increase sales. SEO optimized, no keyword stuffing, not linked.



2. **Breadcrumbs** - navigation tool that displays the user's current location and provides a trail of links back to the home page or the main category page. They typically appear near the top of the page and can be in the form of a text-based trail or a graphical representation. SEO rich, keyword rich, always naturally linked.





3. **Product Category Description** - a brief overview of a group of related products on an e-commerce website. Its use is to provide users with an understanding of the products available within that category, allowing them to quickly and easily identify products that meet their needs. A well-written category description can also help to improve search engine optimization by including relevant keywords and phrases, making it easier for search engines to understand the content on the page.



4. **Product Listings** - the category page holds the teaser of the various products listed in the category. The product teaser will pull the image, product title, price, short description and a quick view link. This are is sourced in and cannot be edited or optimized outside of what you do on the product page.

01_PRODUCT PAGES

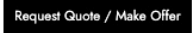



1. **Mighty Viper VMC-2100 5AB 5 Axis CNC Mill**
Arrivals, Used CNC Machines, CNC Multi Axis Machining Center / Mighty Viper VMC-2100 5AB 5 Axis CNC Mill

2. 


3. **Mighty Viper VMC-2100 5AB 5 Axis CNC Mill**
\$279,000.00 1 in stock

4. Used Mighty Viper VMC-2100 5AB 5 Axis CNC Mill for Sale. This Mighty Viper VMC-2100 5AB has minimal cutting hours and is in excellent condition.

Location:	Lake Elsinore, CA
SKU:	2382
Make:	Mighty Viper
Model:	VMC-2100 5AB
Video:	No Video

5.    

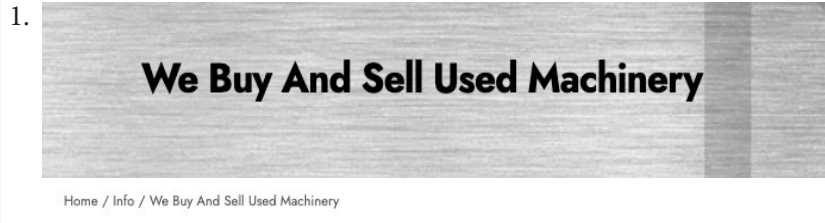
6. SKU: 2382
 Categories: [CNC Multi Axis Machining Center](#), [New Arrivals](#), [Used CNC Machines](#)
 Tag: [Mighty Viper](#)

7. **Description**

Make:	Mighty Viper
Model:	VMC-2100 5AB
Serial:	011796

- Product Header** - contains the title of the product as well as the breadcrumb trail. The product title is not hyperlinked whereas the breadcrumbs are, both are handled by the CMS, no coding required.
- Main Image/Gallery** - includes the main image 1000x1000 and the image gallery which can hold images and videos. The images intended for the image gallery should follow the policies laid out in the image guidelines, which are saved in the gdrive.
- Product Title/Price/Stock** - contains the product title, non-hyperlinked, the price, and the stock quantity. If the product is on sale the price will be presented as a strike through.
- Short Description** - contains the product name, the condition and/or cutting hours, and states it is for sale. It also contains a table the location with a link to the locations page, video link, and basic facts.
- CTA Button/Print Products** - contains the Request Quote/ Make Offer (CTA) button and can be edited for various sales and events. The print product icons are a required plugin that should be present on all in stock products.
- Meta** - contains the category links and brand tag. All of the items here are hyperlinked in various ways, and generated by the system.
- Product Description** - contains a brief summary of the machine and then a list of the various specifications. Then at the bottom of the specifications, each product should have a Chat GPT generated product description based on a selection of the specifications.

01_STATIC PAGES



2. **MachineStation: We Buy And Sell Used Machinery**

MachineStation is one of America's largest dealers of used CNC machines. We buy and sell used machinery of all types. With a sprawling inventory of machines from over 70 brands, we offer the most complete selection for buying and selling needs. As our operations continue to expand across California, Texas, Mexico and India, we are committed to providing our customers with the best possible service – including a wide range of certified pre-owned machines.

MachineStation is the go-to destination for purchasing and selling CNC machinery. We have years of experience in the industry, and are committed to providing our customers with an ethical and professional buying experience. We also offer competitive finance options, and we regularly assist customers in the auction facilitation where sellers can get top dollar for their used machines.

Get in touch with us today to learn more about our inventory and services!



4. **Get The Best Deal**

If you are a shop owner looking for quality used machinery, then you have come to the right place. We carry used machinery from a variety of leading brands including Mazak, Doosan Puma, Haas, Accuway, Johnford and more. All our machines undergo meticulous inspection and testing before delivery to ensure that they are in top working condition and perform as expected when put to use. Our inventory is regularly updated and contains both high-end models as well as affordable options.

At MachineStation we do more than buy and sell used machinery. We understand the importance of used machinery to your business and the value it brings. We are committed to ensuring you secure machinery at the best price, and we strive to provide our customers with an ethical and professional buying experience. Our team is also available to help you with any financing

1. **Static Header/Breadcrumbs** - is SEO optimized because it serves as the topmost element on every page, providing crucial information and navigation options to users and search engine crawlers. In this example the breadcrumbs are presented below the header.
2. **Main Topic Area** - contains the page title in H1 styling and is separated from the text body by an image of a duo-tone separator. There should be a 20px padding/margin applied to the bottom of the image in the design panel. The title should be SEO optimized and reflected in the SEO panel as such.
3. **YouTube Video Player** - the player is available in the elements list in the Avada theme. It is important to utilize function strippers at the end of the youtube URL. To hide the suggested videos use the code `?rel=0` at the end of the URL. The player should be full width to fit the area it is installed.
4. **Secondary/Sub Topics** - once the main topic is established you can create supportive topics that are SEO optimized and utilize the H2-H6 tags. Each sub topic needs to be optimized and contain links and the proper markup language. When applicable there should be links to corresponding pages, products or information. We should try by all means to keep the customer linking within the website and do not send them outside the site to gather information.

01_BLOG PAGES

1. **Vs. Traditional Machining: Which Is Right For You?**

< Previous Next >

2. **CNC Machining vs. Traditional Machining: Which Is Right For You?**

Table of Contents	
1.	How do CNC and traditional machining differ?
2.	What are the benefits of CNC machining?
2.1.	Consistent replications
2.2.	Improved quality
2.3.	Reduced labor costs
2.4.	Improved efficiency & manufacturing speeds
2.5.	More versatility
3.	Are there any downsides to CNC machining?
4.	Conclusion

CNC machining is a growing industry that's currently worth 47.5 billion USD. It is rapidly being introduced in manufacturing facilities across the US, and indeed the world. This new type of technology is seen as an alternative to conventional or traditional machining. Both options provide similar solutions, and this guide will explain why opting for CNC machining is a smarter choice.

3. **How Do CNC And Traditional Machining Differ?**

CNC machining is a modern type of machining that uses computer software to dictate and aid the manufacturing process. Software is pre-loaded and pre-programmed into the machine, and the tool will effectively follow this preset path. CNC machines are seen as a way of automating the manufacturing process by limiting human involvement. A human operator is only required to load software onto the machine and conduct any routine maintenance checks.

Are There Any Downsides To CNC Machining?

Compared to traditional machining, CNC machining doesn't have many downsides. Price is perhaps the only factor that might make you think twice. Traditional machining is more affordable, but this is because it doesn't have the same technology inside. CNC machining is going to be more expensive, yet it makes up for this.

The benefits above showcase the capabilities and possibilities presented to you by CNC machines. You will pay more for this new type of machining, but it will be worth it in the long run.

4. **Conclusion**

CNC machining offers a modern approach to manufacturing, cutting, and parts fabrication. It has many advantages over traditional machining. CNC machines allow for greater accuracy and more precision, leading to better consistency when mass-producing replica items. These machines offer a greater return on investment thanks to a reduction in labor costs in your facility. The ability to no longer rely on skilled human workers will also mean CNC machining is more efficient and streamlines the manufacturing process. Thanks to the unique technology and software inside these machines, more versatility is provided, opening a chasm of opportunities for manufacturers.

1. **Product Header** - standard header with title of blog. This aspect is created automatically by the system.
2. **Title/TOC** - secondary title - H2 - is auto generated by the system and the auto-generated table of contents. The TOC needs to be present for Google to use as structured data. The only consideration here is how you markup the blog, as this has a direct impact on the TOC.
3. **Titles/Body Copy** - the following markup will need to be created manually, this includes; H3- H6, Body Copy, Quotes, References, and internal linking to other blogs, categories, products, etc.
4. **Conclusion** - the conclusion is needed in all blog articles and presents a summary of the article. It is important to understand the need for all of the markup to be present to help increase the SEO of the blog.

Imagery - not displayed here but we should have a featured image that depicts the main topic of the blog. Also consider using video links when it is appropriate.

Blog Format Types/Categories - select the appropriate.

Format

- Standard
- Gallery
- Link
- Image
- Quote
- Video
- Audio
- Chat

Categories

All Categories Most Used

- Blogs
- Informational Blogs Primary
- CNC Machinery [Make primary](#)
- Fabrication Machinery
- Manual Machinery
- Uncategorized

[+ Add New Category](#)

01_NAVAGATION EXAMPLES

Our main navigation menu is strategically placed at the top of the page and optimized for easy access to our most important pages. The sidebar navigation complements our main menu by providing quick access to related content and additional resources. We've conducted extensive user testing and analysis to ensure our website navigation is intuitive and user-friendly, with a focus on guiding visitors towards their desired goals. Our website navigation is a critical component of our overall marketing strategy, and we're confident it will provide a seamless browsing experience for our visitors while driving engagement and conversion rates. The various examples are listed below:

Main Menu/Top Navigation



Secondary Menu

- Used CNC Machines
- Used Fabr
- CNC Lathes/Turning Center
- CNC Vertical Machining Center
- CNC Horizontal Machining Center
- CNC Multi Axis Machining Center
- CNC Bridge / Gantry Mill
- CNC Boring Mills
- CNC Grinders
- CNC Swiss Type Lathe
- CNC Rotary Tables

Shop Page Category Menu

 New Arrivals (28)	 Used CNC Machines (116)	 Used Fabrication Machines (4)
 Used Manual Machines (11)	 Other Machine Types (8)	 Machine Clearance (24)
		

Product Categories

- > New Arrivals
- > Used CNC Machines
- > Used Fabrication Machines
- > Used Manual Machines
- > Other Machine Types
- > Machine Clearance
- > Machine Archives
- > New Machines

Brands

- Aberlink
- Amada
- Awea
- Cincinnati
- Clausing
- Daewoo Doosan
- Deckel Maho
- Detron
- DMG Mori
- DMG Mori Seiki
- Doosan
- Fadal
- Femco
- Gray
- Haas
- Hardinge
- Hwacheon
- Hyundai
- Jobs-jomach
- Johnford
- Kafo
- Kitamura
- Makino
- Mazak
- Mighty Viper
- Mori Seiki
- Nakamura Tome
- Nicolas Correa
- Nikken
- Oerlikon
- Okada
- Okamoto
- Okuma
- Polygim
- Quaser
- Ryazan
- Shizuoka
- SNK
- Star
- Supermax
- Toyoda
- Vanguard
- Webster and Bennett
- Yama Seiki
- YCM

Impossible Is Only In Your Mind.



06

01_BUSINESS CARD & ENVELOPE

02_LETTERHEAD

03_BROCHURE

04_IMAGE EXAMPLES

DESCRIPTION

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Print & Email.

01_BUSINESS CARD & ENVELOPE

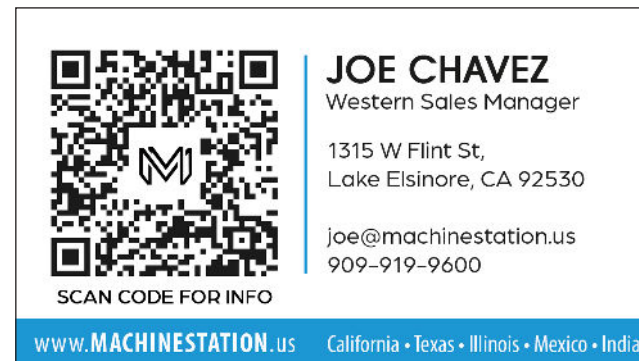
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BUSINESS CARD - FRONT



BUSINESS CARD - BACK

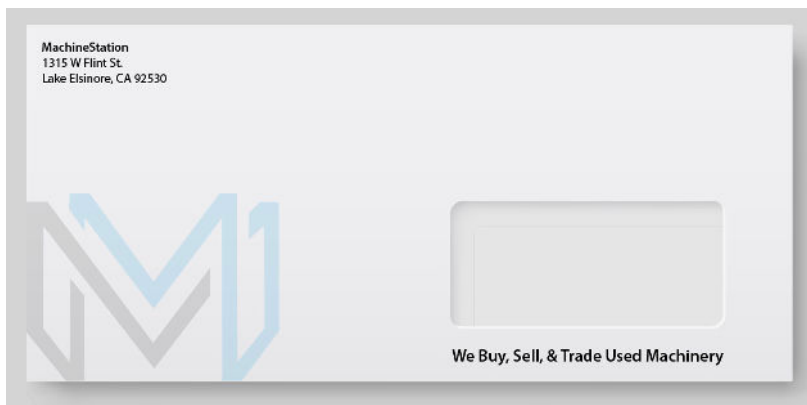


DIMENSION

2" x 3.5"

Order Qty.
Sales - 500
Staff - 250
CEO - 250

ENVELOPE - FRONT

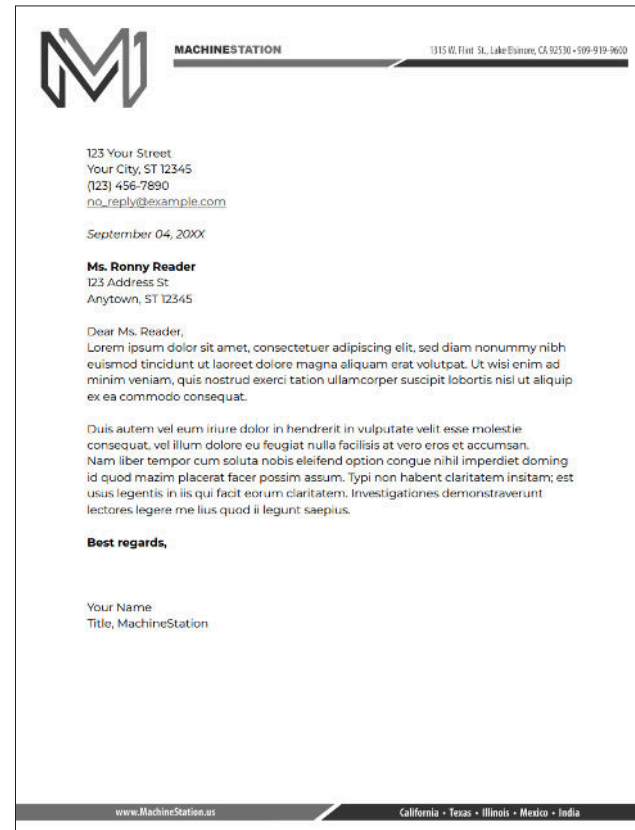
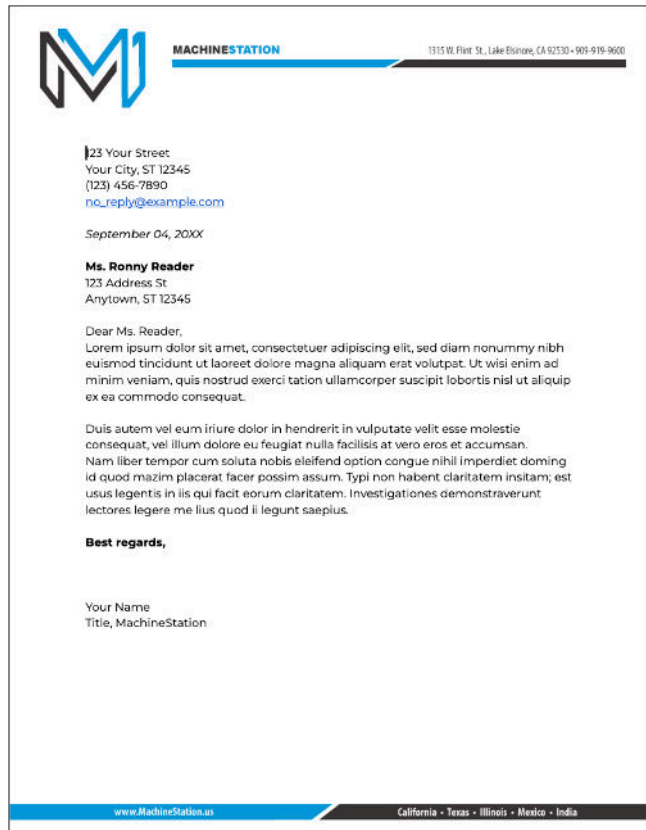


ENVELOPE - BACK



02_LETTERHEAD

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02_BROCHURE

OUTSIDE

LARGEST DEALER OF USED CNC MACHINERY
 MachineStation is America's largest dealer of used CNC machines. We offer the most complete selection for buying and selling needs! Get in touch with us today to learn more about our inventory and services!

SCAN WITH SMART PHONE FOR MORE INFO




DOOSAN Mazak
DMG MORI SEWEL
star CNC Machine Tool Corp.
HAAS

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 Illinois • Mexico
SALES@MACHINESTATION.US
909-919-9600

MACHINES AVAILABLE FROM OVER 70 BRANDS



www.MACHINESTATION.us www.MACHINESTATION.us www.MACHINESTATION.us

INSIDE



MACHINESTATION

WE BUY, SELL, TRADE USED MACHINES

MachineStation is the go-to destination for purchasing and selling used machinery. We have years of experience in the industry, and are committed to providing our customers with an ethical and professional buying experience.

www.MACHINESTATION.us
 CALIFORNIA | TEXAS | ILLINOIS | MEXICO
909-919-9600

Financing Available
 Largest Inventory Nationally
 Acquisition Of Surplus Machinery
 Auction Facilitation
 Ask Us How!!



CNC Turning Centers



CNC Grinders



CNC Swiss Type Lathe



CNC Bridge / Gantry Mills



Vertical Machining Center

- CNC Horizontal Machining Centers •
- Vertical Turret Lathes •
- CNC Boring Mills •
- Manual Machines •
- ... And More!!



Fabrication Machines

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02_COMPANY NEWSLETTER

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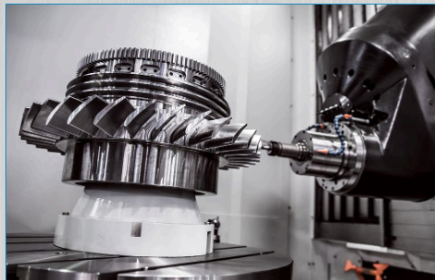
[View Email In Browser](#) [Buy Used Machines](#) [Buy New Machines](#) [Our Locations](#) [Contact Us](#)



Newsletter | MachineStation | February 16th

Welcome To MachineStation's April Newsletter

FEATURED BLOG



Multi-Axis Machining: Understanding the Basics

MachineStation is the perfect solution if you're looking to buy [used machines](#) for your shop. We offer a range of [CNC Turning Centers](#), [Bar Feeders](#), [CNC Boring Mills](#), and more at competitive prices. Now you can shop easier and faster with our optimized website! We are continually adding new features to help you identify new machines and opportunities as they arise. Check it out here!

[READ MORE NOW!](#)

Shop These Categories!

Are you looking for the best CNC machine to suit your needs? Whether you are an experienced machinist or a first-time buyer, our selection of top-rated CNC machines is sure to have something that meets your requirements. With precision engineering and easy operation, each of these models provides reliable performance and impressive results! We invite you to explore our lineup of expertly crafted CNC products from leading names like Haas Automation, Mazak Corporation, API Cutting Technologies, and others. Find out why so many professionals trust us with their individualized metal cutting needs—shop our top categories now!



NEW ARRIVALS!
[Shop This Category Now](#)



USED CNC MACHINES
[Shop This Category Now](#)



MACHINE CLEARANCE
[Shop This Category Now](#)



USED CNC MACHINES
[Shop This Category Now](#)

Shop These Top Brands!











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April's Featured Machine!
Welcome to the home of savings! New arrivals of [Used Machines](#) have hit the shelves! Check out our website regularly as we update our stock with amazing used machines that are sure to be production heroes for your shop. You'll save big on the best quality machines around, so what are you waiting for?

**DMG Mori Seiki NLX 2500/700
CNC Turning Center**



SHOP THIS MACHINE NOW!

Contact MachineStation Sales Team
Whether you're looking to buy or sell a machine, we are here to assist you! If you have equipment to sell you can [fill out our form](#) online or simply [email us](#) photos, description and location!

Contact MachineStation Sales Team
Whether you're looking to buy or sell a machine, we are here to assist you! If you have equipment to sell you can [fill out our form](#) online or simply [email us](#) photos, description and location!

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Email: jorge@machinestation.us
Location: 601 McFarland St, Unit C Houston, TX 77011

Martin Raudales
LATIN AMERICA SALES MANAGER
Call/WHATSAPP: 979-534-6100
Email: ventas@machinestation.mx
Location: Blvd. Lazaro Cardenas, Valle Del Pedregal, Mexico 4532

CALL US NOW!

Call us at **1-909-919-9600** for immediate assistance or scroll & click on for just a few of the great deals available. Don't see what you need? Check out our website with a huge selection of [Used CNC Machines](#) to choose from!

“The great differentiator in business is when an organization steps out and creates value from something never tried before.”

—Kerry Baskins, CEO, Peak



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2368

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Country Nm, St,