

# Logo Guidelines

Update // August 2017



# Logo use

## QUICK REFERENCE GUIDE

The Plantronics lava-boxed logo is our company logo and should be used whenever possible.

The PLT graphic may not be used in place of the Plantronics logo, see page 8 for details.

You have a choice of our black or white logo for monochromatic printing, and the rare scenarios where the lava-boxed version may not be appropriate.

See the following pages for visual references and further logo use details.

For information about logos and other brand assets we share with authorized third parties, please reference the co-branding guidelines posted to [Wave](#).

# Primary logo



## THE LAVA-BOXED LOGO

This is our primary logo. It consists of a lava-colored box (PMS 172) that contains our white logo.

The lava-colored box, when used consistently, is an impactful and bold graphic solution that provides instant brand recognition.

Do not modify the logo files provided in any way other than proportional scaling.

Always include the registered trademark symbol ®, unless you are applying the logo to internal visual displays and signage, or our own booth graphics.

Follow these guidelines to maintain and protect the integrity of our logo and our visual identity.

## CLEAR SPACE

To ensure legibility and impact, protect our logo with the proper amount of clear space. Logo clear space is determined by the x-height of the logotype, identified below as "X".

The "x-height" value is equal to the height of the "a" in Plantronics. No other graphic elements or text should ever occupy the logo clear space.



## SAFE DISTANCE

The logo safe distance indicates the minimum space between the logo and the edge of the layout. Regardless of the size of the logo, the size of the piece being designed, or the placement of the logo within the space, there should be a safe distance of at least three times the x-height of the logo. There may be more space, but never less.



# Primary logo

## Sizing

The size of the registered trademark symbol (®) is proportional to the size of the logo. To ensure legibility and proper use, two sizes of the logo are provided: a two-inch version and a six-inch version. Always use the appropriate logo file, and according to the guidelines below.

The two-inch version has a proportionally larger ® symbol, and should be used when the logo is sized between 2 in (38 mm) and the minimum size of 1 in (25.4 mm).

For sizes larger than 2 in, use the 6-inch version and scale up or down as needed. Be sure to preserve the aspect ratio.

When using the logo at a very large size, reduce the size of the ® symbol to avoid overemphasis.

## Minimum size

To maintain legibility and integrity, do not size the lava-boxed logo below the minimum size, which is 1 in wide in print. When used in digital media, the minimum logo width is 72 pixels.

Exceptions to minimum logo sizing may be made on a case-by-case basis by the brand team.

### FOR SIZES UP TO 2 IN WIDE



Use the 2 in (38 mm) version when the logo is displayed between 1 to 2 in wide (25.4 to 38 mm)

### FOR SIZES WIDER THAN 2 IN



Use the 6 in (152.5 mm) version when the logo is more than 2 in wide; scale up or down as needed while preserving the aspect ratio

### FOR SIZES ABOVE 8 IN, SCALE DOWN THE ® SYMBOL PROPORTIONALLY



When the logo is more than 8 in wide, reduce the size of the ® to avoid over-emphasis

### MINIMUM SIZE



For print: 1 in (25.4 mm) wide



For Microsoft Office and web use: 72 pixels wide

# Monochromatic logos

## plantronics®

### OUR LOGO IN BLACK OR WHITE

For use in monochromatic printing, or in rare instances when the lava-boxed logo is not appropriate, the Plantronics logo is also available in black or white.

Do not modify the logo files provided in any way other than proportional scaling.

Always include the registered trademark symbol ® (see page 4 for sizing information).

Follow these guidelines to maintain and protect the integrity of our logo and our visual identity.

### CLEAR SPACE

To ensure legibility and impact, use the proper amount of clear space. Logo clear space is determined by the x-height of the logotype, identified below as "X".

The "x-height" value is equal to the height of the "a" in Plantronics. No other graphic elements or text should ever occupy the logo clear space.



### SAFE DISTANCE

The logo safe distance indicates the minimum space between the logo and the edge of the layout. Regardless of the size of the logo, the size of the piece being designed, or the placement of the logo within the space, there should be a safe distance of at least three times the x-height of the logo. There may be more space, but never less.



### LOGO ON BACKGROUNDS

Use the black or white logo when our lava-boxed logo is not an option, as in one-color printing. Use the black logo on light backgrounds and the white logo on dark backgrounds.



White logo without a box on dark backgrounds.



Black logo without a box on light backgrounds.



White or black logo without a box on backgrounds that are close to lava.

# Logo

## Sizing

The size of the registered trademark symbol (®) is proportional to the size of the logo. To ensure legibility and proper use, two sizes of the logo are provided: a 1.5 in version and a 5 in version.

The 1.5 in version has a proportionally larger ®, and should be used when the logo is between 1.5 in and the minimum of 0.75 in (19 mm) wide. In print, and for sizes larger than 1.5 in, use the 5 in version and scale up or down as needed. For Microsoft Office or Web application sizing, contact the brand team.

When using the logo at a very large size, reduce the size of the ® symbol to avoid overemphasis.

## Minimum size

To maintain legibility and integrity, do not size the logo below the minimum, which in print is 0.75 in wide (19 mm). For digital use, the logo should never be smaller than 54 pixels wide.

**Note:** These measurements include the registered trademark symbol.

Exceptions to minimum logo sizing may be made on a case-by-case basis by the brand team.

### FOR SIZES 0.75 TO 1.5 IN WIDE

**plantronics®**

Use the 1.5 in (38 mm) version

### FOR SIZES WIDER THAN 1.5 IN

**plantronics®**

Use the 5 in (127 mm) version and scale up or down as needed

### FOR SIZES ABOVE 8 IN, SCALE DOWN THE ® SYMBOL PROPORTIONALLY

**plantronics®**

For signage: ® is proportionally smaller than normal when the logo is larger than 8 in

### MINIMUM SIZE

**plantronics®**

For print: 0.75 in or 19 mm wide

**plantronics®**

For digital use: 54 pixels wide