

**Corporate  
Communications  
Guidelines**

# Lutron® Corporate Communications Guidelines

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<b>Table of Contents</b>	<b>Section</b>
Objective	
Introduction	1
Use of Guidelines	2
Typography	3
Corporate Identity	4
Trademarks	5
Applications for Print Communication	6
Type Hierarchy	7
Color Usage	8
Product Logotypes	9
Stationery	10
Abbreviations	11

# Objective

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These guidelines are intended to direct **Lutron®** marketing communications and external design firms in the use of typography and color as well as to illustrate appropriate use of logotypes, trademarks, and other elements of the Lutron corporate identity. Using these guidelines will provide customers with a unified image of **Lutron**—its brand, products, and services. Following these guidelines is important in making our communications clear, consistent, legible, memorable, and elegant. In asking you to adhere to these guidelines, we do so in service to our customers who deserve no less than the best communications we can offer.

Advice, help, and guidance are available by contacting:

Cognitive Visual and Verbal Director

Lutron Electronics Co., Inc.  
7200 Suter Road  
Coopersburg, PA 18036-1299  
610.282.3800  
800.523.9466

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# Introduction

# Introduction

## Design Philosophy as Applied to Advertisements, Literature, Displays, etc.

The **Lutron** design philosophy is to present information in a clear and concise manner as shown below

- A declarative phrase / sentence describing the benefit
- Organization / hierarchy of issues  
First issue first  
Second issue second  
Third issue third (three issues maximum). Newspapers do this well; see sample below.
- Logical flow of information
- Use graphics with words
- Make it REAL!

# The New York Times

Copyright © 2003 The New York Times

NEW YORK, MONDAY, JANUARY 20, 2003

U.S. IS PRESSURING INDUSTRIES TO CUT GREENHOUSE GASES	<i>First Issue</i>
SEEKS CONCRETE PLEDGES	<i>Second Issue</i>
White House Trying to Show Voluntary Reductions Make Controls Unnecessary	<i>Third Issue</i>
By ANDREW C. REVKIN In an aggressive effort to show that President Bush's voluntary climate strategy can work, senior administration officials are traveling the country collecting written promises from industries to curb emissions of gases linked to global warming. White House officials, insisting on concrete commitments measured in tons of gases, have rejected written offers from some industry groups to take nonspecific actions, several industry officials said. The administration and industry leaders plan to unveil a broad array of pledges at the White House on Feb. 6. This is the administration's latest and most intensive effort to demonstrate that voluntarily controlling emissions can make mandatory reductions unnecessary. Mr. Bush has said such reductions will harm the economy. The effort has no teeth, officials and company representatives say, other than the growing realization in industry that without measurable success from voluntary reductions, it will become ever harder in coming years to stave off legislation requiring companies to act. Senators of both parties introduced such legislation in Congress this month, and states are acting on their own as well.	<i>Detail</i>

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# Use of Guidelines

## Use of Guidelines

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### **After the Design Philosophy is Determined**

These guidelines are applied to printed communications after the design philosophy decisions are made.

- Identify the benefit to the intended audience
- List key issues and hierarchy of issues, three maximum
- Determine flow of information – visual and verbal
- Determine what type of graphics, what text?
- Choose approved font style, 2 at most
- Select font size appropriate to the hierarchy of information
- Direct flow of information by tables, bullets, rule lines, left justification, color, etc.
- Use proper logotypes, trademarks, and tradenames

Test the finished material against the Design Philosophy and these Guidelines.

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# Typography

# Typography

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A consistent typographic style is as important as a consistent grammatical and editorial style. Attention to the details of typography is of great importance. **All printed communication will be displayed at an 11 point minimum type size for optimum legibility and readability.** If layout and spatial problems arise, do not reduce the type size below 11 point. Consider reducing the amount of text or rewriting sentences to be more concise.

The following examples show the preferred typographic usage.

## Font Family / Helvetica Neue

Add drama and elegance to your home with **Lutron®** dimming controls

Helvetica Neue Light / 11 point

*Add drama and elegance to your home with **Lutron** dimming controls*

Helvetica Neue Light Italic / 11 point

Add drama and elegance to your home with **Lutron** dimming controls

Helvetica Neue Roman / 11 point

*Add drama and elegance to your home with **Lutron** dimming controls*

Helvetica Neue Italic / 11 point

Add drama and elegance to your home with **Lutron** dimming controls

Helvetica Neue Bold / 11 point

*Add drama and elegance to your home with **Lutron** dimming controls*

Helvetica Neue Bold Italic / 11 point

Add drama and elegance to your home with **LUTRON** dimming

Helvetica Neue Black / 11 point

*Add drama and elegance to your home with **LUTRON** dimming*

Helvetica Neue Black Italic / 11 point

Add drama and elegance to your home with **Lutron** dimming controls

Helvetica Neue Light Condensed / 11 point

*Add drama and elegance to your home with **Lutron** dimming controls*

Helvetica Neue Light Condensed Italic / 11 point

Add drama and elegance to your home with **Lutron** dimming controls

Helvetica Neue Condensed / 11 point

*Add drama and elegance to your home with **Lutron** dimming controls*

Helvetica Neue Condensed Oblique / 11 point

Add drama and elegance to your home with **Lutron** dimming controls

Helvetica Neue Bold Condensed / 11 point

*Add drama and elegance to your home with **Lutron** dimming controls*

Helvetica Neue Bold Condensed Oblique / 11 point

Add drama and elegance to your home with **LUTRON** dimming

Helvetica Neue Black Condensed / 11 point

*Add drama and elegance to your home with **LUTRON** dimming*

Helvetica Neue Black Condensed Oblique / 11 point

# Typography

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When Helvetica Neue is unavailable, Helvetica will serve as a suitable alternative. Pay close attention not to mix the two font families in a single document or correspondence. Once again, all printed communication will be displayed at an **11 point** minimum type size for optimum legibility and readability. If layout and spatial problems arise, do not reduce the type size below **11 point**. Consider reducing the amount of text or rewriting sentences to be more concise.

The following examples show the preferred typographic usage.

## Font Family / Helvetica

Add drama and elegance to your home with LUTRON® dimming controls

Helvetica / 11 point

*Add drama and elegance to your home with LUTRON dimming controls*

Helvetica Oblique / 11 point

**Add drama and elegance to your home with LUTRON dimming controls**

Helvetica Bold / 11 point

***Add drama and elegance to your home with LUTRON dimming controls***

Helvetica Bold Oblique / 11 point

# Typography

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## Alternative Font Families

Alternative font families may be used in applications of advertisements, specialty literature, and joint venture marketing. Type size should not be set smaller than **11 point** for optimum legibility and readability.

The following examples show the preferred typographic usage.

### Font Family / Officina Sans

Add drama and elegance to your home with **Lutron®** dimming controls

**Officina Sans Book** / 11 point

*Add drama and elegance to your home with **Lutron** dimming controls*

**Officina Sans Book Italic** / 11 point

Add drama and elegance to your home with **LUTRON** dimming controls

**Officina Sans Bold** / 11 point

*Add drama and elegance to your home with **LUTRON** dimming controls*

**Officina Sans Bold Italic** / 11 point

**Contemporary**

**Use for text / body copy**

### Font Family / Optima

Add drama and elegance to your home with **Lutron** dimming controls

**Optima Regular** / 11 point

*Add drama and elegance to your home with **Lutron** dimming controls*

**Optima Italic** / 11 point

Add drama and elegance to your home with **LUTRON** dimming controls

**Optima Bold** / 11 point

*Add drama and elegance to your home with **LUTRON** dimming controls*

**Optima Book Italic** / 11 point

**Humanistic**

**Use for text / body copy**

# Typography

---

## Alternative Font Families

Alternative font families may be used in applications of advertisements, specialty literature, and joint venture marketing. Type size should not be set smaller than **11 point** for optimum legibility and readability.

The following examples show the preferred typographic usage.

### Font Family / Bodoni

Add drama and elegance to your home with **Lutron®** dimming controls

**Bodoni Book** / 11 point

*Add drama and elegance to your home with **Sc•~}}** dimming controls*

**Bodoni Book Italic** / 11 point

Add drama and elegance to your home with **LUTRON** dimming controls

**Bodoni Bold** / 11 point

*O&&A&ã| äÄ/&Aä\â-ä{ää•/Ac}c A\*}| äAç@•\*ASVÛÛPTA&@| |@{-Aà}{•} \ |*

**Bodoni Bold Italic** / 11 point

**Transitional**

**Use for text / body copy**

### Font Family / Frutiger

Add drama and elegance to your home with Lutron dimming controls

**Frutiger Condensed** / 11 point

*Add drama and elegance to your home with Lutron dimming controls*

**Frutiger Condensed Italic** / 11 point

Add drama and elegance to your home with **LUTRON** dimming controls

**Frutiger Bold Condensed** / 11 point

*Add drama and elegance to your home with **LUTRON** dimming controls*

**Frutiger Bold Condensed Italic** / 11 point

**Humanistic**

**Acceptable substitute  
for Helvetica**

**Use for text / body copy**

# Typography

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## Numbers

### Preset Dimmer with On/Off Switch<sup>1</sup>

Single-pole	600 W	S-600P-
Single-pole	1000 W	S-10P-
3-way <sup>2</sup>	600 W	S-603P-
3-way <sup>2</sup>	1000 W	S-103P-

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### Preset Dimmer with On/Off Switch<sup>1</sup>

Single-pole	600 VA (450 W)	SLV-600P-
3-way <sup>2</sup>	600 VA (450 W)	SLV-603P-

*Numbers are often viewed as “all caps” which reduces legibility. References to wattage, volts, amperage, etc. should follow abbreviation rules in the appendix.*

## Bulleted Items

### Skylark Features

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- A full family of products for most lighting sources
- Uses standard single-pole and 3-way wiring for easy installation and retrofit
- Optional night light models available as well as dual slide models for control of two lights or fan and light

*Bulleted items should be arranged by keeping all text flush left, ragged right. The bullets should “hang” to the left as shown in the example.*

*Type should be displayed at a point size no smaller than 11 point.*

*Bullets should be set at a point size equal to the font it is associated with (i.e. 12 point Helvetica Neue type with a 12 point Helvetica Neue bullet).*

### Skylark Features

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- 
- A full family of products for most lighting sources
  - Uses standard single-pole and 3-way wiring for easy installation and retrofit
  - Optional night light models available as well as dual slide models for control of two lights or fan and light

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# Corporate Identity

## Corporate Identity

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### Logotype

The logotype of the word **Lutron®** is to be used only in the versions specified in this manual. These versions have a variety of assigned usages and formats, i.e., stationery, advertising, catalogs, packaging, etc. The relationships will be described for each version and application of the **Lutron** logotype.

**LUTRON®**

*The registered trademark symbol ® should always appear with the logotype, flush with the baseline of the U and O.*

# Corporate Identity

## Logotype with Starburst

This corporate logo consists of the starburst logo to the left of the logotype of the word **Lutron**®. This combination is to be used only in the versions specified in this manual. Each version of the logo treatment has an assigned usage and format, e.g., stationery, advertising, packaging, etc. These relationships will be described for each version and application of the corporate logo.



## Corporate Identity

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### Reduction Scale

Please note that the logotype and starburst should not be displayed in print applications at a point size smaller than **11 point**.

 **LUTRON**®  
54 point (3/4 in)

 **LUTRON**® 45 point (5/8 in)

 **LUTRON**® 36 point (1/2 in)

 **LUTRON**® 27 point (3/8 in)

 **LUTRON**® 18 point (1/4 in)

 **LUTRON**® 

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 11 point  
(approximately 1/8 in)  
Maximum level of reduction  
for print applications

## Corporate Identity

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### Unacceptable Configurations

Some configurations of the **Lutron**® logo and logotype are not acceptable. These versions are inconsistent with the standards that are established in this manual. Several unacceptable configurations follow:



## Corporate Identity

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### Unacceptable Configurations

Some configurations of the **Lutron**® logo and logotype are not acceptable. These versions are inconsistent with the standards that are established in this manual. Several examples follow:

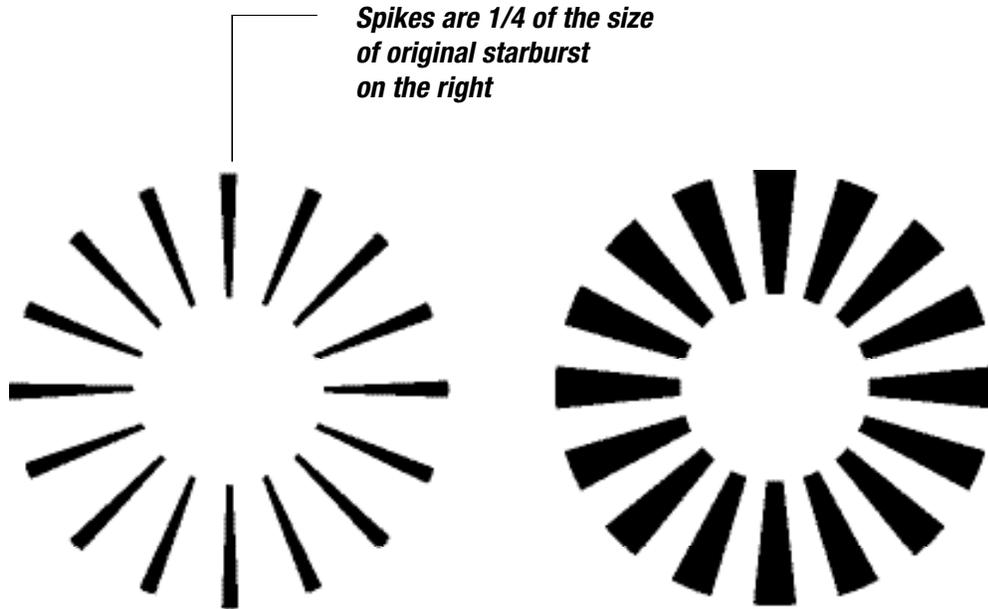


# Corporate Identity

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## Extreme Reductions

The logo has been adjusted appropriately for use in extreme reductions. Use the reduced starburst in cases where the logotype is **11 point** or smaller.



*Legible with logotype signature at 11 point*

*Note how the modified starburst is more legible*



*Reduced legibility of starburst at 11 point with starburst spikes at original size*

# Corporate Identity

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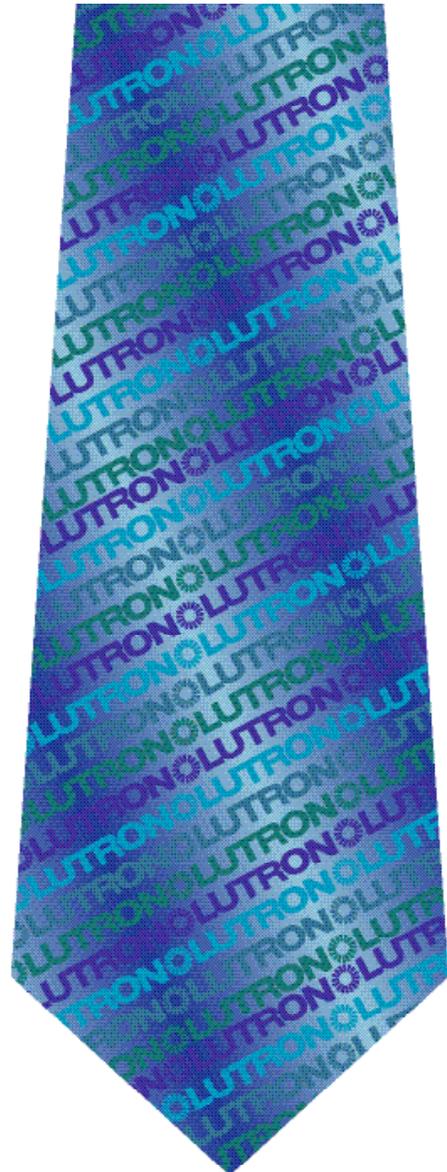
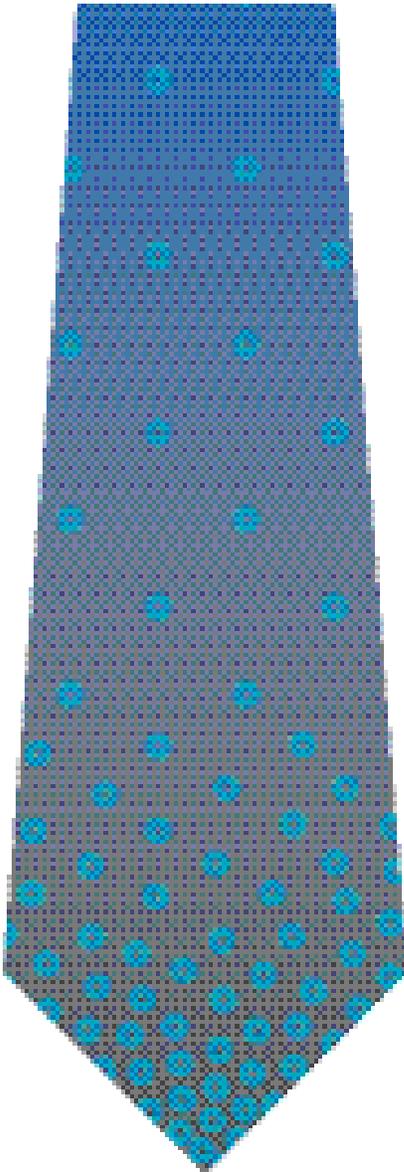
## Acceptable Decorative Elements

The **Lutron**® starburst may be used as a decorative element in textiles, awards, etc. However, the logo must not be skewed or distorted in any manner.

Other than the examples shown in this section, the **Lutron** starburst is to be used sparingly and *by approval only*. Please contact:

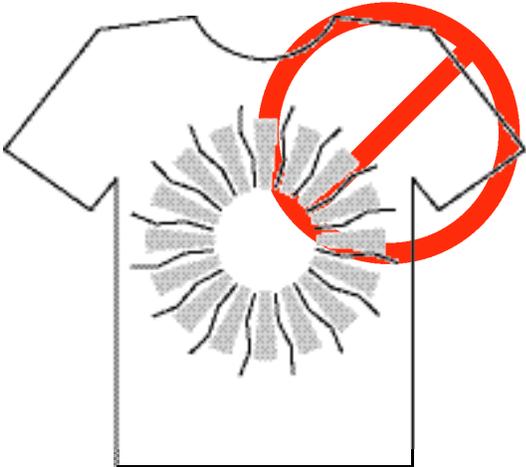
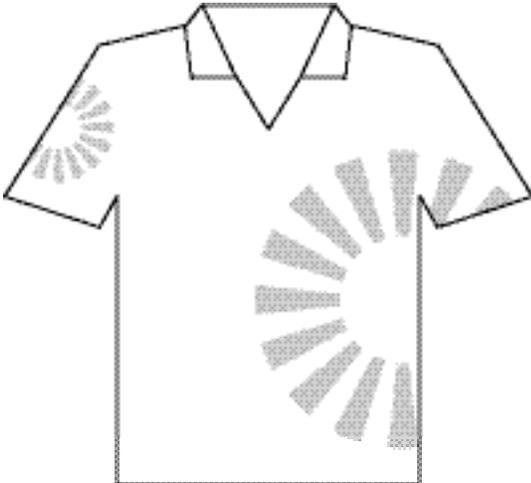
Cognitive Visual and Verbal Director

Lutron Electronics Co., Inc.  
7200 Suter Road  
Coopersburg, PA 18036-1299  
610.282.3800  
800.523.9466



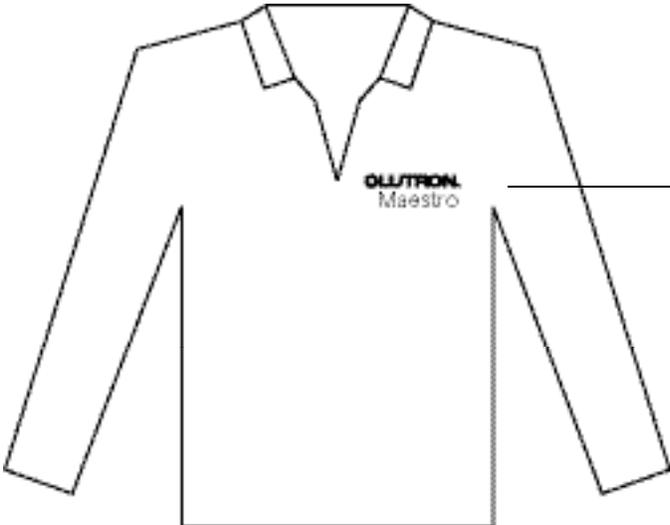
# Corporate Identity

## Acceptable Decorative Elements



# Corporate Identity

## Acceptable Decorative Elements



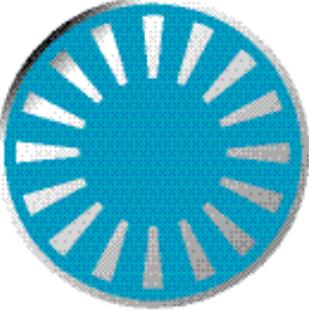
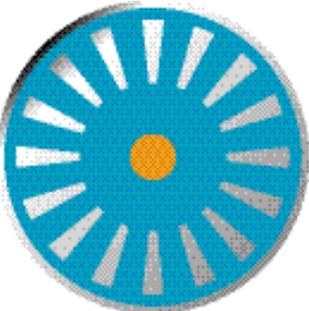
**Correct usage—  
Maestro aligns  
with “L” in Lutron**



**Incorrect usage—  
Maestro should  
be left justified  
with “L” in Lutron**

# Corporate Identity

## Acceptable Decorative Elements



# Corporate Identity

## Unacceptable Decorative Elements

The **Lutron®** starburst may not be used as a decorative element in print or electronic applications.

Additionally, the starburst should not appear as an isolated identifier in print applications. It must be used in conjunction with the logotype signature.



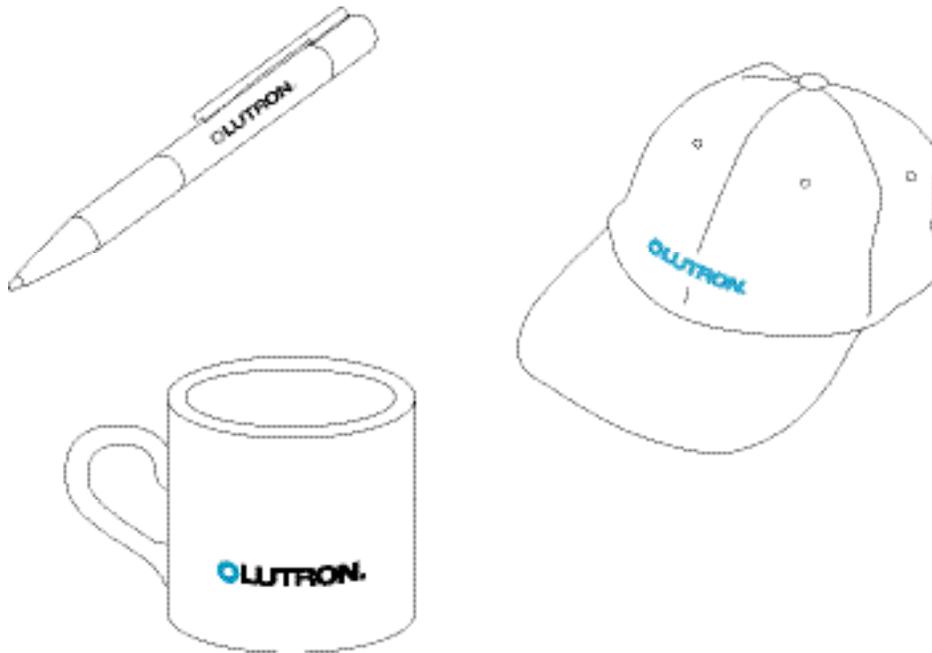
# Corporate Identity

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## Premiums

The **Lutron**® logo, with or without the starburst may be used on trade gifts, commonly referred to as premiums.

Premium gifts must be of high quality to properly reflect the **Lutron** image.



Graphic images, layout, and text font on premium gifts should follow the standards of this document.

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# Trademarks

# Trademarks

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## Trademarks in Text

Companies use trademarks to identify the goods or services of their organization. Trademarks are words, symbols, logos, or designs.

Trademarks must be protected and used properly, or their legal standing may be lost. Rules for the use of trademarks in text are given as follows:

1. Trademarks are proper adjectives and should be followed by generic terms. Use uppercase, bold face, quotation marks, or italics to denote the trademarked term in text applications.

**Examples:**

LUTRON lighting controls

**Maestro** smart remote

“Ariadni” dimmers

*Sivoia* shading systems

2. Trademarks are not used in the possessive form.

**Example:**

Correct: the *Maestro* tap switch

Incorrect: *Maestro's* tap switch

3. Trademarks should not be pluralized. Since they are adjectives, they should not be used in the plural form.

**Example:**

Correct: install two *Grafik Eye* controls

Incorrect: install two *Grafik Eyes*

See page 9.2 for rules concerning logos in text.

# Trademarks

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## Trademark Symbols in Text

Whenever possible a trademark symbol should follow the mark. There are two ways of identifying a trademark, depending on whether it is registered or not.

1. If the trademark has been registered at the U.S. Patent and Trademark Office, the registration symbol ® should be used.

**Example:**

**Spacer®**

2. If the trademark has not been registered, then the symbol TM should be used.

**Example:**

*Softswitch*<sup>TM</sup>

3. It is also possible to use a footnote or asterisk to indicate that the explanation of the trademark is located on another part of the document.

**Examples:**

The “SPACER\*” dimmer is available...

\*Reg. U.S. Pat. & Tm. Off.

The **Softswitch**<sup>1</sup> circuit is...

<sup>1</sup> **A trademark of the Lutron Electronics Co.**

## Trademarks

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### **First Time Use of the Trademark ® or TM on a Page or in a Document.**

The trademark symbol should be used only once on each page of the document in which the trademark is used, preferably with the first usage, otherwise, apply to the most prominent usage on the page. It sits on the text baseline.

#### **Example:**

The RadioRA® system can be controlled from anywhere in the world. Simply use the RadioRA telephone interface to activate the selected RadioRA controls. Other RadioRA accessories are available to increase the capability of the RadioRA system.

In a large document, such as a catalog, it is permissible to list all trademarks in one section, usually dividing them into registered and non-registered sections. **Lutron®** should appear first in the listing.

#### **Example:**

Lutron, Ariadni, Claro,...and Versaplex are registered trademarks of Lutron Electronics Co., Inc.

Architrave, Athena,...and Vibrato are trademarks of Lutron Electronics Co., Inc.

Do not use trademark symbols on the copyright page, in the table of contents, in footnotes, or in the index of a document.

## Trademarks

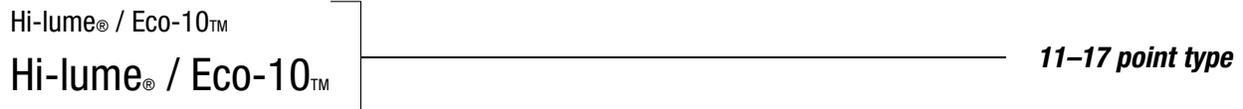
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### Trademark Symbol in Size

Trademark symbol sizing should meet the following guidelines and should be aligned on the baseline.

#### 11–17 point type: symbol should be 6 point

Hi-lume® / Eco-10™  
Hi-lume® / Eco-10™



*11–17 point type*

#### 18–47 point type: symbol should be 8 point

Hi-lume® / Eco-10™  
Hi-lume® / Eco-10™  
Hi-lume® / Eco-10™



*18–47 point type*

#### 48–72 point type: symbol should be 11 point

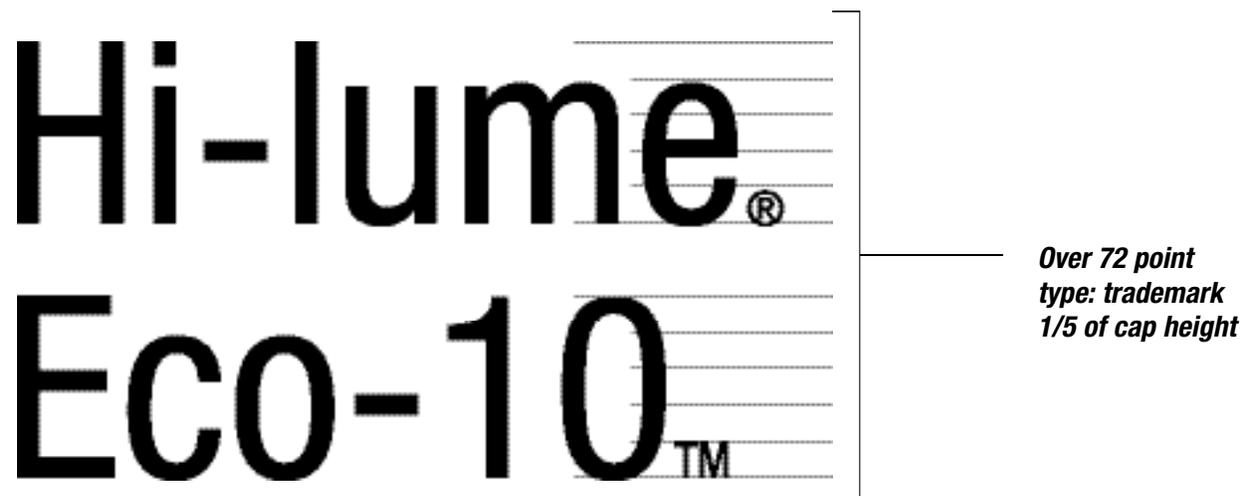
Hi-lume® / Eco-10™  
Hi-lume® / Eco-10™



*48–72 point type*

#### 72 point type and over: symbol should be sized to 1/5 of the capital height

Hi-lume®  
Eco-10™



*Over 72 point  
type: trademark  
1/5 of cap height*

# Trademarks

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## Trademarks versus Trade Names

Trade names are corporate or business names. They are proper nouns and may be used in the plural or possessive forms. Trade names do not use a trademark symbol.

### **Examples:**

Corporate name: These dimmers are made by Lutron Electronics Co., Inc.

Trade name: Lutron's latest line of dimming controls.

Trade name: These shades are made by Lutron Shading Solutions by Vimco.

Trademark: Are you using Lutron® lighting controls?

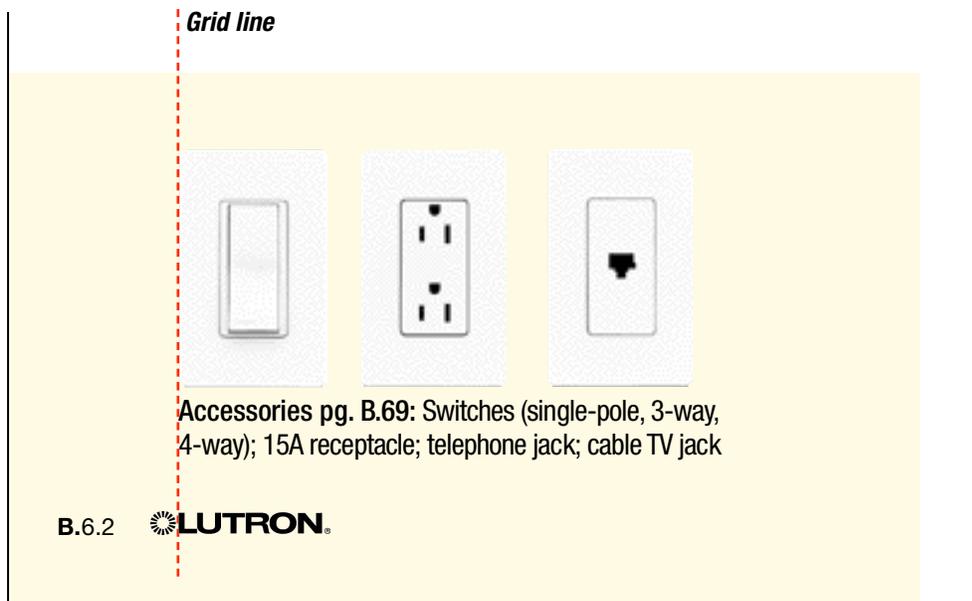
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# Applications for Print Communication

# Applications for Print Communication

## Logotype Placement

The starburst and the **Lutron**® logotype are considered to be one unit when applied to the following situations. The logo is a signature system and portions should not be screened (hidden) in any manner or have graphic textures applied to it.



***Lutron logotype should be positioned flush left with text. Starburst should “hang” to the left as shown.***

***Lower left of page***

# Applications for Print Communication

## Logotype Placement



### Lighting Control Solutions

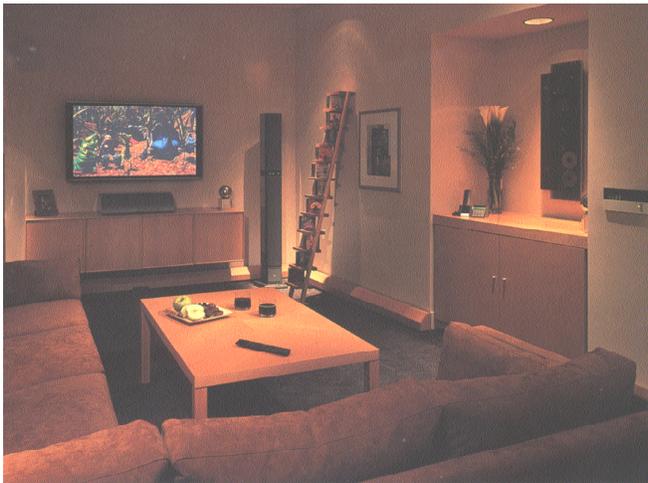
For Home Theaters / TV Rooms

*The Movie Doesn't Begin Until the Lights Are Dim*

*Create Movie Theater Magic in Your Own Home*



***Lutron logotype should be flush left with text at the first level of the hierarchy. Starburst should "hang" to the left as shown.***



***Structure the logotype along a grid, placing it at the lower left portion of the page.***

### Lighting Control Solutions

For Home Theaters / TV Rooms

*The Movie Doesn't Begin Until the Lights Are Dim*

*Create Movie Theater Magic in Your Own Home*



***Avoid arbitrary placement, i.e., not placed along a grid system or aligned with the text.***

# Applications for Print Communication

## Information and Statistics

Organization of statistical information should be structured using an appropriate tabular structure. Rule lines should be used as a hierarchical element relative to content. The overall module of information, including the main heading, should be contained within a 2-point rule (top and bottom). Subheadings should be divided by a 1-point rule.

<p><b>Gloss Finish</b> Ships in 48 h</p> <table border="1"> <tr><td>WH</td><td>White*</td></tr> <tr><td>IV</td><td>Ivory*</td></tr> <tr><td>AL</td><td>Almond</td></tr> <tr><td>LA</td><td>Light Almond</td></tr> <tr><td>GR</td><td>Gray*</td></tr> <tr><td>BR</td><td>Brown*</td></tr> <tr><td>BL</td><td>Black*</td></tr> </table> <p>Add color/finish suffix to model #. Example: <b>NT-603P-WH</b></p> <p>*Meets NEMA color standards.</p>	WH	White*	IV	Ivory*	AL	Almond	LA	Light Almond	GR	Gray*	BR	Brown*	BL	Black*	<p><b>Clamshell Packaging</b> (H denotes clamshell)</p> <p>S-600H-* S2-LH- S-600PH-* S-1000H-(WH, IV, AL, LA) S-603PH-* S-10PH-(WH, IV, AL, LA)* S-600PNLH- S-103PH-(WH, IV, AL, LA) S-603PNLH-</p> <p>*English/ French Canadian Available in WH, IV, LA only; add -CSA after color. Example: <b>S-600H-WH-CSA</b></p>
WH	White*														
IV	Ivory*														
AL	Almond														
LA	Light Almond														
GR	Gray*														
BR	Brown*														
BL	Black*														
<p><b>* For Dimmer Capacities in Multigang Installations:</b> Ganging and Derating, pg. 96</p>	<p><b>CLARO Wallplates</b> (purchased separately, pg. 97)</p> <p>W: 2.94 in (75 mm) H: 4.69 in (119 mm) D: 0.30 in (7.6 mm)</p>														
<p><b>3- and 4-Way Switches:</b> Use CA-3PSH-, CA-4PSH- CLARO switches, pg. 99</p>															

*Statistical information should not be contained within a box. It can clearly be delineated with the use of rule lines, with type aligned flush left to the grid as shown in this example.*

*A 2-point rule line should be used to constrain the body of the overall content (top and bottom).*

*A 1-point rule line should be used to delineate information within the body of the overall content.*

<p><b>Gloss Finish</b> Ships in 48 h</p> <table border="1"> <tr><td>WH</td><td>White*</td></tr> <tr><td>IV</td><td>Ivory*</td></tr> <tr><td>AL</td><td>Almond</td></tr> <tr><td>LA</td><td>Light Almond</td></tr> <tr><td>GR</td><td>Gray*</td></tr> <tr><td>BR</td><td>Brown*</td></tr> <tr><td>BL</td><td>Black*</td></tr> </table> <p>Add color/finish suffix to model #. Example: <b>NT-603P-WH</b></p> <p>*Meets NEMA color standards.</p>	WH	White*	IV	Ivory*	AL	Almond	LA	Light Almond	GR	Gray*	BR	Brown*	BL	Black*	<p><b>Clamshell Packaging</b> (H denotes clamshell)</p> <p>S-600H-* S2-LH- S-600PH-* S-1000H-(WH, IV, AL, LA) S-603PH-* S-10PH-(WH, IV, AL, LA)* S-600PNLH- S-103PH-(WH, IV, AL, LA) S-603PNLH-</p> <p>*English/ French Canadian Available in WH, IV, LA only; add -CSA after color. Example: <b>S-600H-WH-CSA</b></p>
WH	White*														
IV	Ivory*														
AL	Almond														
LA	Light Almond														
GR	Gray*														
BR	Brown*														
BL	Black*														
<p><b>* For Dimmer Capacities in Multigang Installations:</b> Ganging and Derating, pg. 96</p>	<p><b>Claro Wallplates</b> (purchased separately, pg. 97)</p> <p>W: 2.94 in (75 mm) H: 4.69 in (119 mm) D: 0.30 in (7.6 mm)</p>														
<p><b>3- and 4-Way Switches:</b> Use CA-3PSH-, CA-4PSH- Claro switches, pg. 99</p>															

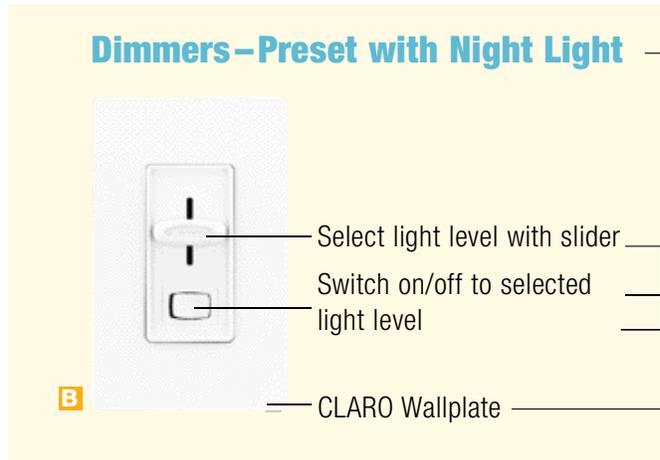
*Creating a box around statistical information occupies more space. It creates the need to indent text / information further and thus crowds the presentation.*

*Asterisks, punctuation marks, and bullets should “hang” left as shown in example above and on page 3.6.*

# Applications for Print Communication

## Annotation

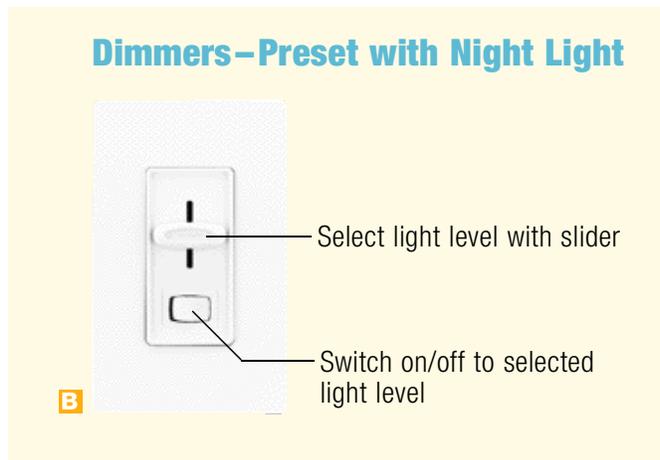
Lutron® lighting products offer a number of unique features to the customer. It will become necessary to annotate these features in a variety of printed situations.



**Product heading should be aligned flush left with product figure.**

**Example shows 11/18 point (measuring baseline-to-baseline).**

**Annotated items should appear flush left, set 11/11 point. A minimum of 4-points should be allotted for paragraph spacing.**



**In the case where more leading is needed, rule lines used for annotation can be organized at a 45-degree angle.**

Select light level with slider

Switch on/off to selected light level

CLARO Wallplate



**Unacceptable paragraph spacing. Leading is less than 4-points (font size plus leading measuring baseline-to-baseline).**

# Applications for Print Communication

---

Telephone numbers, copyright information, printing date, and literature part number should meet previously stated guidelines and track the following format. The copyright, printing date, and literature part number should be on the back cover or last page of printed material. Typically, this information is located at the bottom left of the page.

Printing Date  
XXXX

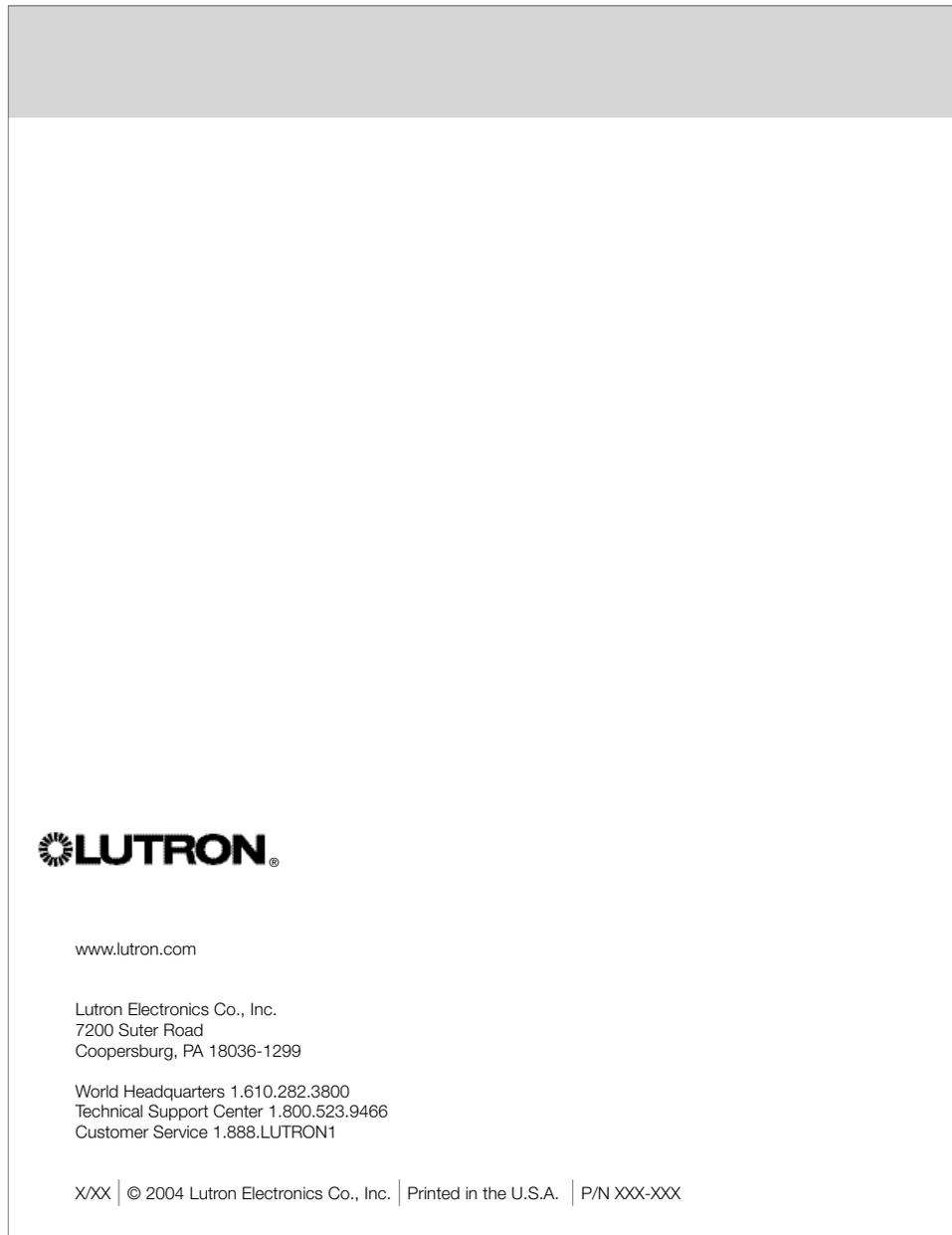
Literature Part Number  
P/N XXX-XXX

Copyright information  
© 200X Lutron Electronics Co., Inc.

Telephone numbers  
1.610.282.3800

Printed In the U.S.A.

Sample as follows:



 **LUTRON**®

[www.lutron.com](http://www.lutron.com)

Lutron Electronics Co., Inc.  
7200 Suter Road  
Coopersburg, PA 18036-1299

World Headquarters 1.610.282.3800  
Technical Support Center 1.800.523.9466  
Customer Service 1.888.LUTRON1

XXX | © 2004 Lutron Electronics Co., Inc. | Printed in the U.S.A. | P/N XXX-XXX

---

# Type Hierarchy

# Type Hierarchy

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## Usage

A consistent typographic style is as important as a consistent grammatical and editorial style. Attention to the details of typography is of great importance. All printed communication will be displayed at an 11 point minimum type size for optimum legibility and readability. If layout and spatial problems arise, do not reduce the type size below 11 point. Consider reducing the amount of text or restructuring sentences to be more concise.

Newspapers, such as the *New York Times*, display information using font size to emphasize importance. Font size also organizes the information by guiding the reader's eyes to different areas of the page.

The example shown on this spread illustrates the use of typography to distinguish primary and secondary information about a product presented in a catalog or brochure. Some variation to these typographic specifications may be acceptable within the context of advertising. Acceptable variations can be found within style guide addenda P/N 367-797. Visit [www.lutron.com/corporateid](http://www.lutron.com/corporateid).

Questions? Contact Cognitive Visual and Verbal Director, Lutron Electronics Co., Inc.  
7200 Suter Road, Coopersburg, PA 18036-1299,  
610.282.3800, 800.523.9466

### Level 1: Primary Product Description

#### **All text set in the Helvetica Neue family**

Product Identification (logotype) \_\_\_\_\_  
32-point at cap height

Product description or heading \_\_\_\_\_  
16-point (or 50% of logotype size) bold

Primary Subheadings \_\_\_\_\_  
14-point bold

Bullet items under subheading \_\_\_\_\_  
11/12 point bold

Captions (level 2) \_\_\_\_\_  
11/11.6 point condensed regular

Secondary Subheadings \_\_\_\_\_  
11-point bold

Details \_\_\_\_\_  
11-point bold or regular

Footnotes \_\_\_\_\_  
11-point condensed italic

Captions (level 1) \_\_\_\_\_  
11/13 point bold

### Level 1: Secondary Product Description

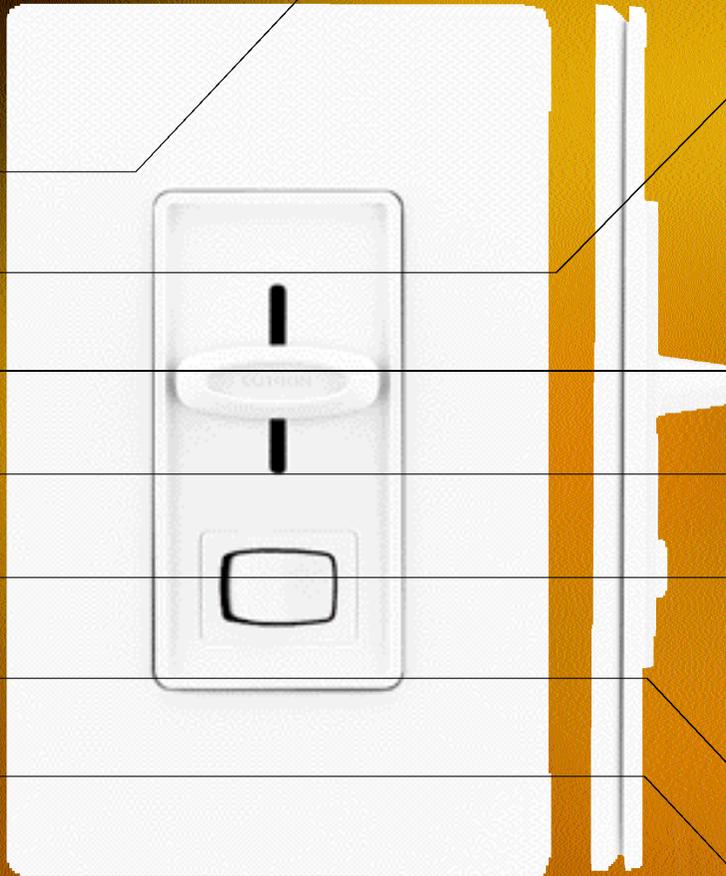
Headings and subheadings \_\_\_\_\_  
11/12 point bold

Bullet Lists \_\_\_\_\_  
11/12 point light or regular condensed

Details / Parenthetical References \_\_\_\_\_  
11-point bold or regular

Captions (level 1) \_\_\_\_\_  
11/11.6 point light or condensed regular

Company Identification \_\_\_\_\_  
13-point at cap height



Skylark Preset Dimmer shown at actual size:  
2.94" w (75 mm) x 4.69" h (119 mm) x 0.30" d (7.6 mm)

### Skylark Features

- A full family of products for most lighting sources
- Uses standard single-pole and 3-way wiring for easy installation and retrofit
- Optional night light models available as well as dual slide models for control of two lights or fan and light

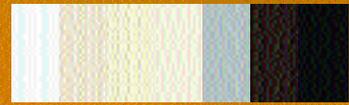


Smooth slide action to select light level



Switch lights on/off to selected light level

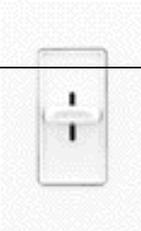
### Designer Gloss Portfolio Color Palette<sup>1</sup> pg. B.13



WH IV AL LA GR BW BL  
Gloss finishes

<sup>1</sup> Printed colors may not match actual product colors.

### Skylark Controls and Matching Claro® Accessories



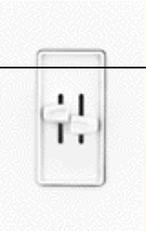
Slide-to-Off Dimmer pg. B.65  
Fan-Speed Control pg. B.68



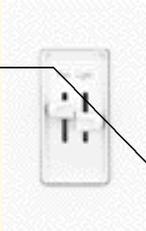
Preset Dimmer pg. B.65  
Fan-Speed Control pg. B.68



Preset Dimmer with Night Light pg. B.66



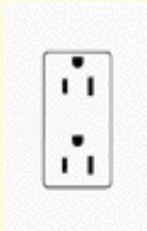
Dual Slide-to-Off Dimmer pg. B.66



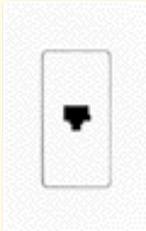
Dual Slide-to-Off Light & Fan Control pg. B.68



Switch—Single-pole, 3-way, 4-way pg. B.69



Receptacle pg. B.69



Phone Jack pg. B.69



Cable TV Jack pg. B.69

### What's Included



Control

### Specification Features

- Power-failure memory
- RFI suppression
- Accessible air-gap switch
- Electrostatic discharge tested

Claro Wallplates (purchase separately) pg. B.69



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# Color Usage

# Color Usage

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## Logotype and Starburst

Color plays an important role in the image and identity of **Lutron®** and **Lutron** products. The colors below represent ink colors and can be applied to all printed communications. Every effort should be made to simulate these colors in screen-based applications (e.g., web). Use only darker ink colors for text (body copy).

### Regular Ink Colors

#### Blue

Pantone Process Blue (do not confuse Process Blue with the Process Cyan used by ink-jet color printers)  
Process Blue CMYK equivalent is 100/9/0/6

#### Black

Pantone Black  
Black CMYK equivalent is 0/0/0/100

#### Gray

25% screen tint of Pantone Black  
Gray CMYK equivalent is 0/0/0/25



*One-color usage:  
starburst and  
logotype in Black*



*One-color usage:  
starburst and  
logotype in  
Process Blue*



*Two-color usage:  
starburst prints in  
Process Blue and  
logotype in Black*



*Reversed-out  
logotype is acceptable*

## Color Usage

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### Unacceptable Use of Color

Some applications of color are not acceptable. These versions are inconsistent with the standards that are established in this manual and subvert the equity of the **Lutron®** brand. Several unacceptable examples follow:



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# Product Logotypes

# Product Logotypes

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## Trademarks and Logotypes and Their Use in Text

The unique character of **Lutron**® lighting products is expressed by the use of individual logotypes. Through their consistent and repetitive use as a signature device, these logotypes become typographic icons which identify specific products for customers.

These logotypes may be used in advertising, marketing, sales literature, business material, and package design.

These logotypes should never be altered, distorted, or redrawn. They may be acquired in a downloadable electronic format on a CD-ROM from the marketing/communications department.

When embedding a product name within a body of text, the product name should follow the rules for trademarking. The product name may be shown in upper case, bold face, quotation marks, or italics.

Companies use their trademarks to identify the goods or services of their corporation. Trademarks are words, symbols, logos, or designs.

Trademarks must be protected and used properly or their legal standing may be lost. Rules for the use of trademarks in text are given as follows:

1. Trademarks are proper adjectives and should be followed by generic terms. Use uppercase, bold face, quotation marks, or italics to denote the trademarked term in text.

**Examples:**

LUTRON lighting controls

**Maestro** smart remote

“Ariadni” dimmers

*Sivoia* shading systems

2. Trademarks are not used in the possessive form.

**Example:**

Correct: the *Maestro* tap switch

Incorrect: *Maestro's* tap switch

3. Trademarks should not be pluralized. Since they are adjectives, they should not be used in the plural form.

**Example:**

Correct: install two *Grafik Eye* controls

Incorrect: install two *Grafik Eyes*

4. Logotypes should not be embedded in text (body copy). e.g.:

**Example:**

Describing product attributes, as in the case of *Ariadni* by embedding a logotype is **not recommended**.



## Product Logotypes

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---

**2Link**™

---

*Ariadni*®

---

**ATHENA**™

---

**Attaché**®

---

**Centurion**®

## Product Logotypes

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---

ChronOs™

---

claro®

---

Credenza®

---

**∴ Digital  
microWATT™**

---

**DIM-N-GLO™**

## Product Logotypes

---

DIVA®

---

*dimming by*  
**LUTRON**®

---

DIVA **Duo**™

---

Eco-10™

---

*faedra*™

## Product Logotypes

---

---

**FANDIAL**™

---

Fassada™

---

**GlyDER**®

---

**GRAFIK 6000**™

---

GRAFIK Eye.  
**LIAISON**™  
LIGHTING CONTROL SOFTWARE

## Product Logotypes

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---

GRAFIK Eye.  
**LIAISON**<sup>TM</sup>  
LIGHTING CONTROL SOFTWARE

---

GRAFIK Eye<sup>®</sup>

---

GRAFIK  
integrale<sup>TM</sup>

---

GRAFIK integrale<sup>TM</sup>

---

GRAFIKmasterRF<sup>TM</sup>

## Product Logotypes

---

---

GRAFIK  
masterRF™

---

GRAFIK RA™

---

**Hi-lume®**

---

**Hi-POWER 2•4•6®**

---

HOME SERVE™™

# Product Logotypes

---



# Product Logotypes

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---

**LUTRON®**  
Coopersburg PA 18036 USA



---

**MAESTRO®**

## Product Logotypes

---

---

**MAESTRO DUO**™

---

micro**OS**™

---

micro**PS**™

---

micro**WATT**®

---

**NOVA**®

## Product Logotypes

---

NOVA T★<sup>®</sup>

---

PERSONNA<sup>®</sup>

---

**QOTO**<sup>™</sup>

---

RadioRA<sup>®</sup>

---

RadioRA<sup>®</sup>



Product Logotypes

---

*Radio***Touch**™

---

**Rotary**

---

RTISS™  
EQUIPPED

---

SATIN  
COLORS™

---

**seeTouch**™

---

## Product Logotypes

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---

*Serena*™

---

*Sivoia*™

---

Sivoia QED™

---

**SKYLARK**®

---

**Softswitch**™

# Product Logotypes

---



## Product Logotypes

---

**telume**®

---

TOGGLER®

---

**Tu-Wire**®

---



# Product Logotypes

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# Stationery

# Stationery

---

## Samples

The following pages are samples of stationery which include measurements and size requirements.

## Business Card

### Sample of all departments, including sales people based at CB

Cards print 2 colors—PMS 430 (gray) and process blue raised ink (Thermography) on Gilclear 40# white stock. Size is 3.50" W X 2.00" H.

7-point Eurostile. All CAPS (except web address)

6.75-point Eurostile, all CAPS

6-point Eurostile. All CAPS (except e-mail address)

7-point Eurostile, all CAPS

Process blue raised ink

6-point Eurostile, all CAPS

7200 SUTER ROAD  
COOPERSBURG, PA 18036-1299  
U.S.A.  
www.lutron.com

610.282.3800  
TECH HOTLINE:  
1.800.523.9466

**LUTRON**  
ELECTRONICS CO., INC.

WAYNE D. ECKMAN  
MARKETING COMMUNICATIONS MANAGER  
E-MAIL weckman@lutron.com

610.282.6641  
FAX 610.282.6437

### Sample of remote based outside sales and field service departments

Cards print 2 colors—PMS 430 (gray) and process blue raised ink (Thermography) on Gilclear 40# white stock. Size is 3.50" W X 2.00" H.

7-point Eurostile. All CAPS (except web address)

6.75-point Eurostile, all CAPS

6-point. Eurostile. All CAPS (except e-mail address)

7-point Eurostile, all CAPS

Process blue raised ink

6-point Eurostile, all CAPS

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COOPERSBURG, PA 18036-1299  
U.S.A.  
www.lutron.com

610.282.3800  
TECH HOTLINE:  
1.800.523.9466

**LUTRON**  
ELECTRONICS CO., INC.

LEE ODESS  
SENIOR SALES REPRESENTATIVE  
RESIDENTIAL SYSTEMS & PRODUCTS  
E-MAIL lodess@lutron.com

2211 42ND STREET, APT. 102  
WASHINGTON, DC 20007  
202.342.5464  
FAX 202.342.5864  
CELL 703.801.4621

### Sample of Executive business card

Card prints 1 color—black raised ink (Thermography) on Gilclear 40# white stock. Size is 3.50" W X 2.00" H.

8-point Cochin, large and small caps

8-point Cochin, small caps (except web address)

11-point Cochin, large and small caps

8-point Cochin, small caps e-mail address small and large caps

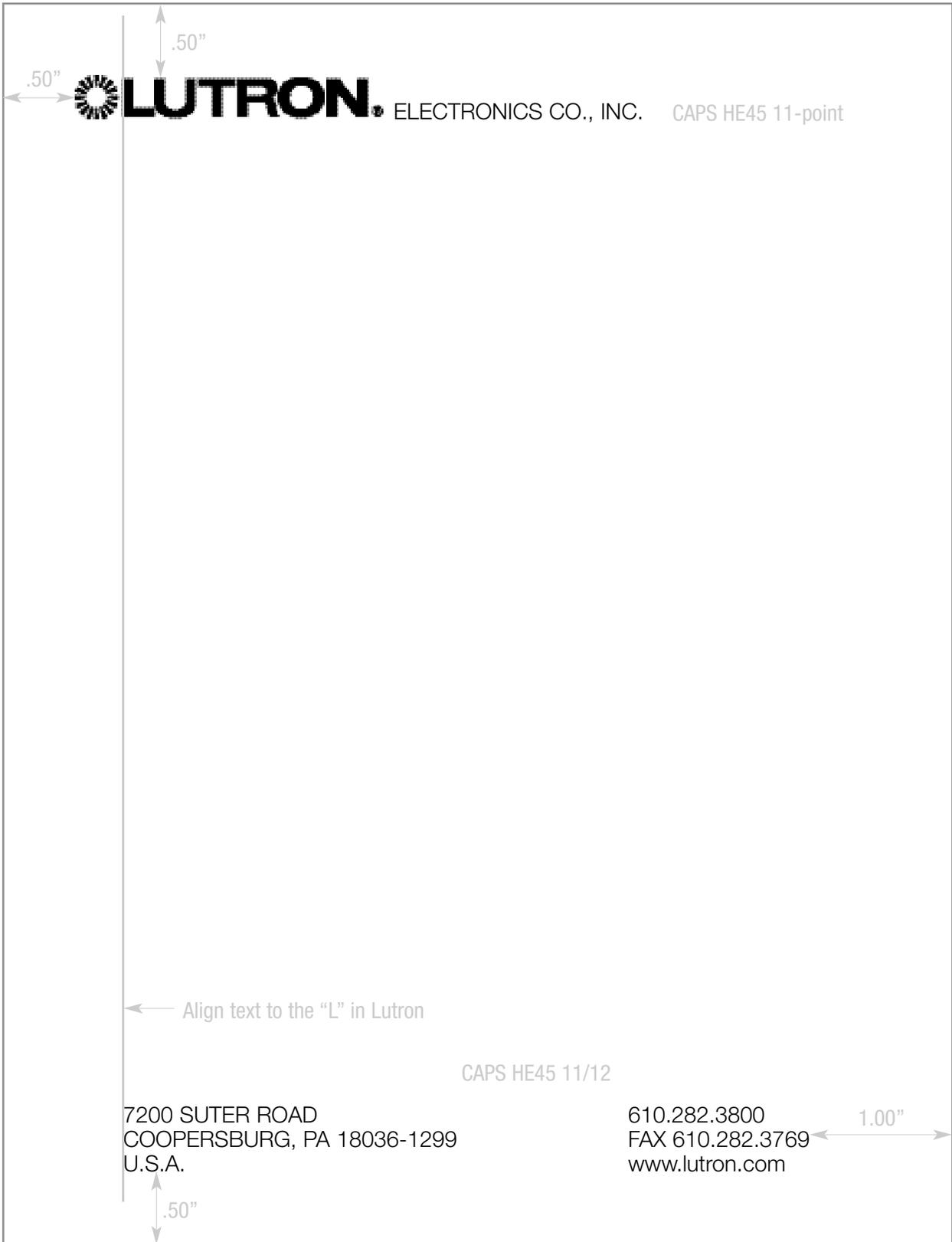
MICHAEL W. PESSINA  
EXECUTIVE VICE PRESIDENT AND  
CHIEF OPERATING OFFICER

LUTRON ELECTRONICS CO. INC.  
COOPERSBURG, PA 18036  
U.S.A.  
www.lutron.com

610.282.6557  
FAX 610.282.6356  
E-MAIL mwpeessina@lutron.com



Sample of standard 8.50" x 11.00" stationery  
Shown at 78% of actual size



Sample of standard executive 6.50" x 8.50" note  
Shown at actual size

**LUTRON.** ELECTRONICS CO., INC. CAPS HE45 11-point  
JOHN E. LONGENDERFER, PRESIDENT CAPS HE45 11-point

← .50" (width of logo)  
↑ .50" (height of logo)

← Align text to the "L" in Lutron

← Align text to the "L" in Lutron

7200 SUTER ROAD  
COOPERSBURG, PA 18036-1299  
U.S.A.

CAPS HE45 11/12

610.282.3800  
FAX 610.282.3769  
www.lutron.com

← 1.00" (width of contact info)

↑ .50" (height of address)

Sample of executive 8.50" x 11.00" stationery  
Shown at 78% of actual size



Sample of #10 envelope



Sample of executive #10 envelope

---

# Abbreviations

# Abbreviations

## Abbreviations and Uses of Letter Symbols for Units

Abbreviations should be used in the following manner.

- *There should never be a line break between the number and the abbreviation.*

**Example:**

Correct: That circuit breaker draws 15 A when in operation.

Incorrect: That circuit breaker draws 15  
A when in operation.

- There is always a space between the number and the unit.

**Example:**

15 A or 15 Ampere

- Units are used as nouns or adjectives. Nouns may be plural, adjectives are not.

**Example:**

The meter read 15 Amperes. – Noun

That is a 15 Ampere circuit breaker. – Adjective

- The usage of upper case and lower case, shown below, must be carefully followed.

**Example:**

120 Vac – not 120 VAC

- Foot and inch symbols ', ' should not be used because different software interprets symbols differently. In certain situations, it is necessary to use ', ' (stroke marks).

**Example:**

6" w not, 6 in w

Examples\* are shown below utilizing the abbreviation and the full name.

\*Source: *IEEE STD. 280-1985*

alternating current	ac
American wire gauge	AWG
ampere	A
ampere • hour	Ah
ampere turn	A
amplitude modulation	AM
audio frequency	AF
automatic frequency control	AFC
automatic gain control	AGC
automatic volume control	AVC
average	avg
baud	Bd
bit	b
candela	cd
candela per square foot	cd/ft <sup>2</sup>

# Abbreviations

---

## Abbreviations and Uses of Letter Symbols for Units

candela per square meter	cd/m <sup>2</sup>
centimeter	cm
circular mil	cmil
continuous wave	CW
coulomb	C
cubic centimeter	cm <sup>3</sup>
decibel	dB
degree Celsius	°C
degree Fahrenheit	°F
degree (plane angle)	...°
degree Rankine	°R
degree (temperature interval or difference)	deg
diameter	diam
direct current	dc
electromagnetic compatibility	EMC
electromagnetic unit	EMU
electromotive force	EMF
electronvolt	eV
extra-high voltage	EHV
extremely high frequency	EHF
extremely low frequency	ELF
farad	F
field-effect transistor	FET
foot	ft
frequency modulation	FM
gauss	G
gigahertz	GHz
gram	g
henry	H
hertz	Hz
high voltage	HV
hour	h
inch	in
inductance-capacitance	LC
infrared	IR
inside diameter	ID
intermediate frequency	IF
joule	J
joule per degree	J/deg
kelvin	K
kilogram	kg
kilohertz	kHz
kiloohm	k
kilojoule	kJ

# Abbreviations

---

## Abbreviations and Uses of Letter Symbols for Units

kilometer	km
kilometer per hour	km/h
kilovar	kvar
kilovolt	kV
kilovoltampere	kVA
kilowatt	kW
kilowatthour	kWh
lambert	L
liter	L
logarithm	log
logarithm, natural	ln
low frequency	LF
lumen	lm
lumen per square foot	lm/ft <sup>2</sup>
lumen per square meter	lm/m <sup>2</sup>
lumen per watt	lm/W
lumen second	lm·s
lux	lx
magnetohydrodynamics	MHD
magnetomotive force	MMF
medium frequency	MF
megahertz	MHz
megavolt	MV
megawatt	MW
megohm	M
metal-oxide semiconductor	MOS
meter	m
meter-kilogram-second	MKS
microampere	μA
microfarad	μF
microgram	μg
microhenry	μH
micrometer	μm
micromho	μ <sup>-1</sup>
microsecond	μs
microwatt	μW
milliampere	mA
milligram	mg
millihenry	mH
milliliter	mL
millimeter	mm
millisecond	ms
millivolt	mV
milliwatt	mW
minute (time)	min

# Abbreviations

---

## Abbreviations and Uses of Letter Symbols for Units

nanofarad	nF
nanometer	nm
nanosecond	ns
nanowatt	nW
newton	N
newton meter	N·m
newton per square meter	N/m <sup>2</sup>
ohm	
ounce (avoirdupois)	oz
phase modulation	PM
picoampere	pA
picofarad	pF
picosecond	ps
picowatt	pW
pound	lb
power factor	PF
radian	rad
radio frequency	RF
radio-frequency interference	RFI
resistance-capacitance	RC
resistance-inductance- capacitance	RLC
revolution per minute	r/min
revolution per second	r/s
root-mean-square	rms
second (time)	s
short wave	SW
signal-to-noise ratio	SNR
silicon controlled rectifier	SCR
square foot	ft <sup>2</sup>
square inch	in <sup>2</sup>
square meter	m <sup>2</sup>
square yard	yd <sup>2</sup>
standing-wave ratio	SWR
television interference	TVI
tesla	T
thousand circular mils	kcmil
var	var
very high frequency	VHF
volt	V
voltampere	VA
watt	W
watthour	Wh
watt per steradian	W/sr
watt per steradian square meter	W/(sr·m <sup>2</sup> )



[www.lutron.com](http://www.lutron.com)  
[www.lutron.com/corporateid](http://www.lutron.com/corporateid)

Lutron Electronics Co., Inc.  
7200 Suter Road  
Coopersburg, PA 18036-1299

World Headquarters 1.610.282.3800  
Technical Support Center 1.800.523.9466  
Customer Service 1.888.LUTRON1