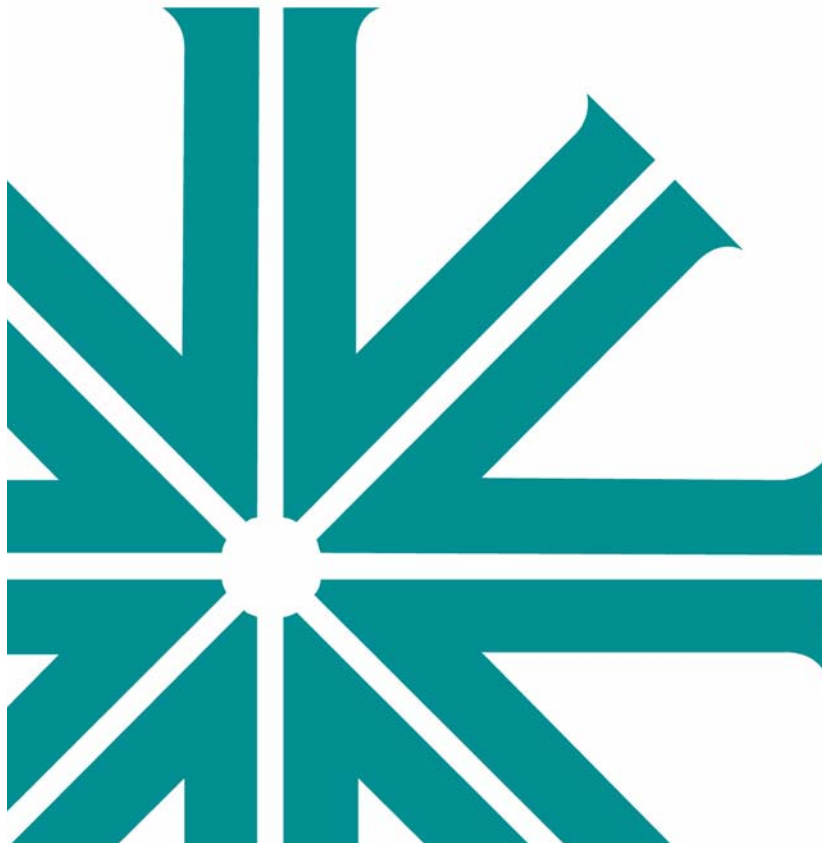




# VARI\*LITE® Graphic Standards Guidelines



Effective 21-March-2006

CONFIDENTIAL



## VARI\*LITE® Graphic Standards Guidelines

VARI\*LITE® is a trademark owned by Genlyte Thomas Group LLC and is registered in the United States and other countries. VL500™, VL1000™, VL2000™, VL2500™, VL3000™, VL3500™ (and all the individual product designations thereof) Series 500™, Series 1000™, Series 2000™, Series 3000™, DICHRO\*TUNE™, VARI\*IMAGE™, and the Vari-Lite Asterisk are also trademarks owned by Genlyte Thomas Group LLC.

VARI\*LITE® products are protected by one or more of the following patents, and other pending patent applications worldwide:

U. S. Patents No. 6,123,436; 6,113,252; 6,046,861; 6,031,749; 6,011,640; 5,969,868; 5,959,768; 5,934,794; 5,882,107; 5,829,868; 5,825,548; 5,798,619; 5,774,273; 5,769,527; 5,758,956; 5,728,994; 5,640,061; 5,590,954; 5,454,477; 5,432,691; 5,367,444; 5,329,431; 5,307,295; 5,282,121; 5,278,742; 5,209,560; 5,186,536; 5,073,847; 5,010,459; 4,980,806; 4,972,306; 4,800,474; 4,779,176; 4,701,833; 4,602,321;

U. S. Design Patents No. 439,356; 420,332; 417,300; 415,301; 413,995; 377,338; 366,712; 359,574; 350,408; 347,113;

Australia Patents No. 693,691; 683,695; 667,109; 649,264; 646,588; 586,095; 576,400;

Australia Design Patents No. 128,796; 128,795;

Canada Patents No. 2,070,670; 2,050,375; 1,270,675; 1,259,058;

Canada Design Patents No. 81,234; 81,233; 76,046;

European (UK) Patents No. 0 652 400; 0 586 049; 0 565 218; 0 547 732; 0 534 710; 0 495 305; 0 474 202; 0 379 970; 0 253 082; 0 253 081; 0 248 974; 0 192 882;

Germany Patents No. 694 25 943.8; 693 14 122.0; 692 08 615.3; 692 07 692.1; 691 31 478.0; 691 21 029.2; 690 33 385.4; 37 89 166.9; 37 68 727.1; 37 51 804.6; 37 50 201.8; 35 87 270.5;

Germany Design Patents No. M 98 01 745.4; M 96 04 515.9; M 96 04 514.0; M 94 07 689.8; M 94 02 951.2; M 499 03 583.6; M 498 11 203.9; G 93 12 884.3;

Spain Patents No. 2 090 191; 2 084 289; 2 020 960; 0 548 328;

Spain Utility Model Patent No. 2.031.748;

Spain Design Patents No. 0.137.502; 0.137.501; 0.133.573;

Greece Patent No. 910.400.544;

Japan Patents No. 2,843,696; 2,059,669; 2,055,324; 2,002,168; 1,966,525; 1,889,481; 1,792,721; 1,770,241;

Japan Design Patents No. 985,985-1; 985,985; 947,552; 945,436-1; 945,436; 1,106,089; 1,077,598; 1,072,598; 1,060,414; 1,002,123;

Korea Patents No. 76,310; 42,639; 283,770; 181,180;

Korea Design Patents No. 209,896; 209,895;

Mexico Patent No. 180,148;

Taiwan Patents No. 78,726; 66,975; 65,380; 28,275;

United Kingdom Design Registrations No. 2082526; 2072562; 2056387; 2056386; 2042174; 2038212; 2033108; 2029499.

### Vari-Lite

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VARI\*LITE® Graphic Standards Guidelines

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## Introduction

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This is a general set of guidelines delineating the use of the VARI\*LITE® brand identity. These guidelines were created to establish a solid identity for VARI\*LITE® in the marketplace.

Consistency is the most effective method in maintaining and enhancing a favorable impression of the VARI\*LITE® brand. These standards are applied to every piece of internal and external collateral material. This "blanket" application strengthens the VARI\*LITE® image and reputation as an industry leader.

This is a work-in-progress. If you have any additions, suggestions, or questions about the material in this manual, or have a unique graphics application not covered herein, please contact the Vari-Lite Marketing Manager at 1.214.647.7880, or write to:

**Vari-Lite Marketing Manager**  
**Genlyte Controls**  
**10911 Petal Street**  
**Dallas, Texas 75238**  
**Tel: 1.214.647.7880**  
**Fax 1.214.647.8038**



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# Trademark Guidelines

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## Trademarks: Why We Use and Protect Them

Companies like ours build products and provide services, striving to be successful. As we build a good reputation and good will, we build a good name. The trademark process is a legal mechanism which allows us to protect our good name by making it illegal for other companies to "borrow" our good name and mislead customers into thinking that they are acquiring our products.

There are two types of trademarks. The first is the ®, which is granted by the Patent and Trademark Office in the U.S. and other countries after a well-defined application process has been completed. The second is the ™. This is a "common law" mark which we can attach to product names to immediately protect them.

The law says that after we have gone through the registration process for the ®, or chosen to protect a name by affixing ™ to it, we must follow very specific rules for trademark usage to show our respect for the name and to maintain the protection offered by trademark status.

## Trademark Usage

### As a Logo

When using product trademarks like the VARI\*LITE® trademark in a stand-alone fashion as a logo, i.e., for letterheads, signage or on the side of a product, the ® is always placed at the top right of the logo.



### In Text

Within text, always write the VARI\*LITE® product trademark in all caps with the asterisk in the middle to distinguish the product trademark from the company name. Distinguish a trademark by putting the appropriate ® or ™ after it. The ® is placed at the bottom right of the company name and should be three point sizes smaller so it will not graphically dominate the company name.

The ™ is placed at the top of the company name and stays the same point size as the type.



VARI\*LITE® and unregistered trademarks like **VL3000™** must always have the appropriate ® or ™ notice attached the first time they are used in a document. Thereafter, the notice may be omitted, but the trademark must continue to be distinguished by using all caps. Our trademark can be further distinguished by using bold type.

In text, always follow a trademark with an uncapitalized generic name or common noun.

**EXAMPLE:**

The VL3000™ luminaire, never "The VL3000,"

You may use any noun which is appropriate after a trademark.

**EXAMPLES:**

The VL2500™ wash luminaire

The VL2500™ luminaire

The Series 2000™ automated luminaires

Never use the trademark in plural form.

**EXAMPLE:**

The VARI\*LITE® luminaires, never "The VARI\*LITES"

Never use the trademark in a possessive form.

**EXAMPLE:**

The VL2500™ luminaire, never "The VL2500's features."



## Logo - Acceptable Format

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### Logo / Trademark

Graphic image designed for the purpose of corporate logo and product trademark identification for the VARI\*LITE® brand. **NOT** to be used by dealers, rental associates, distributors, sub-distributors, or representatives.



### Corporate Modifier

Corporate modifier for the VARI\*LITE® brand. **NOT** to be used by dealers, rental associates, distributors, sub-distributors, or representatives.

Express yourself.

### Signature

Combination of Logo/Trademark with Corporate modifier for the VARI\*LITE® brand. **NOT** to be used by dealers, rental associates, distributors, sub-distributors, or representatives.



### Asterisk

The asterisk may appear alone in some situations. See “Vari-Lite Asterisk” on page 11.





## Applications

### Color

The Signature and Logo should appear in the two specified colors:

- **PMS 320 Teal**
- **Black**



### Black/White

The Signature and Logo can appear as black and white.



### Reversed

The Signature and Logo can appear reversed from black or another color.



Minimum margin clearances measured using the width of the character "E".





## Logo - Unacceptable Usage

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Shown here are examples of unacceptable usages of the Vari-Lite logo and corporate modifier. Please contact the Vari-Lite Marketing Manager concerning unique graphic applications.

**Do not present the Vari-Lite logo vertically or diagonally.**



**Do not alter the logo, screen or dilute the color values of approved ink and paint colors.**



**Do not alter the relationship between the logo and the corporate modifier.**





**Do not reposition elements within the approved format.**



**Do not substitute any typeface within the approved format.**





# Signatures

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## Signature for Vari-Lite

Shown here are approved design formats and typefaces for the Signature.

The Signature should have a type size relationship between the logo and the corporate modifier, "Express Yourself." Please maintain the same relationship of type size and spacing as shown in the example below. The corporate modifier must be typeset in Letter Gothic regular weight.

CENTERED

*Note:* \_\_\_\_\_  
*Graphic enlarged for clarity.*





## Vari-Lite Asterisk

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### What is the Vari-Lite Asterisk?

i as-ter-isk n. 1. A star-shaped figure (**\***) used in printing to indicate a reference to a footnote. 2. A star-shaped graphic symbol used to convey excellence in lighting technology. -isked, -iskiing, -isks. To mark with an asterisk. [LLat. asteriscus < Gk. asteriskos, dim. of asteØr, star.]

The **\*** symbol is a stand-alone registered trademark in addition to its use in the VARI\***LITE**® logo.

The ® mark must always accompany the asterisk, placed as shown. The asterisk symbol in the spelling of VARI\***LITE**® is found in the **Zapf Dingbat icon library** as the "k" character.



Please use acceptable descriptions of this symbol:

- Vari-Lite Asterisk, *OR*:
- Vari-Lite Symbol



## Vari-Lite Asterisk Usage

The Vari-Lite asterisk may appear alone as a graphic symbol in a document or application, but the Vari-Lite logo and corporate modifier **must** accompany the asterisk in the document or application.

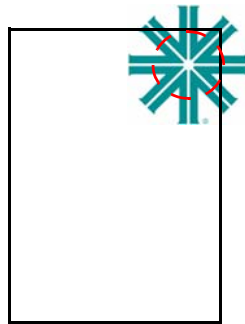


*Acceptable*



*Unacceptable*

The Vari-Lite asterisk may bleed off of the document or application, but the **CENTER** of the symbol must **always** be present in the document or application. It must also be evident that this symbol is eight-pointed.



*Unacceptable*



*Acceptable*



*Unacceptable*



## Product Name Guidelines

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In the text of all advertising and collateral material, the product name should appear with the appropriate trademark symbol (\* or ™) the first time it appears. Subsequent references in the same document or application do not need the trademark symbol. Always follow a trademark with an uncapitalized generic name or common noun. The asterisk symbol in the spelling of VARI\*LITE® is found in the Zapf Dingbat icon library as the "k" character.

VARI*LITE® automated lighting system	VL1000™TI luminaire
VARI*LITE® system	VL1000™TD luminaire
VARI*LITE® luminaires	VL1000™TSD luminaire
VARI*LITE® equipment	VL1000™TID luminaire
Series 500™ automated luminaires	VL2000™ Spot luminaire
Series 1000™ automated luminaires	VL2000™ Wash luminaire
Series 2000™ automated luminaires	VL2500™ Spot luminaire
Series 3000™ automated luminaires	VL2500™ Wash luminaire
VL500™ luminaire	VL3000™ Spot luminaire
VL500A™ luminaire	VL3000™ Wash luminaire
VL500D™ luminaire	VL3000™Q Spot luminaire
VL500 80V™ luminaire	VL3000™Q Wash luminaire
VL1000™ ERS	VL3500™ Spot luminaire
VL1000™ luminaire	VL3500™Q Spot luminaire
VL1000™A luminaire	Dichro*Tune™ color changer
VL1000™AS luminaire	Dichro*Tune™ filters
VL1000™AI luminaire	VARI*LITE® multi-gobo wheel system
VL1000™T luminaire	VARI*LITE® gobo system
VL1000™TS luminaire	



## Brand Identity for Dealers

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Shown here are approved logos for usage by Authorized VARI\*LITE® Dealers and Rental associates.

The VARI\*LITE® logo, corporate modifier and signature **are not** to be used by dealers, rental associates, distributors, sub-distributors or representatives without written consent of the Vari-Lite Marketing Manager.



**DO NOT** use anything but the approved and provided logo.

**DO NOT** rotate the logo.

**DO NOT** stretch or alter the logo's proportions.

**DO NOT** attach anything to the logo.

**DO NOT** use part of the logo; it is an integral unit, always keep it whole.

**DO NOT** print on top of the logo.



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