# Patton branding guidelines

for business stationery

# Contents


**Overview** . . . . . 3

**Typography: Primary typefaces** . . . . . 4

Calibri . . . . . 4

Arial . . . . . 4

**Typography: Substitute typefaces** . . . . . 5

Helvetica . . . . . 5

Helvetica Neue . . . . . 5

**Letterheads defined** . . . . . 6

**Formal letterhead** . . . . . 7

Letter size (8.5 x 11 inch) . . . . . 7

A4 . . . . . 8

**Informal letterhead** . . . . . 9

Letter size (8.5 x 11 inch) . . . . . 9

A4 . . . . . 10

**Business card** . . . . . 11

**Envelopes** . . . . . 12

#10 business envelope . . . . . 12

DL envelope . . . . . 13

**Mailing label** . . . . . 14

**Fax cover sheet** . . . . . 15

Letter size (8.5 x 11 inch) . . . . . 15

A4 . . . . . 16

**News release form** . . . . . 17

Letter size (8.5 x 11 inch) . . . . . 17

A4 . . . . . 18

**PowerPoint template** . . . . . 19

**Email signature** . . . . . 20

**Downloading stationery templates** . . . . . 21

# Overview

Patton Electronics Co. (Patton) stationery includes:

- Letterheads (formal and informal versions)
- Business card
- Envelopes (#10 and DL envelopes)
- Mailing label
- Fax cover sheet
- News release form
- PowerPoint template
- Syteline generated forms (quotes, packing lists, invoices, etc.)
- Email signature

The guidelines provided in the following pages will ensure consistency in the stationery used by Patton facilities around the globe.

# Typography: Primary typefaces

The Calibri font family has been chosen as the primary typeface for Patton communications.

For Patton websites and fax cover sheets, Arial is the preferred typeface.

## Calibri

**Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

**Italic**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz 0123456789*

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz 0123456789**

**Bold Italic**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
***abcdefghijklmnopqrstuvwxyz 0123456789***

**Note** The Calibri font family must be installed on your computer if you plan to download and use the stationery templates (see section *Downloading stationery templates* for details).

## Arial

**Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

**Italic**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz 0123456789*

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz 0123456789**

**Bold Italic**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
***abcdefghijklmnopqrstuvwxyz 0123456789***

# Typography: Substitute typefaces

The following typefaces are acceptable substitutes for the Calibri font family: Helvetica or Helvetica Neue.

## Helvetica

### Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

### Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz 0123456789*

### Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz 0123456789**

### Bold Oblique

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
***abcdefghijklmnopqrstuvwxyz 0123456789***

## Helvetica Neue

### Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

### Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz 0123456789*

### Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz 0123456789**

### Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
***abcdefghijklmnopqrstuvwxyz 0123456789***

# Letterheads defined

There are two Patton letterheads: formal and informal, available for downloading as Microsoft Word templates in letter (8.5 x 11 inch) and A4 paper sizes (see section *Downloading stationery templates* for details).

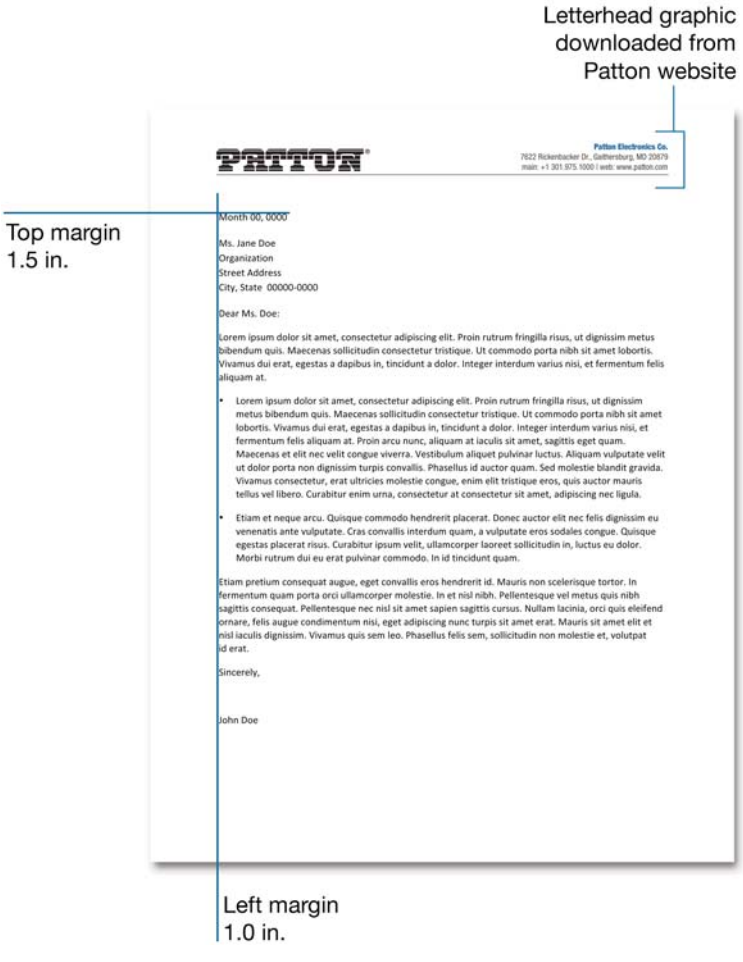
Use the formal letterhead in situations where the informal letterhead—with its casual "Let's Connect!" tagline—would set the wrong tone. When in doubt, choose the formal letterhead!

**Note** For more information, refer to *Patton branding guidelines for logos and web badges*, section *Patton logos defined*.

**Formal letterhead**

**Informal letterhead**

# Formal letterhead




## Letter size (8.5 x 11 inch)

Patton logotype: Black

Body text: Calibri font, Black, 11 pt type with 14 pt leading

Text must be composed as flush left, ragged right

Margins (in inches):

- Left: 1 / Right: 1
- Top: 1.5 / Bottom: 1
- Header: 0.5 / Footer: 0.5

Paper must be ink and laser printable and meet the following specs:

- Size: Letter (8.5 x 11 inch)
- Weight: 24 lb. bond
- Color: Bright white (90–94 brightness)
- Paper finish: Wove with watermark
- Cotton % of content: 25% cotton

**Note** See section *Downloading stationery templates* to download the letterhead template in Microsoft Word format.

# Formal letterhead *(cont.)*

## A4 size

Patton logotype: Black

Body text: Calibri font, Black, 11 pt type with 14 pt leading

Text must be composed as flush left, ragged right

Margins (in inches):

- Left: 0.9 / Right: 0.9
- Top: 1.5 / Bottom: 1
- Header: 0.5 / Footer: 0.5

Paper must be ink and laser printable and meet the following specs:

- Size: A4
- Weight: 100gsm bond
- Color: Bright white (90–94 brightness)
- Paper finish: Wove with watermark
- Cotton % of content: 25% cotton

**Note** See section *Downloading stationery templates* to download the letterhead template in Microsoft Word format.

# Informal letterhead

## Letter size (8.5 x 11 inch)

Patton logotype: Black
"Let's Connect!" Tagline: Pantone PMS 7462C

Body text: Calibri font, Black, 11 pt type with 14 pt leading

Text must be composed as flush left, ragged right

Margins (in inches):

- Left: 1 / Right: 1
- Top: 1.5 / Bottom: 1
- Header: 0.5 / Footer: 0.5

Paper must be ink and laser printable and meet the following specs:

- Size: Letter (8.5 x 11 inch)
- Weight: 24 lb. bond
- Color: Bright white (90–94 brightness)
- Paper finish: Wove with watermark
- Cotton % of content: 25% cotton

**Note** See section *Downloading stationery templates* to download the letterhead template in Microsoft Word format.

# Informal letterhead *(cont.)*

## A4 size

Patton logotype: Black
"Let's Connect!" Tagline: Pantone PMS 7462C

Body text: Calibri font, Black

Text must be composed as flush left, ragged right

Size/leading: 11 pt type with 14 pt leading

Margins (in inches):

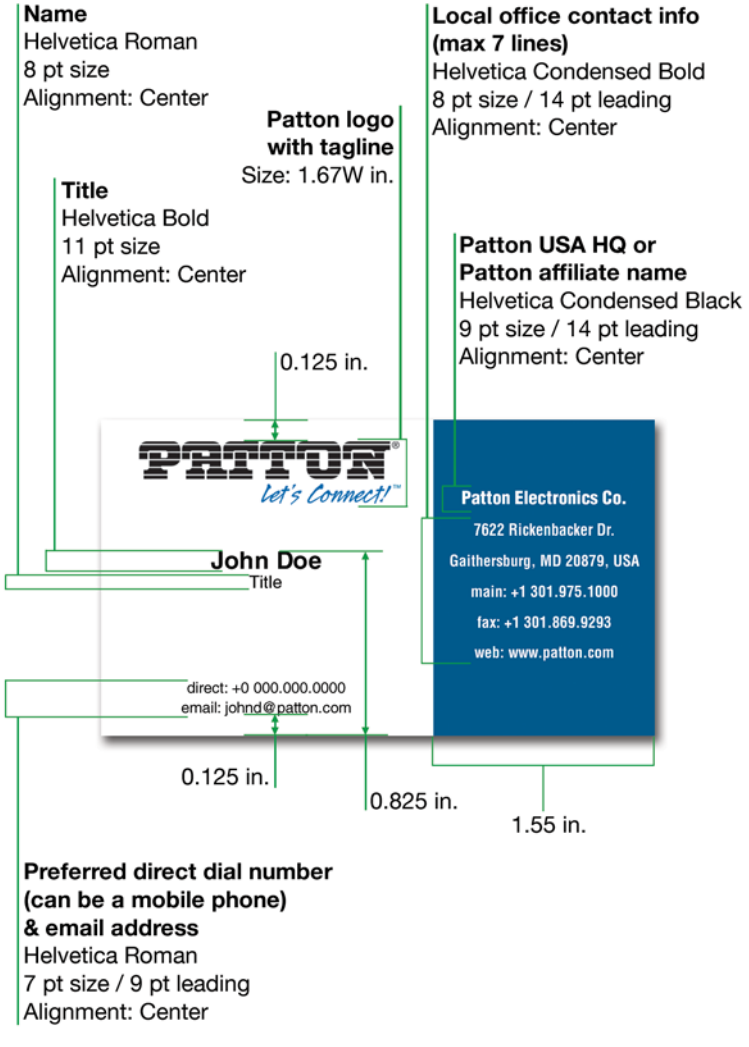
- Left: 0.9 / Right: 0.9
- Top: 1.5 / Bottom: 1
- Header: 0.5 / Footer: 0.5

Paper must be ink and laser printable and meet the following specs:

- Size: A4
- Weight: 100gsm bond
- Color: Bright white (90–94 brightness)
- Paper finish: Wove with watermark
- Cotton % of content: 25% cotton

**Note** See section *Downloading stationery templates* to download the letterhead template in Microsoft Word format.

# Business card




Patton logotype: Black
"Let's Connect!" Tagline: Pantone PMS 7462C

Address block color: Pantone PMS 7462C

Text position: White text is centered vertically and horizontally relative to address block. Patton logo and black text is centered horizontally relative to white portion of card.

Size: 3.5 W x 2 H inch

Font family: Helvetica

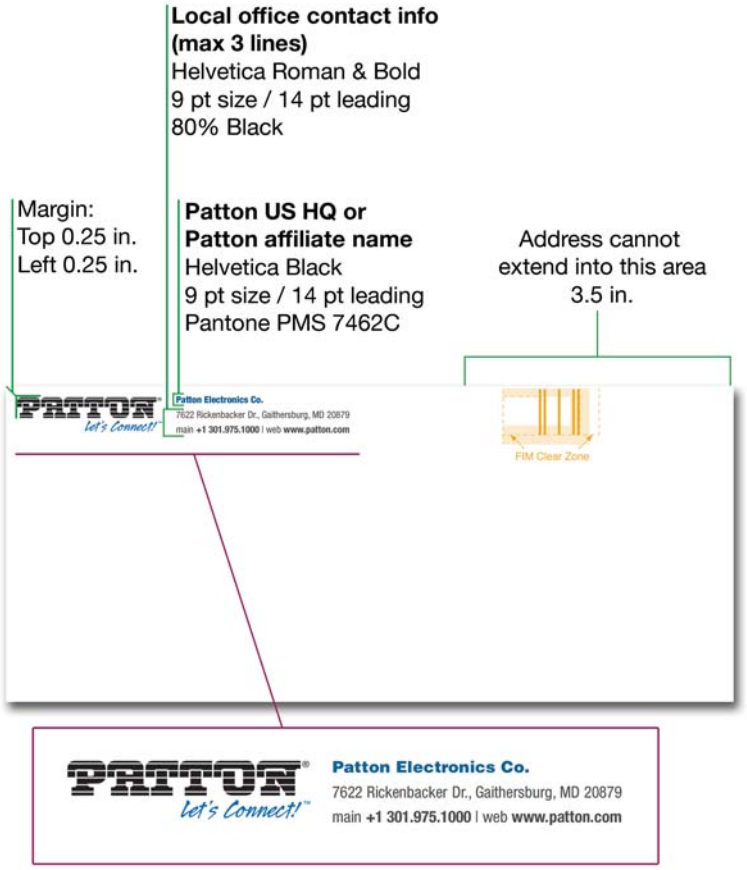
Standard phone, WWW, and email designations:

- tel:
- main:
- direct:
- fax:
- mobile:
- email:
- web:

Paper:

- Weight: 100 lb. cover
- Color: Bright white (90–94 brightness)
- Paper finish: Smooth

# Envelopes




## #10 business envelope

Patton logotype: Black
"Let's Connect!" Tagline: Pantone PMS 7462C

Font family: Helvetica

Address text must be composed as flush left, ragged right

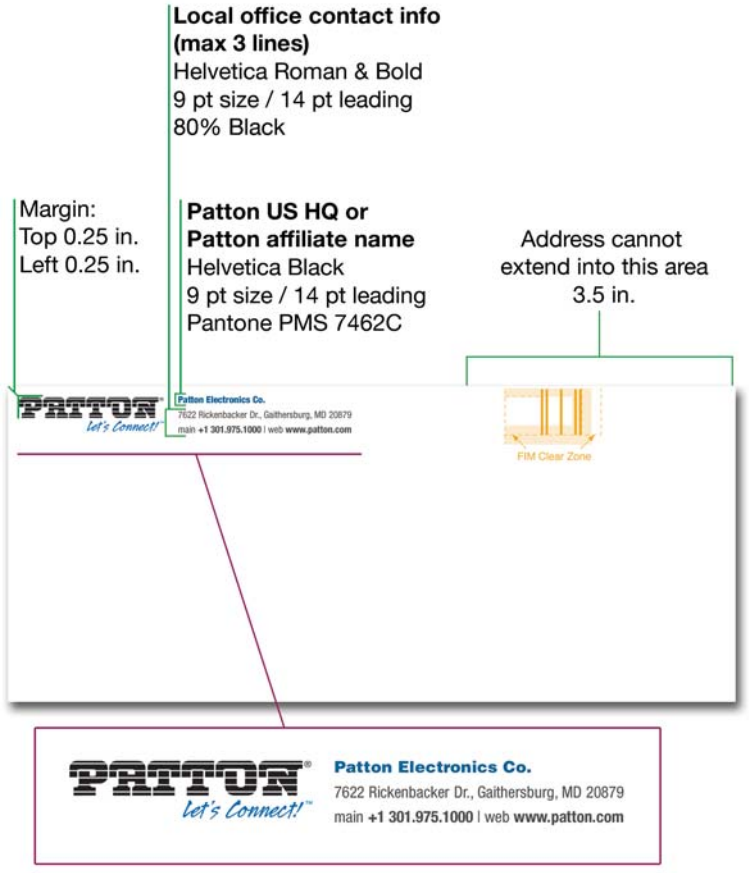
Size: #10 envelope (9.5W x 4.125H inch)

**Note** The layout at left is used for all envelopes large enough to adhere to these specifications.

Paper:

- Weight: 24 lb. bond
- Color: Bright white (90–94 brightness)
- Paper finish: Wove

# Envelopes *(cont.)*




## DL envelope

Patton logotype: Black
"Let's Connect!" Tagline: Pantone PMS 7462C

Font family: Helvetica

Address text must be composed as flush left, ragged right

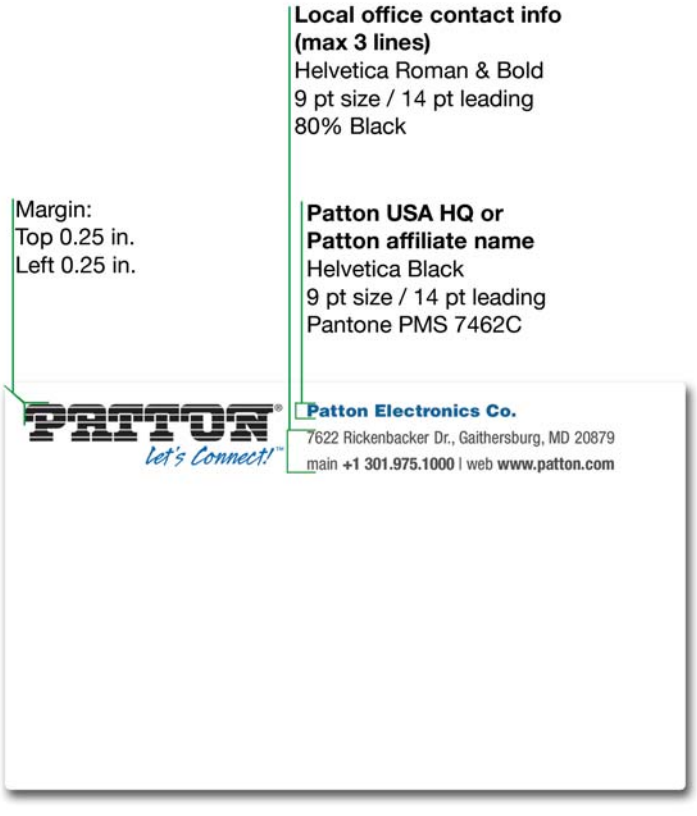
Size: DL envelope (220W x 110H mm)

**Note** The layout at left is used for all envelopes large enough to adhere to these specifications.

Paper:

- Weight: 100gsm bond
- Color: Bright white (90–94 brightness)
- Paper finish: Wove

# Mailing label




Patton logotype: Black
"Let's Connect!" Tagline: Pantone PMS 7462C

Font family: Helvetica

Address text must be composed as flush left, ragged right

Size: 5W x 3H inch

**Note** The layout at left is used for all mailing labels large enough to adhere to these specifications.

# Fax cover sheet

## Letter size (8.5 x 11 inch)

Patton logotype: Black
"Let's Connect!" Tagline: 70% Black

Body text: Arial

Margins (in inches):

- Top: 2.0
- Left: 1.5

**Note** See section *Downloading stationery templates* to download the letterhead template in Adobe Portable Document Format (PDF).

# Fax cover sheet *(cont.)*

## A4 size

Patton logotype: Black
"Let's Connect!" Tagline: 70% Black

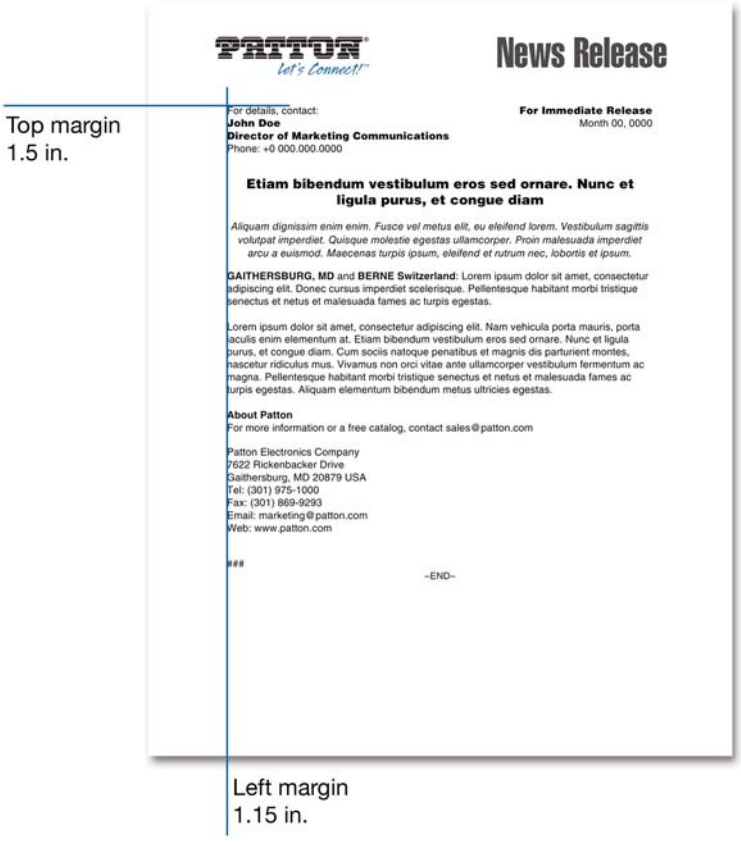
Body text: Arial

Margins (in inches):

- Top: 2.0
- Left: 1.5

**Note** See section *Downloading stationery templates* to download the letterhead template in Adobe Portable Document Format (PDF).

# News release form




## Letter size (8.5 x 11 inch)

Patton logotype: Black
"Let's Connect!" Tagline: Pantone PMS 7462C

Font family: Helvetica

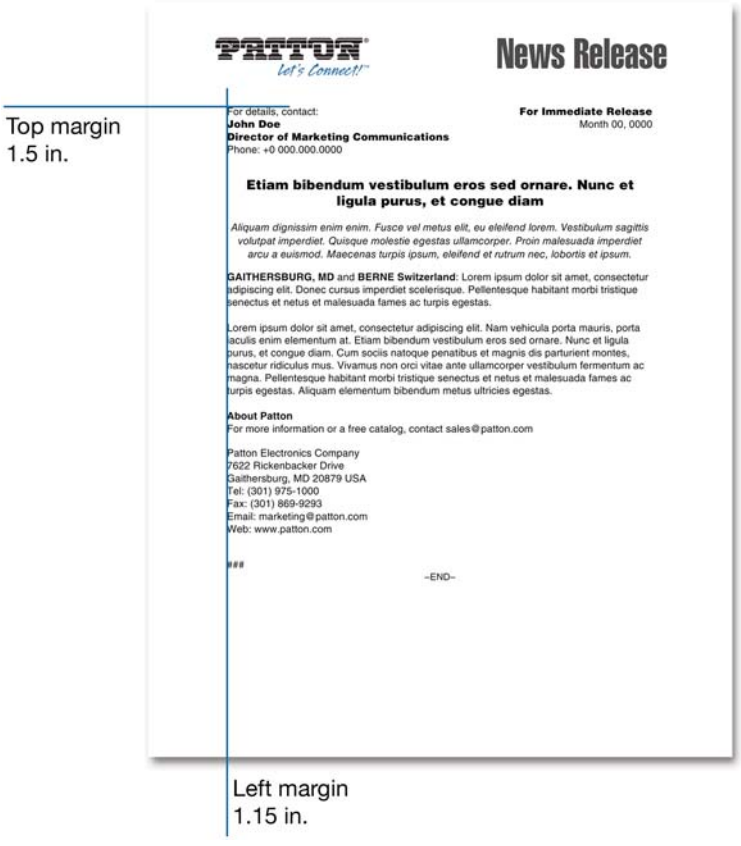
Text must be composed as flush left, ragged right

Margins (in inches):

- Top: 1.5
- Left: 1.15

**Note** See section *Downloading stationery templates* to download the news release template in Microsoft Word format.

# News release form *(cont.)*




## A4 size

Patton logotype: Black
"Let's Connect!" Tagline: Pantone PMS 7462C

Font family: Helvetica

Text must be composed as flush left, ragged right

Margins (in inches):

- Top: 1.5
- Left: 1.15

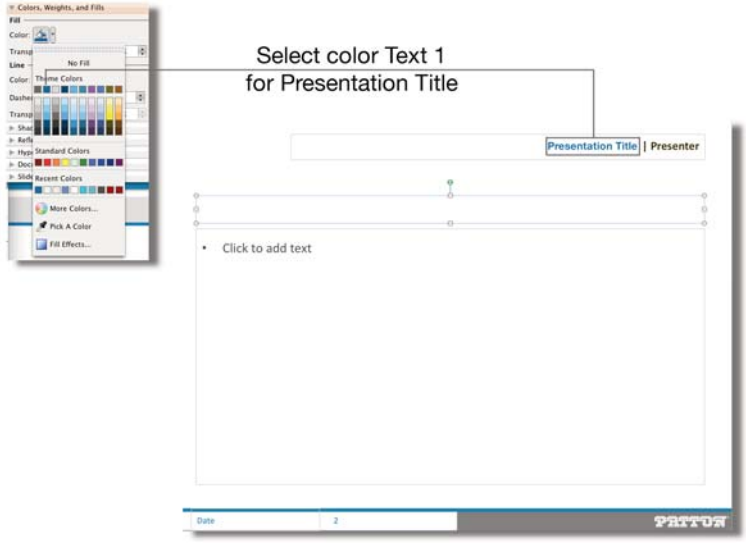
**Note** See section *Downloading stationery templates* to download the news release template in Microsoft Word format.

# PowerPoint template

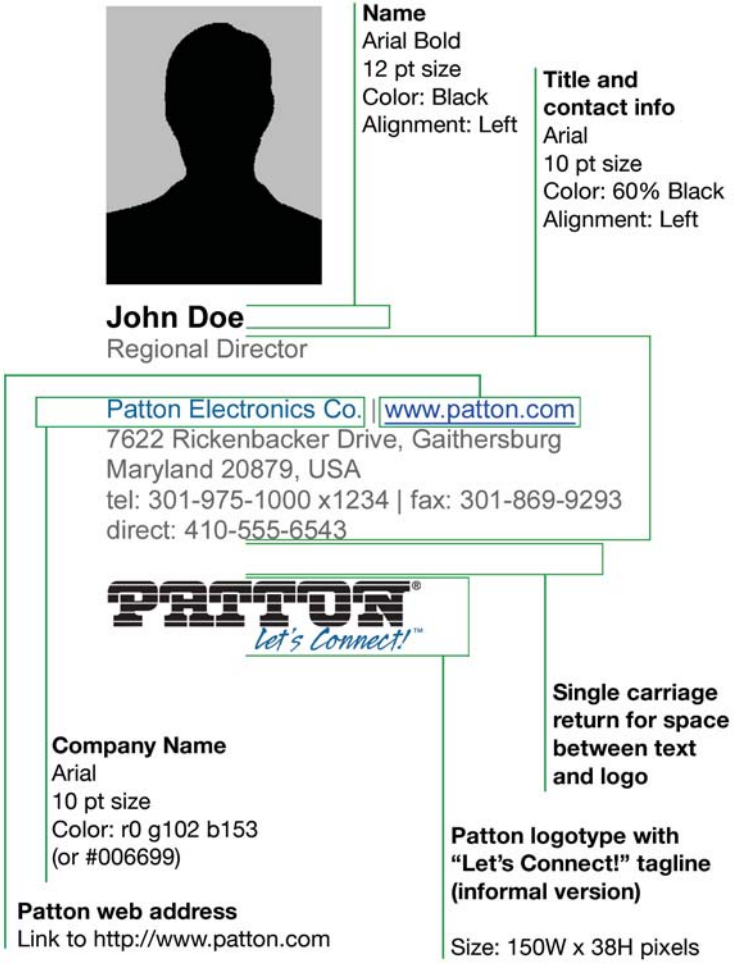
Patton PowerPoint templates are available with the following title slide styles:

- **Human Touch**—This image is based on a technology (computing, telephony, video, etc.) but the image focuses a human interacting with the technology
- **Technological**—Technology is the main element and focus of the image
- **Generic**—No image on the title slide, just an eye-catching text headline

**Note** See section *Downloading stationery templates* to download the PowerPoint template in Microsoft Word format.



# Email signature




## Typeface

Use Arial, which is typically available on PCs and Macs.

## Employee photo (optional)

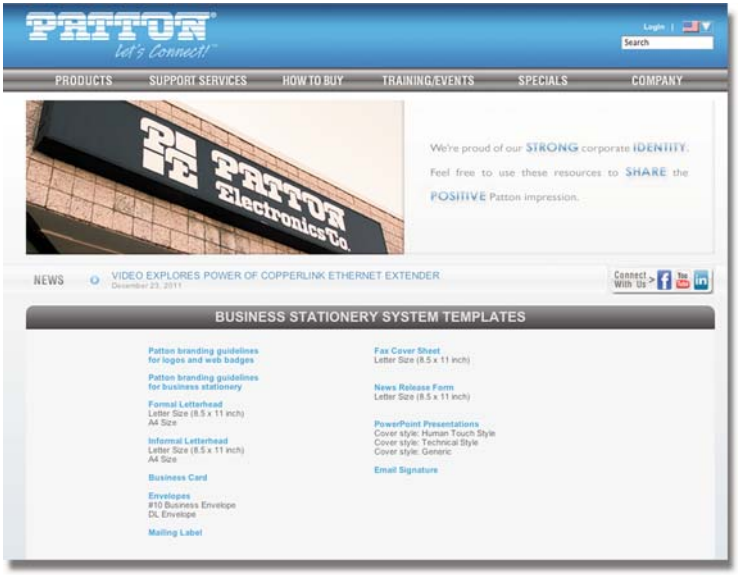
Employee photo should be a full-face (head-on) view sized at 100W x 130H pixels. Image should be in color, not black-and-white. Place the photo directly above the signature elements.

## Signature elements

The following should be included in your email signature (as applicable):

- Employee photo (optional)
- Name (bold 12-point type)
- Title (10-point type)
- Patton HQ or Patton afilliate name | www.patton.com
- Address (no more than three lines of text)
- Phone number | Fax number
- Direct number (can be a mobile number)
- Other contact info (if applicable)
- Social network sites logos (if applicable)
- Patton logotype with "Let's Connect!" tagline (informal version) sized at 150W x 38H pixels

# Downloading stationery templates




**Note** You must obtain a username and password before you can download stationery templates.

1 Point your browser to: http://www.patton.com/marcat/stationery

2 Type the *User Name* and *Password*, then click the *Login* button.

3 Download the desired templates.

PATTON
let's Connect!™
7622 Rickenbacker Drive
Gaithersburg, MD 20879 USA
Phone **+1-301-975-1000**
Fax **+1-301-869-9293**
E-mail **sales@patton.com**
Web **www.patton.com**

07MPSG-G1

Copyright © 2012 Patton Electronics Company. All rights reserved. Patton is a registered trademark of Patton Electronics Company in the United States and other countries.