



TELEDYNE DALSA LOGO USAGE & TYPOGRAPHY

LOGO VERSIONS & COLOR USAGE

Logo versions shown here are accepted usage of the Teledyne DALSA logo.

Use of Color

The official Teledyne DALSA corporate color is PMS 2935. There are four acceptable color combinations that have been provided for reproduction.

The blue logo and black logotype with the blue tagline is the primary logo signature arrangement.

Usage

Do not separate any of the elements. When scaling the signature up or down, all elements must be enlarged or reduced as a total unit.

2-color and 4-color process



Pantone 2935
C 100
M 46
Y 0
K 0



Pantone Black
C 0
M 0
Y 0
K 100



2 color positive (standard logo)



All elements PMS 2935



All elements black



All elements white reversing out of solid color or black

Minimum Sizing

The Teledyne DALSA logo must not be reproduced any smaller than 1/4" in height



Area of Isolation

1/2" space should surround the logo and signature on all sides



Special Requirements

For special requests such as embroidery, mugs, pens etc. an alternative logo is available. Please email Laura Fama to obtain this logo. This logo is not to be used in any other circumstance



TYPOGRAPHY

The recommended typefaces for office communications are the Arial and Times families. They are standard typefaces available on all computers.

Arial
Arial Black
Arial Narrow

Times
Times Italic
Times Bold