



Primary logo guidelines

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Principles

Our logo is a symbol of focus. It is precise with a fresh, vibrant green representing optimism.

Feature logo in appropriate hierarchy

Create appropriate focus on the Lexmark logo in relation to the content, context and media type that is being created.

Adhere to existing logo options

Utilize logo file packages from Lexmark. Logos are not intended to be modified. Specialty use cases should be reviewed by the internal Lexmark team.

The Lexmark logo

The Lexmark logo is evocative, modern, forward-thinking and aspirational.

The icon reflects the aperture into information clarity, and the evolution of the traditional Lexmark diamond. It represents the idea of a lens, of a portal to insight, a means of focus, discovery, clarity and precision.

The wordmark is shaped from a bespoke typeface that has clever hints toward the broader identity, namely shared angular forms that create harmony between the symbol and the wordmark.

The icon and the wordmark are inseparable. Neither should be shown alone.

ASK YOURSELF

Q: Is the logo placement, file type and scale representative of the outlined logo best practices?

ASK YOURSELF

Q: Which existing logo file/format is appropriate for the given use case?





Guidance

Physical requirements

Clear space

The Lexmark logo should retain a reasonable amount of clear space to avoid clutter in layouts.



Minimum size

In order to retain fidelity and brand integrity, please limit minimum size to **1 inch in print applications** and **100 pixels in digital**.



Print: 1 inch



Digital: 100 px



Guidance

Physical requirements

Small and large "TM" usage

There are two variations for placing the "TM" in the logo, where it's positioned either inside or outside the wordmark. For **print applications measuring 2 inches or more**, or **digital formats with 200 pixels or higher**, the large version with the "TM" inside is recommended. For smaller dimensions, opt for the version where the "TM" is outside the wordmark.



Print: 2 inches or more

LARGE VARIATION:



Digital: 200 px or higher



Print: Less than 2 inches

SMALL VARIATION:



Digital: Less than 200 px



Guidance

Color variations

Primary logo

This default logo should be used whenever possible. It must appear on a field of white.



Variation: Reversed

For use only on very dark gray or black. The inner space of the icon should remain transparent.



Variation: Mono

For use exclusively in situations where color is not mechanically possible. The mono logo can also be reversed to white on a field of dark gray or black.



Variation: Pinpoint

The impact logo is used in high-visibility applications where the logo is the focus of the design area and the aperture appears full-frame. The wordmark is always reversed.





Guidance

Color variations

A note on color

To maximize the impact of the color green across our many channels, the values of our RGB and CMYK values do not match precisely. RGB enables us a much more vibrant spectrum for screen display, while CMYK enables consistent printing. As the RGB version will likely not print well and the CMYK version lacks vibrancy on screen, it is important to use the correct logo for your application.

To "TM" or not to "TM"

By default, the Lexmark logo should have the trademark indicator. The only acceptable exception is when the logo is not being used to promote Lexmark goods and services, such as a business card or email signature. The "TM" should always appear on brochures, the website, PowerPoint and other sales collateral.



For digital applications:

RGB

For use in all digital and screen applications, including websites.

.jpg and .png

Raster format for digital applications. PNG files support transparent background.



For printing applications:

CMYK

If printing with Pantone values is required, a Pantone version is available upon request.

.eps

Vector format for printing.

Usage quicknotes

Incorrect use

Incorrect usage of the Lexmark logo can jeopardize our trademark rights and create confusion in the marketplace.

- ✘ Adding drop shadows to the logo
- ✘ Change the typeface(s)
- ✘ Place the logo at an angle
- ✘ Split or change the appearance of the logo
- ✘ Stretch or distort the logo
- ✘ Change the colors of the logo



✘ Adding drop shadows to the logo



✘ Change the typeface(s)



✘ Place the logo at an angle



✘ Split or change the appearance of the logo



✘ Stretch or distort the logo



✘ Change the colors of the logo

Usage quicknotes

Using the icon

The icon from the Lexmark logo has extremely limited use in specialty cases that must be approved by Lexmark's Design Team. In such instances, its use and application are governed by specific rules. **Designers and third parties following the Lexmark brand should not separate and use the icon from our standard logo files. Icon-only files will be distributed upon review and by request only.** Any other unauthorized use is not allowed. On the rare occasion that the icon is seen by itself, like a favicon, it should be in a context where the full logo remains the primary visual representation for the overall branded experience.

Dos and don'ts

- ✔ Always a perfect square
- ✔ Always with a transparent center
- ✘ Never rotated
- ✘ Never with altered colors, not even other greens
- ✘ Never with a resized or re-aligned center aperture
- ✘ Never with any text or other graphic layered on top

✔ THE CORRECT ICON



✘ INCORRECT ICONS



Rotated



Resized aperture

Shifted aperture

Surrounding box

Changed colors

Background

Usage quicknotes

Co-branding

Establishing strong partnerships with both our customers relies on mutual respect. It's essential to extend the same level of respect to their brand as we do to our own. Before proceeding with a Lexmark co-branding endeavor, answer these questions:

Is Lexmark the lead brand?

If Lexmark takes the lead as the primary brand, adhere to our brand guidelines. However, if the partner assumes the lead role, ensure that the Lexmark logo is consistently paired with the partner company's logo. The Lexmark logo is consistently paired with the partner company's logo. The partner's logo should hold greater prominence. It's crucial that any co-branded materials produced by the partner are perceived as originating from the partner's company rather than from Lexmark.

Are we co-branding with a partner?

Ensure both Lexmark and partner logos are visually equal in size. Do not lock logos together unless explicitly authorized by the Global Design team. Additionally, refrain from creating a co-branded lockup with an event logo.

Do we have permission?

Before using the partner's logo, secure permission regardless of prior usage.



Lexmark as the primary brand



Partner as the primary brand



Co-branding with a partner



Resources and downloads

The Lexmark logo is available in a few different packages. Please refer to the logo usage guidelines on best practices in application.

Print package

This contains vector (EPS and Adobe Illustrator) and high-resolution (JPG) versions of the standard, reversed and mono logos. RGB and CMYK included.

Digital package

This contains JPG (white background), PNG (transparent) and SVG versions of the standard and reversed logo. Resolutions include 100px, 300px, 600px and 1200px widths.

Need a different format?

Do not hesitate to contact the design team if you need a specific format or size.