

**BRAND GUIDELINES** 

## LOGO: PRODUCT USAGE

#### **Brand Guidelines**

Planar Systems is pleased to introduce our branding guidelines and logo materials to help you facilitate our communications. Planar's strategic mission is to become the global leader in specialty displays, focusing on the most demanding applications and markets. The elements of the brand (including the emboldened name, the Planar Arc and the "a Leyard company" tag line) are a testament to Planar's customers about how Planar is continually growing to go above and beyond customer expectations.

Your help in maintaining a consistent look and voice for the Planar brand is vital to our success. We thank you for communicating our identity in a professional and responsible manner.

Planar brand information and logo guidelines are available online at:

Planar Brand Guidelines: www.planar.com/Brand

Planar Logo Files: <u>www.planar.com/Logo</u>

Planar Fonts: <u>www.planar.com/Brand</u>

For brand and logo usage questions, please email marketing@planar.com

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#### **Logo Product Usage Guidelines**

Please follow these general guidelines for using the Planar logo, without the "a Leyard company" designation. This is to be used on product badging and in places where the designation would be unreadable, like embroidered onto shirts.

#### **PREFERRED LOGO**

Trademark should have an ® and never a ™

The Registered Trademark symbol (R) can be omitted if it will be unreadable due to the size of whatever the logo will be placed on.



#### **ALTERNATE APPROVED USAGES**

REVERSED LOGO COLOR





LOGO 1-COLOR





**REVERSED 1-COLOR LOGO** 





- For print applications, use a vector based EPS. If a vector based EPS will not work, use high-resolution TIF that is 300 dpi (dots per inch) or greater. For web applications and whenever possible, use the Preferred Logo file.
- For application of the logo onto a product bezel or housing, choose a shade of cool gray for a one color application that coordinates well, is visible, but not too bright against the bezel or housing color.
- Embossing of the logo is acceptable, but should be approved by the VP of Marketing.

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# LOGO: MARKETING COLLATERAL

### **Logo Usage Guidelines**

Please follow these general guidelines for using the Planar logo.

#### **PREFERRED LOGO**

Trademark should have an ® and never a ™

The Registered Trademark symbol (R) can be omitted if it will be unreadable due to the size of whatever the logo will be placed on.



#### **ALTERNATE APPROVED USAGES**

REVERSED LOGO COLOR





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**REVERSED 1-COLOR LOGO** 





- For print applications, use a vector based EPS. If a vector based EPS will not work, use high-resolution TIF that is 300 dpi (dots per inch) or greater. For web applications and whenever possible, use the Preferred Logo file.
- Embossing of the logo is acceptable, but should be approved by the VP of Marketing

# LOGO: CLEAR SPACE

### **Clear Space Guidelines**

The amount of clear space left around the logo profoundly affects its power as a memorable mark. Too little space left free around it and it blends into its surroundings. Too much space around the logo will overpower it, causing it to become insignificant. Maintain a clear space equal to the width of the letter 'A' in the Planar logotype in all applications. No other words or phrases should go in the clear space.



# LOGO: UNACCEPTABLE USES

## **Inappropriate Applications**

Any application of the logo that does not adhere to the guidelines may be inappropriate and serve to diminish the effectiveness of Planar's visual identity.

- 1. Do not change color relationships
- 2. Do not rearrange elements
- 3. Do not use the arc by itself
- 4. Do not position the logo on backgrounds with insufficient contrast. Use a logo variation that contrasts well with the background color.





























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### **Planar Preferred Colors**

#### **Primary**



DEEP BLUE PMS 302 C100, M25, Y0, K50 R0, G65, B101 HEX #004165



BRIGHT ORANGE PMS 166 C0, M64, Y100, K0 R244, G123, B32 HEX #F47B20

## **Secondary**



COOL GREY
Cool Grey 2
C0, M0, Y0, K10
R231, G231, B232
HEX #e7e7e8



COOL GREY
Cool Grey 9
C0, M0, Y0, K65
R119, G119, B122
HEX #77777A

### **Tircherary**



BLACK C100, M100, Y100, K100 R0, G0, B0 HEX #000000



WHITE C0, M0, Y0, K0 R255, G255, B255 HEX #ffffff

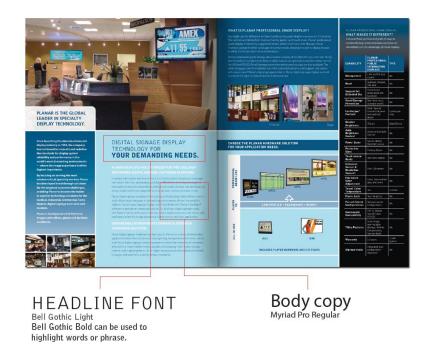
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## **TYPOGRAPHY**

### **Typography Guidelines**

Planar's standard fonts are Bell Gothic (headlines) and Myriad Pro (body copy). PowerPoint presentations with Arial font is permitted.

Planar Fonts are available on Planar's website at www.planar.com/Brand.



Bell Gothic light abcdefghijklmnopqrstuvwxyz ABCdefGHiJKlMNOPQRStuVwXyZ 1234567890

Myriad Pro Regular abcdefghijklmnopqrstuvwxyz ABCDeFGHIJklMnoPQRSTUVWXYZ 1234567890

Myriad Pro Italic abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

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