



Lutron® | style guide 09.2008  
North American version





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### **Lutron Image Design Guide September 2008**

This style guide should be used as a companion to the Lutron Corporate Communications Guidelines (P/N 367-718) for use in developing advertising, merchandising, and promotional internet graphics for the six-month period before and after the date above. Due to the nature of a constantly changing marketplace and specific campaign strategies, users should check with Lutron Image Design for regular updates to this guide. As its name implies, these recommendations are intended as a guide, not a rigid set of restrictions.

All design must be reviewed by Lutron Image Design prior to production or publication.

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# logos | trademarks

## Lutron logo

The “L” in the Lutron logo with tagline is always flush left with content. The logo (together with the tagline) can be scaled together as a unit. Never separately. In the resulting scale the type size of the tagline should not go below 11 pt. (minimum size shown).

In corporate literature it is acceptable to use the logo without a tagline. Please note the ® must be present.



For the purpose of this style guide, logo usage should be limited to white or black.

- The word Lutron must have a ® if it appears on the page before the logo.

## Lutron products

The first time a Lutron product's proper name appears in a publication, it must be accompanied by a trademark or registration symbol.

## Trademarks and registration marks

- The size of the ® and TM should be as follows: 11 pt.-18 pt. use a 6 pt.® and TM Above 48 pt. do not exceed 12 pt.® and TM. Both marks are on the baseline.
- For exterior signage with point sizes exceeding 2" use the visual equivalent of the above proportions.

Lutron® trademarks:

Architrave™  
Balance LC™  
Digital Microwatt™  
Eco-10™  
eco-dim™  
Fassada™  
GRAFIK RPT™  
GRAFIK 7000™  
GRAFIK Systems™  
Green Glance™  
Hi-Lume™ 3D  
Lyneo™  
Lyneo™ Lx  
Quantum™  
RadioTouch™  
roller 20™  
roller 64™  
roller 100™  
roller 225™  
Signature Series™  
sheerShade™  
SoftSwitch128™  
SoftSwitch512™  
Vierti™  
save energy | beautifully™

Products that are registered:

Abella®  
Ariadni®  
Attaché®  
AuroRa®  
Aviena®  
Ceana®  
Credenza®  
Claro®  
Diva®  
EcoSystem®  
Faedra®  
Glyder®  
GRAFIK Eye®  
GRAFIK Eye® QS  
Hi-Lume®  
HomeWorks®  
Lumea®  
Maestro®  
Maestro IR®  
Nova T☆®  
Nova®  
PerSONNA®  
Qoto®  
RadioRA®  
Rania®  
Satin Colors®  
seeTouch®  
Skylark®  
Sivoia® Manual shade  
Sivoia QED®  
Sivoia® QS  
Spacer®  
Spacer System®  
Tu-Wire®  
Vareo®

Product with no marks:

Rotary  
Roller 200CW

# Helvetica Neue | font

## Lutron's current font

Helvetica Neue (HE) is our current font. Macintosh users should see the font labeled as "Helvetica Neue XX" or labeled "XX Helvetica (along with the style)" e.g. "45 Helvetica Light". Windows users may only see Helvetica Neue and the style e.g. Helvetica Light.

Helvetica Neue 25 (Ultralight)

Helvetica Neue 35 (Thin)

Helvetica Neue 45 (Light)

**Helvetica Neue 75 (Bold)**

## Recommendations for font usage

- Do not italicize or bold a font from within the application. Choose the appropriate italic or bold style of the font from the font menu (e.g. HE46 or HE75).
- Never stretch or distort the font to "fit" into various applications.
- Tracking may be adjusted from +4 to -4 to avoid hyphenation.
- In an effort to minimize the variety of type weights used in a document it is advised to keep weights to HE 45 and HE 75.
- Variations to the above are acceptable with permission from Lutron Image Design.
- Hyphenating text should be avoided in most cases. Auto-hyphenation should be set to minimum 6 characters after. 2 hyphens should never occur in a row.

## Page headline

- HE 45 at 24 pt. (standard).
- HE 45 at 18 pt. (pieces smaller than 8.5" x 11").

## Copy headlines and subheads

- HE 75 at 11 pt. with 14 pts. of leading.
- If larger headline is needed (ads, etc.), then HE 45 at 18 pt. with 24 pts. of leading.
- Headers (posters, etc.) above 24 pt. use HE 35.

## Body copy

- HE 45 at 11 pt. with 14 pts. of leading.

## Disclaimers, photo credits and footnotes

- HE 45 at 7 pt. with 9 pt. of leading.

## Copy elements

Please follow these guidelines when applying the header with bar treatment to documents.

- The bar element is always HE 25 at 75% of the pt. size.
- Adjust the baseline of the bar element at the visual center preceding and following copy (centered between cap height and lower case descender).

Lutron® | fragment in lowercase

Lutron® | proper nouns like New York in initial cap

Lutron® | complete sentence in lowercase.

### Body copy

- Body copy should always run flush left and rag right.
- When typing body copy avoid having widows.
- Avoid using hyphens in body copy.
- Never permit two consecutive hyphenated lines.
- Do not indent to begin paragraphs (paragraphs start flush left).
- No returns between subhead and body copy.
- No returns between bulleted copy.
- Maximum column width for standard body copy (11/14) is 5.5".
- Minimum column width for standard body copy (11/14) is 2".

- Try to compose page of as few text boxes as possible (do not create new text boxes for every paragraph).
- Always use a full line space between paragraphs. Avoid 1.5 or other linespace solutions.

### Bullets

- Bullets will tab at (.125).
- Bullets will be Option + 8 at half the font size.
- Center the bullet vertically by using baseline shift.
- Sub-bullet is hyphen - As an example
- Bullets will hang outside left margin of copy.

### Captions

All captions should be in HE45 at 11 pt. and flush left with image when possible. Caption should be .125" away from the image.

### Page Numbers

Standard size for page numbers is 11 pt. but 9 pt. is allowed. "Lutron" and bar element are included.



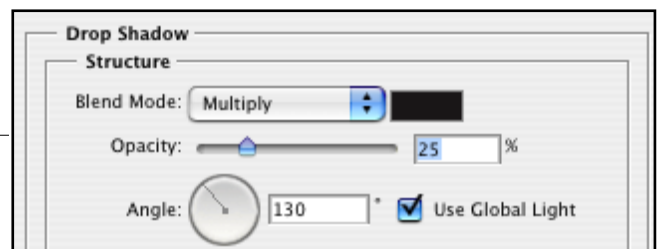
### Fractions

Standard format for fractions is X/X (1/2). If fractions are used with a whole number insert one space between the whole number and the fraction i.e. 1 1/2

# product photography | elements

## Product Photography:

- actual size
- straight on (do not tilt)
- do not overlay type or graphics onto any product
- holding line (when necessary) for switch plates is .3 width at 60% black
- drop shadow 25% opacity and 130° angle
- caption/copy should be .125" away from the image.



Photoshop layer effects

## Rotary dimmer

- Push or rotate to turn lights on/off
- Adjust light level with knob

# sample page | elements for advertising

Lutron® dimmers  
enhance your life.

**Satin Colors® enhances  
your décor.**

Decorating a room is all about harmony. So why should your dimmers and switches have to be white or ivory? Now you can enhance any room with beautifully matched Satin Colors dimmers, switches, wallplates...even phone and cable jacks.

For over 40 years Lutron has been the brand preferred by lighting designers and contractors.

Discover the full array of lighting control options at [www.lutron.com/hg](http://www.lutron.com/hg) or call us at **877.000.0000 ext.222.**

**Headline includes:**  
18 pt.

- Lutron
- dimming/dimmers/shades
- value proposition/benefit/promise

**subhead:**  
11 pt. bold

- clarification or
- specific product or
- additional benefit

**body copy:**  
11 pt. light

**Logos**

- what rational need does it fill?
- additional info about how the benefit works

**Ethos**

- credibility -  
Why should I believe YOU?

**Action**

- What do I do now?

**Product Photography:**

- actual size
- straight on

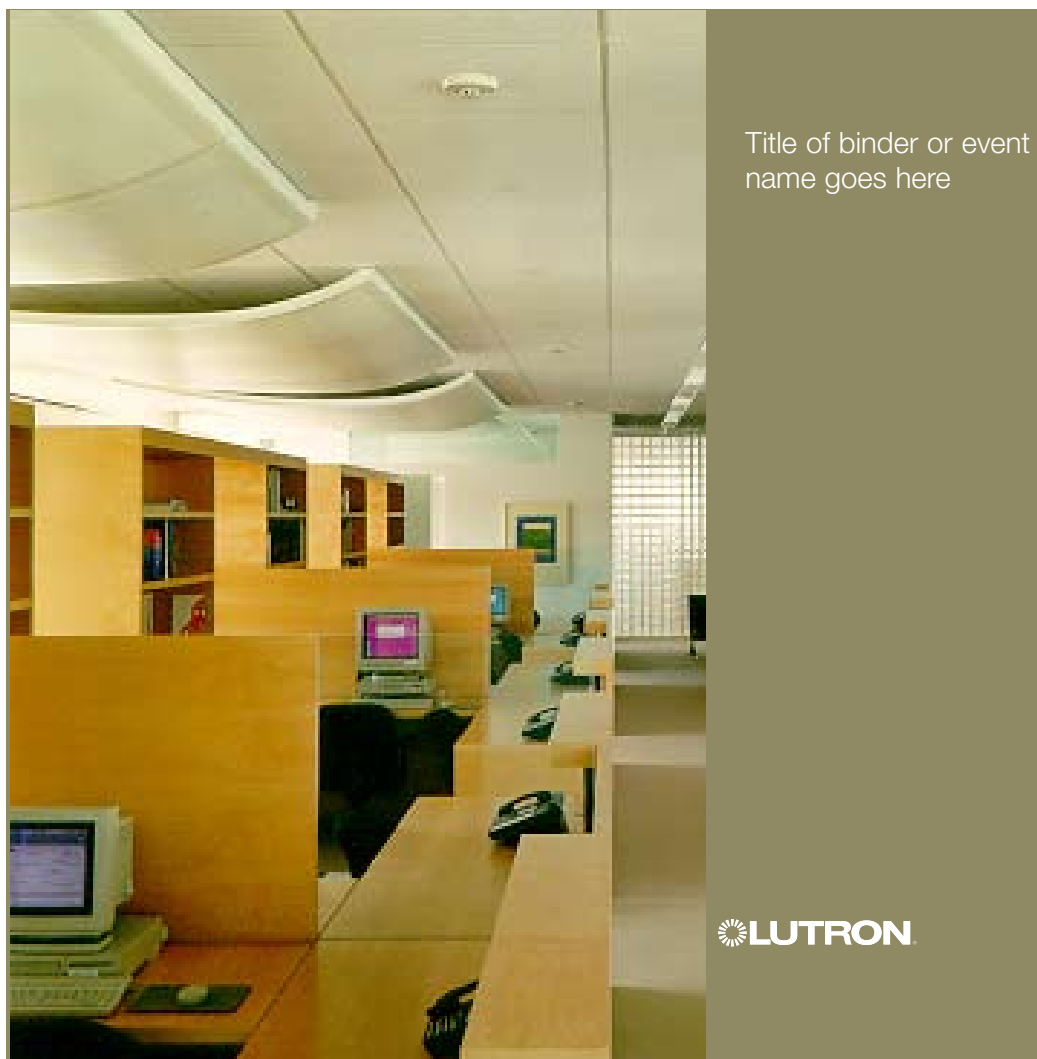
**Application Photography:**

**Pathos**

- emotional hook



# sample binder | front cover



**Cover Includes:**

- Title of event or binder 11pt. HE45 minimum
- Lutron logo without tagline 2" minimum width
- Application photography
- Primary color of binder should compliment application photography



# sample binder | spine and back cover



## Spine Includes:

- Title of event or binder 11pt. HE45 minimum
- Lutron logo without tagline 5" minimum width and centered in layout
- URL 11pt. HE75 and phone number 11pt. HE45
- Top banner height is 1" and bottom banner height is 1.75". Both banners are 50% of primary binder color

## Back Cover Includes:

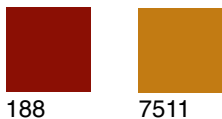
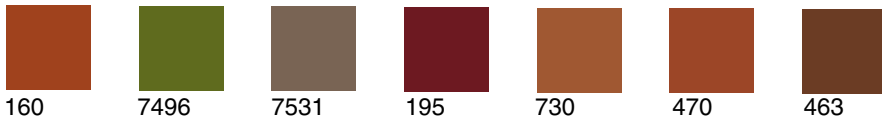
- Lutron logo without tagline 2" minimum width
- URL 11pt. HE75
- Address followed by World Headquarters, Technical Support Center, and Customer Service phone numbers 11pt. HE45
- Phone number digits are formatted as X.XXX.XXX.XXXX.
- Alpha characters in phone numbers are in all caps.
- The copyright information on the back of our publications should be set in HE45 light at 9pt. The month is formatted as MM(01) the year is always displayed as YYYY(2000).

# color | elements

In general, cooler colors should be used for Commercial applications, while warmer colors are used for Residential applications.

The Lutron colors are picked to compliment the nearest photo. Colors should not be garish but rather dark tones (safe to stick with earth and jewel tones).

## Typical Colors



Lutron controls your light.™

Lutron controls your light.™

## Reversing (knocking out) copy

Body copy at 11 pt. should never be used a reverse type. Headers are permitted to be used in reverse, but only at legible contrast.

# photography | guidelines

## **Product Photography**

1. Companies are welcome to use any Lutron photography of products they are authorized to design, sell or install. The photography must be used for the purposes of promoting Lutron and our products.

## **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.
2. Lutron images cannot be used in any brochures, web pages or ads that contain competitive products.
3. The images cannot be modified in any way from their original form.
4. All Lutron images should include our copyright: ©2008 Lutron Electronics Co., Inc.

Lutron must approve any marketing materials that use Lutron application photographs.



**[www.lutron.com](http://www.lutron.com)**

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