

Hunter Paine Enterprises, LLC

# Lexite™ Logo Usage Guidelines



## GENERAL GUIDELINES

The Lexite™ logo guidelines are intended for Hunter Paine Enterprises, LLC employees, customers, consultants, licensees and any other third party planning to use the Lexite™ trademark or logo in internal or external communication where the Lexite™ logo will appear.

Adherence to the guidelines will help ensure that the Lexite™ brand is presented consistently at all times, furthering its establishment in the marketplace.

To preserve the market strength of all Lexite™ communications and to protect the Lexite™ trademark legally, do not deviate from the guidelines.

## CONTACT INFORMATION

For answers to questions regarding the use of the Lexite™ logo or to obtain the latest graphics artwork files, contact us at:

(925) 299-2930 Office

(925) 299-1773 Facsimile

(800) 850-4396 Toll Free

## CONTENTS

1. Core Visual Identity
2. Core Color and Backgrounds
3. Identity Variations
4. Trademark Compliance

# Core Visual Identity

The graphic expression of our brand

## THE LOGO

Our identity is shaped by the way we present our brand to the world. We influence what people think and feel about the Lexite™ brand through its appearance. Do not attempt to modify or recreate the Lexite™ logo under any circumstances. Use only artwork sourced from or provided by Hunter Paine Enterprises, LLC.

The core Lexite™ logo is a wordmark that consists of custom drawn letter forms. Whenever possible, the Lexite™ logo should be presented in its full-color version, as seen to the right.

## LOGO CLEAR SPACE

The logo should have a minimum clear space around it so surrounding graphics and text do not compete with it. Maintaining a clean and uncluttered area around the Lexite™ logo maximizes the visual impact of the identity. The minimum amount of clear space on all sides of the Lexite™ logo is the equivalent of the two times the width of the "I" found in the wordmark.

## MINIMUM SIZE

To ensure legibility, the Lexite™ logo may not be reproduced below 0.75 inches.

Because customers will also encounter the Lexite™ logo in electronic media, it is important to maintain consistency when transferring the identity to this medium. The minimum size for the identity in electronic media is 56 pixels.

Always reproduce the Lexite™ logo from approved resources.

### Core Lexite™ Identity: Full-color version



### Core Lexite™ Identity: Clear Space



The Lexite™ logo: clear space

### Core Lexite™ Identity: Minimum Size



The Lexite™ logo: minimum print size



The Lexite™ logo: minimum electronic media size

## FULL COLOR

Color is essential to brand strategy. It helps to establish and maintain the look and character of our brand. The use of color in every application of the Lexite™ brand must appear consistent throughout all production and fabrication mediums. Outlined below is the Pantone Matching System® (PMS) color palette. It should be used as a reference when choosing colors for printed media.

Whenever possible, the Lexite™ logo should be presented in its full-color version with black logotype on a yellow field. The inverse color arrangement is also acceptable when the preferred version will not provide sufficient contrast. If only a single color is to be used and the color can be selected, choose Pantone Black or reverse to White.

Note: no one formula of the different inks, paints, lacquers no other materials used in manufacturing or reproduction processes fit Pantone 1235. Thus, when doing signage, Web publishing, or other reproductions, visually match Pantone 1235 as close as possible.

## LIMITED COLOR

The One Color Lexite™ logo can only print positive on a light background with values from 10% to 40%. For effective contrast with dark tone backgrounds, use reverse White Logo. When it is necessary for the Lexite™ logo to appear reversed out of a solid color background on a light colored substrate, use the White version of the Logo. Please use discretion when placing the Logo over textured, or toned backgrounds. The Logo may reverse out to the substrate providing sufficient contrast or a tint of at least 50%.

Full color version of logo artwork over white background



PMS 1235

PMS Black



Full color version over solid toned background



10%

20%

30%

40%

60%

70%

80%

90%

Black and White version over toned background



10%

20%

30%

40%

60%

70%

80%

90%

# Identity Variations

Protecting valuable intellectual property

## LOGO VARIATIONS

The Lexite™ logo is a valuable asset to Hunter Paine Enterprises, LLC and represents the product's promise to its customers. All uses of the identity must be correct everywhere, all the time, internally and externally.

The exhibits to the right are the only approved variations to the Core Lexite™ logo standards. These versions have been created to provide clarity regarding the brand and its relationship to Hunter Paine Enterprises, LLC or to protect the legibility of the logo.

## LOGO ARTWORK IN SHAPES

This variation of the Lexite™ logo has been designed for flexible use in collateral design. The preferred shape color is PMS 1235.

When the logo must appear on textures, photography or colors that would adversely effect the legibility of the logo, always use the logo version most appropriate for the particular execution to achieve optimal contrast between the logo and its background.

## LOGO ARTWORK WITH TAGLINE

This variation of the Lexite™ logo has been designed for use when the identity will be accompanied by the brand's tagline. The tagline justifies with the logotype and is to be reproduced in either black or white to provide sufficient contrast for maximum legibility.

### Full color version of logo artwork in a shape



### Full color version of logo with tagline



## Using the Lexite™ brand name in correspondence:

Trademarks and registered trademarks typically apply to use of these marks in commerce and in communications to audiences outside the company.

### Use of “™”:

The “™” symbol must accompany any mention of the brand name “Lexite™” in all external communications. Failure to do so could result in a competitive challenge to our ownership of the name and the possible loss of our exclusive use of the brand name, “Lexite™”. Even in applications where the “™” may not be legible, it should be included. The “™” should not be removed.

### Lexite™ versus LEXITE™:

Attempts to reproduce the Lexite™ logo in copy should be avoided. Refrain from using “LEXITE™” in your written documents. Use the brand logo as appropriate or use Lexite™ with a capital “L” and lower case lettering for text writing.

### Internal Correspondence and Internal Email:

It is not necessary to include the “™” with the word “Lexite” when developing or responding to internal correspondence. This includes internal documents distributed as soft or hard copy and email correspondence.

Correspondence and email to persons outside the company should include the “™” after each Lexite™ brand mention.

### Trademark “™” versus Registered Trademark “®”:

Once Lexite™ appears commercially in the marketplace, Hunter Paine will apply for a federal trademark registration. When this registration is obtained, we will transition the brand mark from “Lexite™” to “Lexite®”. As new materials are created after this point, the Lexite™ brand will become Lexite®. Continued use of materials using the “™” during this transition period is not a concern.

### “Lexite™ is a trademark of Hunter Paine Enterprises, LLC”

This copy must appear in articles, sales literature and advertising materials. It is not required on product labels or in other applications.

Placement of this copy is at the discretion of the author or designer but it is recommended that it appear at the end of the document or in the footer, preferably in smaller type than what it is defining.

## Working with the Lexite™ brand identity and the Hunter Paine Enterprises, LLC corporate identity:

The Lexite™ brand identity is not to appear together with the Hunter Paine Enterprises, LLC corporate identity. When using the Lexite™ brand identity, treat “Hunter Paine Enterprises, LLC” in type.

#### Correct use of Lexite™ with corporate name



*Stronger. Lighter. Cleaner - Better.*

Hunter Paine Enterprises, LLC

#### Incorrect use of Lexite™ with corporate name



*Stronger. Lighter. Cleaner - Better.*

