

Crestron Identity Standards

Dealer Style Guide



Table of Contents

Introduction

- 1.1 Crestron Brand Identity

Crestron Logo

- 2.1 Logo Usage
- 2.2 Clear Space
- 2.3 Minimum Size
- 2.4 Color Variations
- 2.5 Background Control
- 2.6 Incorrect Usage
- 2.7 Secondary Logo Usage – Stacked

Colors and Typefaces

- 3.1 Primary Color Palette
- 3.2 Primary Typeface
- 3.3 Secondary Typeface

Crestron Product and Service Marks

- 4.1 Referencing Crestron Trademarks in Text
- 4.2 Federally Registered Trademarks

Marketing Resources

- 5.1 Locating Logos
- 5.2 Product Photos
- 5.3 Lifestyle/Installation Photos
- 5.4 Ad Archives
- 5.5 Submit your installation story
- 5.6 Helpful Links

Introduction

1.1 Crestron Brand Identity

The purpose of this document is to provide clear guidelines for how Crestron is to be represented around the world. These guidelines help to build a strong, cohesive and consistent visual identity. Your help in conveying our personality, voice and ideas as a single powerful Crestron brand is critical for our public image.

As evidenced by our multitude of national and international offices and intercompany departments, the culture of Crestron celebrates an independent, entrepreneurial spirit and decentralized environment. As such, adhering to consistent design and editorial standards is vital to upholding the Crestron brand.

Every form of official Crestron communication from advertising and sales presentations, to proposals and electronic correspondence reinforces our reputation and builds brand loyalty. Your role in perpetuating the Crestron brand is essential and required.

Crestron Logo

2.1 Logo Usage

The Crestron name and logo is a federally registered trademark. It is the most fundamental part of our brand, representing our entire company, externally and internally. From product packaging and ads to data sheets and presentations, it functions as a personal sign-off on the ideas we're presenting and sharing.

The logo consists of two elements that work together as a whole:

The Swirl

The Swirl is the defining feature of our logo. It places Crestron at the center of innovation, with ripples of ideas emanating outwards.

Wordmark

The relationship between the logo elements is pre-determined and fixed. Do not, under any circumstances, alter the proportions or placement of any of the signature elements independently.

Registration Mark

To protect our name and logo, the official registration mark ®, must always appear with the logo. It should always appear at the lower portion of the word mark after the letter "N".

The Swirl

Wordmark



Crestron Logo

2.2 Clear Space

Clear space is the area surrounding the logo that must be kept free of other graphic elements. The minimum required clear space is defined by the measurement “X”, as shown. This measurement is equal to the height of the letters in our wordmark.



2.3 Minimum Size

We have established various minimum sizes for our logo to help it stand out as much as possible. While the minimum sizes shown here should accommodate most applications and reproduction techniques, make sure that our logo is never smaller than what can be clearly executed. Applications such as the Web, signage or merchandise may require larger sizes.



Crestron Logo

2.4 Color Variations

Logo Color Options

You have three basic options from which to choose: “Crestron” blue version, all-black version or the reversed version, in which the entire logo is shown in white against a dark background.

Crestron Blue

This is the primary identification color for the company:
CMYK Reference: C 100%, M 50%, Y 0%, K 40%
PANTONE Solid: PMS 541 C
PANTONE Process: 210-1 C
RGB: R 0, G 74, B 128

Color Treatment

The preferred color treatment for any type of signage is always Crestron Blue. For individual or channel letters, the faces should be Crestron Blue. Alternatively, when restrictions or background colors require another color, black or white letters are allowed provided there is sufficient contrast with the background. If a dark or black background is used, only the white letters should be used.

Color Control

For PMS® spot colors, please use the current version of the “PANTONE® formula guide coated/uncoated” for color specification, matching and control.

For CMYK colors, please use the current version of the “PANTONE® solid to process chips” for color specification, matching and control.

The colors as shown in this manual are not intended to match the PANTONE standards. PANTONE® and PMS® are registered trademarks of Pantone, Inc.



Crestron Blue



One-color positive



One-color negative

Crestron Logo

2.5 Background Control

Although it is always preferable to place the logo on a black or white background, there are times when it will need to appear over a color. In these cases, make sure that the logo elements are as visible as possible.

The examples to the right show which logos to use over various colors to enhance visibility. Note that although the black logo may be visible on many mid-range backgrounds, it is preferred that white be used in those cases.



Crestron Logo

2.6 Incorrect Usage



Do not use non-approved colors



Do not use multiple shades



Do not use the wordmark alone



Do not resize the signature elements



Do not attach a tag line to the logo



Do not stack the signature elements*



Do not condense or stretch logo proportions.



Do not re-create the logo with another typeface



Never alter the vertical or horizontal orientation

* Some exceptions may apply, please contact Crestron Marketing for pre-approval

Crestron Logo

2.7 Secondary Logo Usage – Stacked

Pre-approval is always needed for this logo usage. The primary logo should always be considered first for all applications and all mediums. Should circumstances arise where there is restricted horizontal spacing, we have developed an alternative “stacked” version of the Crestron logo.

For pre-approval and access to the digital files, please contact the Marketing Department at marketing@crestron.com

Note: The stacked signatures are never to appear on collateral, packaging or advertising.



Colors and Typefaces

3.1 Primary Palette

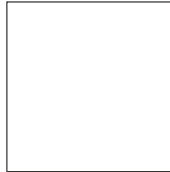
Our primary colors are strong and straightforward. They represent the Crestron brand at its most basic level-our logo. In fact, these are the only colors that may be used to reproduce our logo.



Crestron Blue



Black



White

Crestron Color	PANTONE® Solid Equivalent	PANTONE® Process Equivalent	CMYK	RGB
 Crestron Blue	PANTONE 541C	PANTONE 210-C	C100 M50 Y0 K40	R0 G74 B128

The colors as shown in this manual are not intended to match the PANTONE standards. PANTONE® and PMS® are registered trademarks of Pantone, Inc.

Colors and Typefaces

3.2 Primary Typeface

Helvetica Neue is our primary typeface. This easy to read, sans serif type style helps us communicate ideas in a strong, simple manner. It is a highly legible typeface that is available in roman and italic, as well as several weights, allowing for maximum flexibility. Please refrain from using other versions of the font.

Helvetica Neue is primarily used for printed materials while internal documents such as those created in Microsoft® Office applications, more commonly use Arial and Times New Roman. Please refer to the following page.

Contact the marketing department at marketing@crestron.com to learn about obtaining this typeface.

Helvetica Neue

Condensed

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz 1234567890”:!@#%\$&*?

Light Condensed

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz 1234567890”:!@#%\$&*?

Medium Condensed

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz 1234567890”:!@#%\$&*?

Bold Condensed

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz 1234567890”:!@#%\$&*?

Extended

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz 1234567890”:!@#%\$&*?

Light Extended

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz 1234567890”:!@#%\$&*?

Medium Extended

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz 1234567890”:!@#%\$&*?

Bold Extended

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz 1234567890”:!@#%\$&*?

Colors and Typefaces

3.3 Alternate Typefaces

Our alternate typefaces are Arial and Times New Roman and are strictly for internal use. Arial references the clean look of our primary typeface and should be used whenever possible within Microsoft Office applications such as Word, PowerPoint, Excel, etc. Times New Roman is an easy-to-read typeface that can be used for body copy in letters, memos and faxes.

Times New Roman

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890”:!@#%\$&*?

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890”:!@#%\$&*?*

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890”:!@#%\$&*?**

Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890”:!@#%\$&*?***

Arial

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890”:!@#%\$&*?

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890”:!@#%\$&*?*

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890”:!@#%\$&*?**

Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890”:!@#%\$&*?***

Crestron Product and Service Marks

4.1 Referencing Crestron Trademarks in Text

Proper use of Crestron product names and trademarks is important. Guidelines for referring to federally registered trademarks, product names and services are provided here.

A more detailed list that include pending trademarks is available online at www.crestron.com/trademarks.asp

When referencing Crestron products and technology, apply the appropriate trademark symbols ™ or ® in accordance with the list of current Crestron trademarks. The absence of a name or logo in this list does not constitute a waiver of any and all intellectual property rights that Crestron has established in any of its product, feature, or service names or logos.

4.2 Federally Registered Trademarks

A downloadable guide with more information including proper trademark usage of other companies' products and technologies relating to our products and product descriptions is posted on the Crestron website.

To view the most current pending trademark registration list, visit: www.crestron.com/trademarks.asp

Marketing Resources

5.1 Locating Logos

Current and active high resolution logos are available on the Crestron website. Crestron employees, authorized dealers, partners and members of the press are permitted to be reproduce Crestron logos without consent.

To retain image quality, do not scale product images up to a larger size. Logos in EPS format, however, are fully scalable. If you need an image in a larger size than it is presented, please fill out a photo request form. To minimize download time, all images have been compressed into ZIP format.

To find hi-res logos go to:
www.crestron.com/logos

5.2 Product Photos

High quality photos of all our products are located on our website and searchable by part number. In addition you will find a small selection of product grouping and software screen shots. Photos are available in both BMP and EPS format in 300 DPI resolution which is suitable for high-resolution printing. Be sure to download images from the link. Do not copy and paste from the thumbnail preview. To retain image quality, do not scale product images up to a larger size.

To find hi-res product photos go to:
www.crestron.com/photos

5.3 Lifestyle/Installation Photos

Crestron frequently receives requests for the installation images seen in ads or brochures. These images are restricted by copyright and ownership rights which prohibit Crestron from distributing them.

However, we have added a new Marketing Resources section to our website for Authorized Dealers. There is a Lifestyle Photos section, which contains all the installation photos we currently have available.

For lifestyle photos go to:
www.crestron.com/marketingresources
(You must be logged in as an Authorized Crestron Dealer to access these photos)

Lifestyle images are available for purchase from a variety of online Stock Photo sources. The images can be used over and over again in brochures, ads, banner and graphics as long as you are adhering to their copyright policy. Images typically cost between \$5 for a single low-res download to up to \$600 for a full disk of up to 50 images. Use Photoshop to add Crestron touchpanels into the image.

Search with keywords like: modern home, house interiors, living room, kitchen, coffee table, conference room, meeting, etc. Here's another tip, for the most cost-effective results- always search "Royalty Free" images rather than "Rights Managed". Some good internet sources include:

www.istockphoto.com
www.eyewire.com
www.fotosearch.com

Marketing Resources

5.4 Ad Archives

Crestron posts current advertisements in PDF format on their website. Crestron dealers are invited to browse through this gallery and select Product Advertisements that do not include any third-party photos (for example; no dealer installations or purchased photos) to be used for their own advertising needs.

Advertisements that do not reference or represent a specific project or installation can only be used by a Crestron dealer with prior permission from the Crestron Marketing Department.

The Crestron Marketing department is available to accommodate slight ad resizing needs and the addition of a dealer name and contact info. Changes to copy, images or layout are not permitted.

Dealers are required to check that all information including phone and fax numbers, address, website etc. are accurate. Crestron will not assume any responsibility for any errors or omissions to ads.

**Visit our ad archive at:
www.crestron.com/ads**

Ad Archive

Recent print ads are below. They are arranged in date order, with the most recent ads near the top. Under each thumbnail is a link to download the PDF version for each ad. These PDF files require the Adobe Acrobat® Reader which can be downloaded for free from our [Site Tools](#) page.



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[Download PDF \[4.9M\]](#)



[Download PDF \[3.9M\]](#)



[Download PDF \[1.7M\]](#)



[Download PDF \[2.1M\]](#)
(Commercial)



[Download PDF \[4.1M\]](#)
(Residential)



[Download PDF \[4.1M\]](#)
(Residential)



[Download PDF \[3.4M\]](#)
(Commercial)

Marketing Resources

5.5 Submit your installation story

Browse current Inside Stories

Inside Stories demonstrates Crestron solutions applied in both unusual and familiar settings. The inside stories feature practical summaries, descriptions and photos of real installations.

Some stories are available to read online and some are available as brochures for immediate download in PDF format.

To browse our inside stories go to:
www.crestron.com/insidestories

Submit your installation

Tell us about your amazing installation. Don't be modest. Brag about all the technology, the design, the programming and all the unique details. And remember, a picture is worth a thousand words. Use a professional photographer to capture the elegance, innovation and scope of your installation. You spent so much time and effort on the project; let us see what a magnificent job you did.

To browse our inside stories go to:
www.crestron.com/shareyourstory

Sub Categories

- [Single Family Homes](#)
- [Condos and Apartments](#)
- [Return to main category list](#)


Single Family Homes

Nevada Home
Henderson, NV

For a family living just outside Las Vegas, NV, entertaining is a high priority; parties are hosted for business associates, friends and family every other week. Crestron controls audio, video, lighting, pool/spa effects, sliding roof, security, heating/air conditioning, as well as video, RGB and audio distribution, amplification and surround sound processing throughout this 16,660 square foot home.

Models Included: C2N-DAP8, CNX-PVID8X4, QM-WMC, TPMC-4XG, TPMC-8X, TPS-4L

[Download this story](#) (PDF - 2.38 M)




Marylebone Townhouse Goes DigitalMedia
Westminster, UK

The first DigitalMedia integration in the UK enables seamless and pure HD digital audio and video distribution to eight LCD displays and audio zones throughout this luxurious London townhouse. Whole house touchpanel control is enabled by nine Crestron touchpanels, making this home automation installation a true one-of-a-kind.

Models Included: AAE, CP2E, DM-MD16X16, DM-RMC-100, TPS-6L, TPS-6X

[Download this story](#) (PDF - 464 K)




Winter Garden
London, UK

Crestron home automation technology gives the owners of this opulent English residence touchscreen control of every home system, including the pool floor and garden roof. A brilliant, Crestron-controlled lighting design highlights the marvelous gardens, and is just one piece of the unique system architecture that features many one-of-a-kind surprises.

Models Included: C2N-SPWS300, CHV-RTHS, CHV-TSTAT, CLSI-C6, CNRFGWA-418, CNX-B8, CNX-PVID8X4, PRO2, TPMC-10, TPS-2000L

[Download this story](#) (PDF - 551 K)



Marketing Resources

5.6 Helpful Links

Help with logo usage, colors, typefaces and special requests

marketing@crestron.com

Crestron Product and Service Marks:

Crestron Trademarks

www.crestron.com/trademarks.asp

Marketing Resources:

Hi-Res Logos:

www.crestron.com/logos

Product Photos

www.crestron.com/photos

Lifestyle/Installation Photos

www.crestron.com/marketingresources

(You must be logged in as an Authorized
Crestron Dealer to access these photos)

Stock Photos

www.istockphoto.com

www.eyewire.com

www.fotosearch.com

Ad Archive

www.crestron.com/ads

Inside Stories Library

www.crestron.com/insidestories

Submit your Inside Stories

www.crestron.com/shareyourstory

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