01

Logo

MIDDLE ATLANTIC®

A brand of **legrand**®

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MIDDLE
ATLANTIC

1.1 Logo

The Middle Atlantic Logo

MIDDLE ATLANTIC®

A brand of **legrand**®

The Middle Atlantic logo

MIDDLE ATLANTIC®

A brand of **legrand**®

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 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

MIDDLE ATLANTIC®
A brand of **legrand**®

PANTONE®
032 C

PANTONE®
Process Black

PROCESS BLACK
MAP LOGO

MIDDLE ATLANTIC®
A brand of **legrand**®

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

PANTONE®
Process Black

COOL GRAY
MAP LOGO

MIDDLE ATLANTIC®
A brand of **legrand**®

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

PANTONE®
Cool Gray 11 C

PROCESS WHITE
MAP LOGO

MIDDLE ATLANTIC®
A brand of **legrand**®

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

PANTONE®
Process White

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.
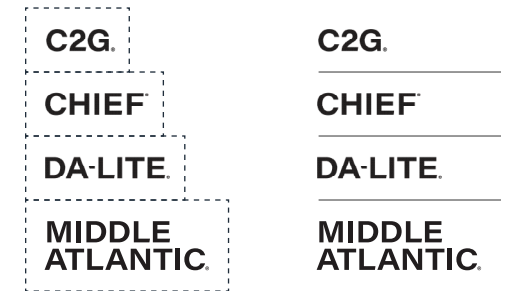
Vertical Multibranding

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

C2G. | CHIEF | DA-LITE. | MIDDLE ATLANTIC.

C2G. | CHIEF | DA-LITE. | MIDDLE ATLANTIC.

C2G.
CHIEF
DA-LITE.
MIDDLE ATLANTIC.

C2G.
CHIEF
DA-LITE.
MIDDLE ATLANTIC.

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

BROCHURE COVER EXAMPLES

C2G. | CHIEF | DA-LITE | MIDDLE ATLANTIC.

legrand | AV

C2G.
CHIEF
DA-LITE
MIDDLE ATLANTIC.

legrand | AV