

Section 1

# Corporate Identification Standards

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Guidelines for the use  
of the Datalogic logotype

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*For all Datalogic Legal Entities*





**Fig. 1** Datalogic legal logotype

### Datalogic Legal Logotype

The Datalogic star symbol and name in the distinctive Datalogic typeface constitute the legal Datalogic Logotype. **(Fig. 1)**



Correct use of white space around the logotype



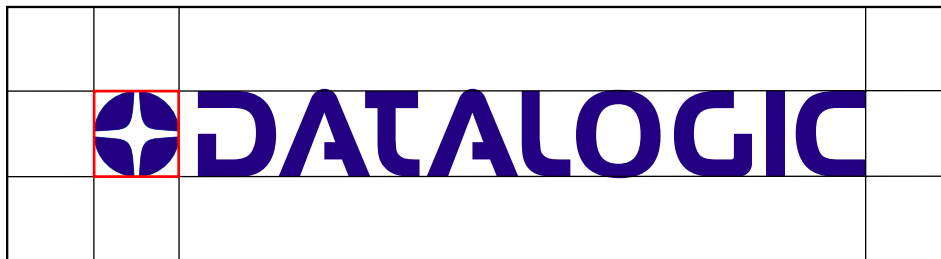
Incorrect use of white space around the logotype

### Use of the Datalogic corporate logotype

The Datalogic star symbol and name (called a logotype) always appear together as one unit with a consistent size relationship. No other symbols (™, ®) shall appear at the end of the logotype. The correct use of the logotype is with the star symbol placed to the left of the Datalogic name, the same height as the word Datalogic. **(Fig. 1)**

### Encroachment of the logotype

In order to maintain a visual space around the logotype and thereby enhance its legibility, a specific guideline has been established. A minimum distance between the logotype and all other graphic elements is determined by creating a square the height of the star symbol and creating a grid. **(Fig. 2)**



**Fig. 2** Logotype and grid showing area that should be kept free of other graphic elements



**Fig. 3** Correct use of the logotype in Corporate blue



**Fig. 4** Correct use of the logotype in black



**Fig. 5** Correct use of the logotype in white or reversed out of a color

*The logotype must always be a strong visual element. Care should be taken when putting it over photography or “busy” backgrounds.*

### Corporate color

The corporate color is the only acceptable color in which the logotype can be reproduced with the exception of black and white.

The logotype may be reproduced in corporate blue (**Fig. 3**), black (**Fig. 4**), or white (reversed) (**Fig. 5**).

### Corporate color formulas

The corporate color has been formulated to give consistent color reproduction across a variety of media. Any deviation is unacceptable.

#### Spot Color:

Pantone Matching System

Blue 072 C if printed on coated paper

Pantone Matching System

Blue 072 U if printed on uncoated paper

#### Process Colors:

Use this CMYK color mix to accurately reproduce corporate blue.

Cyan: 100

Magenta: 90

Yellow: 0

Black: 0

#### RGB Colors:

For electronic media applications

Red: 35

Green: 0

Blue: 130

#### Paint Color:

RAL 5002



**Fig. 6** Star element should not be altered



**Fig. 6A**



**Fig. 7** The logotype should not be outlined or stroked with a different color



**Fig. 8** The logotype is a custom piece of artwork and cannot be replaced with different font characters



**Fig. 9** The star symbol cannot be used alone as an individual graphic element

## Restrictions



To maintain the integrity of the Datalogic logotype, using it in any of the following applications weakens the brand and is therefore prohibited.

- The star symbol should not be altered (**Fig. 6**)
- The logotype should not be altered in any way. (no drop shadows, Word Art distortion, or stylized treatments) (**Fig. 6A**)
- The logotype should not be stroked or outlined with a different color (**Fig. 7**)
- Do not recreate the logotype with a standard typeface (**Fig. 8**)
- The star symbol cannot be used alone as an individual graphic element (**Fig. 9**)
- The logotype may not bleed off the page cutting off a portion (**Fig. 10**)



**Fig. 10** The logotype may not bleed off the page cutting off a portion

**Restrictions Continued****CORRECT:**

The new PowerScan® 8000 series of industrial scanners from Datalogic Scanning is tested tough for the real world.

**INCORRECT:**

The new PowerScan® 8000 series of industrial scanners from **DATALOGIC** is tested tough for the real world.

**INCORRECT:**

**DATALOGIC** Has Got You Covered!

**INCORRECT:**

**Fig. 11** Never use the Datalogic logotype as part of a sentence, headline or phrase.

**Fonts that are similar to the Datalogic logo do exist. DO NOT USE THEM!**

**Fig. 12** Never use a font similar to the Datalogic logotype.

- The Datalogic logotype should never be used in a sentence, headline or part of a phrase. Instead use the word Datalogic in the same font as the sentence, headline, etc. **(Fig. 11)**  
*This rule also applies to logotype use of any other Datalogic product or service..... QuickScan, Gryphon, PowerScan, Magellan, etc.*  
*As a general rule, logotypes should ever be used as part of a sentence or headline.*
- Do not attempt to mimic, alter or duplicate with a similar font the Datalogic logo font for use in any Datalogic print or electronic media. Doing so will weaken the Datalogic mark and brand. **(Fig. 12)**

Section 2

# Corporate Stationery Standards

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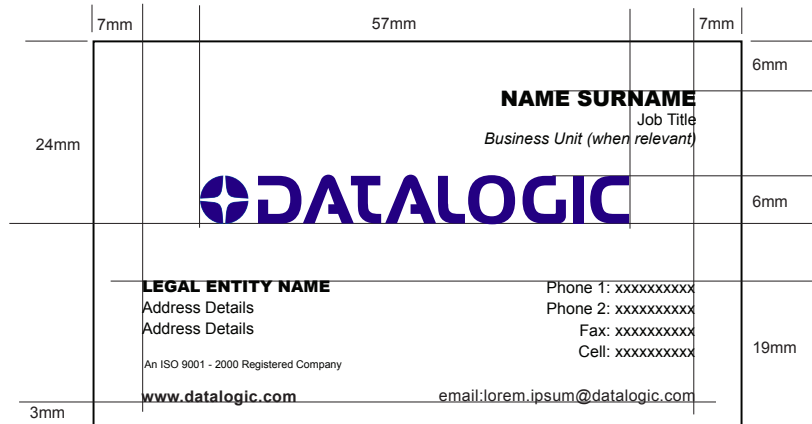
- Business Cards
  - Letterheads
  - Envelopes
- 

*For all Datalogic Legal Entities*

**Work in Progress**

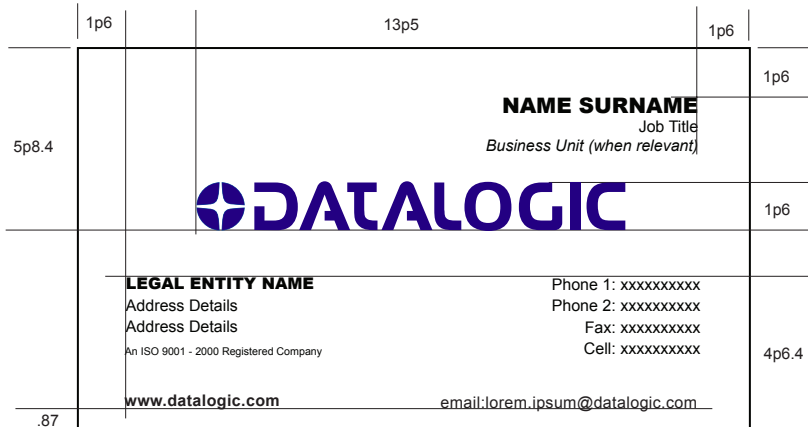


Measurements are in millimeters  
EUROPEAN VERSION



Measurements are in picas.

US VERSION



#### LEGAL ENTITY NAME EXAMPLES:

Datalogic S.p.A.  
Datalogic ADC  
Datalogic Automation

#### BUSINESS UNIT NAME EXAMPLES:

Fixed Retail Scanners  
Handheld Readers  
Mobile Computers  
Etc.

**SEE NEXT PAGE FOR SPECIAL CIRCUMSTANCE LAYOUTS FOR BUSINESS CARDS**

## Business Cards

### EUROPE VERSION

**Size:** 50mm x 86mm

**Colors:** • PMS 072 blue  
• Black

**Font:** • Arial Black  
• Arial Regular

#### Type Specs:

- **Name:** 8pt Arial Black
- **Title:** 6pt Arial Regular
- **Business Unit:** 6pt Arial Regular Italic
- **Legal Entity Name:** 6pt Arial Black
- **Address, phone, email:** 6pt Arial Regular  
2 pt leading on all
- **Web Address:** 6pt Arial Bold
- **ISO:** 4pt Arial Regular

### US VERSION

**Size:** 2" x 3.5"


**Colors:** • PMS 072 blue  
• Black

**Font:** • Arial Black  
• Arial Regular

#### Type Specs:

- **Name:** 8pt Arial Black
- **Title:** 6pt Arial Regular
- **Business Unit:** 6pt Arial Regular Italic
- **Legal Entity Name:** 6pt Arial Black
- **Address, phone, e-mail:** 6pt Arial Regular  
2 pt leading on all
- **Web Address:** 6pt Arial Bold
- **ISO:** 4pt Arial Regular  
2 pt leading on all

## “TWO OFFICES” BUSINESS CARD

<b>NAME SURNAME</b> Job Title <i>Business Unit (when relevant)</i>	
	
<b>LEGAL ENTITY NAME</b> Address Details Address Details Address Details Phone: xxxxxxxxxx Fax xxxxxxxxxx  www.datalogic.com	<b>LOCAL OFFICE NAME</b> Address Details Address Details Address Details Phone: xxxxxxxxxx Fax xxxxxxxxxx  email:lorem.ipsum@datalogic.com


## Additional Business Card Designs

In special cases where a second address or a second language is required on one card, the following layouts should be followed.

Established measurements, distances, etc. should be adhered to if possible.

## “TWO LANGUAGES” BUSINESS CARD

### First Language (Front)

<b>NAME SURNAME</b> Job Title <i>Business Unit (when relevant)</i>	
	
<b>LEGAL ENTITY NAME</b> Address Details Address Details  An ISO 9001 - 2000 Registered Company  www.datalogic.com	Phone 1: xxxxxxxxxx Phone 2: xxxxxxxxxx Fax: xxxxxxxxxx Cell: xxxxxxxxxx  email: lorem.ipsum@datalogic.com

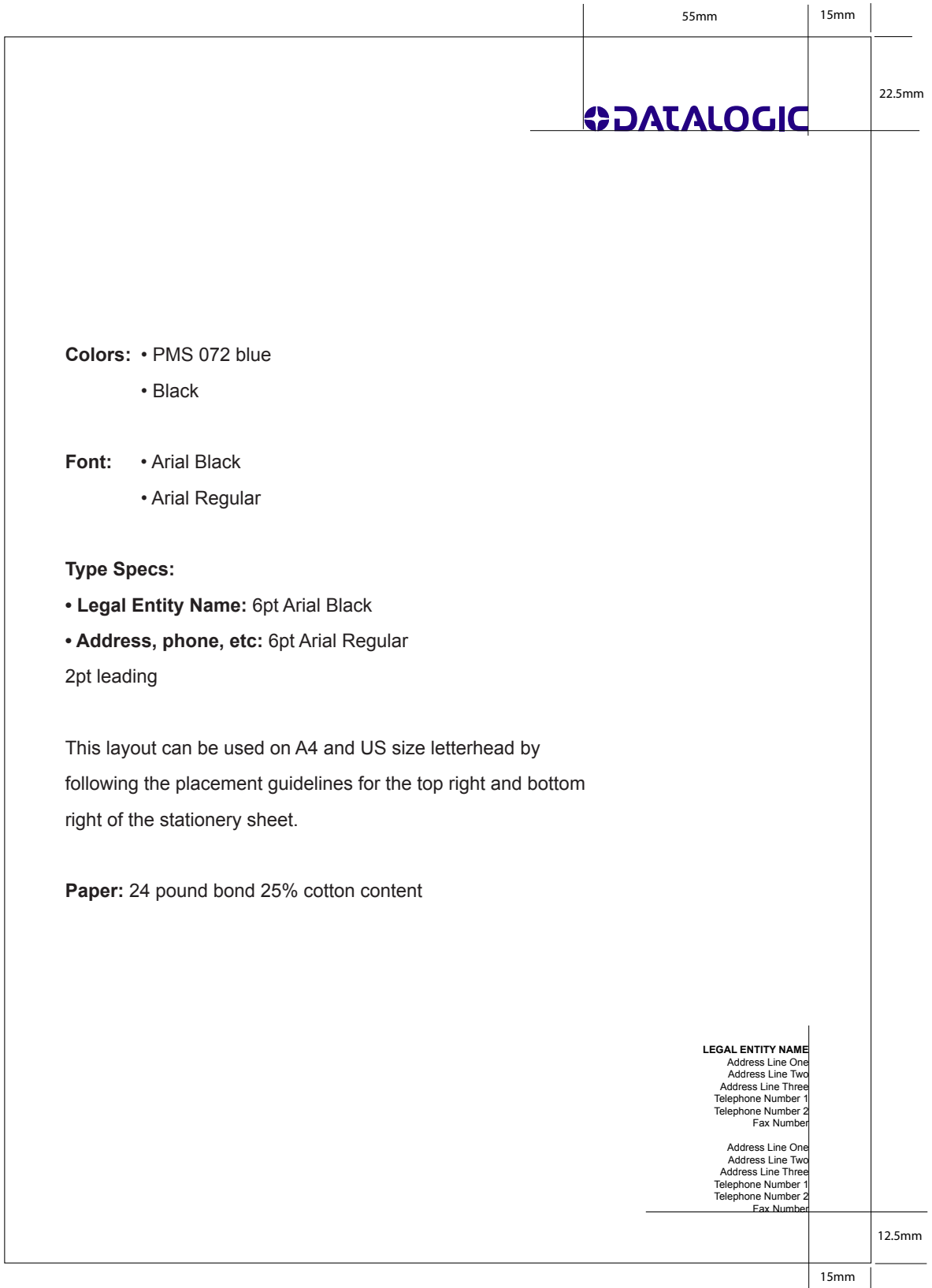
### Second Language (Back)

<b>VESTIBULUM AMET</b> Consectetur Neque	
	
<b>LUCTUS VESTIBULUM COMMODO</b> Quis Nonummy Quis Nonummy	Eros Velit: xxxxxxxxxx Eros Velit: xxxxxxxxxx Elit: xxxxxxxxxx Vell: xxxxxxxxxx  email: lorem.ipsum@datalogic.com
www.datalogic.com	

**Measurement**

- Millimeters

**Letterhead - A4/Europe**



- Colors:**
- PMS 072 blue
  - Black

- Font:**
- Arial Black
  - Arial Regular

**Type Specs:**

- **Legal Entity Name:** 6pt Arial Black
  - **Address, phone, etc:** 6pt Arial Regular
- 2pt leading

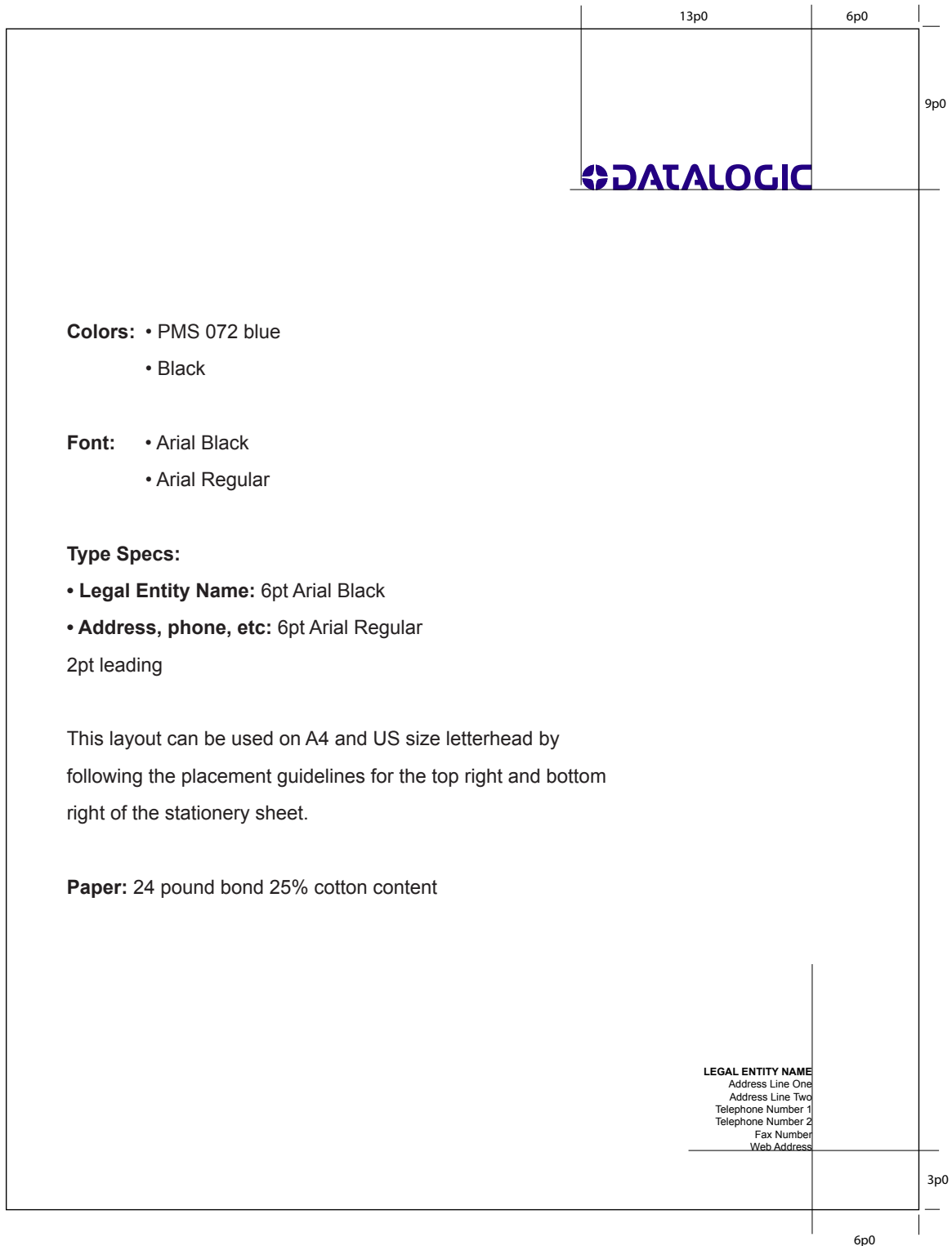
This layout can be used on A4 and US size letterhead by following the placement guidelines for the top right and bottom right of the stationery sheet.

**Paper:** 24 pound bond 25% cotton content

LEGAL ENTITY NAME  
 Address Line One  
 Address Line Two  
 Address Line Three  
 Telephone Number 1  
 Telephone Number 2  
 Fax Number  
  
 Address Line One  
 Address Line Two  
 Address Line Three  
 Telephone Number 1  
 Telephone Number 2  
 Fax Number

**Measurement**

• Picas

**Letterhead - US**

**Measurement**

- Millimeters
- Picas

**Envelopes**

	13mm 3p0	44mm 10p5	
17mm 4p1			
8mm 1p10			

**DATALOGIC**

**LEGAL ENTITY NAME**  
Address Line One  
Address Line Two  
Address Line Three

**Type must line up under the "D"**

**Colors:** • PMS 072 blue

**Font:** • Arial Black  
• Arial Regular

**Type Specs:**

- **Legal Entity Name:** 6pt Arial Black
  - **Address, etc:** 6pt Arial Regular
- 2pt. leading

This layout can be used on all sizes of envelopes by following the placement measurements for the top left corner of any envelope.

Section 3

# Corporate Legal Information

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Legal guidelines for the use  
of the Datalogic logotype

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*For all Datalogic Legal Entities*



## Legal Guidelines

Use of the “Datalogic” trademarks, including the “Datalogic” (and design) logo and the “Datalogic” word mark, shall always be accompanied by the following text: *“Datalogic and the Datalogic logo are registered trademarks of Datalogic S.p.A. in many countries, including the U.S.A. and the E.U.”* Such use includes, for example, reproduction in all technical or commercial documentation (product packaging, manuals, quick reference guides, datasheets, Marketing Information Guides (MIGs), case studies, marketing literature, press releases, newsletter, offers, all presentations to clients and/or partners, video, websites, internet and intranet etc.), in whatever format (paper, CD ROM, .ppt, website pages, etc.). The boilerplate trademark text should be included at the end of each document and presentation or directly under the logo.

The following are instead cases in which it is NOT necessary to use the boilerplate trademark text:

- business cards
- letterheads
- envelopes
- advertising
- printed forms such as invoices, purchase orders etc.
- visitor/employee badges
- promotional items, binders, folders, note pads, calendars
- trade show exhibits/stands
- external business facility signage (channel letters sign, monument signs etc.)

EXAMPLE:



“Datalogic and the Datalogic logo are registered trademarks of Datalogic S.p.A. in many countries, including the U.S.A. and the E.U. All rights reserved.”

Any and all use by third parties of the Datalogic trademark/logotype shall require Datalogic S.p.A.’s written approval and shall be accompanied by the following attribution notice: *“Datalogic and the Datalogic logo are registered trademarks of Datalogic S.p.A. in many countries, including the U.S.A. and the E.U. All rights reserved.”*, positioned directly under the logo or at the end of each document and presentation.