



LUXA2 Corporate Trademark CIS Guidelines

- The following pages contain all necessary details for proper use of LUXA2 CIS.
- Any application of LUXA2 CIS that fall outside of these specifications is strictly prohibited.

Version 1.1, February 2009

Uniquely You

www.LUXA2.com

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Acceptable Configuration

Brand Identity

Trademarks presented must meet the following specification.

Brand Name : LUXA2

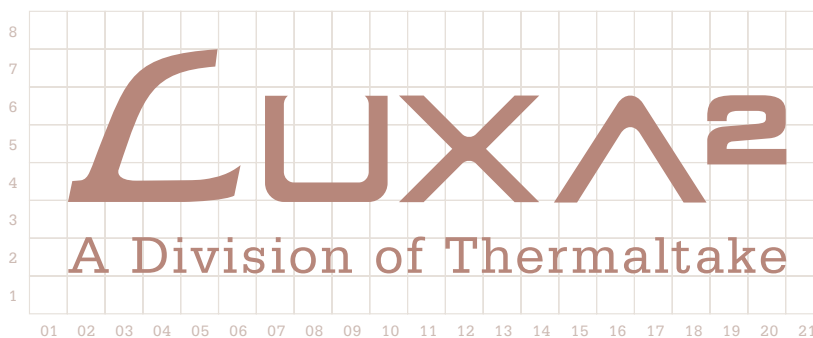
Pronunciation : [lu - sa - tu]

Domain : www.LUXA2.com

Brand in Text Form : LUXA2 (Do not use lowercase letters of the alphabet.)

Alignment Grid

All elements forming Thermaltake Logo are arranged in a precise relationship to each other; the alignment grid below shows the correct configuration and proportion of the logo elements. Resizing or duplication of Thermaltake logo must strictly follow these criteria to assure the memorability and consistency of Thermaltake corporate image.



Minimum Logo Size

To protect legibility and impact, Thermaltake logo must be reproduced in sizes no smaller than those shown below.

| 15 mm |



Color Specification






Color design in brand identity symbols is one important element for high recognition value. The specific colors used in LUXA2 logo are provided below with the color list in the most commonly used media formats. Use the CMYK format instead of the distinctive pantone format in exceptional circumstances.



Pantone	PANTONE 4715C
CMYK	C:30 / M:50 / Y:50 / K:00
RGB	R:160 / G:122 / B:113

Background Dos and Don'ts

LUXA2 logo may be placed over any background color or images. However, colors and textures of the background must be selected accordingly to maximize legibility. Insufficient contrast between the logo and the background should be avoided.

Gray Scale		Color	
BK 0	 A Division of Thermaltake	C:0 M:100 Y:0	 A Division of Thermaltake
BK 10	 A Division of Thermaltake	C:0 M:100 Y:100	 A Division of Thermaltake
BK 20	 A Division of Thermaltake	C:0 M:50 Y:100	 A Division of Thermaltake
BK 30	 A Division of Thermaltake	C:0 M:20 Y:100	 A Division of Thermaltake
BK 40	 A Division of Thermaltake	C:0 M:0 Y:100	 A Division of Thermaltake
BK 50	 A Division of Thermaltake	C:50 M:0 Y:100	 A Division of Thermaltake
BK 60	 A Division of Thermaltake	C:100 M:0 Y:100	 A Division of Thermaltake
BK 70	 A Division of Thermaltake	C:100 M:0 Y:0	 A Division of Thermaltake
BK 80	 A Division of Thermaltake	C:100 M:50 Y:0	 A Division of Thermaltake
BK 90	 A Division of Thermaltake	C:100 M:100 Y:0	 A Division of Thermaltake
BK 100	 A Division of Thermaltake	C:50 M:100 Y:0	 A Division of Thermaltake

Clear Space Requirements

Proper margin/ clear space allowances around the LUXA2 logo must be maintained to ensure strong presence and enhance visual effectiveness. The “X” height as demonstrated in the diagram below is the minimum clear space requirements that should be treated as an integral part of LUXA2 logo; it is also the minimum margin in any working materials with predefined or restricted space. The presence of gray frames, lines and dotted lines in the below illustration is for clear space illustration only, which should not appear in the actual print.

Exceptions

When conflict between the background patterns and clear space is unavoidable, maximum contrast must be ensured to retain the impact of LUXA2 logo.

Minimum Clear Space



Improper Logo Usage

All applications of Thermaltake logo should be consistent to strengthen and maintain the strong corporate image; any alternations or distortion on the style or color that hinders the effectiveness of Thermaltake logo should be avoided. Please see examples of improper logo usage below:



- ▶ Similar color conflicts



- ▶ Unapproved color backgrounds and outlined box



- ▶ Unapproved frames or decorations



- ▶ Alternation of logo colors



- ▶ Outlined logo



- ▶ Adding borders



- ▶ Alternation of logo elements



- ▶ Incorrect color treatments



- ▶ Adding effects



- ▶ Alternation of letter style / thickening



- ▶ Busy backgrounds



- ▶ Distortion of logo shape



- ▶ Alternation of letter spacing



- ▶ Recreation of logo from ordinary type



- ▶ Adding shadow or rim



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