



LOGO USAGE GUIDELINES

FOR ALL MARKETING MEDIA FORMATS

In an effort to maintain a clear, strong corporate identity, LXE has developed guidelines for the use of its PartnerPass Program logos. These standards should be applied/respected globally.

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

There are several versions of the PartnerPass Program logos available depending on the type of relationship a partner has with LXE. The guidelines described in this document apply to all logo versions. Each logo comes in a full color style and a black & white style.

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 PARTNERPASS PROGRAM LOGO GUIDELINES

Logo Colors

Orange- PMS 165C *RGB: 255, 99, 25 *CMYK: 0, 68, 98, 0

Blue- PMS 293C *RGB: 0, 70, 173 *CMYK: 100, 68, 0, 2

*Note – Use these separation values and not the ones in Illustrator or Photoshop as they are different.



Logos are available for the following Program Levels:

Member (*For Use By All Members*)
Elite Partner (*US, Canada & Latin America Only*)
Premier Partner
Preferred Partner
Business Partner
Tech Partner
ISV Partner
Distributor
Authorized Service Partner
Authorized Repair Center

The PartnerPass Program Logo (shown below)

This logo is reserved for LXE use only.

It is not intended for use by partners.



Acceptable Backgrounds

Color Logos

Color logos may only be used on white backgrounds.

Colors may not be shaded, always use 100% color.

Black & White Logo

May be used on any color background. Black must always be at 100%.

Reserved Area

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

Leave at least 0.25 times the width of the logo around the top, bottom and sides of the PartnerPass Program logos.

x = 0.25 of the width of logo

Example: If Logo is 2 inches wide, leave ½ inch around logo for spacing



MISUSE OF LOGOTYPE

The logotype is a piece of artwork and should never be recreated or altered in any way. The only appropriate way to obtain the logotype is through electronic file.

Here are some general guidelines for incorrect presentation of authorized signatures:

NEVER

“Read out” the logo as part of a sentence or editorial text.



*Our company is a **BUSINESSPARTNER** since more than 10 years.*

NEVER

Position the LXE logo at an angle.



NEVER

Resize the logo disproportionately.
Never skew the logo.



NEVER

Alter shades of the approved colors to create visual effects



NEVER

Use the color logo on a photographic, patterned, color or watermark background.
Do not place the logo in a frame or between lines.



NEVER

Rearrange the logo components. Do not reposition the text to a new area of the logo. Do not add a tagline, word, or picture to the LXE PartnerPass Program logos.



MOST RUGGED HARDWARE