

# CF™ Logo Usage Policy

## An Ergotron Brand

The purpose of this document is to provide standards and guidelines for using the Ergotron CF (Constant Force) logo in visual communication materials.



# CF™ Logo Usage Policy

## Available logos



Most commonly used color logo. Designed for use on white or light colored backgrounds. **Available formats for download:**

- .jpg (MS Office use; use within ± 20% of size)
- .eps (Enlargeable, high-resolution professional print and signage)



Small common color logo. Designed for use on white or light colored backgrounds. **Available formats for download:**

- .jpg (MS Office use; use within ± 20% of size)



Simple color logo with no drop shadow. Designed for use on white or light colored backgrounds. **Available formats for download:**

- .jpg (MS Office use; use within ± 20% of size)
- .eps (Enlargeable, high-resolution professional print and signage)



Designed for use on white or light colored backgrounds. **Available formats for download:**

- .jpg (MS Office use; use within ± 20% of size)
- .eps (Enlargeable, high-resolution professional print and signage)



Designed for use on black or dark colored backgrounds. **Available formats for download:**

- .jpg (MS Office use; use within ± 20% of size)
- .eps (Enlargeable, high-resolution professional print and signage)



Designed for use on black or dark colored backgrounds. **Available formats for download:**

- .jpg (MS Office use; use within ± 20% of size)
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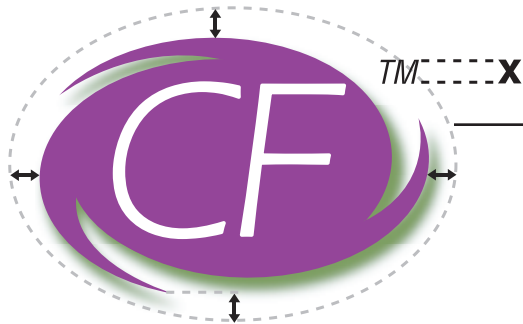


Designed for use on black or dark colored backgrounds. **Available formats for download:**

- .jpg (MS Office use; use within ± 20% of size)
- .eps (Enlargeable, high-resolution professional print and signage)

**Other formats are available upon request;  
send inquiries to [lhall@ergotron.com](mailto:lhall@ergotron.com).**

## Recommended applications



Preserve an open area of space around the logo; do not allow page numbers, any image or copy to intrude into this clear space. This common graphic technique helps promote quick recognition of the brand.

X= Height of the "TM" symbol; use X for determining clear space around logo. X changes proportionally to size of logo.

### Other guidelines for the CF logo:

1. Always be sure there is sufficient contrast between the logo and its background.
2. Background under logo should be plain (without any graphical elements)
3. Never use logo within body copy
4. Color of the ellipse is: PMS 513C  
C=47, M=87, Y=0, K=0
5. Never outline or distort logo.
6. Never use on an angle.
7. Never substitute another typeface for the letterforms.
8. The logo should never be placed within a border or enclosed in a shape.
9. No subtitles or taglines may be added to the logo unless approved by Ergotron HQ.
10. Ergotron copyrighted materials can not be stripped of the logo and have other company logos added instead (Sales Representatives may add their logo in addition to the logo with the approval of their Sales Manager).

**If you have any questions regarding the use of an Ergotron logo, contact by e-mail the Manager of Publications, [lhall@ergotron.com](mailto:lhall@ergotron.com).**