



BRAND **STYLE GUIDE**

UNITED STATES/CANADA/RUSSIA/MIDDLE EAST/INDIA/ASIA/PACIFIC
(except mainland CHINA)

CETIS LOGOS



Brands below Cetis always follow the order Teledex, TeleMatrix, Scitec.

CETIS COLORS



CETIS FONTS

Futura Std font family. Light preferred. Size varies. Leading varies with size. Uncheck hyphenation. Always use typographer's quotes.

BRAND LOGOS: TELEDEX



BRAND LOGOS: TELEMATRIX



TeleMatrix is always spelled with a capital M.

BRAND LOGOS: SCITEC



CO-BRANDED MATERIAL REQUEST

Logo/image submission for **WEB**:

- JPEG, PNG, or GIF files only
- Resolution **72 DPI** or higher
- Dimensions 100px X 100px
- Preferably on a transparent background

Logo/image submission for **PRINT**:

- JPEG, PNG, TIF, EPS, AI, PSD, or PDF files
 - Make sure all required layers are visible
- Color profile: CMYK
- Resolution **300 DPI** or higher

Text Submissions:

- Word file or editable PDF
- Text should be submitted in required language
- All quotes should be cited and approved

LOGO COMPARISON (PRINT THIS PAGE TO SEE THE DIFFERENCE)



CORRECT: PNG with resolution of 300DPI

INCORRECT: PNG with resolution of 72DPI



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