

PLANAR

 A **LEYARD** Company[®]

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: www.planar.com/Logo

Planar Fonts: www.planar.com/Brand

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

LOGO: PRODUCT USAGE

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.

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 ™

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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.



COLOR PALETTE

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

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.



HEADLINE FONT

Bell Gothic Light
Bell Gothic Bold can be used to highlight words or phrase.

Body copy

Myriad Pro Regular

Bell Gothic light
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKIMNOPQRStuVwXyZ
1234567890

Myriad Pro Regular
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKIMNOPQRSTUVWXYZ
1234567890

Myriad Pro Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890