

# Third-Party Usage Guidelines

December 2, 2008

## STANDARD-USAGE IDENTITY

The identity with ® should be used in most communications. To guarantee the proportion of the ® at smaller and larger sizes, two versions of identity are available.

The standard-usage identity is intended for sizes below 1.5". It is used for the stationery system and most print collateral.

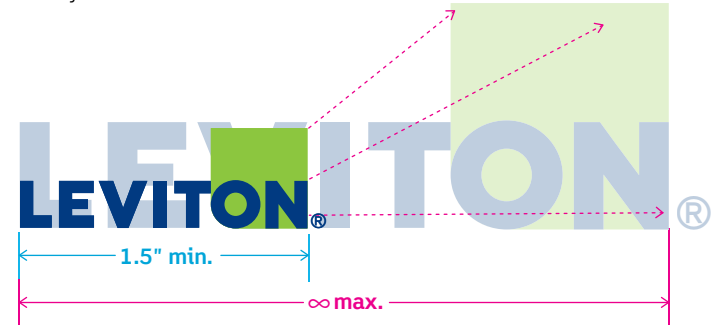


Use the standard-usage identity for logo sizes less than 1.5" in length

## LARGE-USAGE IDENTITY

For identity sizes 1.5" in width and greater, the large-usage version is to be used.

This identity version can be scaled to extreme sizes. When doing so, the size of the ® may need to be adjusted to keep proportion with the rest of the identity artwork.



Use the large-usage identity for logo sizes 1.5" or greater in length. It can be enlarged to any dimension.

## CLEAR SPACE

The Leviton identity should always be surrounded by a generous field of clear space in every application.

As shown, the minimum amount of clear space is equal to 1/2 the height of the wordmark, defined here as X.



## MINIMUM SIZE

When scaled too small, the Leviton identity can lose its definition.

The exhibits below demonstrates the absolute smallest allowable sizes.

In small-usage applications, the ® may become illegible and should not be used. In these instances, the following footnote must appear in the layout:

*Leviton and the Leviton logo are trademarks of Leviton Manufacturing, Co.*



Identity with ® symbol



Identity without ®



Identity with stroked color field

## IDENTITY COLORS

The Leviton identity colors represent our primary color identifiers.

The values provided here should be referenced to ensure the colors are always reproduced as accurately as possible.

**Leviton Blue**  
 Pantone 2758  
 C 100 M 76 Y 0 K 38  
 R 0 G 29 B 104  
 Web Hex: 00 1D 68

**Leviton Green**  
 Pantone 376  
 C 50 M 0 Y 100 K 0  
 R 118 G 185 B 0  
 Web Hex: 76 B9 00

## COLOR VARIATIONS

In addition to the primary identity, a number of color variations are available. These have been developed to accommodate a variety of printing limitations and requirements.

The full-color identity is always preferred, but be certain to always select the most appropriate version for each application.



Primary Identity: Leviton Blue wordmark, Leviton Green color field



Reverse wordmark, Leviton Green color field on Leviton Blue background



Black identity with stroked color field



Reverse identity with stroked color field

## IDENTITY MISUSE



Never change the colors of the identity artwork.



Never rearrange the elements of the identity.



Never stretch the identity artwork horizontally or vertically.



Never distort the identity artwork.

Never re-create the identity wordmark.

Never apply special effects to the identity.

## USING THE IDENTITY WITH COMPETITOR'S MARKS

The identity should be sized so it appears at least at equal size to any size competitor's mark. One rule of thumb is to make the Leviton wordmark at least as high as the competitor's wordmark.

In addition, the Leviton identity must be surrounded by substantial clear space. As shown, an area equal to 4X or greater of the minimum clear space is to be used.



Allow at least four times the minimum clear space when placing the identity with competitor's marks.