

# 01

## Logo

# DA-LITE®

A brand of  **legrand®**

PROPRIETARY & CONFIDENTIAL INFORMATION

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# 1.1 Logo

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## The Da-Lite Logo

### THE DA-LITE LOGO

**DA-LITE®**

A brand of  **legrand®**

The Da-Lite logo

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### SECURITY-SPACE AROUND THE DA-LITE LOGO



Security-space around the logo is equal to the cap height of the type within the logo.

# 1.2 Logo Versions

## Logo Versions

The following are the only acceptable color options for the Da-Lite logo. Red & Black is the preferred logo.

### Logo Versions

- » Red & Black Da-Lite logo
  - *Pantone® 032 C (#F7323F)*
  - *Pantone® Process Black (#000000)*
- » Black Da-Lite logo
  - *Pantone® Process Black (#000000)*
- » Cool Gray Da-Lite logo
  - *Pantone® Cool Gray 11 C (#54565B)*
- » White Da-Lite logo
  - *Pantone® Process White (#FFFFFF)*

### NOTE:

These are the only versions of the logo.  
No other colors are to be used.  
I.E, no green version.

## VERSIONS OF THE LOGO

### RED & BLACK DA-LITE LOGO



### PROCESS BLACK DA-LITE LOGO



C: 0%    R: 0  
M: 0%    G: 0  
Y: 0%    B: 0  
K: 100%    #000000



### COOL GRAY DA-LITE LOGO



C: 66%    R: 84  
M: 57%    G: 86  
Y: 51%    B: 91  
K: 29%    #54565B



### PROCESS WHITE DA-LITE LOGO



C: 0%    R: 255  
M: 0%    G: 255  
Y: 0%    B: 255  
K: 0%    #FFFFFF



# 1.3 Multibranding

## Multibranding Example

When using a combination of Legrand | AV brand logos, the brand seal drops from the logo and is applied as seen to the right.

The Legrand or Legrand | AV logo must be used in conjunction with any multibranding logos.

### Horizontal Multibranding

Logos should read alphabetically right to left and be divided by a thin vertical rule. This rule rests on the baseline of the security-space and extends off the page. Example to the right.

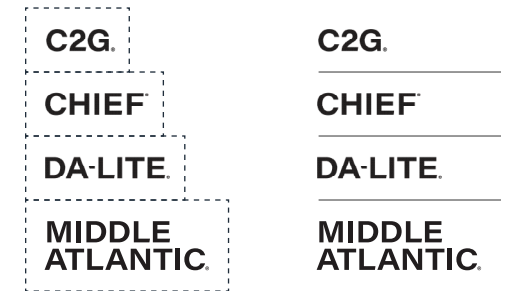
### Vertical Multibranding

Logos should read alphabetically top to bottom and be divided by a thin horizontal rule. This rule rests on the baseline of the security-space and extends off the page. Example to the right.

#### HORIZONTAL MULTIBRANDING BUILD



#### VERTICAL MULTIBRANDING BUILD



NOTE: Security-space visible (outlined) in examples only. Logos should always read alphabetically.

#### BROCHURE COVER EXAMPLES

