interlogix
SECURITY**PRO**

Interlogix® Security Pro™
Logo Guidelines

Brand Elements

LOGOMARK
The Security Pro logomark is comprised of a shield with the reverse Interlogix links on a field of blue.

WORDMARK
The Security Pro wordmark is a distinct handling of the letterforms used to display the program name.

LOCKUP
The Security Pro lockups are comprised of both the logomark and wordmark arranged in an approved orientation. The lockup system is comprised of normal and reversed, horizontal and vertical configurations, as well as full color and single color versions.

The logo lockup system has been carefully constructed and should never be altered or re-created in any way. The logomark and wordmark must always be used together, never separately. Consistent presentation maintains the logo as distinctive, and helps build brand recognition.

Follow the guidelines below to ensure the Interlogix Security Pro Program is presented correctly.

Always use approved artwork from Interlogix to reproduce the Security Pro brandmark.

Primary Lockup

logomark   Wordmark

Secondary Lockup

Sizing & Spacing
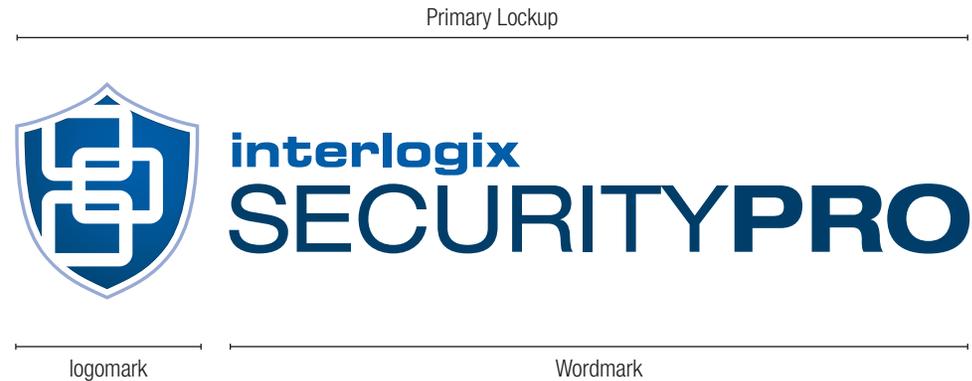
The horizontal lockup is the primary and preferred version, which should be used when other considerations are not a factor, such as width constraints.

The vertical lockup is a secondary option, which can be used in applications with layout considerations, such as when the primary version would be illegible or an otherwise poor choice.

Both versions maintain a consistent use of logomark and wordmark, and help promote brand recognition equally. Please adhere to all the same rules and considerations with either version.

MINIMUM SIZE
Minimum size is the smallest dimension allowed for specific versions of a lockup. Minimum-size files should be used by designers and graphic professionals. Employees may only use minimum-size files without adjustment. The small lockup version has been modified to promote legibility at smaller sizes, and may be reproduced in an approved single color (e.g. black or Interlogix blue). The minimum size is dictated by legibility of the word *Interlogix*.

CLEAR SPACE
Clear space denotes of the minimum distance that must be maintained around the brandmark. This will form an invisible frame around the brand signature and ensure it is properly staged. The clear space here is equal to the height of the the letter *E* in *SECURITY.*

Primary Lockup

Min. Width: 1.25"

Secondary Lockup

Min. Width: .965"

Small Lockup

Min. Width: 1"
Max. Width: 1.25"

Color Palette

PRODUCT BRAND COLOR PALETTE

The official visual identity colors play a key role in maintaining consistent brand recognition.

The logo lockups may also print in process colors that match the Pantone Matching System (PMS) equivalents. Appropriate CMYK, RGB and HEX values have been provided for optimal print and digital reproduction.

Color usage standards apply to all lockup versions.

INTERLOGIX BLUE

PMS   2935 C
CMYK   100 68 4 0
RGB   0 93 166
Web   005DA6

DARK BLUE

PMS   2955 C
CMYK   100 55 10 48
RGB   0 62 105
Web   003E69

BLACK

PMS   Black C
CMYK   0 0 0 100
RGB   0 0 0
Web   000000

BLACK

Opaque White
CMYK   0 0 0 0
RGB   255 255 255
Web   FFFFFF

SECONDARY COLOR PALETTE

PMS   2935 C (40%)
CMYK   40 27 2 0
RGB   153 190 219
Web   99BEDB

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Improper Usage

Always follow the usage standards listed in this document; doing so is critical to maintaining a consistent brand identity. The logo system has been carefully designed and should not be altered in any way. Improper use will dilute the integrity of the brand.

Do not create partnership unit lockups with additional type; see following page.

Do not distort the artwork proportions, change the layout of or alter the spacing between any elements of the lockup.

Do not alter the color of the artwork outside the approved color lockups provided.

Do not attempt to re-create or re-draw the artwork using different typefaces or graphic elements.

Do not outline the artwork.

Do not alter the opacity or screen back the artwork.

Do not add drop shadows or other graphic devices to the artwork.

Do not place the artwork on backgrounds that compromise the contrast between the artwork and background, or increase difficulty in legibility.

Do not use logo for decorative patterns.

Improper usage prohibitions apply to all lockup versions.

Do Not Add Type

Do Not Change Layout
or stretch the logo

Do Not Change Colors

Do Not Redraw Elements

Do Not Outline

Do Not Change Opacity

Do Not Add Shadows

Do Not Place on Strong Contrasting Patterns

Do Not Use As Pattern

For using the Security Pro lockup in conjunction with your company brand, a few additional guidelines are as follows.

The Security Pro lockup should not be combined with other logos in a manner which makes them appear as one entity, but should help promote the partnership between the dealer and Interlogix.

To signify the unity between dealer and the Security Pro program, a vertical or horizontal rule in 60% black extended slightly beyond the largest edges is sufficient.

With regards to the logo lockup all other rules should be adhered to, including clear space, sizing, color, placement and maintaining the integrity of the lockup. The two logos should maintain sizing consistency, with the Security Pro lockup no less than 80% the size of the dealer logo when used together in this manner. If the Security Pro logo is being used separately from the dealer logo, size differences may be greater.

The dimensional full-color lockup (gradient blues) is the preferred version, and may appear as positive or reverse, horizontal or vertical, and should be used whenever possible.

The flat lockup (single color) can be used for single color applications (e.g. printing on merchandising, or when restricted to black & white printing). It is permissible for the single color lockup to be produced in an approved single color (e.g. black or Interlogix blue), or reversed out of an approved single color. The lockup must not be converted or reversed out of any other solid color.

COLOR PLACEMENT

When placing the lockup on colored backgrounds or photography, please use your best judgment determining values to ensure significant contrast between the lockup and background.

REMEMBER

Following these guidelines will ensure proper brand recognition and maintain the integrity and quality of the Interlogix Security Pro program for all participating authorized dealers.

The Security Pro lockups are for use in product promotion, marketing or advertising.

For clarification or additional usage questions, please send an email to
securitypro@interlogix.com

18_ILX_securitypro_logo_h_2c_PMS.eps
18_ILX_securitypro_logo_h_CMYK.eps
18_ILX_securitypro_logo_h_RGB.eps

18_ILX_securitypro_logo_v_2c_PMS.eps
18_ILX_securitypro_logo_v_CMYK.eps
18_ILX_securitypro_logo_v_RGB.eps

18_ILX_securitypro_logo_h_1c.eps

18_ILX_securitypro_logo_v_1c.eps

18_ILX_securitypro_logo_h_BLK.eps

18_ILX_securitypro_logo_v_BLK.eps

18_ILX_securitypro_logo_h_CMYK_rev.eps
18_ILX_securitypro_logo_h_RGB_rev.eps

18_ILX_securitypro_logo_v_CMYK_rev.eps
18_ILX_securitypro_logo_v_RGB_rev.eps

18_ILX_securitypro_logo_h_WHT.eps

18_ILX_securitypro_logo_v_WHT.eps

18_ILX_securitypro_logo_small_1c.eps