



CORPORATE BRAND GUIDE **2014**



# INTRODUCTION

The purpose of this document is to provide clear guidelines for how Crestron is to be visually represented around the world. These guidelines help to build a strong, cohesive, and consistent visual identity. Your help in conveying our personality, voice, and ideas as a single powerful Crestron brand is critical for our public image.

As evidenced by our multitude of national and international offices and inter-company departments, the culture of Crestron celebrates an independent, entrepreneurial spirit and decentralized environment. As such, adhering to consistent design and editorial standards is vital to upholding the Crestron brand. By maintaining consistent standards, we capitalize on the enormous volume of communications we generate and we present an image to the world of a multifaceted, but unified, company.

Every form of official Crestron communication, from advertising and sales presentations to proposals and electronic correspondence, reinforces our reputation and builds brand loyalty. Your role in perpetuating the Crestron brand is essential and required.



# 1.1 THE CRESTRON LOGO

The Crestron logo represents the innovative ideas we are presenting and sharing around the world.

**Swirl.** The swirl is the defining feature of our logo. It places Crestron at the center of innovation, with ripples of ideas emanating outwards.

**Wordmark.** The relationship between the logo elements is pre-determined and fixed. Do not under any circumstances alter the proportions or placement of any of the signature elements independently.

**Registration mark.** Do not try to reproduce the ® (registered trademark) on the logo. Use only master artwork or electronic files to preserve design integrity and legal protection.

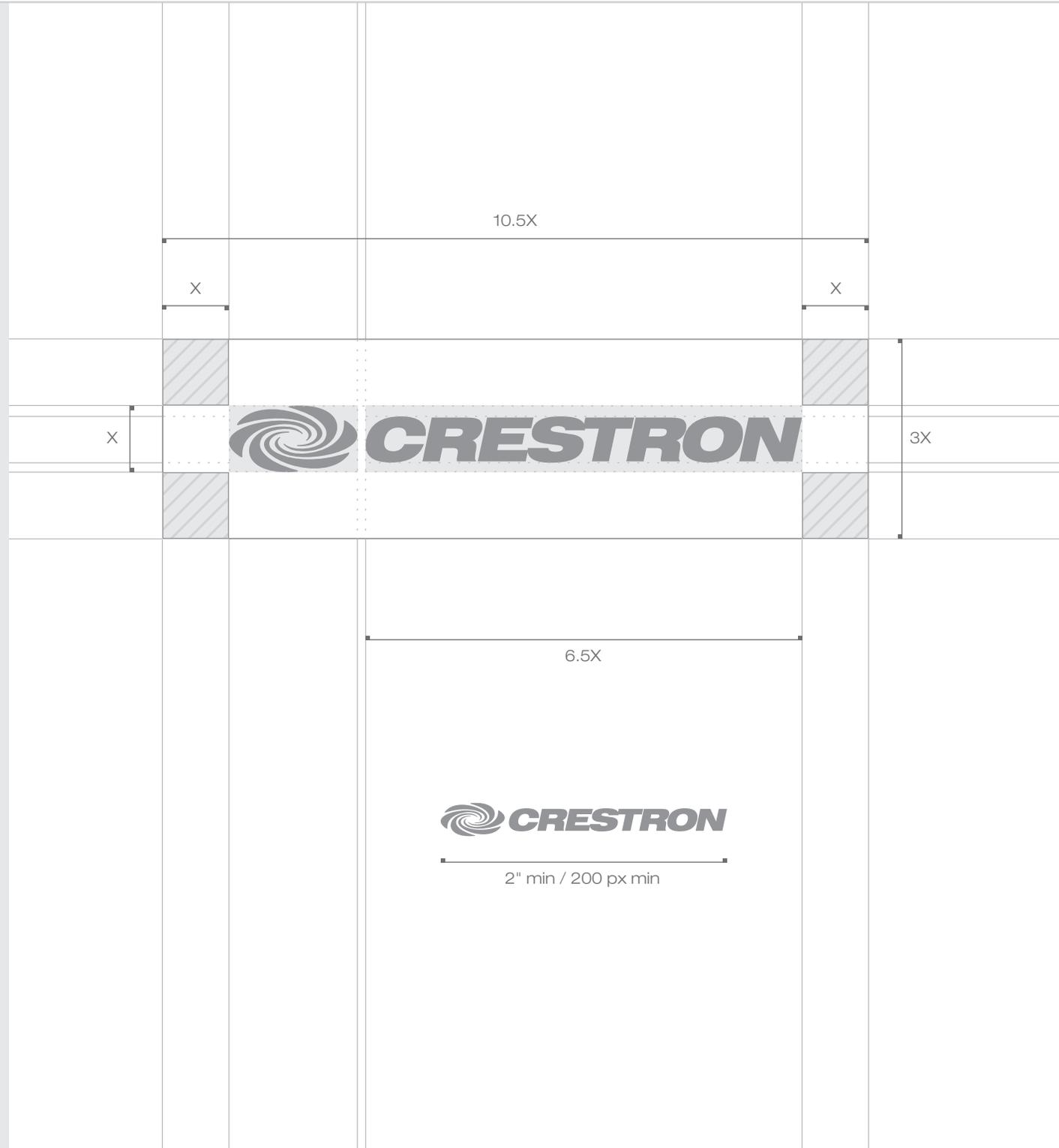




# 1.2 CLEAR SPACE

**Clear space.** Clear space is the area surrounding the logo that must be kept free of other graphic elements. The minimum required clear space is defined by the measurement “X,” as shown. This measurement is equal to the height of the swirl.

**Minimum size.** We have established various minimum sizes for our logo to help it stand out as much as possible. While the minimum sizes shown here should accommodate most applications and reproduction techniques, make sure that our logo is never smaller than what can be clearly executed. Applications such as the Web, signage, or merchandise may require larger sizes.





# 1.3 LOGO USAGE

## Color options.

PMS Process Black C (Black)

PMS Process Blue C (Blue)

**Color treatment.** The preferred color treatment for any type of signage is always Crestron Black. For individual or channel letters, the faces should be Crestron Black. Alternatively, when restrictions or background colors require another color, blue or white letters are allowed provided there is sufficient contrast with the background. If a dark or black background is used, only the white letters should be used.

**Background control.** Although it is always preferable to place the logo on a black or white background, there are times when it will need to appear over a color. In these cases, make sure that the logo elements are as visible as possible.





# 1.4 IMPROPER LOGO USAGE

1. Do not reproduce the logo in colors other than those listed in this document.
2. Do not apply any effects.
3. Do not condense or stretch logo proportions.
4. Make sure there is enough color separation from the background and the logo.
5. Do not rotate, skew, redraw, re-proportion, or otherwise alter or distort the logo or its elements in any way.
6. Do not apply an outline to the logo.
7. Do not scale individual parts of the logo.
8. Never remove the registration mark.

*Some exceptions may apply.  
Please contact the Creston marketing department for pre-approval.*

1.



5.



2.



6.



3.



7.



4.



8.





## 1.5 **SECONDARY LOGOS**

**Stacked.** Pre-approval is always needed for this logo usage. The primary logo should always be considered first for all applications and all mediums. Should circumstances arise where there is restricted horizontal spacing, we have developed an alternative “stacked” version of the Crestron logo.

**Integrated by Design.** We need to let the industry and the marketplace know that we’re not just an AV or control company. We need you to tell everyone that we’re in the integrated technology business. Our company slogan, “Integrated by Design”, captures this new strategic direction.

*For pre-approval and access to the digital files, please contact the marketing department at [marketing@crestron.com](mailto:marketing@crestron.com).*





# 2.1 COLOR PALETTE

**Crestron colors.** For the best print quality reproduction and worldwide consistency, Crestron colors should be printed as solid PANTONE® colors. If a PANTONE color is not available, a four-color process match may be appropriate.

- Always use the approved color palette shown here.
- Display the Crestron logo using the PANTONE Process Black C color whenever possible.

*Please contact the Crestron marketing department for questions regarding colors.*



### PANTONE

Process Black C

### CMYK

Cyan	0 %
Magenta	0 %
Yellow	0 %
Black	100 %

### RGB

Red	0
Green	0
Blue	0

### WEB

000000



### PANTONE

Process Blue C

### CMYK

Cyan	100 %
Magenta	13 %
Yellow	1 %
Black	2 %

### RGB

Red	0
Green	153
Blue	216

### WEB

0099d8



### PANTONE

Cool Gray 9 C

### CMYK

Cyan	30 %
Magenta	22 %
Yellow	17 %
Black	57 %

### RGB

Red	95
Green	99
Blue	105

### WEB

5f6369



# 3.1 CORPORATE TYPEFACES

Helvetica Neue LT Std is our primary typeface. This easy to read, san serif type style helps us communicate ideas in a strong, simple manner.

Contact the marketing department at [marketing@crestron.com](mailto:marketing@crestron.com) to learn about obtaining this typeface.

## Medium.

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Roman



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