

Ergotron® Logo Usage Policy

Our Corporate Signature

The Ergotron logo is the most visible expression of our corporate brand. Think of it as the corporate signature of Ergotron. As such, it should be used uniformly to protect its integrity and maintain our status as a professional worldwide brand.

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



Ergotron® 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 \pm 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:**

[.eps](#) (Use within 20%, high-resolution professional print)



Designed for use on black or dark colored backgrounds.

Available formats for download:

[.jpg](#) (MS Office use; use within \pm 20% of size)

[.eps](#) (Enlargeable, high-resolution professional print and signage)



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

[.eps](#) (Use within 20%, high-resolution professional print)



Most commonly used black/white logo. Designed for use on white or light grey backgrounds.

Available formats for download:

[.jpg](#) (MS Office use; use within \pm 20% of size)

[.eps](#) (Enlargeable, high-resolution professional print and signage)



Designed for use on black or dark backgrounds.

Available formats for download:

[.jpg](#) (MS Office use; use within \pm 20% of size)

[.eps](#) (Enlargeable, high-resolution professional print and signage)

**Other formats are available upon request;
send inquiries to lhall@ergotron.com.**



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Recommended applications

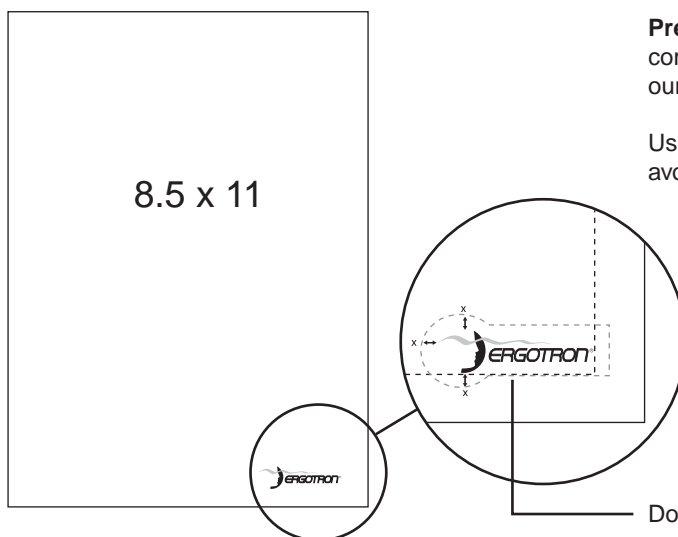


Preserve an open area of space around the Ergotron logo; do not allow page numbers, any image or copy to intrude into this clear-space. This common graphic technique helps promote quick recognition of Ergotron.

X= Height of letters; use X for determining clear-space around logo. X, (the height of the letters in the logo) changes proportionally to size of logo.

Only Ergotron HQ or subsidiaries may add their contact info under the logo. Any other attempt to add information into this region must be approved by Ergotron's Vice President of Marketing or Manager of Publications.

No subtitles or taglines may be added to the Ergotron Logo unless approved by Ergotron's Vice President of Marketing or Manager of Publications.



Preferred location: Place logo in the bottom right corner of document; this is the preferred location of our Corporate Signature.

Use logo within $\pm 20\%$ of original file size so as to avoid image degradation

Ergotron® Logo Usage Policy

Incorrect applications



keep the logo from being distorted in width or length.



The Ergotron logo should not be used as a banner across a document, rather, type out our company name.

Never use a box around the logo.

Other guidelines for the Ergotron 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. Use the Ergotron Blue: 285 PMS or C=91, M=43, Y=0, K=0
web safe: R=0, G=102, B=204 or #0066CC
4. Never use logo within body copy.
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. Do not separate logo into pieces; the icon and letterforms must remain together.
10. Only Ergotron HQ or Ergotron-owned Subsidiary may add their contact info to logo
11. No subtitles or taglines may be added to the logo unless approved by Ergotron HQ.
12. Ergotron copyrighted materials can not be stripped of the Ergotron logo and have other company logos added instead (Sales Representatives may add their logo in addition to the Ergotron logo with the approval of their Sales Manager).

If you have any questions regarding using the Ergotron logo contact by e-mail the Manager of Publications, lhall@ergotron.com.