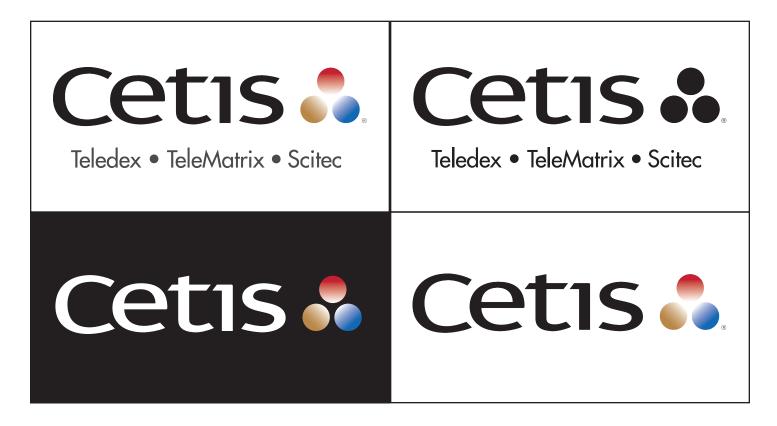


# BRAND STYLE GUIDE

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

Pantone 293 C
Pantone 876 C
Pantone 187 C

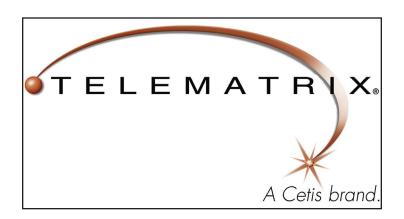
# CETIS FONTS

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
- Preferrably 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 Submissons:

- 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



#### **Cetis Inc. World Headquarters**

4975 N. 30th Street Colorado Springs, CO 80919

Telephone +1 719 638 8821 Fax +1 719 638 8757

> info@Cetis.com www.Cetis.com