

01

Logo

DA-LITE®

A brand of  **legrand®**

PROPRIETARY & CONFIDENTIAL INFORMATION

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LOGO
1.1 Logo

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.

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

