



PLANAR[®]

PLANAR BRAND & TRADEMARK GUIDELINES | 2023

- 01 Trademark Usage Guidelines
- 02 Logo Usage
- 03 Acceptable Use
- 04 Unacceptable Use
- 05 Color Palette
- 06 Typography

Thank You

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: www.planar.com/logos

Questions?

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



TRADEMARK USAGE GUIDELINES

Planar Systems, Inc. (“Planar”) logos, illustrations, photographs, videos, and designs, including but not limited to those listed in the Planar Brand & Trademark Guidelines (“Brand Guidelines”), may only be used as expressly licensed by Planar.

The trademarks in this Brand Guidelines, and other trademarks owned by Planar, are subject to these guidelines. To the extent a name, icon, or other brand asset does not appear in this Brand Guidelines, this does not constitute a waiver of any intellectual property rights that Planar and/or its subsidiaries may have established in them anywhere in the world. The following is a non-exhaustive list of trademarks owned by Planar:

- PLANAR
- DIRECTLIGHT
- MATRIX
- LOOKTHRU
- MOSAIC

Any use of Planar logos and brands must comply with the Brand Guidelines or other mutually agreed licensing agreement with Planar. Third parties, including licensees, may never claim ownership rights in Planar’s logos and brands in any manner, including without limitation as a trademark, service mark, company name or designation, domain name, social media profile/handle, or in any other manner.

Planar expressly reserves the right in its sole discretion to terminate, revoke, modify, or otherwise change permission to use its logos and brands at any time and expressly reserves the right to object to any use or misuse of its logos and brands in any territory.

Without a license, everything about your product (including product name, developer name, program name, app name, logo, description, screenshots, and other app collateral) must be unique to you and free of Planar’s logo and trademarks. The only exception is that you may truthfully state whether your product is compatible or interoperable with a Planar product or service within the text description about your product.



PLANAR LOGO — USAGE

The Planar logo consists of the logotype, arc and a registered trademark ®. This logo is the primary Planar logo for Planar-only brand communications. Do not separate or rearrange the logotype or arc.

Clear Space

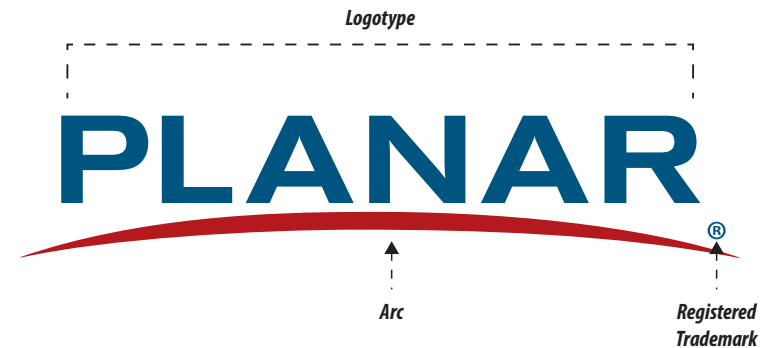
Use Clear Space as much as possible to ensure logo visibility and impact. Maintaining the clear space zone between the logo and other graphic elements such as type, images, other logos, etc. ensures the logos always appear unobstructed and distinctly separate from any other graphic elements.

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.

Omissions

If the Planar logo is reproduced at a small size, the registered trademark ® should be omitted if unreadable due to the small size. Contact Planar Marketing for a logo file without registered trademark.



Minimum Size: 3/4" or 19.05mm



PLANAR LOGO — ACCEPTABLE USAGE



Color – The white and red Planar logo is the preferred choice whenever possible.



Alternate Color – The blue and red Planar logo can be used on white and lighter background colors.



Black & White – Use sparingly, such as when the logo is required to be printed or reproduced in black or white.

PLANAR LOGO — UNACCEPTABLE USAGE



Stretch & Rotate – Do not stretch, skew or rotate the logo.



Color & Contrast – Do not place the logo on backgrounds with poor contrast or change the color of the logo.



Stroke & Omissions – Do not outline the logo or omit any of the elements.

COLOR PALETTE

PRIMARY

Planar Deep Blue

PMS: 302

RGB: 0/65/101

HEX: #004165

CMYK: 100/25/0/50

SECONDARY

Crimson

PMS: 1805 C

RGB: 185/25/30

HEX: #B9191E

CMYK: 10/100/100/20

Vivid Cyan

RGB: 36/162/243

HEX: #24A2F3

CMYK: 69/25/0/0

Bright Red

PMS: 485 C

RGB: 218/41/28

HEX: #DA291C

Black

RGB: 0/0/0

HEX: #000000

CMYK: 0/0/0/100

TERTIARY

White

RGB: 255/255/255

HEX: #FFFFFF

CMYK: 0/0/0/0

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

Cool Grey 2 C

PMS: Cool Grey 2 C

RGB: 208/208/206

HEX: #D0D0CE

CMYK: 14/10/8/0

PLANAR[®]

TYPOGRAPHY

Approved Planar brand fonts include Arial and Myriad Pro. Condensed versions may be used when warranted by size & spacing limitations.

Myriad Pro

Myriad Pro Light

Myriad Pro Italic

Myriad Pro Bold

Arial

Arial Italic

Arial Bold

Arial Black

PLANAR[®]