

Lutron asset and trademark usage guidelines

These Standards apply to all purchasers of Lutron products who buy directly from Lutron (“Lutron customers”) and who now or hereafter sell Lutron products in North America to sub-tier purchasers (“Lutron re-sellers”), as well as designers and installers (collectively, “Lutron partners”).

General use of photographic assets

Product Photography

1. Lutron Partners may use any Lutron photography of products they have been authorized to design, sell, or install. The photography must be used for the purposes of promoting Lutron and Lutron products.
2. Most product photographs are available from your local Lutron salesperson or Representative.

Application Photography

1. All application photography must be used exclusively for the purpose of promoting Lutron and Lutron products. Lutron images are not intended for use in a general company brochure, advertisement, literature, or on promotional vehicles that advertise or promote competitive products.
2. The images cannot be modified in any way from their original form.
3. All Lutron images should include our copyright: ©2023 Lutron Electronics Co., Inc. (Date must reflect the current year.)
4. An authorized Lutron marketing representative must approve any promotional materials that use Lutron application photographs.

These guidelines must be complied with in order for a company to receive co-op or marketing fund reimbursement.

Online use of Lutron brand and assets

1. The name Lutron or any other of its trademarks may not be part of the global site name of any other company (i.e., “lutrodimersonline.com”).
2. Lutron Partner site must be clearly designated as a reseller of Lutron products, and not a Lutron owned or operated site.
3. Lutron approved product imagery and/or logos must be used in all cases for online sales.
4. Lutron and associated sub-branding must appear immediately adjacent to the product photo.



Lutron
Diva LED+ 150 watt
Single-pole/3-way, White

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5. Lutron partner may use a designated internet catalog number or store SKU#, but the Lutron name, sub-brand, and manufacturer's model number must be referenced in the product description.

Lutron Diva LED+ 150 watt single-pole or 3-way dimmer, White

Model DVCL-153P-WH

6. Product description and associated copy must be approved by, or supplied by Lutron.
7. Lutron and sub-brands must be designated by their appropriate trademarks as supplied by Lutron. See Lutron [Trademark Style Guide](#).
8. Lutron logos and product imagery may be reduced in size to accommodate site design but may not be enlarged beyond the original 1:1 pixel ratio.
9. Lutron logos and product imagery may not be altered, cropped, stretched, colorized, or otherwise adjusted or enhanced.
10. Acceptable use of the Lutron logo is from Lutron authorized artwork as black or white only.

The Lutron logo, Lutron, Diva, and LED+ are trademarks or registered trademarks of Lutron Electronics Co., Inc., in the U.S. and/or other countries.

lutron.com

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Customer Assistance

Online: lutron.com/help

Email: support@lutron.com

Phone: 1.844.LUTRON1 (588.7661) — includes 24/7 technical support

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