Corporate Communications Guidelines
# Lutron® Corporate Communications Guidelines

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Objective

These guidelines are intended to direct Lutron® marketing communications and external design firms in the use of typography and color as well as to illustrate appropriate use of logotypes, trademarks, and other elements of the Lutron corporate identity. Using these guidelines will provide customers with a unified image of Lutron—its brand, products, and services. Following these guidelines is important in making our communications clear, consistent, legible, memorable, and elegant. In asking you to adhere to these guidelines, we do so in service to our customers who deserve no less than the best communications we can offer.

Advice, help, and guidance are available by contacting:

Cognitive Visual and Verbal Director
Lutron Electronics Co., Inc.
7200 Suter Road
Coopersburg, PA 18036-1299
610.282.3800
800.523.9466

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Introduction
Introduction

Design Philosophy as Applied to Advertisements, Literature, Displays, etc.

The Lutron design philosophy is to present information in a clear and concise manner as shown below:

- A declarative phrase / sentence describing the benefit
- Organization / hierarchy of issues
  - First issue first
  - Second issue second
  - Third issue third (three issues maximum). Newspapers do this well; see sample below.
- Logical flow of information
- Use graphics with words
- Make it REAL!

---

**The New York Times**

**U.S. IS PRESSURING INDUSTRIES TO CUT GREENHOUSE GASES**

**SEeks CONCRETE PLEDGES**

White House Trying to Show Voluntary Reductions Make Controls Unnecessary

**BY ANDREW C. REVKIN**

In an aggressive effort to show that President Bush’s voluntary climate strategy can work, senior administration officials are traveling the country collecting written promises from industries to cut emissions of gases that cause global warming.

White House officials, insisting on concrete commitments measured in tons of gases, have rejected written offers from some industry groups to take unspecified actions, several industry officials said. The administration and industry leaders plan to unveil a broad array of pledges at the White House on Feb. 6.

This is the administration’s latest and most intensive effort to demonstrate that voluntarily controlling emissions can make mandatory reductions unnecessary. Mr. Bush has said such reductions will harm the economy. The effort has no teeth, critics and company representatives say, other than the growing realization in industry that without unassailable metrics from voluntary reductions, it will become ever harder in coming years to stave off legislation requiring companies to act.

Senators of both parties introduced such legislation in Congress this month, and states are acting on their own as well.

---

First Issue

Second Issue

Third Issue

Detail
Use of Guidelines
Use of Guidelines

After the Design Philosophy is Determined

These guidelines are applied to printed communications after the design philosophy decisions are made.

• Identify the benefit to the intended audience
• List key issues and hierarchy of issues, three maximum
• Determine flow of information – visual and verbal
• Determine what type of graphics, what text?
• Choose approved font style, 2 at most
• Select font size appropriate to the hierarchy of information
• Direct flow of information by tables, bullets, rule lines, left justification, color, etc.
• Use proper logotypes, trademarks, and tradenames

Test the finished material against the Design Philosophy and these Guidelines.
Typography
A consistent typographic style is as important as a consistent grammatical and editorial style. Attention to the details of typography is of great importance. **All printed communication will be displayed at an 11 point minimum type size for optimum legibility and readability.** If layout and spatial problems arise, do not reduce the type size below 11 point. Consider reducing the amount of text or rewriting sentences to be more concise.

The following examples show the preferred typographic usage.

**Font Family / Helvetica Neue**

Add drama and elegance to your home with Lutron® dimming controls

- Helvetica Neue Light / 11 point
- Helvetica Neue Light Italic / 11 point
- Helvetica Neue Bold / 11 point
- Helvetica Neue Bold Italic / 11 point
- Helvetica Neue Black / 11 point
- Helvetica Neue Black Italic / 11 point
- Helvetica Neue Condensed / 11 point
- Helvetica Neue Condensed Italic / 11 point
- Helvetica Neue Condensed Bold / 11 point
- Helvetica Neue Condensed Oblique / 11 point
Typography

When Helvetica Neue is unavailable, Helvetica will serve as a suitable alternative. Pay close attention not to mix the two font families in a single document or correspondence. Once again, all printed communication will be displayed at an 11 point minimum type size for optimum legibility and readability. If layout and spatial problems arise, do not reduce the type size below 11 point. Consider reducing the amount of text or rewriting sentences to be more concise.

The following examples show the preferred typographic usage.

**Font Family / Helvetica**
Add drama and elegance to your home with LUTRON® dimming controls
*Helvetica / 11 point*
*Add drama and elegance to your home with LUTRON dimming controls*
*Helvetica Oblique / 11 point*

Add drama and elegance to your home with LUTRON dimming controls
*Helvetica Bold / 11 point*
*Add drama and elegance to your home with LUTRON dimming controls*
*Helvetica Bold Oblique / 11 point*
Typography

Alternative Font Families

Alternative font families may be used in applications of advertisements, specialty literature, and joint venture marketing. Type size should not be set smaller than **11 point** for optimum legibility and readability.

The following examples show the preferred typographic usage.

**Font Family / Officina Sans**

Add drama and elegance to your home with **Lutron**® dimming controls

Officina Sans Book / 11 point

*Add drama and elegance to your home with Lutron dimming controls*

Officina Sans Book Italic / 11 point

Add drama and elegance to your home with **LUTRON** dimming controls

Officina Sans Bold / 11 point

*Add drama and elegance to your home with LUTRON dimming controls*

Officina Sans Bold Italic / 11 point

**Font Family / Optima**

Add drama and elegance to your home with **Lutron** dimming controls

Optima Regular / 11 point

*Add drama and elegance to your home with Lutron dimming controls*

Optima Italic / 11 point

Add drama and elegance to your home with **LUTRON** dimming controls

Optima Bold / 11 point

*Add drama and elegance to your home with LUTRON dimming controls*

Optima Book Italic / 11 point
**Typography**

**Alternative Font Families**

Alternative font families may be used in applications of advertisements, specialty literature, and joint venture marketing. Type size should not be set smaller than 11 point for optimum legibility and readability.

The following examples show the preferred typographic usage.

**Font Family / Bodoni**

Add drama and elegance to your home with Lutron® dimming controls

Bodoni Book / 11 point

*Add drama and elegance to your home with Sc•’* dimming controls

Bodoni Book *Italic* / 11 point

Add drama and elegance to your home with LUTRON dimming controls

Bodoni Bold / 11 point

O&À•à\à•à•À•à\à•à•à\à•à•à•À•à•à*À•à•à•À•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•à•à•À•a\h

**Font Family / Frutiger**

Add drama and elegance to your home with Lutron® dimming controls

Frutiger Condensed / 11 point

*Add drama and elegance to your home with LUTRON dimming controls*

Frutiger Condensed *Italic* / 11 point

Add drama and elegance to your home with LUTRON dimming controls

Frutiger Bold Condensed / 11 point

*Add drama and elegance to your home with LUTRON dimming controls*

Frutiger Bold Condensed *Italic* / 11 point
Typography

Numbers

Preset Dimmer with On/Off Switch

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Single-pole</td>
<td>600 W</td>
<td>S-600P-</td>
</tr>
<tr>
<td>Single-pole</td>
<td>1000 W</td>
<td>S-10P-</td>
</tr>
<tr>
<td>3-way'</td>
<td>600 W</td>
<td>S-603P-</td>
</tr>
<tr>
<td>3-way'</td>
<td>1000 W</td>
<td>S-103P-</td>
</tr>
</tbody>
</table>

Preset Dimmer with On/Off Switch

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Single-pole</td>
<td>600 VA (450 W)</td>
<td>SLV-600P-</td>
</tr>
<tr>
<td>3-way'</td>
<td>600 VA (450 W)</td>
<td>SLV-603P-</td>
</tr>
</tbody>
</table>

Numbers are often viewed as “all caps” which reduces legibility. References to wattage, volts, amperage, etc. should follow abbreviation rules in the appendix.

Bulleted Items

Skylark Features

- A full family of products for most lighting sources
- Uses standard single-pole and 3-way wiring for easy installation and retrofit
- Optional night light models available as well as dual slide models for control of two lights or fan and light

Bulleted items should be arranged by keeping all text flush left, ragged right. The bullets should “hang” to the left as shown in the example.

Type should be displayed at a point size no smaller than 11 point.

Bullets should be set at a point size equal to the font it is associated with (i.e. 12 point Helvetica Neue type with a 12 point Helvetica Neue bullet).

Skylark Features

- A full family of products for most lighting sources
- Uses standard single-pole and 3-way wiring for easy installation and retrofit
- Optional night light models available as well as dual slide models for control of two lights or fan and light
Corporate Identity
Corporate Identity

Logotype

The logotype of the word Lutron is to be used only in the versions specified in this manual. These versions have a variety of assigned usages and formats, i.e., stationery, advertising, catalogs, packaging, etc. The relationships will be described for each version and application of the Lutron logotype.

The registered trademark symbol ® should always appear with the logotype, flush with the baseline of the U and O.
Corporate Identity

Logotype with Starburst

This corporate logo consists of the starburst logo to the left of the logotype of the word Lutron®. This combination is to be used only in the versions specified in this manual. Each version of the logo treatment has an assigned usage and format, e.g., stationery, advertising, packaging, etc. These relationships will be described for each version and application of the corporate logo.
Corporate Identity

Reduction Scale

Please note that the logotype and starburst should not be displayed in print applications at a point size smaller than 11 point.

54 point (3/4 in)

45 point (5/8 in)

36 point (1/2 in)

27 point (3/8 in)

18 point (1/4 in)

11 point
(approximately 1/8 in)
Maximum level of reduction for print applications
Corporate Identity

Unacceptable Configurations

Some configurations of the Lutron® logo and logotype are not acceptable. These versions are inconsistent with the standards that are established in this manual. Several unacceptable configurations follow:

Incorrect juxtaposition of starburst to logotype

Distorted proportions of starburst or logotype

Incorrect location of starburst to logotype, inappropriate distortion of starburst
Corporate Identity

Unacceptable Configurations

Some configurations of the Lutron® logo and logotype are not acceptable. These versions are inconsistent with the standards that are established in this manual. Several examples follow:
Corporate Identity

Extreme Reductions

The logo has been adjusted appropriately for use in extreme reductions. Use the reduced starburst in cases where the logotype is **11 point** or smaller.

*Spikes are 1/4 of the size of original starburst on the right*

Note how the modified starburst is more legible

Legible with logotype signature at 11 point

Reduced legibility of starburst at 11 point with starburst spikes at original size
Corporate Identity

Acceptable Decorative Elements

The Lutron® starburst may be used as a decorative element in textiles, awards, etc. However, the logo must not be skewed or distorted in any manner.

Other than the examples shown in this section, the Lutron starburst is to be used sparingly and by approval only. Please contact:

Cognitive Visual and Verbal Director

Lutron Electronics Co., Inc.
7200 Suter Road
Coopersburg, PA 18036-1299
610.282.3800
800.523.9466
Corporate Identity

Acceptable Decorative Elements
Corporate Identity

Acceptable Decorative Elements

Correct usage—Maestro aligns with “L” in Lutron

Incorrect usage—Maestro should be left justified with “L” in Lutron
Corporate Identity

Acceptable Decorative Elements
Corporate Identity

Unacceptable Decorative Elements

The Lutron® starburst may not be used as a decorative element in print or electronic applications.

Additionally, the starburst should not appear as an isolated identifier in print applications. It must be used in conjunction with the logotype signature.
Corporate Identity

Premiums

The Lutron® logo, with or without the starburst may be used on trade gifts, commonly referred to as premiums.

Premium gifts must be of high quality to properly reflect the Lutron image.

Graphic images, layout, and text font on premium gifts should follow the standards of this document.
Trademarks
**Trademarks**

**Trademarks in Text**

Companies use trademarks to identify the goods or services of their organization. Trademarks are words, symbols, logos, or designs.

Trademarks must be protected and used properly, or their legal standing may be lost. Rules for the use of trademarks in text are given as follows:

1. Trademarks are proper adjectives and should be followed by generic terms. Use uppercase, bold face, quotation marks, or italics to denote the trademarked term in text applications.
   
   **Examples:**
   
   - LUTRON lighting controls
   - Maestro smart remote
   - “Ariadni” dimmers
   - Sivoia shading systems

2. Trademarks are not used in the possessive form.
   
   **Example:**
   
   - Correct: the Maestro tap switch
   - Incorrect: Maestro’s tap switch

3. Trademarks should not be pluralized. Since they are adjectives, they should not be used in the plural form.
   
   **Example:**
   
   - Correct: install two Grafik Eye controls
   - Incorrect: install two Grafik Eyes

See page 9.2 for rules concerning logos in text.
Trademarks

Trademark Symbols in Text

Whenever possible a trademark symbol should follow the mark. There are two ways of identifying a trademark, depending on whether it is registered or not.

1. If the trademark has been registered at the U.S. Patent and Trademark Office, the registration symbol ® should be used.
   
   Example:
   
   Spacer®

2. If the trademark has not been registered, then the symbol TM should be used.
   
   Example:
   
   Softswitch™

3. It is also possible to use a footnote or asterisk to indicate that the explanation of the trademark is located on another part of the document.
   
   Examples:
   
   The “SPACER™” dimmer is available…
   

   The Softswitch¹ circuit is…
   
   ¹ A trademark of the Lutron Electronics Co.
Trademarks

First Time Use of the Trademark ® or TM on a Page or in a Document.

The trademark symbol should be used only once on each page of the document in which the trademark is used, preferably with the first usage, otherwise, apply to the most prominent usage on the page. It sits on the text baseline.

Example:
The RadioRA® system can be controlled from anywhere in the world. Simply use the RadioRA telephone interface to activate the selected RadioRA controls. Other RadioRA accessories are available to increase the capability of the RadioRA system.

In a large document, such as a catalog, it is permissible to list all trademarks in one section, usually dividing them into registered and non-registered sections. Lutron® should appear first in the listing.

Example:
Lutron, Ariadni, Claro,…and Versaplex are registered trademarks of Lutron Electronics Co., Inc.

Architrave, Athena,…and Vibrato are trademarks of Lutron Electronics Co., Inc.

Do not use trademark symbols on the copyright page, in the table of contents, in footnotes, or in the index of a document.
Trademarks

Trademark Symbol in Size

Trademark symbol sizing should meet the following guidelines and should be aligned on the baseline.

**11–17 point type: symbol should be 6 point**

Hi-lume® / Eco-10™

**18–47 point type: symbol should be 8 point**

Hi-lume® / Eco-10™

**48–72 point type: symbol should be 11 point**

Hi-lume® / Eco-10™

**72 point type and over: symbol should be sized to 1/5 of the capital height**

Hi-lume® / Eco-10™
Trademarks

Trademarks versus Trade Names

Trade names are corporate or business names. They are proper nouns and may be used in the plural or possessive forms. Trade names do not use a trademark symbol.

Examples:
Corporate name: These dimmers are made by Lutron Electronics Co., Inc.

Trade name: Lutron’s latest line of dimming controls.
Trade name: These shades are made by Lutron Shading Solutions by Virmco.
Trademark: Are you using Lutron® lighting controls?
Applications for Print Communication
Applications for Print Communication

Logotype Placement

The starburst and the Lutron® logotype are considered to be one unit when applied to the following situations. The logo is a signature system and portions should not be screened (hidden) in any manner or have graphic textures applied to it.

Lutron logotype should be positioned flush left with text. Starburst should “hang” to the left as shown.

Lower left of page
Applications for Print Communication

Logotype Placement

**Lighting Control Solutions**

For Home Theaters / TV Rooms

- The Movie Doesn’t Begin Until the Lights Are Dim
- Create Movie Theater Magic in Your Own Home

Lutron logotype should be flush left with text at the first level of the hierarchy. Starburst should “hang” to the left as shown.

Structure the logotype along a grid, placing it at the lower left portion of the page.

Avoid arbitrary placement, i.e., not placed along a grid system or aligned with the text.
Applications for Print Communication

Information and Statistics

Organization of statistical information should be structured using an appropriate tabular structure. Rule lines should be used as a hierarchical element relative to content. The overall module of information, including the main heading, should be contained within a 2-point rule (top and bottom). Subheadings should be divided by a 1-point rule.

**Gloss Finish**

Ships in 48 h

<table>
<thead>
<tr>
<th>Color</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>WH</td>
<td>White*</td>
</tr>
<tr>
<td>IV</td>
<td>Ivory*</td>
</tr>
<tr>
<td>AL</td>
<td>Almond</td>
</tr>
<tr>
<td>LA</td>
<td>Light Almond</td>
</tr>
<tr>
<td>GR</td>
<td>Gray*</td>
</tr>
<tr>
<td>BR</td>
<td>Brown*</td>
</tr>
<tr>
<td>BL</td>
<td>Black*</td>
</tr>
</tbody>
</table>

Add color/finish suffix to model #: Example: **NT-603P-WH**

*Meets NEMA color standards.

**Clamshell Packaging**

(H denotes clamshell)

- S-600H-*
- S-600PH-*
- S-603PH-*
- S-600PNLH-
- S-603PNLH-

*English/French Canadian Available in WH, IV, LA only; add -CSA after color. Example: **S-600H-WH-CSA**

**Claro Wallplates**

(purchased separately, pg. 97)

- W: 2.94 in (75 mm)
- H: 4.69 in (119 mm)
- D: 0.30 in (7.6 mm)

For Dimmer Capacities in Multigang Installations:

Ganging and Derating, pg. 96

**3- and 4-Way Switches:**

Use CA-3PSH-, CA-4PSH-

**Statistical information should not be contained within a box. It can clearly be delineated with the use of rule lines, with type aligned flush left to the grid as shown in this example.**

A 2-point rule line should be used to constrain the body of the overall content (top and bottom).

A 1-point rule line should be used to delineate information within the body of the overall content.

Creating a box around statistical information occupies more space. It creates the need to indent text/information further and thus crowds the presentation.

Asterisks, punctuation marks, and bullets should “hang” left as shown in example above and on page 3.6.
**Applications for Print Communication**

**Annotation**

Lutron® lighting products offer a number of unique features to the customer. It will become necessary to annotate these features in a variety of printed situations.

---

**Dimmers—Preset with Night Light**

- Select light level with slider
- Switch on/off to selected light level
- 11/18
- 11/11
- CLARO Wallplate

---

**Product heading should be aligned flush left with product figure.**

**Example shows 11/18 point (measuring baseline-to-baseline).**

**Annotated items should appear flush left, set 11/11 point. A minimum of 4-points should be allotted for paragraph spacing.**

---

**Dimmers—Preset with Night Light**

- Select light level with slider
- Switch on/off to selected light level
- CLARO Wallplate

---

**In the case where more leading is needed, rule lines used for annotation can be organized at a 45-degree angle.**

- Select light level with slider
- Switch on/off to selected light level

---

**Dimmers—Preset with Night Light**

- Select light level with slider
- Switch on/off to selected light level
- CLARO Wallplate

---

**Unacceptable paragraph spacing. Leading is less than 4-points (font size plus leading measuring baseline-to-baseline).**
Applications for Print Communication

Telephone numbers, copyright information, printing date, and literature part number should meet previously stated guidelines and track the following format. The copyright, printing date, and literature part number should be on the back cover or last page of printed material. Typically, this information is located at the bottom left of the page.

<table>
<thead>
<tr>
<th>Printing Date</th>
<th>Literature Part Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>XXXX</td>
<td>P/N XXX-XXXX</td>
</tr>
</tbody>
</table>

Copyright information
© 200X Lutron Electronics Co., Inc.

Telephone numbers
1.610.282.3800

Printed in the U.S.A.

Sample as follows:

www.lutron.com

Lutron Electronics Co., Inc.
7200 Suter Road
Coopersburg, PA 18036-1299

World Headquarters 1.610.282.3800
Technical Support Center 1.800.523.9466
Customer Service 1.888.LUTRON1
Type Hierarchy
Type Hierarchy

Usage

A consistent typographic style is as important as a consistent grammatical and editorial style. Attention to the details of typography is of great importance. All printed communication will be displayed at an 11 point minimum type size for optimum legibility and readability. If layout and spatial problems arise, do not reduce the type size below 11 point. Consider reducing the amount of text or restructuring sentences to be more concise.

Newspapers, such as the New York Times, display information using font size to emphasize importance. Font size also organizes the information by guiding the reader’s eyes to different areas of the page.

The example shown on this spread illustrates the use of typography to distinguish primary and secondary information about a product presented in a catalog or brochure. Some variation to these typographic specifications may be acceptable within the context of advertising. Acceptable variations can be found within style guide addenda P/N 367-797. Visit www.lutron.com/corporateid.

Questions? Contact Cognitive Visual and Verbal Director, Lutron Electronics Co., Inc. 7200 Suter Road, Coopersburg, PA 18036-1299, 610.282.3800, 800.523.9466

Level 1: Primary Product Description
All text set in the Helvetica Neue family

Product Identification (logotype) ........................................ 32-point at cap height

Product description or heading ........................................ 16-point (or 50% of logotype size) bold

Primary Subheadings ....................................................... 14-point bold

Bullet items under subheading ........................................ 11/12 point bold

Captions (level 2) ............................................................. 11/11.6 point condensed regular

Secondary Subheadings .................................................... 11-point bold

Details ................................................................................ 11-point bold or regular

Footnotes ........................................................................... 11-point condensed italic

Captions (level 1) ............................................................. 11/13 point bold

Level 1: Secondary Product Description
Headings and subheadings ............................................... 11/12 point bold

Bullet Lists ........................................................................ 11/12 point light or regular condensed

Details / Parenthetical References .................................. 11-point bold or regular

Captions (level 1) ............................................................. 11/11.6 point light or condensed regular

Company Identification ..................................................... 13-point at cap height
The Original Designer-Style Slide Dimmer

**Skylark Features**

- A full family of products for most lighting sources
- Uses standard single-pole and 3-way wiring for easy installation and retrofit
- Optional night light models available as well as dual slide models for control of two lights or fan and light

Designer Gloss Portfolio Color Palette

| WH | IV | AL | LA | GR | BW | BL |

Gloss finishes

1 Printed colors may not match actual product colors.

Skylark Preset Dimmer shown at actual size: 2.94” w (75 mm) x 4.69” h (119 mm) x 0.30” d (7.6 mm)

**Skylark Controls and Matching Claro® Accessories**

- Slide-to-Off Dimmer pg. B.65
  - Fan-Speed Control pg. B.68

- Preset Dimmer pg. B.65
  - Fan-Speed Control pg. B.68

- Preset Dimmer with Night Light pg. B.66

- Dual Slide-to-Off Dimmer pg. B.66

- Dual Slide-to-Off Light & Fan Control pg. B.68

- Switch–Single-pole, 3-way, 4-way pg. B.69

- Receptacle pg. B.69

- Phone Jack pg. B.69

- Cable TV Jack pg. B.69

**What’s Included**

- Control

**Specification Features**

- Power-failure memory
- RFI suppression
- Accessible air-gap switch
- Electrostatic discharge tested

**Claro Wallplates** (purchase separately) pg. B.69
Color Usage
Color Usage

Logotype and Starburst

Color plays an important role in the image and identity of Lutron® and Lutron products. The colors below represent ink colors and can be applied to all printed communications. Every effort should be made to simulate these colors in screen-based applications (e.g., web). Use only darker ink colors for text (body copy).

Regular Ink Colors

Blue
Pantone Process Blue (do not confuse Process Blue with the Process Cyan used by ink-jet color printers)
Process Blue CMYK equivalent is 100/9/0/6

Black
Pantone Black
Black CMYK equivalent is 0/0/0/100

Gray
25% screen tint of Pantone Black
Gray CMYK equivalent is 0/0/0/25

One-color usage: starburst and logotype in Black

One-color usage: starburst and logotype in Process Blue

Two-color usage: starburst prints in Process Blue and logotype in Black

Reversed-out logotype is acceptable
**Color Usage**

**Unacceptable Use of Color**

Some applications of color are not acceptable. These versions are inconsistent with the standards that are established in this manual and subvert the equity of the Lutron® brand. Several unacceptable examples follow:

![Unauthorized colors for logotype and/or starburst](image1)

![Outlined configurations of the logotype and/or starburst](image2)

![The incorporation of rainbows and patterns](image3)

![The incorporation of gradients to the logotype and starburst](image4)
Product Logotypes
Product Logotypes

Trademarks and Logotypes and Their Use in Text

The unique character of Lutron lighting products is expressed by the use of individual logotypes. Through their consistent and repetitive use as a signature device, these logotypes become typeographic icons which identify specific products for customers.

These logotypes may be used in advertising, marketing, sales literature, business material, and package design.

These logotypes should never be altered, distorted, or redrawn. They may be acquired in a downloadable electronic format on a CD-ROM from the marketing/communications department.

When embedding a product name within a body of text, the product name should follow the rules for trademarking. The product name may be shown in upper case, bold face, quotation marks, or italics.

Companies use their trademarks to identify the goods or services of their corporation. Trademarks are words, symbols, logos, or designs.

 Trademarks must be protected and used properly or their legal standing may be lost. Rules for the use of trademarks in text are given as follows:

1. Trademarks are proper adjectives and should be followed by generic terms. Use uppercase, bold face, quotation marks, or italics to denote the trademarked term in text.

   Examples:
   LUTRON lighting controls
   Maestro smart remote
   “Ariadni” dimmers
   Sivoia shading systems

2. Trademarks are not used in the possessive form.

   Example:
   Correct: the Maestro tap switch
   Incorrect: Maestro’s tap switch

3. Trademarks should not be pluralized. Since they are adjectives, they should not be used in the plural form.

   Example:
   Correct: install two Grafik Eye controls
   Incorrect: install two Grafik Eyes

4. Logotypes should not be embedded in text (body copy). e.g.:

   Example:
   Describing product attributes, as in the case of Ariadni by embedding a logotype is not recommended.
Product Logotypes

2Link™

Ariadni®

ATHENA™

Attache®

Centurion®
Product Logotypes

ChronOs™

claro®

Credenza®

digital microWATT™

DIM-N-GLO™
Product Logotypes

DIVA®

dimmingby LUTRON®

DIVA Duo™

Eco-10™

faedra™
Product Logotypes

FANDIAL™

Fassada™

Glyder®

GRAFIK 6000™

GRAFIK Eye. LIAISON™
LIGHTING CONTROL SOFTWARE
Product Logotypes

GRAFIK Eye®

Liaison™
LIGHTING CONTROL SOFTWARE

GRAFIK integrale™

GRAFIK integrale™

GRAFIK masterRF™
Product Logotypes

GRAFIK masterRF™

GRAFIK RA™

Hi-lume®

Hi-POWER 2•4•6®

HOME SERVE™
Product Logotypes

LUTRON®
Coopersburg PA 18036 USA

LUTRON.
Coopersburg PA 18036 USA

LUTRON
Coopersburg PA 18036 USA

MAESTRO®
Product Logotypes

MAESTRO DUO™

microOS™

microPS™

microWATT®

nova®
Product Logotypes

NOVA T®

PERSONNA®

QOTO™

RadioRA®

RadioRA®
Product Logotypes

RadioTouch™

Rotary

RTISS™

Satin Colors™

seeTouch™
Product Logotypes

Serena™

Sivoia™

Sivoia QED™

SKYLARK®

Softswitch™
Product Logotypes

spacer®

spacer SYSTEM®

SUNATA™

Symphony Series™
Product Logotypes

telume®

TOGGLER®

Tu-Wire®

THE ULTIMATE HomeTheater Experience®
presented by LUTRON.

THE ULTIMATE HomeTheater Experience®
presented by LUTRON.
Product Logotypes

VAREO

LUTRON
shading solutions by VIMCO™

VISEO™
Stationery
Stationery

Samples

The following pages are samples of stationery which include measurements and size requirements.
Sample of all departments, including sales people based at CB
Cards print 2 colors—PMS 430 (gray) and process blue raised ink (Thermography) on Gilclear 40# white stock. Size is 3.50” W X 2.00” H.

7-point Eurostile, all CAPS (except web address)

6.75-point Eurostile, all CAPS

6-point Eurostile, all CAPS (except e-mail address)

Sample of remote based outside sales and field service departments
Cards print 2 colors—PMS 430 (gray) and process blue raised ink (Thermography) on Gilclear 40# white stock. Size is 3.50” W X 2.00” H.

7-point Eurostile, all CAPS (except web address)

6.75-point Eurostile, all CAPS

6-point Eurostile, all CAPS (except e-mail address)

Sample of Executive business card
Card prints 1 color—black raised ink (Thermography) on Gilclear 40# white stock. Size is 3.50” W X 2.00” H.

8-point Cochin, large and small caps

8-point Cochin, small caps (except web address)

11-point Cochin, large and small caps

8-point Cochin, small caps e-mail address small and large caps
Sample of standard 8.50" x 11.00" stationery
Shown at 78% of actual size
Sample of executive 8.50” x 11.00” stationery
Shown at 78% of actual size
Sample of #10 envelope

---

LUTRON.

COOPERSBURG, PA 18036-1299

CAPS HE45 11-point

Align text to the “L” in Lutron
Sample of executive #10 envelope
Abbreviations
**Abbreviations**

**Abbreviations and Uses of Letter Symbols for Units**

Abbreviations should be used in the following manner.

- **There should never be a line break between the number and the abbreviation.**
  
  **Example:**
  Correct: That circuit breaker draws 15 A when in operation.
  Incorrect: That circuit breaker draws 15 A when in operation.

- **There is always a space between the number and the unit.**
  
  **Example:**
  15 A or 15 Ampere

- **Units are used as nouns or adjectives. Nouns may be plural, adjectives are not.**
  
  **Example:**
  The meter read 15 Amperes. – Noun
  That is a 15 Ampere circuit breaker. – Adjective

- **The usage of upper case and lower case, shown below, must be carefully followed.**
  
  **Example:**
  120 Vac – not 120 VAC

- **Foot and inch symbols ″, ′ should not be used because different software interprets symbols differently. In certain situations, it is necessary to use ′, ″ (stroke marks).**
  
  **Example:**
  6″ w not, 6 in w

Examples* are shown below utilizing the abbreviation and the full name.

*Source: IEEE STD. 280-1985

- alternating current ac
- American wire gauge AWG
- ampere A
- ampere • hour Ah
- ampere turn A
- amplitude modulation AM
- audio frequency AF
- automatic frequency control AFC
- automatic gain control AGC
- automatic volume control AVC
- average avg
- baud Bd
- bit b
- candela cd
- candela per square foot cd/ft²
### Abbreviations

**Abbreviations and Uses of Letter Symbols for Units**

<table>
<thead>
<tr>
<th>Physical Quantity</th>
<th>Symbol/Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>candela per square meter</td>
<td>cd/m²</td>
</tr>
<tr>
<td>centimeter</td>
<td>cm</td>
</tr>
<tr>
<td>circular mil</td>
<td>cmil</td>
</tr>
<tr>
<td>continuous wave</td>
<td>CW</td>
</tr>
<tr>
<td>coulomb</td>
<td>C</td>
</tr>
<tr>
<td>cubic centimeter</td>
<td>cm³</td>
</tr>
<tr>
<td>decibel</td>
<td>dB</td>
</tr>
<tr>
<td>degree Celsius</td>
<td>°C</td>
</tr>
<tr>
<td>degree Fahrenheit</td>
<td>°F</td>
</tr>
<tr>
<td>degree (plane angle)</td>
<td>°</td>
</tr>
<tr>
<td>degree Rankine</td>
<td>°R</td>
</tr>
<tr>
<td>degree (temperature interval or difference)</td>
<td>deg</td>
</tr>
<tr>
<td>diameter</td>
<td>diam</td>
</tr>
<tr>
<td>direct current</td>
<td>dc</td>
</tr>
<tr>
<td>electromagnetic compatibility</td>
<td>EMC</td>
</tr>
<tr>
<td>electromagnetic unit</td>
<td>EMU</td>
</tr>
<tr>
<td>electromotive force</td>
<td>EMF</td>
</tr>
<tr>
<td>electronvolt</td>
<td>eV</td>
</tr>
<tr>
<td>extra-high voltage</td>
<td>EHV</td>
</tr>
<tr>
<td>extremely high frequency</td>
<td>EHF</td>
</tr>
<tr>
<td>extremely low frequency</td>
<td>ELF</td>
</tr>
<tr>
<td>farad</td>
<td>F</td>
</tr>
<tr>
<td>field-effect transistor</td>
<td>FET</td>
</tr>
<tr>
<td>foot</td>
<td>ft</td>
</tr>
<tr>
<td>frequency modulation</td>
<td>FM</td>
</tr>
<tr>
<td>gauss</td>
<td>G</td>
</tr>
<tr>
<td>gigahertz</td>
<td>GHz</td>
</tr>
<tr>
<td>gram</td>
<td>g</td>
</tr>
<tr>
<td>henry</td>
<td>H</td>
</tr>
<tr>
<td>hertz</td>
<td>Hz</td>
</tr>
<tr>
<td>high voltage</td>
<td>HV</td>
</tr>
<tr>
<td>hour</td>
<td>h</td>
</tr>
<tr>
<td>inch</td>
<td>in</td>
</tr>
<tr>
<td>inductance-capacitance</td>
<td>LC</td>
</tr>
<tr>
<td>infrared</td>
<td>IR</td>
</tr>
<tr>
<td>inside diameter</td>
<td>ID</td>
</tr>
<tr>
<td>intermediate frequency</td>
<td>IF</td>
</tr>
<tr>
<td>joule</td>
<td>J</td>
</tr>
<tr>
<td>joule per degree</td>
<td>J/deg</td>
</tr>
<tr>
<td>kelvin</td>
<td>K</td>
</tr>
<tr>
<td>kilogram</td>
<td>kg</td>
</tr>
<tr>
<td>kilohertz</td>
<td>kΩ</td>
</tr>
<tr>
<td>kiloohm</td>
<td>kΩ</td>
</tr>
<tr>
<td>kilojoule</td>
<td>kJ</td>
</tr>
</tbody>
</table>
## Abbreviations

### Abbreviations and Uses of Letter Symbols for Units

<table>
<thead>
<tr>
<th>Unit Description</th>
<th>Symbol</th>
</tr>
</thead>
<tbody>
<tr>
<td>kilometer</td>
<td>km</td>
</tr>
<tr>
<td>kilometer per hour</td>
<td>km/h</td>
</tr>
<tr>
<td>kilovar</td>
<td>kvar</td>
</tr>
<tr>
<td>kilovolt</td>
<td>kV</td>
</tr>
<tr>
<td>kilovoltampere</td>
<td>kVA</td>
</tr>
<tr>
<td>kilowatt</td>
<td>kW</td>
</tr>
<tr>
<td>kilowatthour</td>
<td>kWh</td>
</tr>
<tr>
<td>lambert</td>
<td>L</td>
</tr>
<tr>
<td>liter</td>
<td>L</td>
</tr>
<tr>
<td>logarithm</td>
<td>log</td>
</tr>
<tr>
<td>logarithm, natural</td>
<td>ln</td>
</tr>
<tr>
<td>low frequency</td>
<td>LF</td>
</tr>
<tr>
<td>lumen</td>
<td>lm</td>
</tr>
<tr>
<td>lumen per square foot</td>
<td>lm/ft²</td>
</tr>
<tr>
<td>lumen per square meter</td>
<td>lm/m²</td>
</tr>
<tr>
<td>lumen per watt</td>
<td>lm/W</td>
</tr>
<tr>
<td>lumen second</td>
<td>lm/s</td>
</tr>
<tr>
<td>lux</td>
<td>lx</td>
</tr>
<tr>
<td>magnetohydrodynamics</td>
<td>MHD</td>
</tr>
<tr>
<td>magnetomotive force</td>
<td>MMF</td>
</tr>
<tr>
<td>medium frequency</td>
<td>MF</td>
</tr>
<tr>
<td>megahertz</td>
<td>MHz</td>
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<td>megavolt</td>
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<td>megawatt</td>
<td>MW</td>
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<td>megohm</td>
<td>M</td>
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<tr>
<td>metal-oxide semiconductor</td>
<td>MOS</td>
</tr>
<tr>
<td>meter</td>
<td>m</td>
</tr>
<tr>
<td>meter-kilogram-second</td>
<td>MKS</td>
</tr>
<tr>
<td>microampere</td>
<td>µA</td>
</tr>
<tr>
<td>microfarad</td>
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<tr>
<td>microgram</td>
<td>µg</td>
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<tr>
<td>microhenry</td>
<td>µH</td>
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<tr>
<td>micrometer</td>
<td>µm</td>
</tr>
<tr>
<td>micromho</td>
<td>µΩ</td>
</tr>
<tr>
<td>microsecond</td>
<td>µs</td>
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<td>microwatt</td>
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<td>millampere</td>
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<td>milligram</td>
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<tr>
<td>millihenry</td>
<td>mH</td>
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<tr>
<td>milliliter</td>
<td>mL</td>
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<tr>
<td>millimeter</td>
<td>mm</td>
</tr>
<tr>
<td>millisecond</td>
<td>ms</td>
</tr>
<tr>
<td>millivolt</td>
<td>mV</td>
</tr>
<tr>
<td>milliwatt</td>
<td>mW</td>
</tr>
<tr>
<td>minute (time)</td>
<td>min</td>
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</table>
### Abbreviations

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Symbol</th>
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<tbody>
<tr>
<td>nanofarad</td>
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</tr>
<tr>
<td>nanometer</td>
<td>nm</td>
</tr>
<tr>
<td>nanosecond</td>
<td>ns</td>
</tr>
<tr>
<td>nanowatt</td>
<td>nW</td>
</tr>
<tr>
<td>newton</td>
<td>N</td>
</tr>
<tr>
<td>newton meter</td>
<td>N·m</td>
</tr>
<tr>
<td>newton per square meter</td>
<td>N/m²</td>
</tr>
<tr>
<td>ohm</td>
<td>Ω</td>
</tr>
<tr>
<td>ounce (avoirdupois)</td>
<td>oz</td>
</tr>
<tr>
<td>phase modulation</td>
<td>PM</td>
</tr>
<tr>
<td>picoampere</td>
<td>pA</td>
</tr>
<tr>
<td>picofarad</td>
<td>pF</td>
</tr>
<tr>
<td>picosecond</td>
<td>ps</td>
</tr>
<tr>
<td>picowatt</td>
<td>pW</td>
</tr>
<tr>
<td>pound</td>
<td>lb</td>
</tr>
<tr>
<td>power factor</td>
<td>PF</td>
</tr>
<tr>
<td>radian</td>
<td>rad</td>
</tr>
<tr>
<td>radio frequency</td>
<td>RF</td>
</tr>
<tr>
<td>radio-frequency interference</td>
<td>RFI</td>
</tr>
<tr>
<td>resistance-capacitance</td>
<td>RC</td>
</tr>
<tr>
<td>resistance-inductance-capacitance</td>
<td>RLC</td>
</tr>
<tr>
<td>revolution per minute</td>
<td>r/min</td>
</tr>
<tr>
<td>revolution per second</td>
<td>r/s</td>
</tr>
<tr>
<td>root-mean-square</td>
<td>rms</td>
</tr>
<tr>
<td>second (time)</td>
<td>s</td>
</tr>
<tr>
<td>short wave</td>
<td>SW</td>
</tr>
<tr>
<td>signal-to-noise ratio</td>
<td>SNR</td>
</tr>
<tr>
<td>silicon controlled rectifier</td>
<td>SCR</td>
</tr>
<tr>
<td>square foot</td>
<td>ft²</td>
</tr>
<tr>
<td>square inch</td>
<td>in²</td>
</tr>
<tr>
<td>square meter</td>
<td>m²</td>
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<tr>
<td>square yard</td>
<td>yd²</td>
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<td>standing-wave ratio</td>
<td>SWR</td>
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<tr>
<td>television interference</td>
<td>TVI</td>
</tr>
<tr>
<td>tesla</td>
<td>T</td>
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<td>thousand circular mils</td>
<td>kcmil</td>
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<td>var</td>
<td>var</td>
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<td>very high frequency</td>
<td>VHF</td>
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<td>volt</td>
<td>V</td>
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<tr>
<td>voltampere</td>
<td>VA</td>
</tr>
<tr>
<td>watt</td>
<td>W</td>
</tr>
<tr>
<td>watthour</td>
<td>Wh</td>
</tr>
<tr>
<td>watt per steradian</td>
<td>W/sr</td>
</tr>
<tr>
<td>watt per steradian square meter</td>
<td>W/(sr·m²)</td>
</tr>
</tbody>
</table>