



perceptics
imaging technology solutions

LOGO USAGE GUIDE
VERSION 1.0

THE LOGO AND ITS PARTS

The Perceptics logo is a combination of the two elements, the logotype and the tagline.

Perceptics Logo



This is the keystone of our visual identity and is used on all communications materials. The logotype and tagline should always be spaced and aligned as shown in these guidelines. To maximize the impact and recognition of our logo, acceptable configurations and color choices are limited.

The logo must be reproduced from reproduction-quality art or from high-resolution digital files.

Never attempt to recreate the logo from scratch, as the unique relationships between the characters of the logotype and tagline are difficult to match. Also, do not ever alter logo in any way. If you do not have the logo in a format suitable for your need, please contact the Sales and Marketing Department.

Perceptics Logotype



Perceptics Tagline



COLOR GUIDELINES

Colors are a powerful distinguishing feature of an identity and should be employed with care and consideration. Adhering to the following color reproduction guidelines will help in creating a consistent image and maintaining the visual impact of the logo.

PERCEPTICS CORPORATE COLORS ARE:

Pantone 130, Pantone 186 and Pantone Black

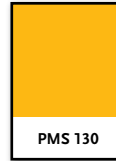
THE PROCESS COLOR EQUIVALENTS ARE:

Yellow = c0, m30, y100, k0

Red = c13, m100, y100, k3

Black = c0, m0, y0, k100

Spot Color



PMS 130

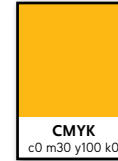


PMS Black



PMS 186

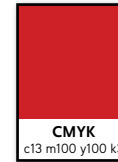
Process Color



CMYK
c0 m30 y100 k0



CMYK
c0 m0 y0 k100



CMYK
c13 m100 y100 k3

ACCEPTABLE VARIATIONS

It is acceptable to use white or black for the entire corporate mark when the corporate colors are not available.

2 Color
PMS 130
PMS BLACK



2 Color
PMS 186
PMS BLACK



2 Color
PMS BLACK
PMS 130



2 Color
PMS BLACK
PMS 186



1 Color KO
PMS 130



1 Color KO
PMS 186



1 Color KO REV
PMS 130



1 Color KO REV
PMS 186



1 Color
PMS BLACK



KO



LOGO PROTECTION AREA

Part of the purpose of the logo usage guidelines is not only to create a visual identity, but also to make the brand visible. The following guidelines discuss how to allow for clear space around the logo, thereby emphasizing the logo. The recommended spacing surrounding the logo, is the minimum distance that is required between the Perceptics logo and any other visual element such as text, illustration, photography, borders, etc.

Consider the cap height of the Perceptics logotype as indicated by “X”. The closest any element may appear to the logo is “X”

LOGOTYPE CAP HEIGHT:



LOGO PROTECTION AREA:



LOGO PLACEMENT

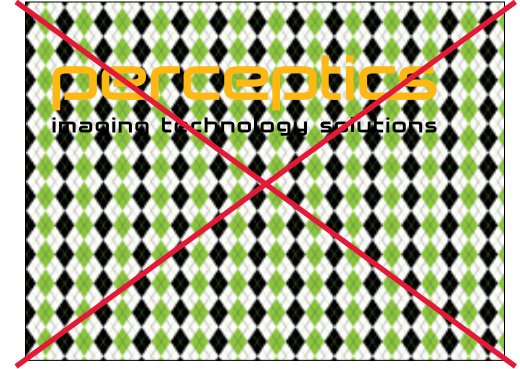
For our logo to work effectively as a strong brand identifier, it should never be obscured by text or art. The logo should never be placed on a heavily patterned background, no design elements (lines, patterns, art) should intrude upon, touch or compete with any part of the logo.

Never place the logo over a color break, or place the logo over a busy photograph. Choose a photograph or an area of the photograph that is less competitive with the logo and has consistent color tone. You may choose to fade, or ghost the image back in order to protect the logo's dominance.

IMPORTANT: Never box-in, alter or add design elements to the logo. Any alterations such as screened logos, drop shadows, outer glows, etc., must be approved by the Perceptics Sales and Marketing department.



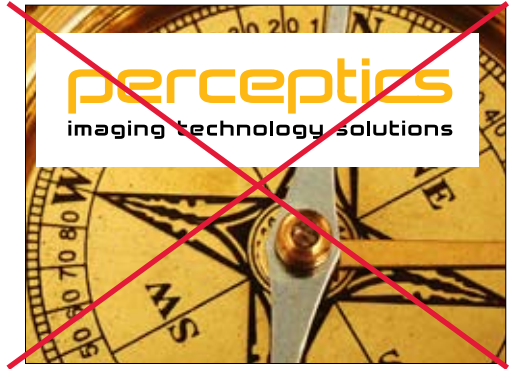
The background texture is subtle.



The background is too busy with contrast and pattern.



Never place the logo over a color break, or place the logo over a busy photograph.



Never box-in, alter or add design elements to the logo.