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1.1 Logo

The Chief Logo

THE CHIEF LOGO



The Chief logo

SECURITY-SPACE AROUND THE CHIEF 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 Chief logo. Red & Black is the preferred logo.

Logo Versions

- » Red & Black Chief logo
 - *Pantone® 032 C (#F7323F)*
 - *Pantone® Process Black (#000000)*
- » Black Chief logo
 - *Pantone® Process Black (#000000)*
- » Cool Gray Chief logo
 - *Pantone® Cool Gray 11 C (#54565B)*
- » White Chief 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 CHIEF LOGO



PROCESS BLACK CHIEF LOGO



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



COOL GRAY CHIEF LOGO



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



PROCESS WHITE CHIEF 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

