

# 01

## Logo

**SANUS<sup>®</sup>**  
A brand of  **legrand<sup>®</sup>**

PROPRIETARY & CONFIDENTIAL INFORMATION

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# 1.1 Logo

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## The Sanus Logo

### THE SANUS LOGO

**SANUS<sup>®</sup>**

A brand of **legrand<sup>®</sup>**

The Sanus logo

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### SECURITY-SPACE AROUND THE SANUS 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 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



# 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.

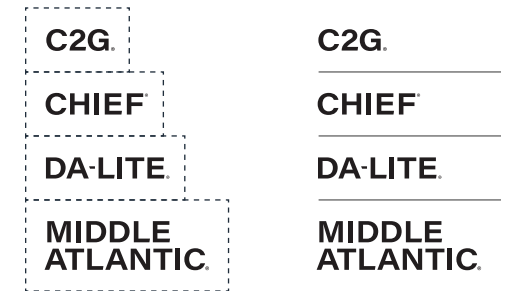
### Vertical Multibranding

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

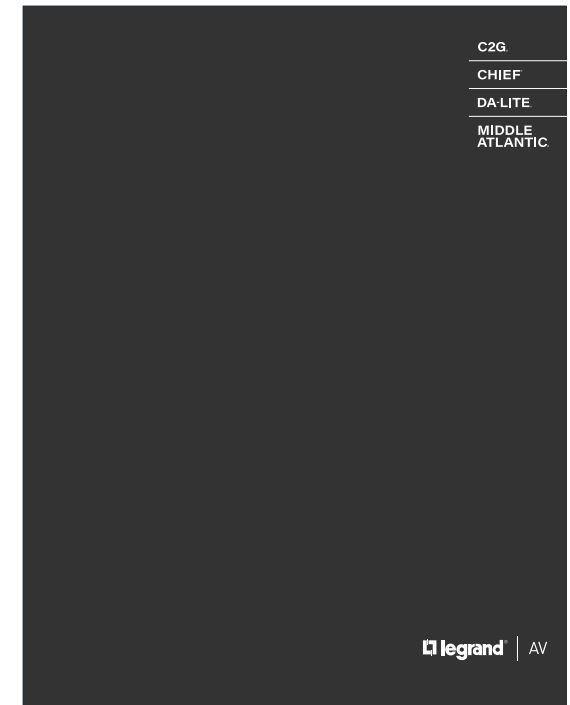
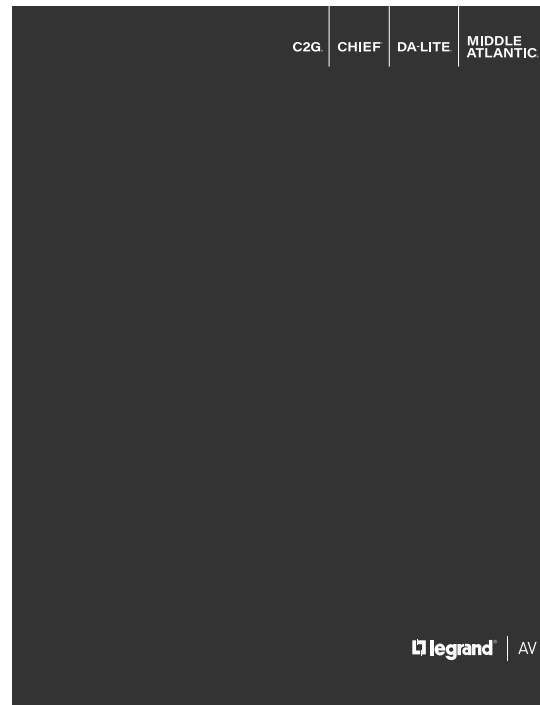


#### VERTICAL MULTIBRANDING BUILD



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

#### BROCHURE COVER EXAMPLES



# 1.4 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

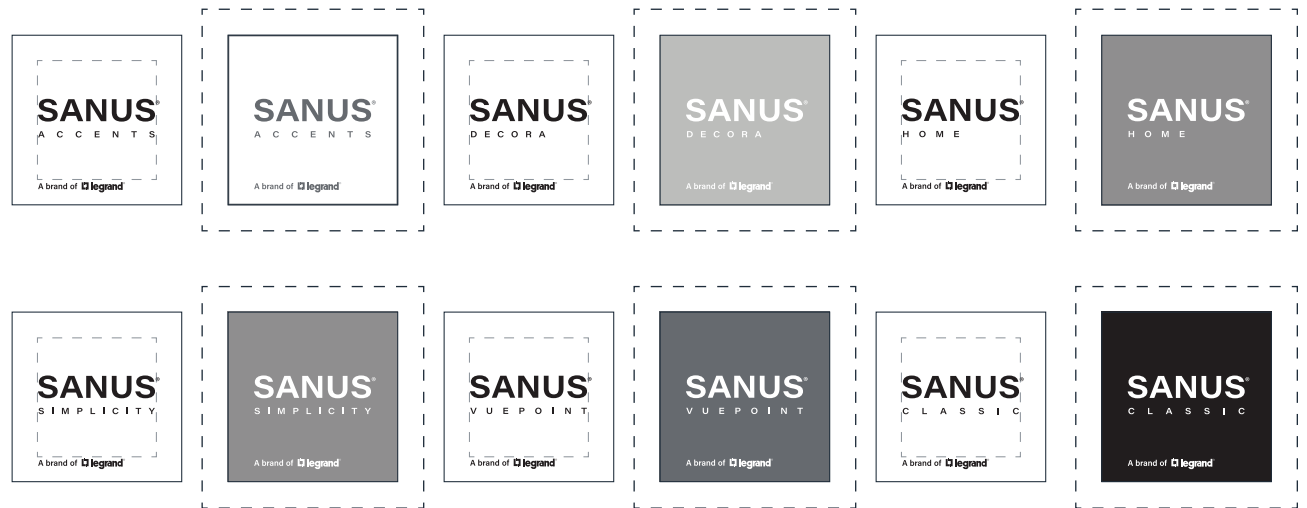
The example below features the assembly of a Sanus sub-brand logo. The distance between the sub-brand title and the brand seal is equal to 4 of the brand seal.



## 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.

# 1.5 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
			
			
			
			
			
			

# 1.6 Do Not

## 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

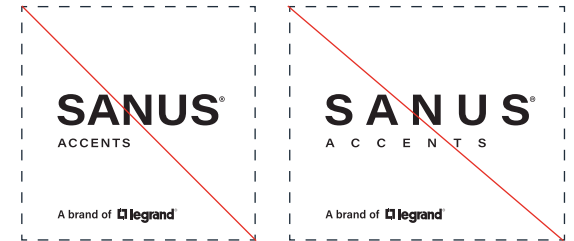


DO NOT resize any elements of the logo

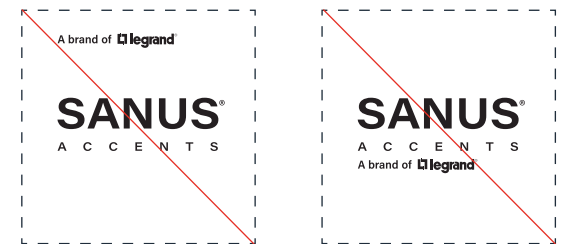


DO NOT alter the color of the elements

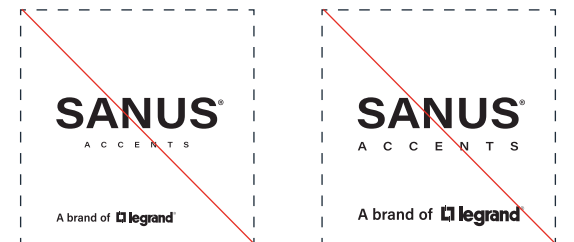
### SANUS SUB-BRAND LOGO DO NOTS



DO NOT change the tracking



DO NOT change the distance between elements



DO NOT resize any elements of the sub-brand logo