

Lexar Brand Identity Guidelines

Version 1 (July, 2018)



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Introduction

I*den*ti*ty (n.) 1. The individual characteristics by which a thing or person is recognized or known.

The Lexar brand identity is consistent in all Lexar imagery—the logos, artwork, and graphics in Lexar communications. However, it extends far beyond the use and implementation of these elements. Used consistently and correctly, it serves to reinforce Lexar as a recognizable brand of performance, quality, and reliability.

These guidelines are intended for anyone producing communications for the Lexar brand, and they identify how and when to use the correct Lexar logo for various corporate and product branding needs. The purpose is to enforce a consistent image and brand, as well as enhance awareness of that brand. The three sections of this document specifically focus on the treatment of images and logos as it pertains to the Lexar brand and the Lexar Professional sub-brand.

It's important that the various Lexar logos are always used correctly and consistently. Please read the introduction to each section to determine usage for each logo, and also strictly adhere to guidelines within that section.

Note: This document focuses solely on the treatment of logos and images. For detailed information on wording, style, and usage, please refer to the Lexar Style Guide. Contact Anita Lin for more info: anita.lin@lexar.com

Lexar logo

The Lexar brand logo represents the Lexar brand of products and communications on all our visual communication and packaging. The Lexar logo is commonly used on product packaging, literature, and displays that pertain to the marketing of Lexar products.

The Lexar logo has been designed to maximize legibility, and the artwork is available in multiple sizes in the acceptable colors from the Lexar color palette.

Shown here is the preferred version of the Lexar logo. It is a 2-color version in Lexar Black (PMS Process Black) and Lexar Red (PMS 485C) on a white background. Size, typesetting, color palette, and spatial and proportional ratios of the elements are predetermined and may not be altered.

Use only approved artwork.

Lexar brand logo

All uses of the Lexar brand logo MUST be approved by the Lexar Marketing Team .

The Lexar brand logo consists of the Lexar word mark, the primary graphic element “Digital Stream X,” as well as the trademark symbol. The “DigitalStream X” is incorporated within the Lexar word mark.

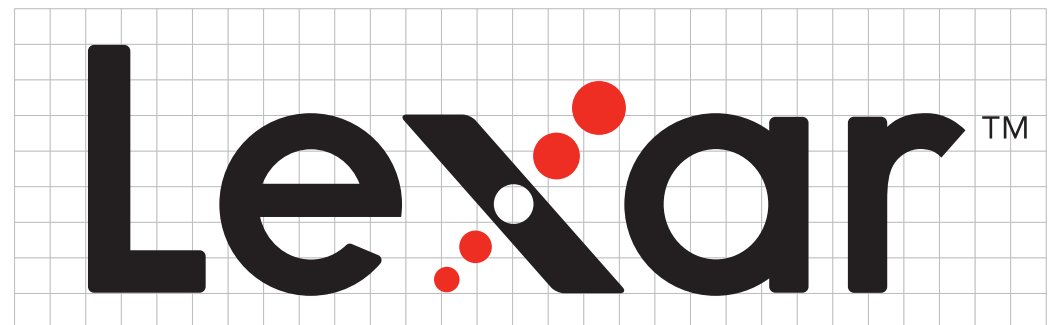
Wordmark

The wordmark consists of a custom drawing of the word “Lexar” based on the Avenir Book font.

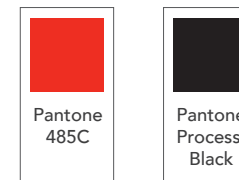
Digital Stream X

The “Digital Stream X” is a series of growing circles, which forms one of the arms of the alphabet X in “Lexar.”

The artwork exists as part of the logo artwork, and the graphic stream never exists on its own and is always used as part of the word mark.



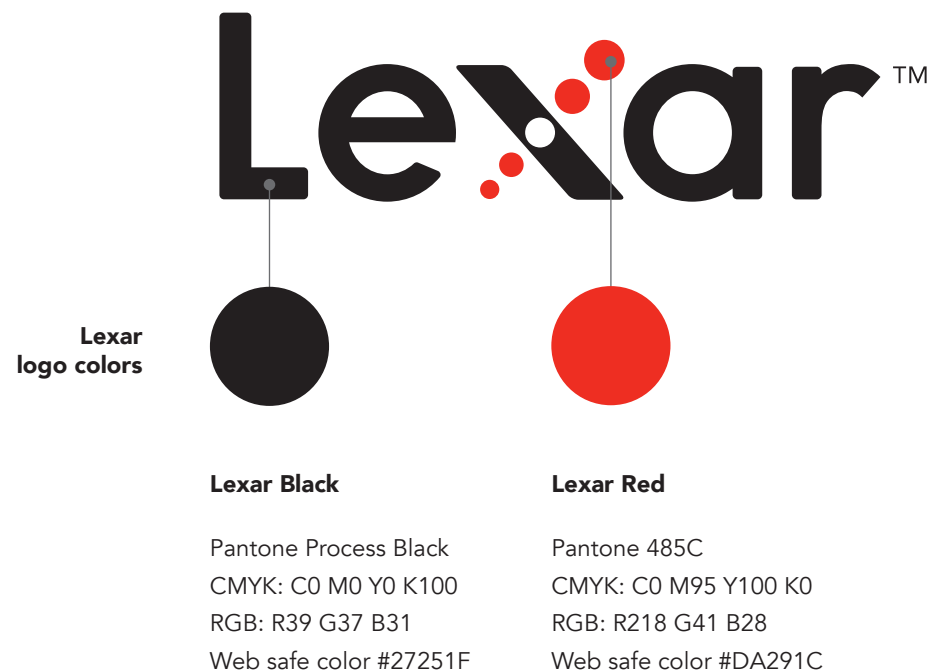
The “Digital Stream X”



Logo colors

The Lexar logo colors are specific and should be consistent when using the two-color logo. The Lexar color palette shown on this page is to be used only in the Lexar logo. Adhere to the specifications of the standards and ensure consistency of color. See next page for alternate logos.

Use only approved artwork.



In lieu of the color(s) listed on this page, you may use the PANTONE® colors cited, the standards for which can be found in the current edition of the PANTONE formula guide. The colors shown throughout this manual have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE Color Standards.

PANTONE is a registered trademark of Pantone, Inc.

Alternate logos

For ease of usage and flexibility, a one-color version is also available.

The one-color version can be either black on white, or white on black. The Lexar brand logo can also be reversed out to white when sufficient contrast is available.

Use only the approved versions.

The Lexar logo is displayed in black on a white background. The word "Lexar" is in a bold, sans-serif font, with a trademark symbol (TM) to the upper right. The dot on the 'i' in "Lexar" is replaced by a stylized cluster of four dots.

Lexar logo, shown black on white.

The Lexar logo is displayed in white on a black background. The word "Lexar" is in a bold, sans-serif font, with a trademark symbol (TM) to the upper right. The dot on the 'i' in "Lexar" is replaced by a stylized cluster of four dots.

Lexar logo, reverse

The Lexar logo is displayed in white on a grey background. The word "Lexar" is in a bold, sans-serif font, with a trademark symbol (TM) to the upper right. The dot on the 'i' in "Lexar" is replaced by a stylized cluster of four dots.

Lexar logo, shown white on grey.

Clear space

The Lexar logo communicates most effectively when other elements do not crowd it. Ideally the logo should be staged with as much clear space as possible; however, the minimum clear space has been specified to ensure a definite read, prominence, and clarity.

Requirements for the core identity

Always follow the minimum clear space requirements. For measurement purposes, a unit “x” has been established. In all cases, “x” equals the height of the diagonal bar in the “DigitalStream X.”



Size options

To communicate effectively on various media while maintaining the integrity of the logo, a minimum size has been established for the Lexar brand logo.

The sizes have been established to ensure the best reproduction of the logo, and the artwork is available in two sizes, large and small. The large version is to be used for widths greater than 1"/2.5cms or 72 pixels for a digital format while the small version should be used for widths 1"/2.5cms or less than 73 pixels for a digital format.

The two sizes maintain similar ratios except for the size of the "Data Stream X" dots and the TM symbol, which has been altered to maintain readability even when reduced to a minimum size. The Lexar brand logo should never be reduced to a size smaller than .5" in width.

Always ensure legibility of the Lexar brand logo.



Large Logo: Use for 1" or greater



Small Logo: Use for less than 1"



Small Logo: Minimum size .5"

Background usage

Permissible backgrounds

The preferred Lexar logo always prints on a white background. Alternatively, the preferred version of the Lexar logo can occasionally be used on a very light photographic background or a solid light color. In cases where sufficient contrast is available, the Lexar logo may be reversed out to white. Do not use on a busy photographic background or in low contrast situations.



Alternate: Use over solid light colors



Alternate: Reverse to white with sufficient contrast

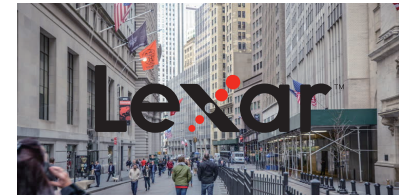


Alternate: Use over simplified photographic backgrounds



Alternate: Use over simplified photographic backgrounds

NEVER



Never: Use over busy photographic backgrounds



Never: Use over busy photographic backgrounds



Never: Let any part of the logo overlap graphic elements

Unacceptable usage

Maintaining the integrity of the Lexar brand logo is essential.

Do not distort, rearrange elements, or change the colors, fonts, or proportions of the Lexar brand logo.

The “Digital Stream X” cannot be used on its own and must always be part of the Lexar brand logo.

The Lexar brand logo artwork also cannot be used to create a repeat pattern.

When “Lexar” appears in text, it should be shown in the text font and be capitalized. The Lexar logo should never be used in text.



Lexar Professional logo

The Lexar Professional logo represents the Lexar sub-brand of Professional products on all our visual communication and packaging. The Lexar Professional logo is to be used when communicating about Lexar Professional products only. This sub-brand is commonly used on packaging, literature, and displays that pertain to the marketing of Lexar Professional line products.

The Lexar Professional logo has been designed to maximize legibility and artwork is available in multiple sizes in either black or white. The relationship between the Lexar and Professional logos are a “lockup,” meaning that together they create a complete logo with all elements “locked” in their relative positions. There are two options for this lockup; Center Justified, and Left Justified. The lockups are single, fixed logos that should not be altered, use either lockup for the appropriate layout.

The Center Justified lockup should always be used when creating packaging but is not limited to packaging.

The Left Justified lockup should not be used for packaging but can be used for other applications.

The sizes have been established to ensure the best reproduction of the logo, and the artwork is available in two sizes, large and small. The large version is to be used for widths greater than 1.5”/3.8cms or 75 pixels for a digital format while the small version should be used for widths 1.5”/3.8cms or less than 75 pixels for the digital format.

The image shows the Lexar Professional logo in a large, center-justified lockup. The word "Lexar" is in a bold, sans-serif font with a trademark symbol, and "PROFESSIONAL" is in a bold, all-caps, sans-serif font below it. A thin horizontal line is positioned between the two words, and a vertical line descends from the center of this horizontal line to the bottom of the word "PROFESSIONAL".

Lexar™
PROFESSIONAL

Large Logo: Use for 1.5" or greater Size restrictions are based on 'Lexar' logotype, not the sub-brand text.

The image shows the Lexar Professional logo in a small, center-justified lockup. The word "Lexar" is in a bold, sans-serif font with a trademark symbol, and "PROFESSIONAL" is in a bold, all-caps, sans-serif font below it. A thin horizontal line is positioned between the two words, and a vertical line descends from the center of this horizontal line to the bottom of the word "PROFESSIONAL".

Lexar™
PROFESSIONAL

Large Logo: Use for 1.5" or greater Size restrictions are based on 'Lexar' logotype, not the sub-brand text.

Alternate logos

The Lexar Professional logo is one-color only and should preferably be white on black, alternate black on white or white on gray. Make sure there is sufficient contrast by using 50% or greater shade of black when using a gray background.

Use only the approved versions.

Always ensure legibility of logo.



Lexar Professional logo,
black on white background



Lexar Professional logo,
black on white background



Lexar Professional logo,
reverse out of black



Lexar Professional logo,
reverse out of black



Lexar Professional logo,
reverse out of gray



Lexar Professional logo,
reverse out of gray

Clear space

The Lexar Professional logo communicates most effectively when it is not crowded by other elements. Ideally the logo should be staged with as much clear space as possible, however the minimum clear space has been specified to ensure a clear read, prominence, and clarity.

Requirements for the core identity

Always follow the minimum clear space requirements. For measurement purposes, a unit "x" has been established. In all cases, "x" equals the height of the diagonal bar in the "DigitalStream X".



Size options

Center Justified

To communicate effectively on various media while maintaining the integrity of the logo, use the appropriate size Lexar Professional logo depending on usage and application.

These sizes have been established to ensure the best reproduction of the logo, and the artwork is available in two sizes, large and small. The large version is to be used for widths greater than 1.5"/3.8cms or 75 pixels for a digital format while the small version is to be used for widths 1.5"/3.8cms or less than 75 pixels for digital format. The two sizes maintain similar ratios except for the size of the TM symbol which has been alerted to maintain readability even when reduced to a minimum size.

The Lexar Professional logo should never be reduced to a size smaller than .878"/2.2cms in width.

Size restrictions are based on Lexar logo type, not the sub-brand text.

Always ensure legibility of logo.

The image shows the Lexar Professional logo in a large size. The word "Lexar" is in a bold, sans-serif font with a trademark symbol, and "PROFESSIONAL" is in a bold, all-caps, sans-serif font below it. A horizontal line with a vertical tick mark in the center is positioned below the word "PROFESSIONAL".

Large Logo: Use for 1.5" or greater

The image shows the Lexar Professional logo in a medium size. The word "Lexar" is in a bold, sans-serif font with a trademark symbol, and "PROFESSIONAL" is in a bold, all-caps, sans-serif font below it. A horizontal line with a vertical tick mark in the center is positioned below the word "PROFESSIONAL".

Large Logo: Use for 1.5" or greater

The image shows the Lexar Professional logo in a small size. The word "Lexar" is in a bold, sans-serif font with a trademark symbol, and "PROFESSIONAL" is in a bold, all-caps, sans-serif font below it. A horizontal line with a vertical tick mark in the center is positioned below the word "PROFESSIONAL".

Minimum size .878"

Size options

Left Justified

The same rules of size options apply to the Left Justified logo as well.

These sizes have been established to ensure the best reproduction of the logo, and the artwork is available in two sizes, large and small. The large version is to be used for widths greater than 1.5"/3.8cms or 72 pixels for a digital format while the small version is to be used for widths 1.5"/3.8cms or less than 73 pixels for the digital format. The two sizes maintain similar ratios except for the size of the TM symbol which has been alerted to maintain readability even when reduced to a minimum size.

The Lexar Professional logo should never be reduced to a size smaller than .878"/2.2cms in width.

Size restrictions are based on Lexar logo type, not the sub-brand text.

Always ensure legibility of logo.

The image shows the Lexar Professional logo in a large size. The word "Lexar" is in a bold, sans-serif font with a trademark symbol (TM) to its upper right. Below it, the word "PROFESSIONAL" is in a bold, all-caps, sans-serif font. A horizontal line with a vertical tick mark in the center is positioned below the word "PROFESSIONAL".

Large Logo: Use for 1.5" or greater

The image shows the Lexar Professional logo in a medium size. The word "Lexar" is in a bold, sans-serif font with a trademark symbol (TM) to its upper right. Below it, the word "PROFESSIONAL" is in a bold, all-caps, sans-serif font. A horizontal line with a vertical tick mark in the center is positioned below the word "PROFESSIONAL".

Large Logo: Use for 1.5" or greater

The image shows the Lexar Professional logo in a small size. The word "Lexar" is in a bold, sans-serif font with a trademark symbol (TM) to its upper right. Below it, the word "PROFESSIONAL" is in a bold, all-caps, sans-serif font. A horizontal line with a vertical tick mark in the center is positioned below the word "PROFESSIONAL".

Minimum size .878"

Background usage

Permissible backgrounds

The preferred Lexar Professional logo always prints on a black background. Alternatively, the preferred version of the Lexar Professional logo can occasionally be used on a very light photographic background or a solid light color. In cases where sufficient contrast is available, the Lexar Professional logo may be reversed out to black. Do not use on a busy photographic background or in low-contrast situations.

Lexar™
PROFESSIONAL

Alternate: Use over solid light colors

Lexar™
PROFESSIONAL

Alternate: Reverse to white with sufficient contrast

Lexar™
PROFESSIONAL

Alternate: Use over simplified photographic backgrounds

Lexar™
PROFESSIONAL

Alternate: Use over simplified photographic backgrounds

NEVER



Never: Use over busy photographic backgrounds



Never: Use over busy photographic backgrounds



Never: Let any part of the logo overlap graphic elements

Unacceptable usage

It is essential to maintain the integrity of the Lexar Professional logo.

Do not distort, rearrange elements, or change the colors, fonts, or proportions of the Lexar Professional logo. The “Digital Stream X” cannot be used on its own and must always be part of the Lexar logo.

The logo artwork also cannot be used to create a repeat pattern.



Professional ad guide

Lexar Professional guide

The Lexar Professional identity is comprised of all Lexar Professional elements — the logos, artwork, and graphics in Lexar Professional communications.

Professional background guide

When combining Professional products or highlighting one Professional product, use the lens with the black background.

Product image(s) should be centered when possible



Sample Professional Ad

Lexar Professional logo should have adequate space from the product

Lens should be visible and bleed off the edge of layout on right side and fade into left

Lower copy portion should be 23-28% of the overall height of the ad

Optional space for special offer

Product image(s) should be centered when possible



Sample Professional Ad

Professional Elite ad guide

Lexar Professional Elite guide

The Lexar Professional Elite ads are comprised of all Lexar Professional elements — the logos, artwork, graphics and an image of an Elite Photographer.

Professional Elite background guide

When combining Professional products or highlighting one Professional product, use an image of an Elite Photographer as the background.



Sample Professional Elite Ad

Lexar Professional should always print on a black background. Do not use on a busy photographic background or in low-contrast situations.

Lexar Professional logo should have adequate space between the product

Lower copy portion should be 23-28% of the overall height of the ad



Sample Professional Elite Ad

Other Professional layouts

Sample Displays



Lexar Professional logo should have adequate space between products

Lens graphics should bleed off display

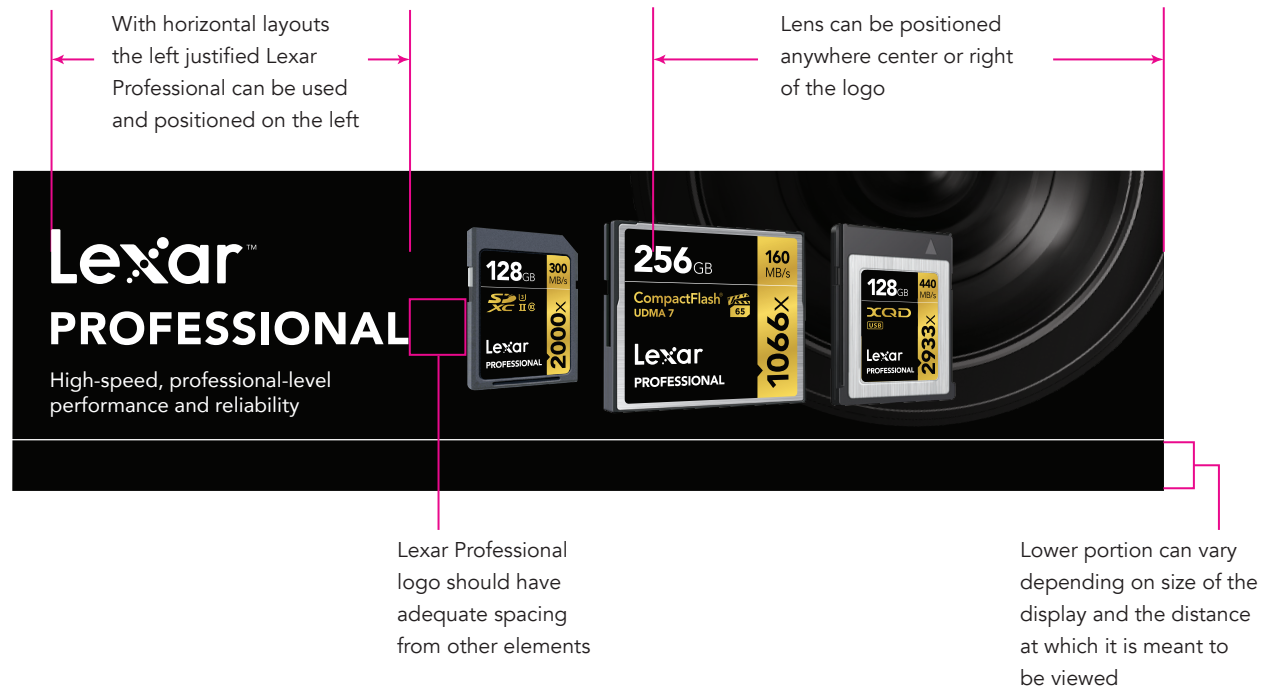
Lower portion can vary depending on size of the display and the distance at which it is meant to be viewed

Sample Displays



Other Professional layouts

Sample Header



Sample Dangler



Typography

The Lexar brand font

The font for the Lexar brand Identity System is Avenir. It is to be used for all corporate communications (eg., professionally printed brochures, advertisements and packaging). It is simple, clear and easy to read. The font should never be modified or altered in any way. Many weights are available, but 45 Book and 85 Heavy (with italics) are the preferred version.

Generally the type is set flush left, ragged right, and should always be clear and legible.

Alternate desktop font: Arial bold

Alternate fonts for desktop applications

An alternate font which is complementary to Avenir is to be used when Avenir is not available (e.g., for common desktop documents). The fonts Arial and Arial Bold should be used for body copy and headlines in Microsoft® PowerPoint™ and for headings in web-based live text applications.

Specialized body copy

To increase legibility for very specific applications, alternate fonts have been chosen for body text only. Use Verdana for body text in web pages.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir 45 Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir 45 Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Alternate desktop font: Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir 85 Heavy Oblique

!"#\$%&'()*+,-./0123456789:
<=>?@ABCDEFGHIJKLMNOPQRSTUVWXYZ

Alternate desktop font: Arial bold

Contact information

If you have any questions or need additional materials, please email: anita.lin@lexar.com

Brand integrity is very important to our business. We request you submit a copy of your project to the Lexar Marketing Team for approval. Please send a low-res copy of your project to: anita.lin@lexar.com.

Thank you!