

Table of Contents:

1.1 ..... Logo

1.2 ..... Logo Versions

1.3 ..... Multibranding

# 1.1 Logo

---

## The Chief Logo

### THE CHIEF LOGO

**CHIEF**<sup>®</sup>

A brand of  **legrand**<sup>®</sup>

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.

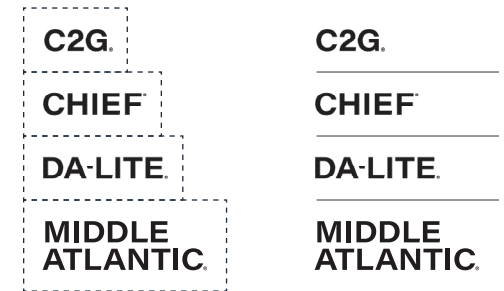
### Vertical Multibranding

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

