

Lutron | brand | visual standards

for promotional and online use Rev. 2.04|06|09

General use of photographic assets

Product Photography

1. Channel partners may use any Lutron photography of products they have been authorized to design, sell or install.
The photography **must** be used for the purposes of promoting Lutron and our products.
2. Most product photographs are available on disc from Lutron.

Application Photography

1. All application photography must be used exclusively for the purpose of promoting Lutron and our products. Lutron images are not intended for use in a general company brochure or advertisement or in literature / promotional vehicles that advertise or promote competitive products.
2. The images cannot be modified in any way from their original form.
3. All Lutron images should include our copyright: ©2009 Lutron Electronics Co., Inc. (Date must reflect the current year.)
4. An authorized Lutron marketing representative must approve any promotional materials that use Lutron application photographs.

These guidelines must be complied with in order for a company to receive co-op or marketing funds reimbursement.

Online use of Lutron brand and assets

1. The name Lutron or its trademarks may not be part of the the global site name, i.e., "lutrodimmersonline.com"
2. Channel partner site must be clearly designated as reseller of Lutron products and not a Lutron owned or operated site.
3. Lutron approved product imagery and/or logos must be used in all cases for online sales.
4. Lutron and associated sub-branding must appear immediately adjacent to the product photo. (fig.1)



Lutron
Diva® 600 Watt Single
Pole Dimmer, White

(fig1)

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5. Channel Partner may use a designated Internet catalog number or store SKU# but the Lutron name, sub-brand, and manufacturer's model number must be referenced in the product description. (fig.2)

Lutron Diva® 600 Watt Single Pole Dimmer, White

Model DVV-600PH-WH

\$24.97/EA Each  **Free Shipping**

6. Product description and associated copy must be approved by or supplied by Lutron.
7. Lutron and sub-brands must be designated by their appropriate copyrights and trademarks as supplied by Lutron.
8. Lutron logos and product imagery may be reduced in size to accommodate site design but may not be enlarged beyond the original 1:1 pixel ratio.
9. Lutron logos and product imagery may not be altered, stretched, colorized, or otherwise adjusted or enhanced.
10. Acceptable use of the Lutron logo is from Lutron authorized artwork as black or white only.
11. Photo assets and logos may be downloaded with Lutron authorized log-in at: http://www._____