

LTS Logo

Brand Asset and Guidelines



Updated 11/5/15
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Formats

LTS logo is always red or white. The LTS icon can be used separately with the letters following “LTS”. The logo can be used with or without the slogan. The slogan is always gray. The trademark “TM” is optional and can be used with or without.



Updated 11/5/15

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Safety Space

When using LTS with other logos and graphic elements, maintain safety space that equals 150% of the border around the logo.



Usage Guidelines

LTS logo includes, but not limited to the name, icon, logo, and slogan “Video Solutions for Security Professionals”. Do not modify the marks or use them in any confusing way, including suggesting sponsorship or endorsement LTS, or any way it may confuse LTS with any other brands.



Don't:

- Use speech bubbles or words around the icon
- Rotate or change direction of the icon or logo
- Add special effects to the logo (no shadow, 3D...)
- Change the color of the logo, icon, or the slogan
- Use an older version of LTS brand logo

Colors

If using any colored background, it must be solid color (no multi-color background can be used with overlay of logo), use white logo (example below) in solid color backgrounds.

Red

RGB

206 33 39

CMYK

13, 100, 100, 3

WEB

#CE2027

Pantone

Pantone P 53-8 C/ U

Gray

RGB

136 138 140

CMYK

49, 40, 39, 4

WEB

#707071

Pantone

Pantone P 172-9 C/ U



Typography

LTS text slogan and font is used to communicate in the original form. Primary font for the slogan is Arial narrow. Slogan must be strictly aligned with design logo when used.



Display Guidelines

These guidelines are designed to help you use our brand and assets, including logo, content, and trademarks without having to negotiate legal agreements for each use. To make any use of our marks in a way that is not covered by these guidelines, please contact LTS marketing and include a visual mockup of intended use.



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Logo without Slogan

LTS logo without slogan can be used for packaging, print, or other areas where slogan may become too difficult to read.

Red

RGB

206 33 39

CMYK

13, 100, 100, 3

WEB

#CE2027

Pantone

Pantone P 53-8 C/ U

Gray

RGB

136 138 140

CMYK

49, 40, 39, 4

WEB

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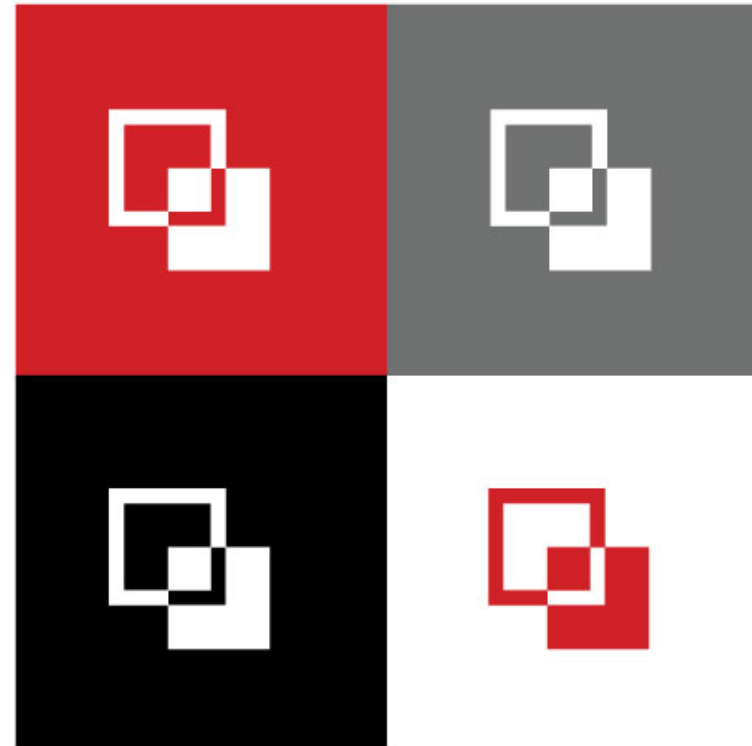
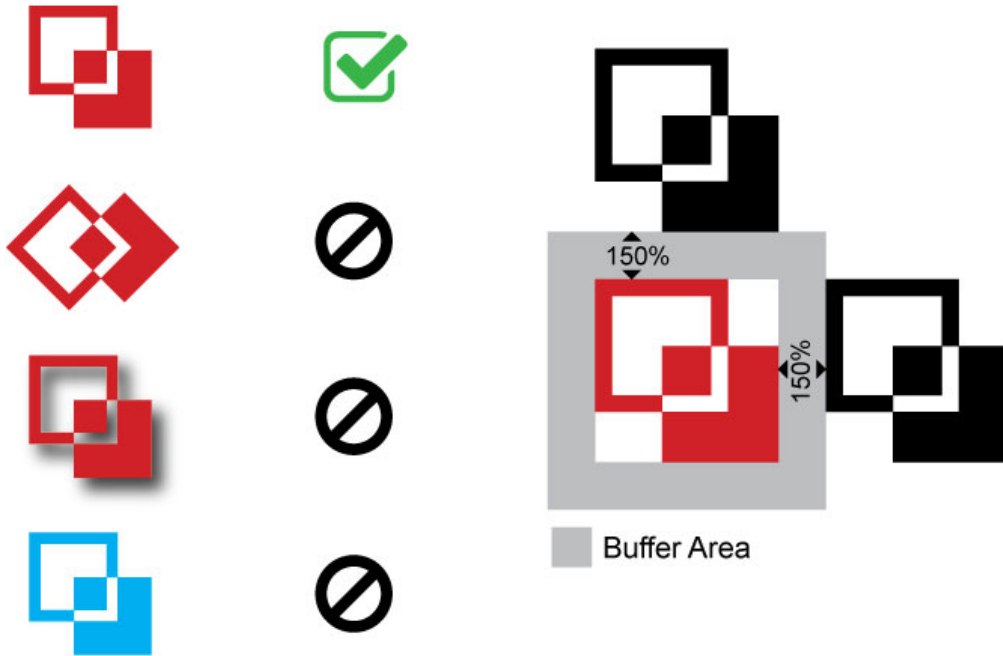


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Logo Using Icon Only

LTS logo two square icon can also be used for dimensions that restrict the length of our full logo. Same general guidelines apply regarding safety space and usage.



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