



LXI Consortium Trademark and Logo

**Usage Guidelines
June 23, 2006**

Updated November 19, 2007

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www.lxistandard.org/home/

The intention of this document is to provide guidelines for the use of the LXI Consortium's trademark (includes the logo) by the Consortium members, licensees and authorized agents. It is important to follow these guidelines as they ensure a consistent look and feel throughout all communications -- regardless of who creates them.

Following this guideline and properly implementing all the policies and use guidelines will ensure the LXI trademark treated correctly and carry a consistent, strong meaning wherever it is displayed.

Definitions:

The LXI trademark is the letters **LXI when related to the Test & Measurement industry**

The LXI logo is the symbol (image)



The LXI member logo is the symbol (image)



Refer to the LXI specification, Section 1.7 (LXI Logo and Conformance) and Rule 12.3 (Permitted Use of Trademark) for legal verbiage on the use of the logo.

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The usage conventions define where and when you can use the LXI trademark, and logos. If you have questions about these guidelines please contact the Executive Director (execdir@lxistandard.org).

- A company must be a member, licensee or authorized agent of the LXI Consortium to use the LXI member logo, LXI logo and/or trademark for marketing collateral (web, data sheets, ads, presentations, etc.).
- A company must be a member or licensee or authorized agent of the LXI Consortium with a conformant product to use the trademark or logo on a product or device and in related documentation.
- LXI Consortium's member software products may use the LXI member logo in marketing collateral if they can communicate, either in discovery of or in the control of, LXI compliant devices.
- Members may not use the trademark (letters LXI) in their model number or product name.
- System integrators who are LXI members may use the LXI member logo in marketing collateral if they are using or accessing LXI compliant devices.
- LXI is a trademark of the LXI Consortium Inc., which reserves the right to allow or disallow use of the LXI trademark, logo and member logo on products and published material based on conformance to the LXI Standards.
- Failure to comply with these guidelines or misuse of the LXI Consortium's trademark, logo or member logo, may result in the revocation of your right to use the LXI Consortium's trademark or logo or member logo and possible legal actions.
- Vendor (company) name and logo must appear on any materials that display the LXI trademark or logo. To prevent branding confusion, vendor name and logo must be larger and more prominent than the LXI trademark or logo in all applications.

Because of the variety of communication mediums, this document cannot be all-inclusive. Case-by-case issues may arise and good judgment should be used. For questions, please contact the Executive Director at execdir@lxistandard.org . All appropriate customer interfaces and electronic and hard-copy communications referring to products with these capabilities may carry the LXI trademark. Interfaces and communications include, but are not limited to, Web pages, direct mail, brochures, product overviews, catalogs, application notes, presentations, and tradeshow materials.

The LXI Logo and Member logo is the standalone visual implementation of the LXI Consortium.

The logo has a precise position and scaled relationship which must be maintained.

The LXI logo and Member logo must not be altered or distorted



LXI Consortium Name Use in Text

The LXI Consortium name must be used in full when it is first referenced in text, and should appear in uppercase and lowercase and in the same style and weight as the rest of the text. Thereafter, you may choose to drop the descriptor and refer to the organization as the Consortium.

LXI Logo for Product Labeling

Because of space constraints there is a special LXI logo that may be used in product labeling applications. This logo has been slightly modified and optimized for use where it is going to be very small. See page 8.

The LXI Consortium logo and Member logo may be uniformly enlarged or reduced provided that legibility and quality are not compromised.

The minimum recommended size of either LXI logo is ¼” (6.35mm) as measured by the height from the top of the letters to the bottom of the Long cross line in the letter X.

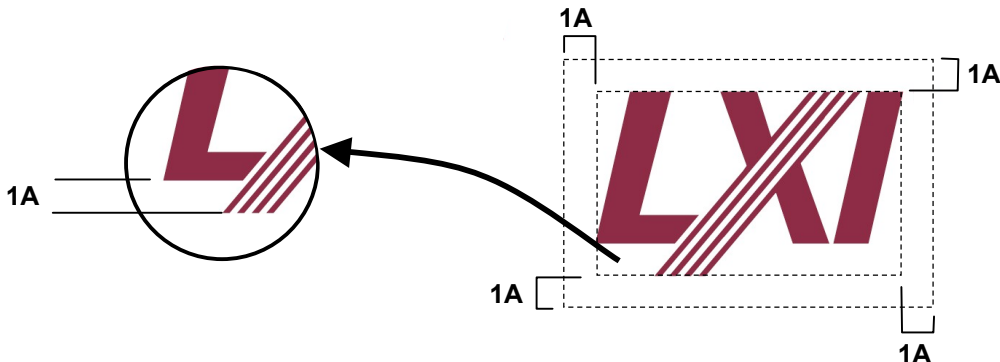
The precision of the printing or reproduction process and the quality of the substrate used at small sizes must be sufficient to reproduce all the elements of the trademark clearly and accurately. Some printing processes, such as silkscreen, and other mediums, such as the Web, do not always reproduce small letterforms and elements clearly. Accordingly, reproduction of the trademark in these mediums should be larger than the recommended minimum size.



Minimum size = ¼ inch

Please note there is a specific logo version for use on products, see page 8.

Clear space is the area surrounding the visual cue that should be free of any text, graphics, borders and other logos. The measurement 1A represents the clear space around the logo and is determined by the distance from the bottom of the “L” to the bottom of the extended leg of the “X” as shown in the detail below. The one exception is the LXI member logo, which incorporates the word “Member” within the space noted.





Color
Pantone 181
(or equivalent)



Black

The acceptable colors for the LXI Consortium logo is Pantone 181 or RGB, hexadecimal and CMYK equivalents. The background color of the “reversed-out” or “transparent” portions of the logos can be any color.

The precise color specifications are shown on this page.

Pantone	RGB			HEX (web color)	C-M-Y-K
181	124	45	35	#78291C	32-90-87-39

The colors shown throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE is a U.S. trademark of Pantone, Inc.



Color
Pantone 181



Black
Background

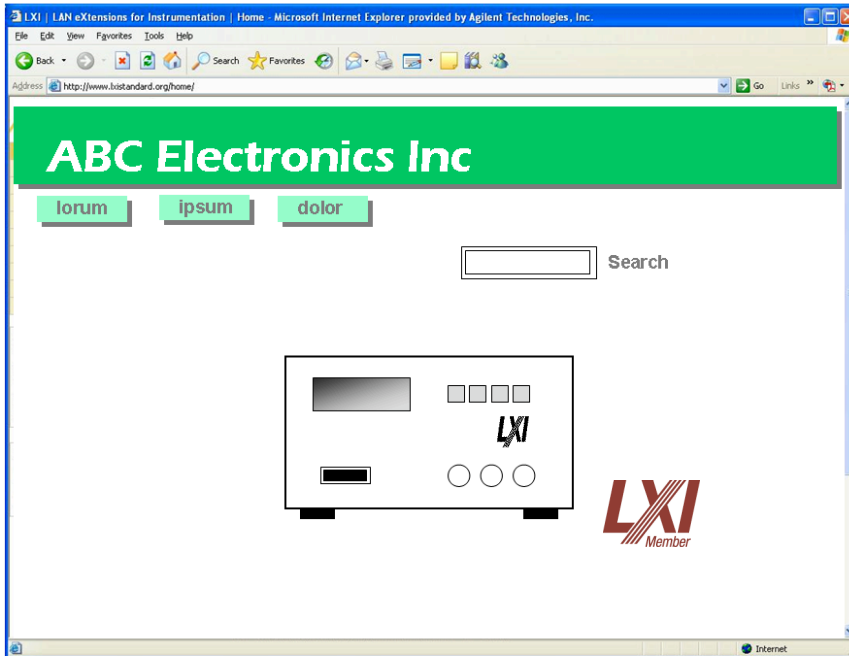


Reversed out to White
(any color background)

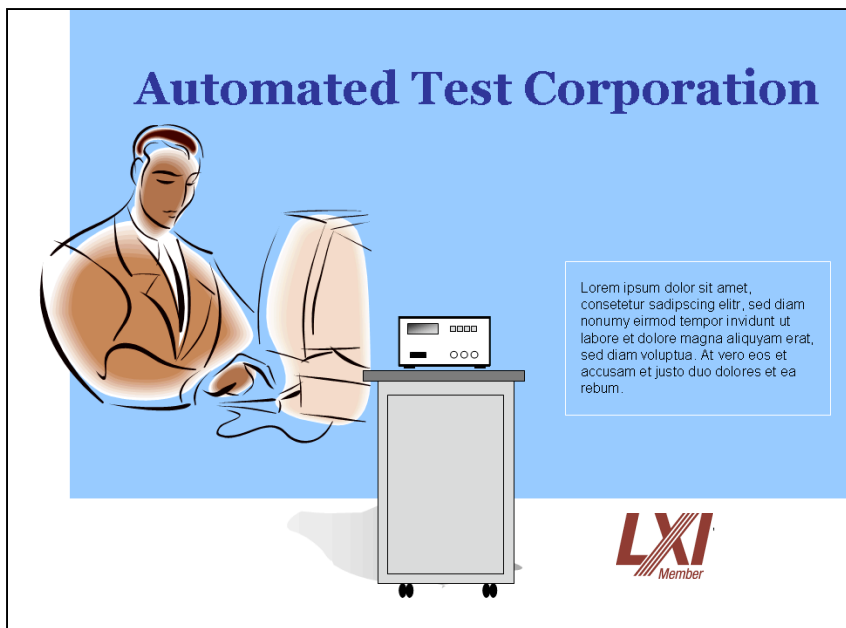
These are examples of the approved LXI logos. They are available in a number of formats.

- .eps
- .tif
- .png
- .gif
- .jpg

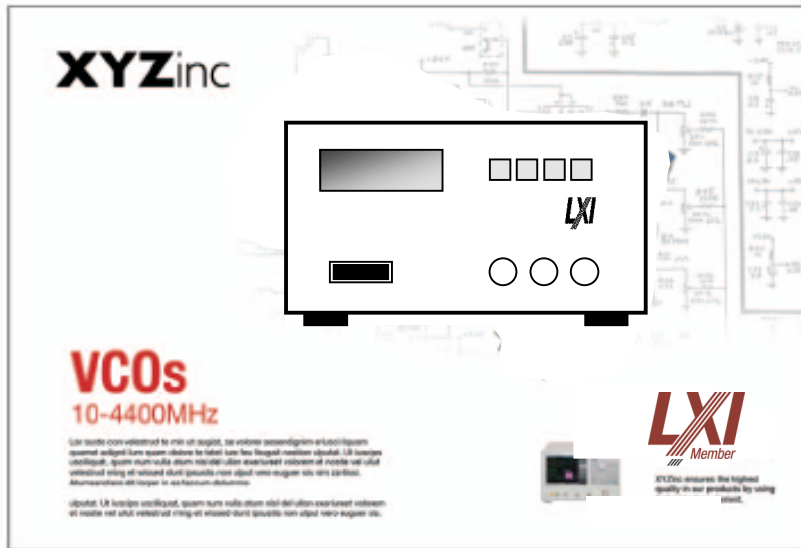
Artwork can be accessed from execdir@lxistandard.org



Example of a web site application – LXI logo on product and member logo on web page



Example of Member logo in collateral



Example of LXI logo and Member logo in collateral



Example of LXI Member logo in Slide Presentation

The LXI mark shall be a secondary visual to the host brand. Because of space constraints there is a special LXI logo that may be used in product labeling applications, which is seen here. This logo has been slightly modified and optimized for use where it is going to be very small and graphics resolution is limited. It should be placed on the product away from and in a subordinate position to the host (primary) brand.

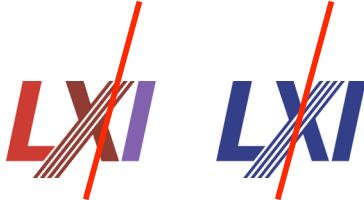
The logo targeted for product applications should be 6mm or larger.



The LXI logo must not be altered or distorted



Don't add an outline around the logo



Don't use unapproved colors or formats



Do not use as a repeated graphical element



This logo and message are not approved for usage by third parties. This is reserved for use by the LXI Consortium.



Do Not change the type of the stylized Logo
In the body of a brochure or manual, the trademark Letters should be in the same font as the rest of the text.



Do Not combine the LXI logo with other logos.



The LXI logo is always secondary to the primary brand.