



Identity System Standards

**Media
& Logo
Guidelines**

Identity System Standards



The Legato media program uses a color scheme of two pantone colors plus black



BLUE
PMS: # 646
Process Color Match:
69 Cyan, 18 Yellow, 23 Black
Hexachrome Color: 365-11



GRAY
PMS: Cool Gray #9
Process Color Match:
65 Black
Hexachrome Color: 640-12

Media Guidelines

To maintain and ensure positive recognition of the Legato mark, consistency is required throughout all types of media. On the left is information pertaining to standard colors required for all Legato media.

No special circumstances permit extensions the color options presented. Legato reserves the right to review any materials, such as advertising, and collateral and web posting, that use the Legato corporate logo. For co-op marketing credit, this logo must be used on promotional material to receive appropriate credit.

For more information, call the Corporate Affairs Department at (925) 875-8037



The business card is an example of two color printing using the blue and gray colors only.

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The Logo can be printed in two ways

1. Printed in two colors as shown below
2. Printed in black ink as shown above.



Dropping out & surprinting

The logo can drop out to white only on a solid dark colored background. The logo should never be dropped out or surprinted on images or textures. The logo should never be reproduced using textures. If printing on a textured or patterned background, the logo should appear in a white or black solid holding box.

Logo Guidelines

In order to present a single image, the logo must never be altered or redrawn in anyway. The Legato logo should only be used from digital files as originally created –NEVER recreated with type. The icon image should not be used without the word Legato. The Legato logo should not be used at smaller than half an inch.

To establish a brand identity in the marketplace, consistency is key. Therefore, it is your responsibility to follow these restrictions. Keep in mind, however, that every acceptable or unacceptable use of the logo cannot be covered here. If you have any questions or doubts, please contact Corporate Affairs Department.

The icon prints in
Pms # 646 blue

The Word "Legato" and registered mark print in cool gray # 9



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Preferred Fonts

The fonts shown at left represent families of type that when used will consistently convey a unified and orderly image for Legato's advertising, printed collateral and electronic layouts using the logo.

Note: The fonts shown here should not be used to recreate the logo; only for text.

FRITZ QUADRATA

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

IMPACT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

■ The above two fonts should be used for display and as headers

TIMES

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

■ The above font should be used for smaller text

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Branding Examples

Product Logos

On the left are examples of Legato Product logos created with the Legato logo and the impact font.

Program Logos

On the left are examples of Legato Program logos created with the Legato Friz Quadrata font in the # 9 gray with the Legato #646 and the Impact font.

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The graphic features a blue background with the text 'The Legato Continuum' in a large, light blue serif font. Overlaid on this is the text 'Manage, Move & Protect Data' in a smaller, white, bold sans-serif font. The word 'The' is in a light green color, and 'Continuum' is also in a light green color.

Advertisements

On the left is an example of the three preferred fonts used in combination with the Legato blue #646 color and two other complimentary colors.

Never before has there been a greater need for a business solution that helps companies worldwide leverage their business-critical, corporate data assets.

The Legato Continuum is that solution. Centered on the belief in Information Continuance, Legato has developed its product suites to enable



a seamless approach to the management, movement and protection of data across an enterprise.

The Legato Continuum:

- Helps companies manage data across business units, technologies and geographical boundaries
- Makes it easy to scale information systems across a variety of platforms
- Fully embraces the next generation of SAN-based, intelligent storage devices
- Provides the only single heterogeneous, multi-platform, open, standards-based management solution
- Is an intelligent solution that maximizes the availability, accessibility and recoverability of data

To find out more about The Legato Continuum, call 650.812.6000
or visit www.legato.com.