



LXE CORPORATE LOGO GUIDELINES

FOR ALL MARKETING MEDIA FORMATS

INTRODUCTION

In an effort to maintain a clear, strong corporate identity worldwide, LXE has developed these guidelines surrounding the usage of its logo.

These guidelines provide the correct usage of the LXE corporate logo, logo colors, corporate name and trademarks. In order to support the integrity of the LXE brand and name, we ask that you adhere to the standards presented in this document.

Application of the guidelines presented in this document will:

- Ensure consistent presentation of our brand and yours
- Project professionalism and reliability
- Present a clear, visual symbol of our company, and our partner, that denotes quality and ability

If you cannot arrange use of the logo to fit within these guidelines or if you have any questions concerning the correct usage of the LXE PartnerPass Program logos, please contact:

For the US, Canada & Latin America –

Kathryn Bertin - Channel Marketing Manager (bertin.k@lxe.com or 1-770-798-6843)

For All Other International –

Freddy Trompet - MarCom Manager (trompet.f@lxe.com or +32 15 29 28 32)

THE LXE LOGO

LXE uses distinctively designed letterforms in combination with unique graphic elements to create the corporate “signature”.

There are a total of three approved styles of the LXE logo designated for print and all other forms of media.

COLOR LOGO



EMS/LXE Blue*

PMS : 293C

CMYK–C:100 M:68 Y:0 K:2

Web Hexadecimal: #0046AD

Electronic Presentations:

RGB – 0, 70, 173



EMS/LXE Gray*

PMS : Cool Gray 7C

CMYK- C:22 M:15 Y:11 K:22

Web Hexadecimal: #9A9B9C

Electronic Presentations:

RGB – 154, 155, 156

Color Logo Backgrounds

Color logos may **only** be used on white backgrounds.
Colors may not be shaded, always use 100% color.

*Note – Use these separation values for CMYK and RGB instead of the process values in Illustrator or Photoshop as they are different.

BLACK LOGO



EMS/LXE Black

PMS : Black

CMYK- C:0 M:0 Y:0 K:100

Web Hexadecimal: #000000

Electronic Presentations:

RGB – 0,0,0

Black Logo Backgrounds

May be used on any non-white, light background. Black must always be at 100%.

WHITE LOGO



White Logo Backgrounds

May be used on any non-white, dark background. The logo should be 100% white.

MINIMUM SIZE

The logo should never be represented at a width less than 1".



1" Minimum Size

AREA OF ISOLATION

In order to present authorized signatures without competition from other elements (graphic or typographic), a reserved area should always be used around the logo.



x = the height of the letters LXE

Leave at least 1 times the height of the "L" in "LXE" around the top, bottom and left of the LXE logo, 2 times the height of the "L" to the right.

The above represents minimum reserved space standards. The rule of thumb is – the more space around the logo, the better.

MISUSE OF THE LOGO

1. Never change either of the colors used in the logo on a white background.



2. Never use the logo in any color other than black or white on colored backgrounds.



3. Never put outlines around any part or delete individual elements of the logo.



4. Never reduce the apparent opacity of the logo.



5. Never crop the logo.



6. Never resize the logo disproportionately. Don't skew the logo.



7. Never leave too little clear space around the logo.



8. Never use the logo against a background with too little contrast.



9. Never put the logo inside a shape or apply effects to the text like bevels or shadows.



10. Never use the logo in pattern. (Exceptions to this would be as a banner backdrop, with logo widely spaced)





11. Never use low quality, jagged or pixilated versions of the logo or one that has been saved with high compression.



12. Never add foreign graphics to the logo.



13. Never rotate or add perspective to the logo.



LXE CORPORATE NAME

LXE uses both legal and communicative names to describe the company. Legal names, the full and formal name for a corporation, are used to meet legal requirements and help to clearly identify a company. Communicative names and informal designations are used in spoken and written communications when the use of legal names is not required. When referring to LXE, use only the provided legal and communicative names stated below.

Legal Name: LXE Inc.

Communicative Names: LXE

LXE Inc, An EMS Technologies Company

Whenever the company name is used in editorial text, it must always be written in capital letters and appear in the same typeface as the rest of the text.

The LXE logo may never appear in editorial text. When referring to our products and services, always use the company name as an adjective, for example, LXE computers, LXE support services and LXE systems. Try to avoid the name LXE in the possessive form when possible.

Do:

LXE develops wireless data collection products.

Don't:

Lxe develops wireless data collection products.

 develops wireless data collection products.

LXE TRADEMARKS

The Registration mark should be applied to the first usage of each of these trademarks on a page.

LXE®

Born Rugged, Not Made Rugged®

Spire®

RFTerm®

STILL HAVE QUESTIONS...

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