



# Logo Usage Guidelines

Version 1 / April 2015

# 1.0 The Lexmark logo

The Lexmark logo is evocative, modern, forward-thinking and aspirational.

The icon reflects the aperture into information clarity, and the evolution of the traditional Lexmark diamond. It represents the idea of a lens, of a portal to insight, a means of focus, discovery, clarity, and precision.

The wordmark is shaped from a bespoke typeface that has clever hints toward the broader identity, namely shared angular forms that create harmony between the symbol and the wordmark.

The icon and the wordmark are inseparable. Neither should be shown alone.



## 1.1 Physical requirements



### Clear space

The Lexmark logo should retain a reasonable amount of clear space to avoid clutter in layouts.



offline: 1"



digital: 100px

### Minimum size

In order to retain fidelity and brand integrity, please limit minimum size to 1" in print applications and 100px in digital.

## 1.2 Color variations



### Primary logo

This default logo should be used whenever possible. Must appear on a field of white.

### Variation: Reversed

For use only on very dark grey or black. Inner space of icon should remain transparent.

### Variation: Mono

For use exclusively in situations where color is not an option.

### A note on formats

#### CMYK

For use in all printing applications. If printing with Pantone values is required, a Pantone version is available upon request.

#### RGB

For use in all digital and screen applications, including websites.

#### .eps

Vector format for printing.

#### .jpg and .png

Raster format for digital applications. PNG files are transparent.

## 1.3 Incorrect use

Incorrect usage of the Lexmark logo can jeopardize our trademark rights and create confusion in the marketplace.



Adding drop shadows to the logo



Change the typeface(s)



Place the logo at an angle



Split or change the appearance of the logo



Stretch or distort the logo



Change the colors of the logo