

ergotron

Ergotron Logo Style Guide

October 2019

The Ergotron style guide establishes rules for the consistent implementation of the Ergotron logo. This guide should be used on all branded materials, and contribute to the unified expression of the brand.

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The Ergotron logo is the primary expression of the Ergotron brand. The logo is the preferred expression, and should be used whenever possible.

The logo is custom art and should not be recreated using a typed font. When using the logo, make sure to use the provided artwork files.

Navy is the primary color of the Ergotron brand. The logo may also be reproduce in grayscale or reversed out of a colored background.

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The logo should be unobstructed by the other details. To ensure there is sufficient space around the logo, use the width and height of the lowercase e for measuring the appropriate space around it.

To ensure that Ergotron's logo is always clear, the width of the word mark cannot be made smaller than 1 in. At smaller sizes, the logo becomes unrecognizable.

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1 in. Min.

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The Ergotron icon is a visual tool that may be used as the short-hand iconography of our brand, for particular sizes and contexts. The icon is simple, strong and distinct.

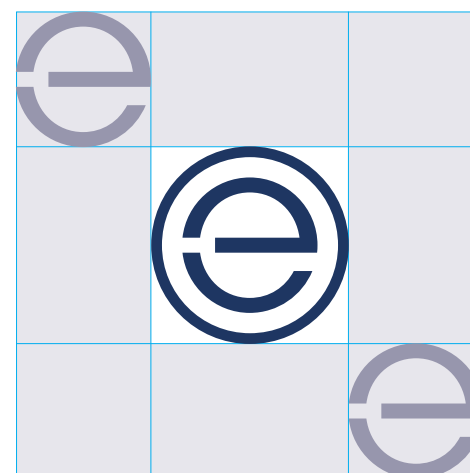
The icon is the most abstract representation of the brand. It should be used in an abbreviated digital format, or only under special circumstances to create mood or add decoration.



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The icon should be unobstructed by the other details. To ensure there is sufficient space around the icon, use the width and height of the lowercase e for measuring the appropriate space around it.

To ensure that Ergotron's icon is always clear, the width of the word mark cannot be made smaller than 0.5 in. At smaller sizes, the icon becomes unrecognizable.



0.5 in. Min.

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4.1 Color

C: 100 R: 031 #1F3662
M: 088 G: 054
Y: 038 B: 098
K: 020

C: 000 R: 242 #F26859
M: 074 G: 104
Y: 064 B: 089
K: 000

Our colors reinforce specific characteristics of the brand. Ergotron's primary color palette features a range of cool colors that builds depth and sophistication. These are key visual identifiers of our brand.

PMS: 534C

PMS: 7416C

White

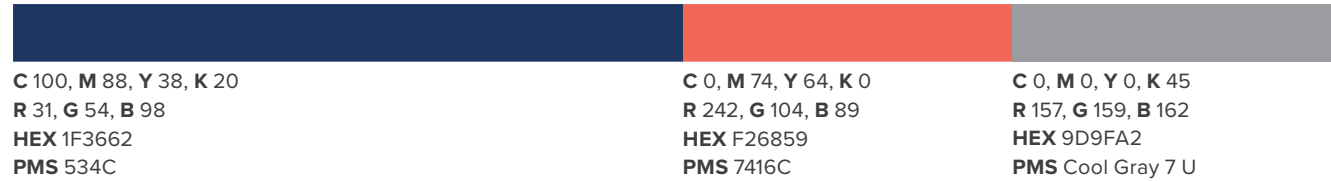
C: 000 R: 157 #9D9FA2
M: 000 G: 159
Y: 000 B: 162
K: 045

PMS: Cool Gray 7 U

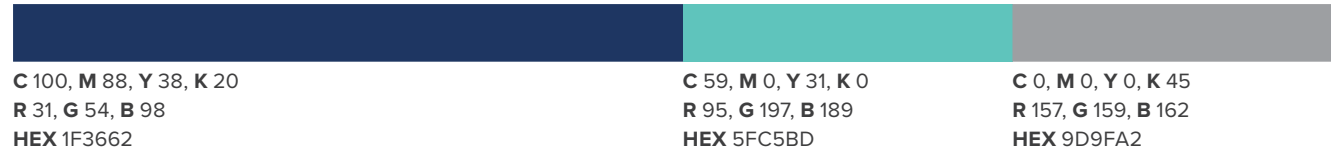
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The length of the color bars in the color palettes visually demonstrates how much of each color should be used in each category.

CORPORATE



HEALTHCARE



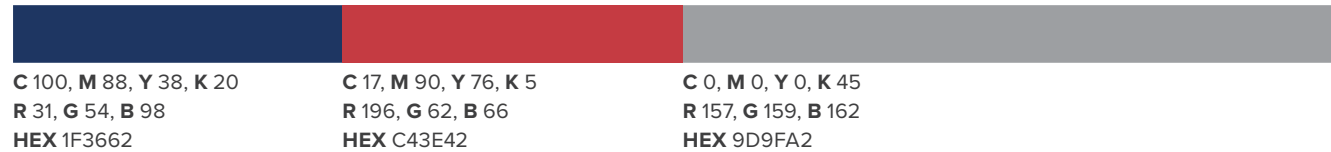
EDUCATION



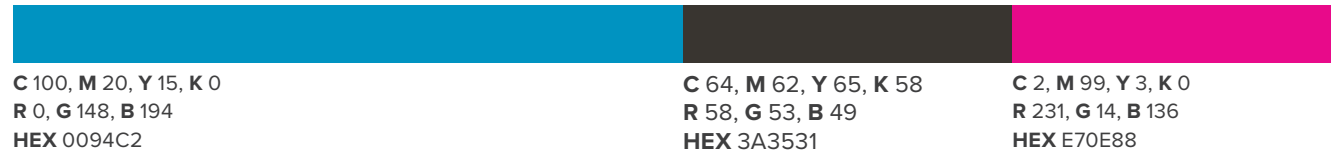
OFFICE/PRO-FURNITURE



JÜV



WORKFIT



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The main typeface for Ergotron and all of its sub-brands is Proxima Nova. The weights and colors that can be used are listed here.

Proxima Nova is available for free from Adobe.com for users of the Adobe Creative Suite.

Verdana and Verdana Pro are for IT Channel materials and PowerPoints.

PROXIMA NOVA

Thin	<i>Thin Italic</i>
Light	<i>Light Italic</i>
Regular	<i>Italic</i>
Medium	<i>Medium Italic</i>
Semibold	<i>Semibold Italic</i>
Bold Italic	Bold
Extrabold Italic	Extrabold

VERDANA

Verdana Pro Light	Verdana Pro Regular
Verdana	Verdana Pro SemiBold
Verdana Bold	Verdana Pro Bold



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ergotron®
moving you forward

ergotron

The corporate logo, icons and patterns.

When to use the tagline:

- Letterhead
- PowerPoint title slide only
- Business cards
- Email Signature
- Corporate Literature
- Press Kit

When not to use the tagline:

- With Sub-brands (CareFit, WorkFit, LearnFit)
- PowerPoint Content Slides
- When Identifying our core Vertical Markets:
Healthcare, Education, Office
- Contract
- Custom



(preferred)



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The sub-brand logos.

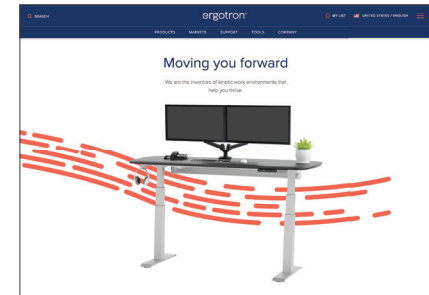
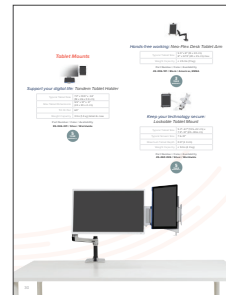


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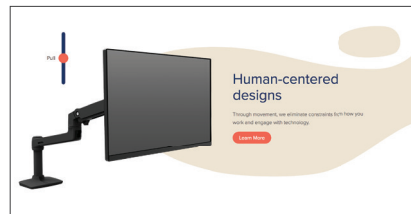
MOVEMENT LINES



The movement lines can be used for literature and online. Any of the corporate colors or channel colors can be used.



WEB ONLY



“BLOB” COLOR:
C 6, M 8, Y 16, K 0
R 238, G 227, B 211
HEX EEE3D3

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Branded tradeshow booth design



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For any questions regarding the use of the Ergotron logo, please contact the Ergotron marketing department.