



LYRIS™

Corporate Identity Branding Guidelines

Style Guide

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The Company Logo

The company logo is the most visible and recognizable element of the Lyris corporate identity. It is improper for anyone to use our company logo in any manner that has not been approved. Various applications require different sizes of the logo, and consideration must be given to all of its elements as it increases or decreases in size.



GUIDELINES

1. You may not alter the logo in any way.
2. No part of the logo may be changed or resized relative to the rest of the logo.
3. You may not combine the logo with other objects, including but not limited to, other logos, icons, words, graphics, photos, slogans, numbers, design features or symbols.
4. Never draw a box around the logo.
5. The logo should never be displayed in any orientation different from what is provided by Lyris.
6. Never place the Lyris logo on its side or invert it.
7. The text should always read horizontally from left to right.
8. If the logo is used on a web page as part of another Internet or Intranet site, it can only link to the www.lyris.com home page unless otherwise stated.
9. The logo should never be rebuilt or recreated by anyone under any circumstances.
10. The logo minimum size is 1 inch or 2.56 cm wide.
11. Do not use the Lyris logo, symbols or icons on or in connection with products, packaging, manuals, promotional/advertising materials or websites for any purpose except pursuant to a trademark license from Lyris.
12. If you are using the Lyris logo on a Web page, there must exist a minimum spacing of 25 pixels between each side of the logo and the other graphic or textual elements on your Web page. The Lyris logo must appear by itself in a manner that does not in any way indicate to viewers of the Web page that Lyris endorses the products, services or information provided on that Web page.

Staging

Staging refers to the area directly surrounding the Lyris logo. To ensure the visibility and integrity of the Lyris logo, the staging area must be clear of other elements such as type, images or other logos.



Clearspace

The clearspace surrounding the entire logo is equal to 1/2 the height of the word “Lyris” in the logo.

Placement

Website

The Lyris logo should appear in the upper left corner of the Lyris website and any other official Lyris site.

Corporate and Product Marketing Collateral

The Lyris logo should have prominent placement on all corporate and product materials. The specific placement of the Lyris logo is at the discretion of the Lyris marketing department.

Partner Logo Treatment

Website and Print

The Lyris partner statement should appear directly underneath primary logo. Spacing between the two elements should be 1/2 x-height of the partner statement.



Logo Color Applications

Gloss Logo

The “gloss” logo is used for full color materials or Web applications only and is **never to be reproduced under 1” (as shown) due to readability and clarity.** This is its only usage. It may not be altered or used in its reverse.



Solid Color

The logo prints blue on a white or light-colored background and white on a black or dark-colored background. Please note: the logo is shown in a box as an example of a reverse. It should **never** be reproduced in a box.



Black and White

For laser printing or other black-and-white applications, the logo may be printed 100 percent black or 100 percent white. Screens or tints should not be used. Please note: the logo is shown in a box as an example of a reverse. It should **never** be reproduced in a box.



Color | Logo

The consistent and correct use of Lyris colors is essential to creating and maintaining a strong identity. The Lyris identity colors are listed below. Please note that each color should match the **coated** version of the listed Pantone chip. Tints of these colors are not acceptable.

PMS 2925C
CMYK:
78, 28, 0, 0
RGB:
0, 148, 211
HEX: 0094d3

Color | Accents

The use of accent colors for call-outs, advertisements and collateral is essential to creating continuity. The Pantone colors are selected from the **coated** chips. They can also be used as tints.

PMS 239-8C
CMYK:
25, 0, 5, 0
RGB:
192, 229, 244
HEX: C0E5F4

PMS 3252C
CMYK:
52, 0, 12, 0
RGB:
0, 255, 252
HEX: 00FFFC

PMS 3025C
CMYK:
96, 66, 40, 25
RGB:
9, 75, 102
HEX: 094B66

PMS 297C
CMYK:
50, 5, 5, 0
RGB:
118, 197, 228
HEX: 76C5E4

PMS DS 18-9C
CMYK:
0, 3, 10, 0
RGB:
255, 246, 231
HEX: FFF6E7

PMS 716C
CMYK:
0, 63, 100, 0
RGB:
240, 123, 5
HEX: F09A03

PMS 123C
CMYK:
0, 22, 86, 0
RGB:
255, 199, 62
HEX: FFC73E

PMS 7541C
CMYK:
9, 7, 7, 0
RGB:
228, 228, 228
HEX: E4E4E4

PMS 425C
CMYK:
63, 55, 54, 28
RGB:
59, 59, 59
HEX: 595959

PMS 5395C
CMYK:
91, 73, 55, 66
RGB:
0, 32, 47
HEX: 00202F

Corporate Font

Agenda Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Agenda Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Agenda Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Agenda Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Product Logos

The Lyris product logotypes provide brand consistency through the utilization of the same typeface and color palette used in the company logo.

Primary Product Logos



Typeset Product Names

Lyris[®]
Lyris HQ[™]
Lyris HQ Agency Edition[™]
Lyris ListManager[™] (LM)

