



B R A N D

G U I D E L I N E S



GENERAL USAGE

- The logo should always be used in a horizontal format.
- The Livescribe bug should never be used without the company name lockup.
- The TM is placed on the lower right portion of the (e).
- The logo should not be altered in any way.



SIZE REQUIREMENTS

The logo should never appear smaller than 1" wide.



THE SPACE AROUND THE LOGO

To preserve the integrity of the logo, be sure to leave a minimum space of 1 times the x height of the Livescribe bug on all sides.

ACCEPTABLE

- The logo should always be used in a horizontal format.
- Use the monotone version of the logo when placed on a colored or dark background.
- “Never miss a word” is no longer tied to the logo.
- The shadow under the bug is no longer used.






UNACCEPTABLE USES

- Never use the Livescribe bug without the company name.
- Never change the color of the full color version.
- Never outline the text.
- Never place the logo on a busy photo or pattern background.
- Never place the logo on a background with a similar color value.









PRIMARY COLOR PALETTE

 PMS COATED 633 PMS UNCOATED 633 C:100 M:0 Y:10 K:25 R:0 G:138 B:176 HEX:008ab0	 PMS COATED 7545 PMS UNCOATED 7547 C:23 M:2 Y:0 K:63 R:92 G:111 B:123 HEX:5c6f7b	 PMS COATED 152 PMS UNCOATED 152 C:0 M:51 Y:100 K:0 R:243 G:144 B:29 HEX:f3901d
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SECONDARY COLOR PALETTE

 PMS COATED 7470 PMS UNCOATED 7470 C:80 M:15 Y:0 K:45 R:0 G:105 B:144 HEX:006990	 PMS COATED 633 PMS UNCOATED 633 C:100 M:0 Y:10 K:25 R:0 G:138 B:176 HEX:008ab0	 PMS COATED 630 PMS UNCOATED 630 C:47 M:0 Y:11 K:0 R:126 G:208 B:224 HEX:7ed0e0
 PMS COATED 363 PMS UNCOATED 369 C:68 M:0 Y:100 K:24 R:67 G:150 B:57 HEX:439639	 PMS COATED 360 PMS UNCOATED 360 C:58 M:0 Y:80 K:0 R:115 G:193 B:103 HEX:73c167	 PMS COATED 358 PMS UNCOATED 358 C:27 M:0 Y:38 K:0 R:189 G:222 B:177 HEX:bddeb1
 PMS COATED 152 PMS UNCOATED 152 C:0 M:51 Y:100 K:0 R:243 G:144 B:29 HEX:f3901d	 PMS COATED 1235 PMS UNCOATED 116 C:0 M:29 Y:91 K:0 R:253 G:187 B:48 HEX:fdbb30	 PMS COATED 1215 PMS UNCOATED 1215 C:0 M:9 Y:45 K:0 R:255 G:228 B:157 HEX:ffe49d
 PMS COATED 222 PMS UNCOATED 222 C:0 M:100 Y:10 K:59 R:125 G:0 B:64 HEX:7d0040	 PMS COATED 194 PMS UNCOATED 194 C:0 M:100 Y:64 K:33 R:171 G:6 B:53 HEX:ab0635	 PMS COATED 1795 PMS UNCOATED 1795 C:0 M:94 Y:100 K:0 R:238 G:52 B:36 HEX:ee3424
 PMS COATED 7545 PMS UNCOATED 7547 C:23 M:2 Y:0 K:63 R:92 G:111 B:123 HEX:5c6f7b	 PMS COATED 7544 PMS UNCOATED 7545 C:10 M:1 Y:0 K:40 R:149 G:160 B:169 HEX:95a0a9	 PMS COATED 7542 PMS UNCOATED 7542 C:10 M:0 Y:3 K:16 R:194 G:209 B:211 HEX:c2d1d3

GENERAL USAGE

- The logo should always be used in a horizontal format.
- The TM is placed on the top right portion of the (e).
- The logo should not be altered in any way.
- The logo should always be used with the smartpen lockup



THE SPACE AROUND THE LOGO

To preserve the integrity of the logo, be sure to leave a minimum space of 1 times the x height from the base of the (P) to the top of the (L).



THE SPACE AROUND THE LOGO

This logo should be used when addressing accessories that work with the Pulse smartpen.



THE SPACE AROUND THE LOGO

This logo is used when both brands are mentioned.



SIZE USAGE

- When the Pulse logo is used for print, packaging or web the appropriate logo size should be used.
- When the Pulse logo is larger than 2" the larger logo should be used, where the word smartpen starts under the (L) and extends to the (E).
- When the Pulse logo is smaller than 2" the small logo should be used where the word smartpen starts under the (P) and extends to the (E).
- The logo should never appear smaller than 1.1" wide.



DARK LOGOS FOR LIGHT BACKGROUNDS



LIGHT LOGOS FOR DARK BACKGROUNDS



ACCEPTABLE

- The logo should always be used in a horizontal format.
- Use the monotone version of the logo when placed on a colored or dark background.
- The word smartpen should always be used with Pulse in one of the three formats.



UNACCEPTABLE USES

Never use the Pulse logo without the word smartpen underneath.




Never change the color.

Never outline the text.

Never place the logo on a background with a similar color value.









PRIMARY COLOR PALETTE




 PMS COATED 7544 PMS UN COATED 7545 C:100 M:0 Y:10 K:25 R:0 G:138 B:176 HEX:008ab0	 PMS COATED 7545 PMS UN COATED 7547 C:23 M:2 Y:0 K:63 R:92 G:111 B:123 HEX:5c6f7b	 PMS COATED 2955 PMS UN COATED 2955 C:100 M:45 Y:0 K:38 R:0 G:182 B:136 HEX:005186
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SECONDARY COLOR PALETTE

 PMS COATED 7470 PMS UN COATED 7470 C:80 M:15 Y:0 K:45 R:0 G:105 B:144 HEX:006990	 PMS COATED 633 PMS UN COATED 633 C:100 M:0 Y:10 K:25 R:0 G:138 B:176 HEX:008ab0	 PMS COATED 630 PMS UN COATED 630 C:47 M:0 Y:11 K:0 R:126 G:208 B:224 HEX:7ed0e0
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 PMS COATED 152 PMS UN COATED 152 C:0 M:51 Y:100 K:0 R:243 G:144 B:29 HEX:f3901d	 PMS COATED 1235 PMS UN COATED 116 C:0 M:29 Y:91 K:0 R:253 G:187 B:48 HEX:fdbb30	 PMS COATED 1215 PMS UN COATED 1215 C:0 M:9 Y:45 K:0 R:255 G:228 B:157 HEX:ffe49d
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 PMS COATED 7545 PMS UN COATED 7547 C:23 M:2 Y:0 K:63 R:92 G:111 B:123 HEX:5c6f7b	 PMS COATED 7544 PMS UN COATED 7545 C:10 M:1 Y:0 K:40 R:149 G:160 B:169 HEX:95a0a9	 PMS COATED 7542 PMS UN COATED 7542 C:10 M:0 Y:3 K:16 R:194 G:209 B:211 HEX:c2d1d3
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