



Logo Guidelines

March 2021

LOGO

Logo

The Legrand | AV Logo

The logo is composed of the black symbol combined with red type. It is an original graphic (copyrighted) which cannot be modified, redrawn or simulated with standard fonts.

About the Logo

- » The logo is a complete and indivisible symbol.
- » Never use the elements separately.
- » The symbol is always used in combination with the logo title.
- » The logo title is always used in combination with the symbol.
- » The logo always have the same horizontal structure.

THE LEGRAND | AV LOGO



SECURITY SPACE AROUND THE LEGRAND | AV LOGO



LOGO

Logo Versions

Logo Versions

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

Logo Versions

- » Red & Black Legrand logo
 - Pantone® 032 C (#F7323F)
 - Pantone® Process Black (#000000)
- » Black Legrand logo
 - Pantone® Process Black (#000000)
- » Cool Gray Legrand logo
 - Pantone® Cool Gray 11 C (#54565B)
- » White Legrand logo
 - Pantone® Process White (FFFFFF)
 - White logo is permitted in a box.
See Composition Chapter for details.

VERSIONS OF THE LOGO

RED & BLACK



C:0 M:0 Y:0 K:100
C:0 M:93 Y:76 K:0

R:0 G:0 B:0
R:247 G:50 B:63



#000000
#F7323F



PROCESS BLACK



C:0 M:0 Y:0 K:100

R:0 G:0 B:0

#000000



COOL GREY



C:66 M:57 Y:51 K:29

R:84 G:86 B:91

#54565B



PROCESS WHITE



C:0 M:0 Y:0 K:0

R:255 G:255 B:255

FFFFFF





C2G[®]

A brand of  **legrand[®]**

LOGO

Logo

The C2G Logo

THE C2G LOGO



The C2G logo

SECURITY-SPACE AROUND THE C2G LOGO



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

Logo Versions

Logo Versions

The following are the only acceptable color options for the C2G logo.
Red & Black is the preferred logo.

Logo Versions

- » Red & Black C2G logo
 - Pantone® 032 C (#F7323F)
 - Pantone® Process Black (#000000)
- » Black C2G logo
 - Pantone® Process Black (#000000)
- » Cool Gray C2G logo
 - Pantone® Cool Gray 11 C (#54565B)
- » White C2G 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 C2G LOGO



PROCESS BLACK C2G LOGO



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



COOL GRAY C2G LOGO



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



PROCESS WHITE C2G LOGO



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



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.

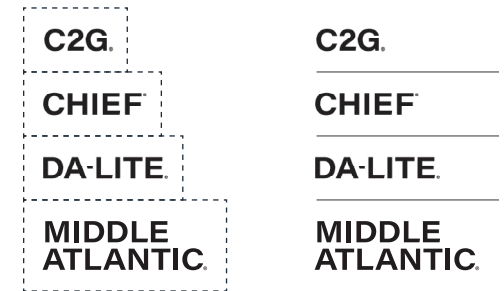
Vertical Multibranding

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

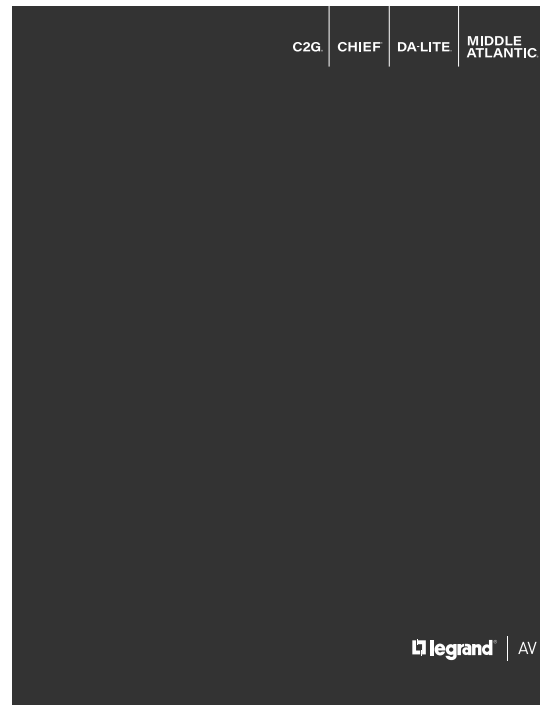


VERTICAL MULTIBRANDING BUILD



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

BROCHURE COVER EXAMPLES



The background features a large, faint gear-like circular pattern. Overlaid on the right side is a checkered pattern of squares in various shades of gray, arranged in a stepped, staircase-like fashion.

CHIEF[®]

A brand of  **legrand[®]**

LOGO

Logo

The Chief Logo

THE CHIEF LOGO

CHIEF[®]

A brand of **legrand[®]**

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.

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



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.

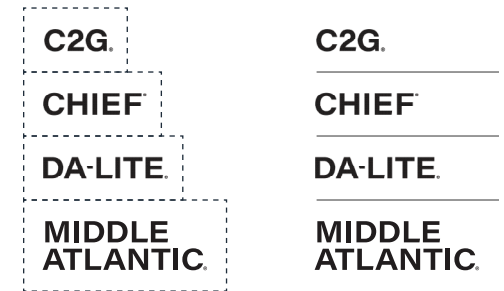
Vertical Multibranding

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

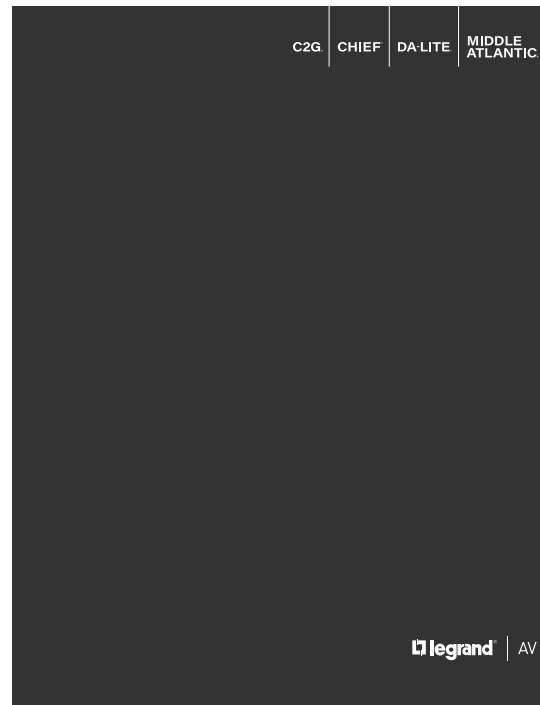


VERTICAL MULTIBRANDING BUILD



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

BROCHURE COVER EXAMPLES





DA-LITE®

A brand of  **legrand®**

The Da-Lite Logo

THE DA-LITE LOGO



The Da-Lite logo

SECURITY-SPACE AROUND THE DA-LITE LOGO



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

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



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.

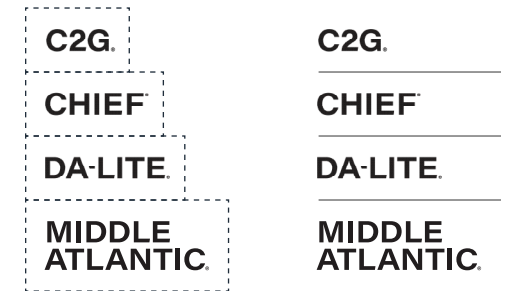
Vertical Multibranding

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

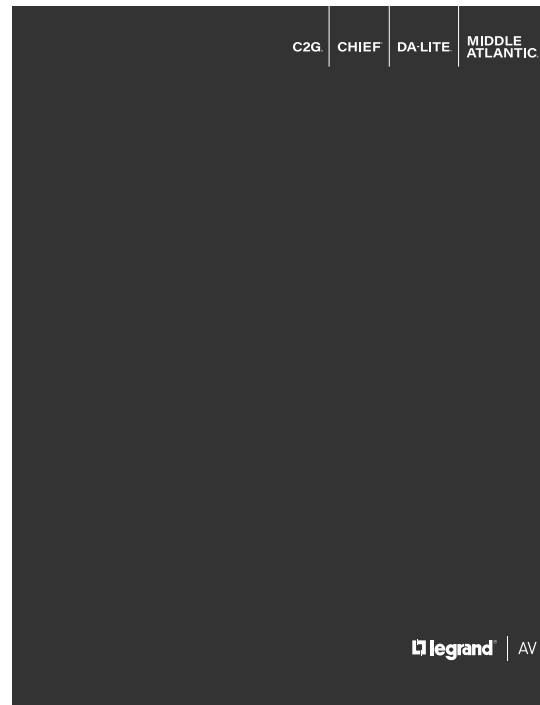


VERTICAL MULTIBRANDING BUILD



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

BROCHURE COVER EXAMPLES





LUXUL®

A brand of  **legrand®**

LOGO

Logo

The Luxul Logo

THE LUXUL LOGO



The Luxul logo

SECURITY-SPACE AROUND THE LUXUL LOGO



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

Logo Versions

Logo Versions

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

Logo Versions

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



PROCESS BLACK LUXUL LOGO



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



COOL GRAY LUXUL LOGO



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



PROCESS WHITE LUXUL LOGO



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



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.

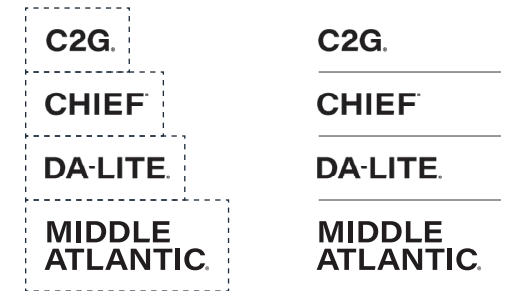
Vertical Multibranding

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

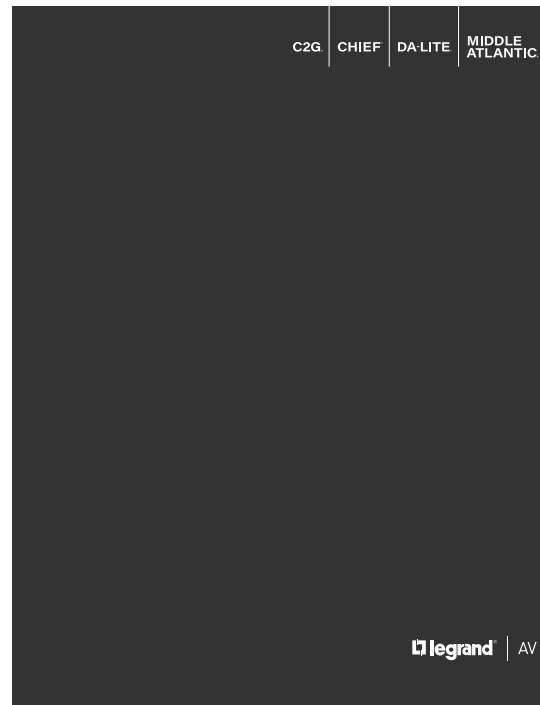


VERTICAL MULTIBRANDING BUILD



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

BROCHURE COVER EXAMPLES



MIDDLE ATLANTIC®

A brand of  **legrand®**

The Middle Atlantic Logo

THE MIDDLE ATLANTIC LOGO

MIDDLE ATLANTIC®

A brand of  **legrand®**

The Middle Atlantic logo

SECURITY-SPACE AROUND THE MIDDLE ATLANTIC LOGO



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

Logo Versions

Logo Versions

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

Logo Versions

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



PROCESS BLACK MAP LOGO



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



COOL GRAY MAP LOGO



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



PROCESS WHITE MAP LOGO



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



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.

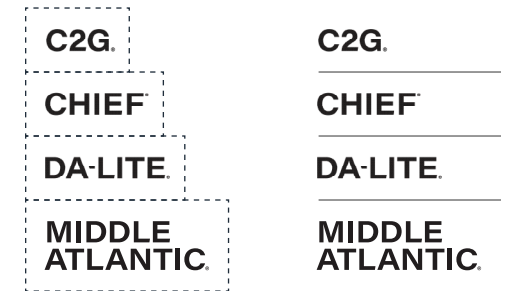
Vertical Multibranding

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

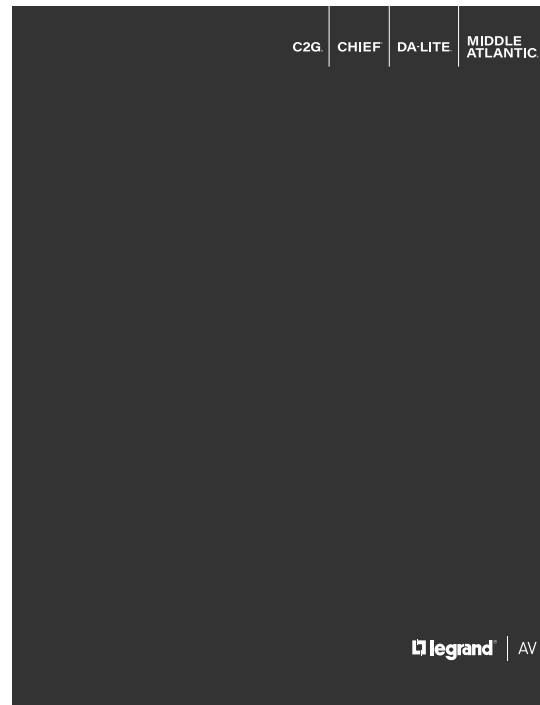


VERTICAL MULTIBRANDING BUILD



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

BROCHURE COVER EXAMPLES





PROJECTA®

A brand of  **legrand®**

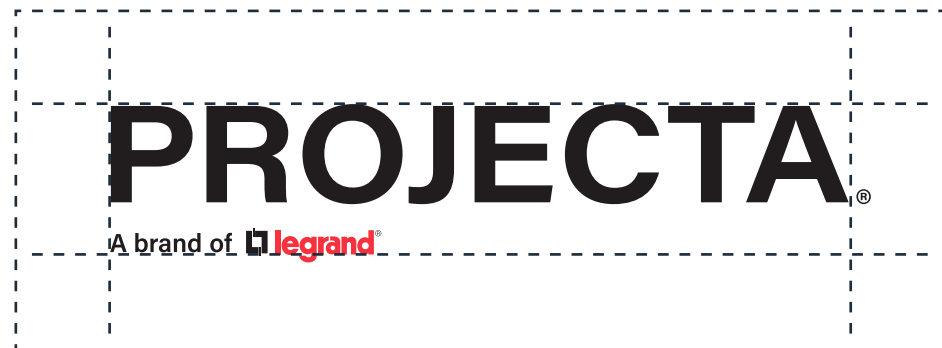
The Projecta Logo

THE PROJECTA LOGO



The Projecta logo

SECURITY-SPACE AROUND THE PROJECTA LOGO



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

Logo Versions

Logo Versions

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

Logo Versions

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



PROCESS BLACK PROJECTA LOGO



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



COOL GRAY PROJECTA LOGO



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



PROCESS WHITE PROJECTA LOGO



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



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.

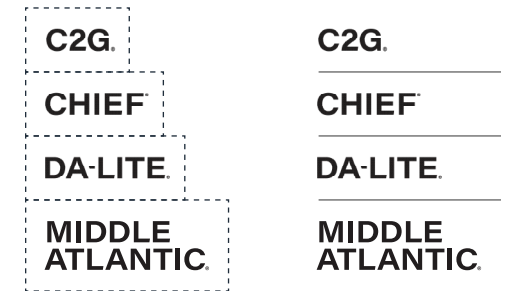
Vertical Multibranding

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

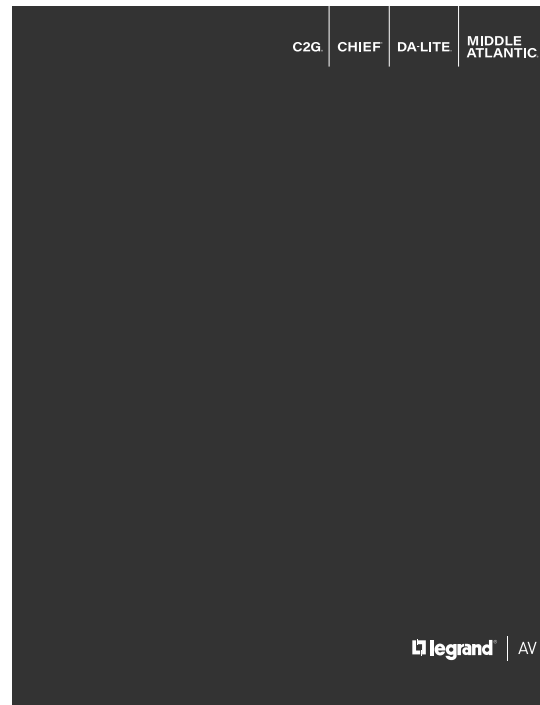


VERTICAL MULTIBRANDING BUILD



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

BROCHURE COVER EXAMPLES



The background features a large, faint gear centered behind the text. In the top-left and bottom-right corners, there are checkerboard patterns of squares in white and light gray. The main text is positioned in the center-left area.

SANUS[®]

A brand of  **legrand[®]**

LOGO

Logo

The Sanus Logo

THE SANUS LOGO

SANUS[®]

A brand of **legrand[®]**

The Sanus logo

SECURITY-SPACE AROUND THE SANUS LOGO



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

Logo Versions

Logo Versions

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

Logo Versions

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



PROCESS BLACK SANUS LOGO



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



COOL GRAY SANUS LOGO



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



PROCESS WHITE SANUS LOGO



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



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.

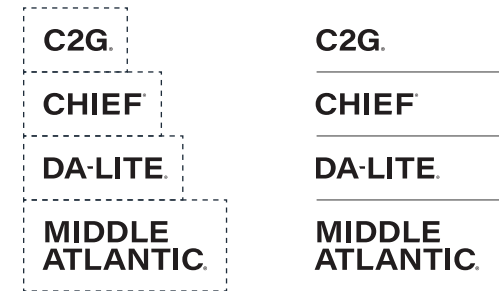
Vertical Multibranding

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

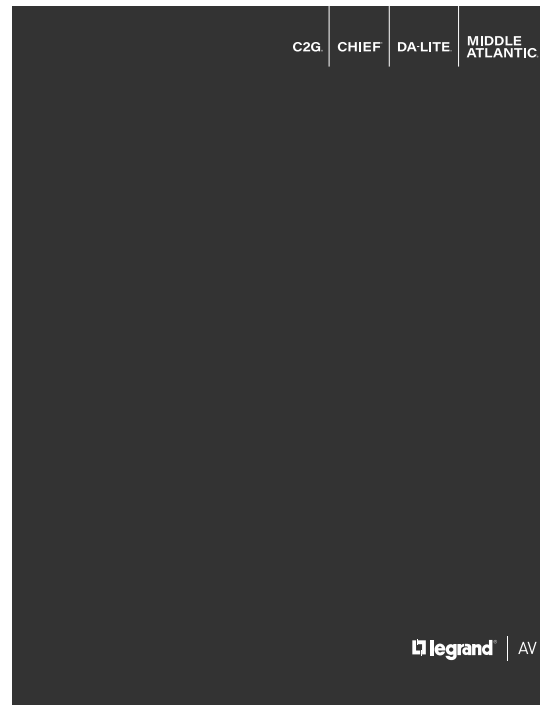


VERTICAL MULTIBRANDING BUILD



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

BROCHURE COVER EXAMPLES



Sub-brands

The Sanus Sub-brands

The logos seen to the right are Sanus's sub-brands. Each of these logos is offered in multiple formats, seen on the following page. Each sub-brand logo includes the Sanus logo, the sub-brand title, and the Legrand brand seal. These logo elements are not to be altered.

Sanus Sub-brand Logo Build

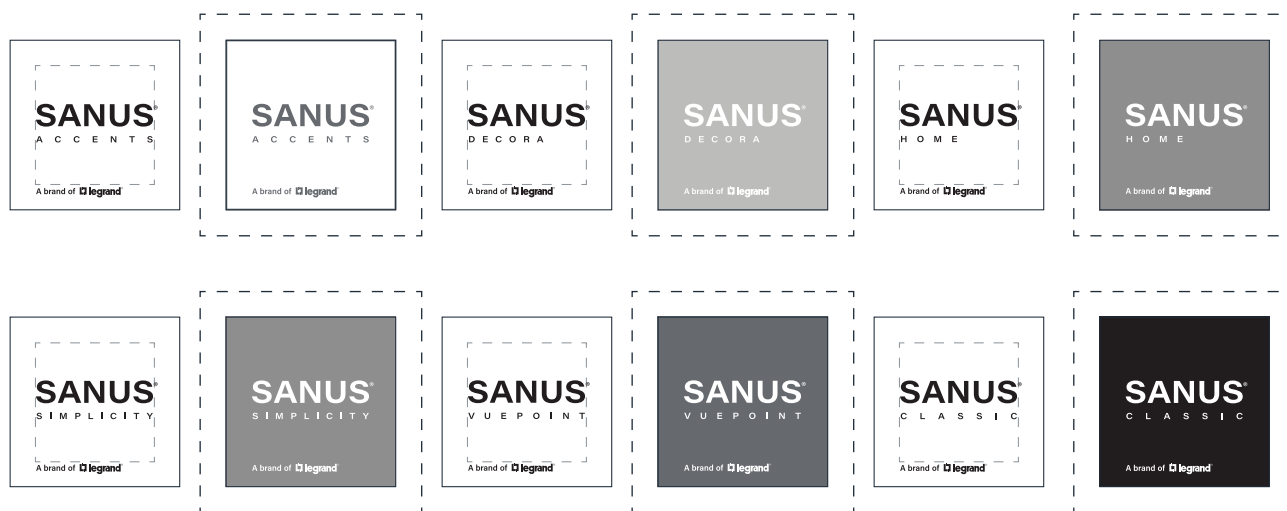
The example below features the assembly of a Sanus sub-brand logo. The distance between the sub-brand title and the brand seal is equal to 4 of the brand seal.



ACCENTS SUB-BRAND DECORA SUB-BRAND HOME SUB-BRAND SIMPLICITY SUB-BRAND VUEPOINT SUB-BRAND CLASSIC SUB-BRAND



SECURITY-SPACE AROUND THE SANUS SUB-BRAND LOGOS



Security-space around a Sanus sub-brand logo is equal to the distance between the box and logo.

Sub-brand Versions

Sanus Sub-brands

The following are the only acceptable color options for the Sanus Sub-brand logos. Logos in colored boxes preferred.

Logo in Color Box Versions

- » Sanus Accents logo
 - Pantone® Process White (#FFFFFF)
- » Sanus Decora logo
 - Pantone® Cool Gray 4 C (#BCBEBC)
- » Sanus Home logo
 - Pantone® 4277 C (#8F8E8E)
- » Sanus Simplicity logo
 - Pantone® 4277 C (#8F8E8E)
- » Sanus Vuepoint logo
 - Pantone® Cool Gray 10 C (#676A6F)
- » Sanus Classic logo
 - Pantone® Process Black (#000000)

LOGO	LOGO IN A WHITE BOX	LOGO IN A BLACK BOX	LOGO IN A COLOR BOX
			
			
			
			
			
			

Do Nots

What Not to Do

Regarding the Sanus Logo

- » Do not alter the tracking between the type that makes up the Sanus logo.
- » Do not alter the distance between the Sanus logo and the brand seal. This distance is intentional.
- » Do not resize any of the elements.
- » Do not alter the color of any of the logo versions outside of what is specified within this chapter.

Regarding the Sanus Sub-brand Logos

- » Do not alter the leading between the Sanus type and the sub-brand title.
- » Do not remove the registration mark within the Sanus logo.
- » Do not alter the distance between the Sanus logo, the sub-brand title and the brand seal. This distance is intentional.
- » Do not resize any of the elements.
- » Do not alter the color of any of the sub-brand logo versions outside of what is specified within this chapter.

SANUS LOGO DO NOTS



DO NOT change the tracking of the logo type



DO NOT change the distance between logo elements

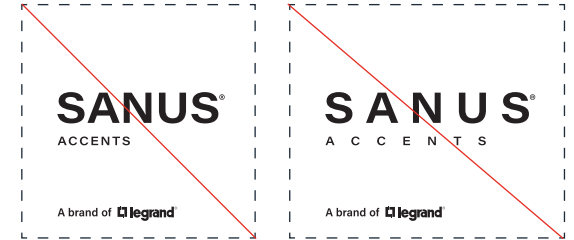


DO NOT resize any elements of the logo

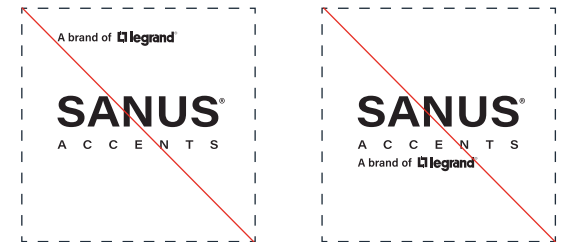


DO NOT alter the color of the elements

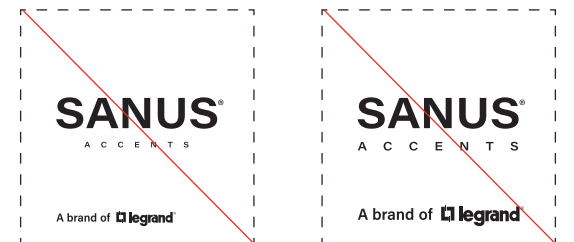
SANUS SUB-BRAND LOGO DO NOTS



DO NOT change the tracking



DO NOT change the distance between elements



DO NOT resize any elements of the sub-brand logo



VADDIO®

A brand of  **legrand®**

The Vaddio Logo

THE VADDIO LOGO



The Vaddio logo

SECURITY-SPACE AROUND THE VADDIO LOGO



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

Logo Versions

Logo Versions

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

Logo Versions

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



PROCESS BLACK VADDIO LOGO



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



COOL GRAY VADDIO LOGO



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



PROCESS WHITE VADDIO LOGO



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



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.

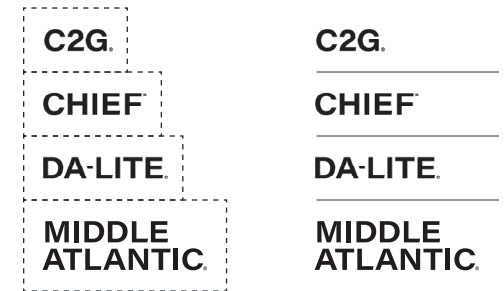
Vertical Multibranding

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

