LEYARD

LEYARD INTERNATIONAL BRAND GUIDELINES

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Section 1 | Leyard Logo

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

Leyard brand information and logo guidelines are available online at:

Leyard Brand Guidelines:
      www.leyard.com/en/about/media-room/brand/
      www.leyard.com/en/about/media-room/logos/

For questions regarding brand and logo usage, contact marketing@leyardgroup.com.

Leyard Logo | General Usage Guidelines

The primary Leyard Logo consists of a gradient red 'Eye' symbol, Leyard' logotype and a ™ trademark symbol. There are three variations of the Leyard logo: horizontal, vertical and logotype without the 'Eye' symbol. The horizontal logo with the gradient red 'Eye' symbol is preferred; use it whenever possible. Do not separate or rearrange the Leyard logotype and 'Eye' symbol.

Preferred *(Horizontal)*

Gradient Red Eye Symbol

Leyard Logotype

Acceptable

Vertical

Logotype (Without 'Eye' Symbol)

Solid Red Leyard 'Eye' Symbol – The Leyard 'Eye' symbol with the red gradient is the primary symbol for brand communications. However, the flat red Leyard 'Eye' shown below is permitted in low resolution representations (ie, embroidery, vinyl cut-outs).

Acceptable: *Flat red 'Eye' symbol acceptable for low resolution applications*

Leyard Logo | Acceptable Usage

Black Backgrounds - Red Leyard logos are preferred on black backgrounds before the use of the white Leyard logos.

Preferred:
Red logo on black background

Acceptable:
White logo on black background is acceptable when red is not visible due to lighting or small size or when logos are reproduced in black and white
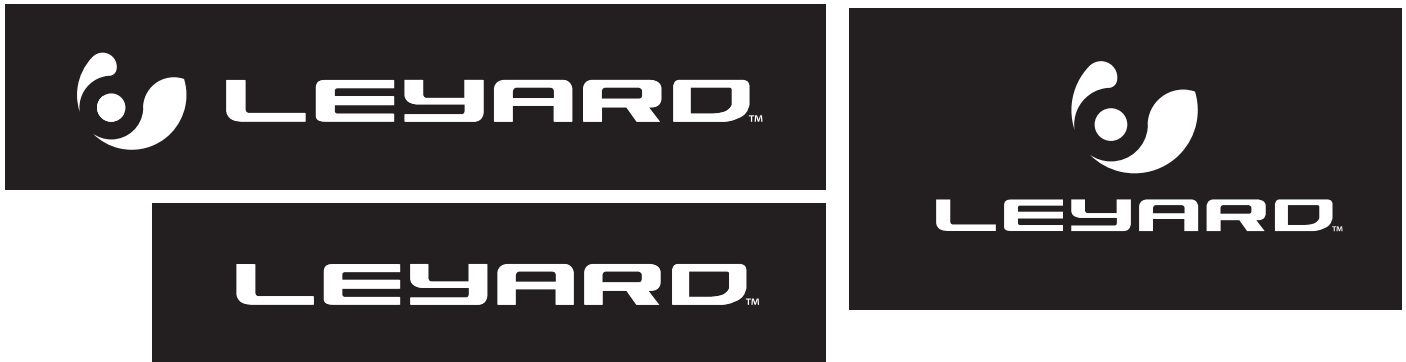
Black Logos – To be used sparingly, such as when the logos are reproduced in black and white.

Leyard Logo | Clear Space & Size Restrictions

Clear Space

Clear space has been established to ensure logo visibility and impact. Maintaining the clear space zone between the logos and other graphic elements such as type, images, other logos, etc. ensures the logos always appear unobstructed and distinctly separate from any other graphic elements.

Size Restrictions

Reproducing the logo too small can damage the logo's integrity and effectiveness. To ensure legibility and recognition, the Leyard logo may not appear smaller than the sizes below. Rare exceptions may be made, but clearance must be sought by contacting Leyard Marketing.

Leyard Logo with 'Eye' Symbol
Minimum size is 1" wide, measured from
the "Eye" to the right side edge of the "D."

Leyard Logotype without 'Eye' Symbol
Minimum size is 3/4" wide, measured from
the "L" to the right side edge of the "D."

Logo Minimum Size
1" or 25.4mm

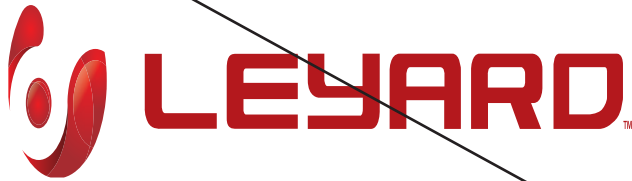**Logotype Minimum Size**
3/4" or 19.05mm

Omissions

If the Leyard logo is reproduced at a small size, the trademark ™ symbol should be omitted if it is unreadable due to the small size of the logo. Contact Leyard Marketing for a Leyard logo file without trademark.

Omit trademark symbol if it is unreadable due to the small size of the logo.

Leyard Logo | Unacceptable Uses

Do not squish or skew

Do not delete or rearrange elements

Do not change to unapproved color

Do not stroke
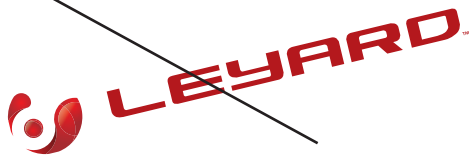
Do not rotate

Do not position the logo on backgrounds with insufficient contrast. Use a logo variation that contrasts well with the background color.

Do not use Leyard 'Eye' symbol without Leyard logotype

Do not reproduce logo smaller than 1" wide (or 3/4" without Leyard 'Eye' symbol). Omit trademark™ if it is unreadable due to the small size of the logo.

Section 2 | Leyard & Planar Dual Logo

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

Co-branded Leyard & Planar brand information and logo guidelines are available online at:

Dual Logo Brand Guidelines:
> www.leyard.com/en/about/media-room/brand/
> www.planar.com/about/media-room/brand/

> **Dual Logo Files:**
> www.leyard.com/en/about/media-room/logos/
> www.planar.com/about/media-room/logos/

For questions regarding brand and logo usage, contact:
marketing@leyardgroup.com or marketing@planar.com

Dual Logos | General Usage Guidelines

Dual branded logos consists of the Leyard logotype and the Planar logo. There are 2 variations of the dual branded logos: vertical (preferred) and horizontal.

Note:

- It is preferred that the 'A Leyard Company' tagline is omitted from under the Planar logo, when both logos appear together.
- When both logos are used together, the Leyard 'Eye' symbol should not be used.

Preferred *(Vertical)*

LEYARD™

PLANAR®

Acceptable *(Horizontal)*

LEYARD™   **PLANAR**®

LEYARD™   **PLANAR**®

Always omit Leyard 'Eye' symbol when dual branding

Dual Logos | Acceptable Usage

Tagline - It is preferred that the 'A Leyard Company' tagline is omitted when both logos appear together; However, in some cases it is permitted to use the dual-branded logo with the "A Leyard Company" tagline where showing the connection between both brands is important (ie: tradeshow booth signage).

Acceptable *(Vertical)*

Use 'A Leyard Company' tagline sparingly when both logos appear together.

Acceptable *(Horizontal)*

Use tagline sparingly when both logos appear together.

Dual Logos | Acceptable Usage

Black Backgrounds - The red Leyard logo is preferred on black backgrounds before the use of the white Leyard logo. The white Planar logotype with red arc is preferred on black backgrounds before the use of the blue Planar logotype.

Preferred

(Vertical)   *(Horizontal)*

Acceptable

(Vertical)   *(Horizontal)*

Black and White Logos – Use sparingly, such as when the logos are reproduced in black and white.

Dual Logo | Clear Space & Size Restrictions

Spacing of Dual Logo

Spacing of dual logos should be determined using the height and width of the letter 'A' in the Planar Logotype.

Size Restrictions

Reproducing the logos too small can damage the logo's integrity and effectiveness. To ensure legibility and recognition, dual logos may not appear smaller than the sizes below. Rare exceptions may be made, but clearance must be sought by contacting MarCom.

Horizontal Dual Logo

Minimum size is 1.5" wide, measured from

the "L" to the right side edge of the Planar "R."

**Horizontal Dual Logos
Minimum Size**
1.5" or 38.1mm

Vertical Dual Logo

Minimum size is 1.5" wide, measured from

the "L" to the right side edge of the Leyard "D."

**Vertical Dual Logos
Minimum Size**
.75" or 19.05mm

Dual Logos | Proportions & Alignment

Vertical Guidelines

• Leyard logo should always appear **ABOVE** the Planar logo.
• Leyard logo should always be significantly **WIDER** than the Planar logo. Use the width of the Leyard 'D' on the right and left sides of the Planar logo to determine the width of Leyard logo relative to Planar logo.
• The Planar logo should be **CENTERED** beneath the Leyard logo.

Left width difference of a Leyard 'D'

Right width difference of a Leyard 'D'

Horizontal Guidelines

• Leyard logo should always be **BEFORE** (left side) of the Planar logo
• Horizontally-placed dual logos should **ALIGN AT THE BOTTOM** of the letters

Dual Logos | Unacceptable Usage

Do not place the logos too close together
(See Clear Space and Proportions & Placement Guidelines)

Do not place the Planar logo before or above Leyard logotype

Do not use the Leyard 'Eye' symbol when dual-branded with Planar logo

Do not make the Planar logo wider than the Leyard logo. The Leyard logo should be significantly wider than Planar logo. (See Proportions & Placement Guidelines.)

Section 3 | Planar Logo

Your help in maintaining a consistent look and voice for the Planar brand is vital to our success. 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/about/media-room/brand/
> www.planar.com/about/media-room/logos/

For questions regarding brand and logo usage, contact marketing@planar.com.

Planar Logo | General Usage Guidelines

The Planar logo consists of the logotype, arc, 'A Leyard Company' tagline and a registered trademark ®.

This logo is the primary Planar logo for Planar-only brand communications.

Don't separate or rearrange the logotype or arc.

Please note:

*   When the Planar logo is used alone, the 'A Leyard Company' tagline must be under the logo.
*   When both the Leyard and Planar logos are used together, the 'A Leyard Company' tagline under the Planar logo may be omitted.

Logotype

PLANAR ®

A **LEYARD** Company

Arc

Tagline
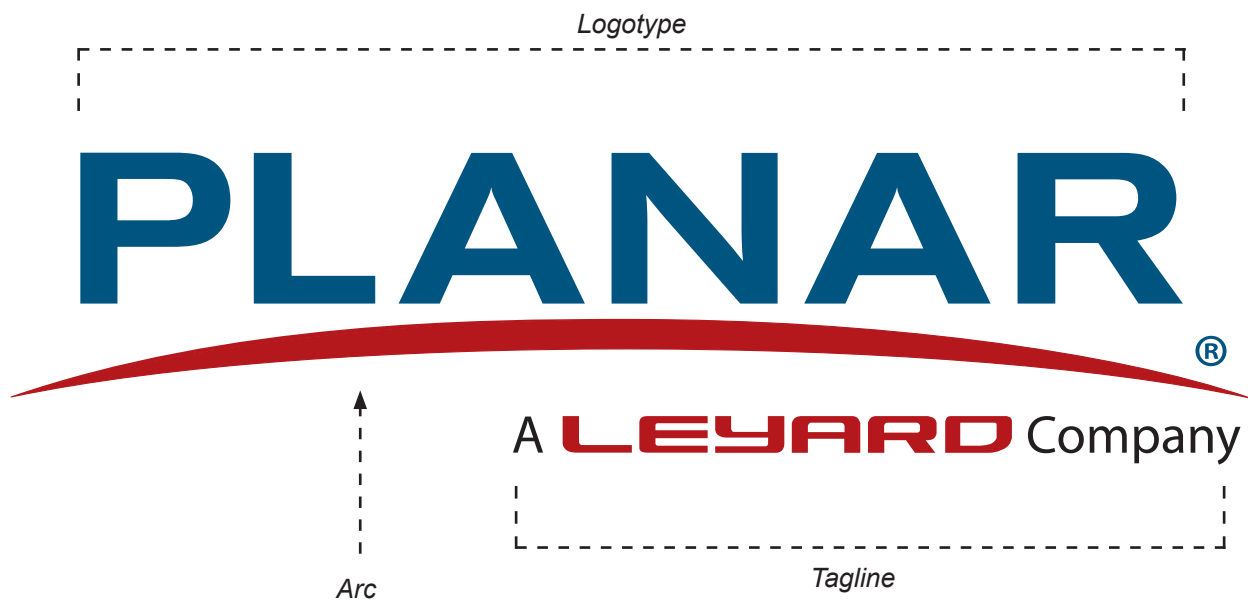
Planar Logo | Acceptable Usage

Black Backgrounds – The Planar logo on black backgrounds can be used with the Planar Logotype in either white or blue. Planar in white is the preferred choice.

Preferred: *Planar Logotype in white*

Acceptable: *Planar Logotype in blue*

Black and White Planar Logo – Use sparingly, such as when the logo will be reproduced in black and white.

Planar Logo | Clear Space & Size Restrictions

Clear Space

Clear space has been established to ensure logo visibility and impact. Maintaining the clear space zone between the logo and other graphic elements such as type, images, other logos, etc. ensures the logos always appear unobstructed and distinctly separate from any other graphic elements.

Size Restrictions

Reproducing the logo too small can damage the logo's integrity and effectiveness. To ensure legibility and recognition, the Planar logo may not appear smaller than 3/4" measured from the left side of the 'P' to the right side of the 'R.' Rare exceptions may be made, but clearance must be sought by contacting MarCom.

Minimum Size
3/4" or 19.05mm

Omissions

If the Planar logo is reproduced at a small size, the tagline 'A Leyard Company' and registered trademark ® should be omitted if they are unreadable due to the small size. Contact Planar Marketing for a logo file without the tagline or registered trademark.

Omit tagline and registered trademark ® if they are unreadable due to the small size of the logo.

Planar Logo | Unacceptable Usage

Do not squish or skew

Do not delete or rearrange elements

Do not change to unapproved color

Do not stroke

Do not rotate

Do not position the logo on backgrounds with insufficient contrast. Use a logo variation that contrasts well with the background color.

Do not reproduce the logo smaller than 3/4" wide. Omit tag line and ® if they are unreadable due to the small size of the logo.

Color Palette

PRIMARY

Leyard Crimson
PMS: 1805 C
RGB: 185/25/30
HEX: #B9191E
CMYK: 10/100/100/20

SECONDARY

Maroon
RGB: 99/23/25
HEX: #631719
CMYK: 50/100/100/40

Planar Deep Blue
PMS: 302
RGB: 0/65/101
HEX: #004165
CMYK: 100/25/0/50

Vivid Cyan
RGB: 36/162/243
HEX: #24A2F3
CMYK: 69/25/0/0

Medium Grey
PMS: 877 C
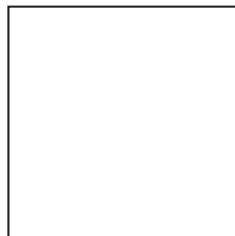**RGB:** 138/141/143
HEX: #8A8D8F
CMYK: 45/34/34/0

Cool Grey
PMS: Cool Grey 9 C
RGB: 117/120/123
HEX: #75787B
CMYK: 30/22/17/57

TERTIARY

Black
RGB: 0/0/0
HEX: #000000
CMYK: 0/0/0/100

White
RGB: 255/255/255
HEX: #FFFFFF
CMYK: 0/0/0/0

Typography Guidelines

Approved Leyard and Planar brand fonts include Arial, Arial Italic, Arial Bold, Arial Heavy.

Myriad Pro is acceptable for web/online applications.

Arial

Arial Italic

Arial Bold

Arial Heavy