

# Patton branding guidelines

for logos and web badges

# Contents

<b>Overview</b> .....	3
<b>Patton logos defined</b> .....	4
Patton logotype (formal version) .....	4
Patton logotype with “Let’s Connect!” tagline (informal version) .....	4
P logotype .....	5
<b>Logo specs</b> .....	6
<b>Logo color use</b> .....	7
Logotype color options .....	7
“Let’s Connect!” tagline color options .....	7
<b>Clear space guidelines</b> .....	8
Patton logo (formal) clear space rule .....	8
Patton logo with tagline (informal) clear space rule .....	8
Avoid these clear space mistakes .....	8

<b>Size requirements for Patton logo and Patton logo with tagline</b> .....	9
<b>Guidelines for using logos and web badges</b> .....	10
Logo usage .....	10
Web badge usage .....	10
<b>Downloading the logos and web badges</b> .....	11
Logo and web badge formats .....	11
Getting the logos and web badges from the Patton website .....	11

# Overview

A strong corporate identity that is presented consistently creates a positive impression of our company. The value of our brand symbols (logos and corporate identity) increases each time they are used appropriately and decreases if used incorrectly.

The following guidelines are intended for Patton Electronics Co. (Patton) distributors, reseller partners, and Patton employees and agencies who are authorized to use the corporate logos when creating presentations, advertisements, product documentation, web pages, and collateral.

For all logos and applications:

- Always use the electronic artwork provided on the appropriate logo or web badge page on the Patton website. Electronic artwork for logos that are not online are avail-

able from Patton by contacting the Marketing Communications Department.

- Follow the guidelines for correct color reproduction, placement, and clear space.
- Always use the logos in the arrangements and proportions shown in this guide and provided in the electronic artwork. The logos may be scaled to any size desired, but do not separate or resize any of the elements individually.

Any questions regarding proper usage of Patton logos should be directed to:

**Chris Christner**

Director, Marketing Communications Department  
+1 301.975.1000 x109  
[cchris@patton.com](mailto:cchris@patton.com)

# Patton logos defined

There are three Patton logos:

- Patton logotype (formal)
- Patton logotype with “Let’s Connect!” tagline (informal)
- P logo

## Patton logotype (formal version)

This logotype consists of “PATTON” and a registered trademark symbol.



Use the formal logo in situations where the informal Patton logo—with its casual “Let’s Connect!” tagline—would set the wrong tone (when in doubt, choose the formal logo!).

The formal logo *should* be used in the following situations:

- Formal correspondence.
- Product serial/model number labels (usually placed on the rear or underside of a product).
- Product silkscreens or Lexan overlays where the Patton logo will appear.

**Note** The informal Patton logo with “Let’s Connect!” tagline can sometimes be used on silkscreens or Lexan overlays instead of the formal logo. But only on a case-by-case basis that requires approval from Burt Patton or the Product Marketing Manager (PMM).

## Patton logotype with “Let’s Connect!” tagline (informal version)

This logotype consists of “PATTON” with a registered trademark, and the “Let’s Connect!” tagline with a trademark symbol.



Designed to contrast and “break up” what would otherwise be an unemotional blocky style of our cards and letterheads, the Patton logo with tagline is intended for use in situations where a casual style would be appropriate.

**Note** If you are unsure whether using the informal logo is appropriate, go with the formal Patton logo instead.

The informal logo *should* be used in following situations:

- Correspondence in which a casual, friendly tone is desired.
- Business cards.
- Any marketing materials where the logo appears over Patton contact information.
- Promotional materials, such as postcards, trade show graphics, datasheets, promotional items (T-shirts, pens, etc.).
- Product silkscreens or Lexan overlays where the Patton logo will appear. The Patton logo with tagline can *only* be used on silkscreens or Lexan overlays on a case-by-case basis that requires approval from Burt Patton or the PMM.

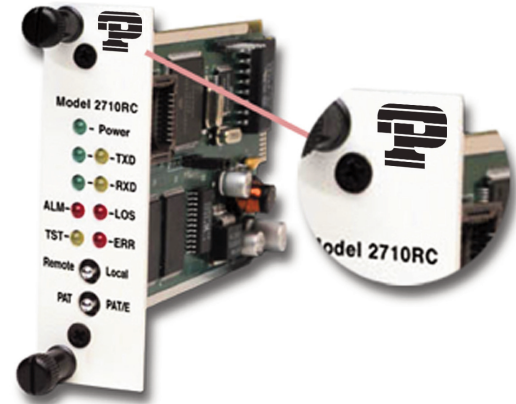
# Patton logos defined (cont.)

## P logotype

P logotype consisting of the letter “P” in the same style as the “P” in the formal PATTON logo.



This logotype is *only* used for labeling products where there is not enough space for the formal Patton logo. For example, the P logotype is used on the front panel of rack modules (see image at right).



# Logo specs

The PATTON and P logotypes are based on a modified version of the Odin font.

**PATTON®**

**P**

The “Let’s Connect!” tagline uses the Legault Std font.

*Let's Connect!™*

The trademark and registered trademark symbols use the Helvetica Condensed font.

# Logo color use

## Logotype color options

The PATTON and P logotypes can be shown *only* in all-black or all-white.

**PATTON**<sup>®</sup>

**PATTON**<sup>®</sup>

**P**

**P**

## "Let's Connect!" tagline color options

The informal Patton logo with tagline comes in two versions:



- Black logotype with a Pantone PMS 7462C color tagline.

**PATTON**<sup>®</sup>  
*Let's Connect!*<sup>™</sup>

- White logotype with a Pantone PMS 291C color tagline.

**PATTON**<sup>®</sup>  
*Let's Connect!*<sup>™</sup>

The RGB and CMYK color values are listed below:

Tagline Color	RGB	CMYK	PMS Solid Coated
	0r 102g 153b	93c 58m 18y 2k	PMS 7462C
	158r 206g 235b	36c 7m 2y 0k	PMS 291C

The tagline color that should be used is determined by the background color it will be shown against.

Ideally, the tagline color will be contrasting with a black or white background, but if design requirements are not ideal, use the figure below to select the appropriate tagline color.

**PATTON**<sup>®</sup>  
*Let's Connect!*<sup>™</sup>

black

**PATTON**<sup>®</sup>  
*Let's Connect!*<sup>™</sup>

white

**PATTON**<sup>®</sup>  
*Let's Connect!*<sup>™</sup>

80% black

**PATTON**<sup>®</sup>  
*Let's Connect!*<sup>™</sup>

20% black

**PATTON**<sup>®</sup>  
*Let's Connect!*<sup>™</sup>

60% black

**PATTON**<sup>®</sup>  
*Let's Connect!*<sup>™</sup>

40% black

For example, let's say the informal logo will be embroidered onto a denim blue shirt. As shown at right, that color of blue is a light shade roughly corresponding to a 20% black contrast, which would use the black logotype with PMS 7462C tagline color.

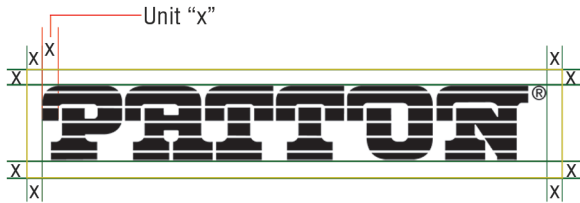


By following these guidelines, you'll be able to use the informal logo on a wide variety of backgrounds, but *never* place the logo on a visually cluttered or patterned background!

# Clear-space guidelines

The informal and formal Patton logos should have clear space around them to separate them from surrounding elements.

## Patton logo (formal) clear-space rule



## Patton logo with tagline (informal) clear-space rule



## Avoid these clear-space mistakes

- Do not use patterns in the clear space
- Do not allow text inside the clear space
- Do not use graphic elements inside the clear space



# Size requirements for Patton logo and Patton logo with tagline

The smallest logo sizes at 300 pixels per inch (ppi) and 72 ppi—not including the trademark or registered trademark symbols—follow:

- 300 ppi: 1-inch wide
- 72 ppi: 3/8-inch (115 pixels) wide

All clear-space, usage, and color guidelines apply.

# Guidelines for using logos and web badges

If you intend to use the formal Patton logo, informal Patton logo, or P logo, first review the following guidelines, then go to section *Downloading the logos and web badges* to download the desired logo in the appropriate format.

Please review and comply with the following guidelines on logo and web badge usage. Consistent and proper use of these logos enhance Patton’s company and brand identities.

## Logo usage

- Do not alter the color or contents of a logo.
- Do not rotate or crop a logo.
- You can resize a logo as long as you change the height and width in equal percentages (in other words, maintain the same proportions).
- Use the attribution statement included on each logo download page.

## Web badge usage

- Do not modify a web badge in any way or incorporate it into web badges, logos, or other types of graphics.

- Do not use a web badge in ways that could suggest that Patton Electronics is responsible for—or in any way endorses—the contents of the web page onto which Patton’s web badge is placed.
- Do not alter the color or contents of a web badge. Do not rotate, resize, crop, or otherwise change a bitmap version of a web badge.
- Do not animate any of the web badges.
- Do not use multiple copies of the same badge on a page.
- Web badge active links must either take the user to the main Patton Electronics web site ([www.patton.com](http://www.patton.com)) or to an appropriate Patton product or technology site.
- Use the attribution statement included on web badge download page.
- Place a web badge in an area on the web page where there is at least 0.25 in. (18 pixels or 64 mm) of clear space on each side of the badge.
- A web badge should be displayed against a white background (this does not apply to white-on-black logos, which should be displayed against a black background).

# Downloading the logos and web badges

## Logo and web badge formats

Logos are provided in MS-Windows Encapsulated PostScript (MS-EPS) format. They can be used in advertising literature, labels, packaging, promotional or other printed materials, as authorized by Patton Electronics.

**Note** MS-DOS EPS format differs from other EPS formats in that it includes a TIFF preview picture of the content for on-screen display. Therefore, while MS-DOS EPS is compatible with any application that supports the EPS format, a preview of the image may not appear if you are using an operating system other than Microsoft Windows, but the image will still print correctly.

Web badges are bitmap (i.e. TIF, GIF, PNG, or JPEG format) versions of Patton Electronics logos. Badges are only intended for use in World Wide Web (WWW) pages or in HTML-format/RTF E-mail messages.

## Getting the logos and web badges from the Patton website

[Click here](#) to go to the logos and web badges download page on the website.

07MPBG-G3

Copyright © 2008–2012 Patton Electronics Company. All rights reserved. Patton is a registered trademark of Patton Electronics Company in the United States and other countries.



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**