



Logo Guidelines

Crestron Core Identity

Welcome. This guide will help you use the elements of the Crestron core identity in a responsible manner. Consistent use of color, typography and the Crestron logo reinforce the brand as a recognizable entity.

Color



Evocative and emotional.

Typography

Aa Aa Aa

Structured and descriptive.

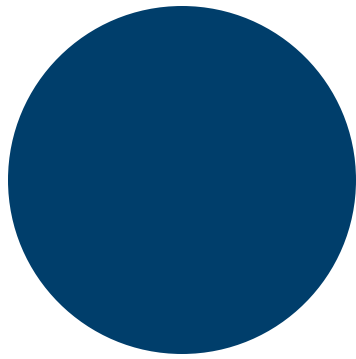
Logo



Emblematic and representative.

Color

Primary colors



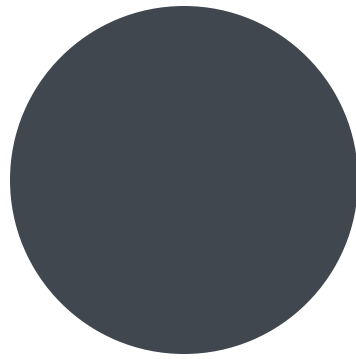
Blue

Pantone 541

CMYK: 100 / 50 / 0 / 40

RGB: 0 / 74 / 128

HEX: #004A80



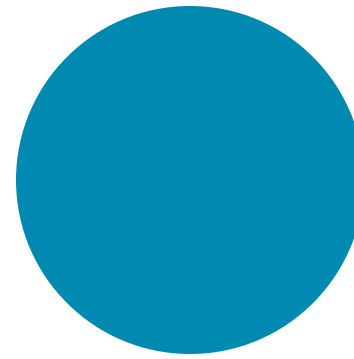
Gray

Pantone 7540

CMYK: 72 / 61 / 53 / 38

RGB: 62 / 72 / 79

HEX: #41484F



Teal

Pantone 7704

CMYK: 100 / 0 / 14 / 29

RGB: 0 / 124 / 160

HEX: #007CA0

Secondary color



Red

Pantone 185

CMYK: 0 / 93 / 79 / 0

RGB: 238 / 55 / 62

HEX: #EF373E

Typography

Mark Pro font

This font can be purchased from FontShop™
<https://www.fontshop.com/families/ff-mark/buy>

Please refrain from using **Condensed** or **Extended** weights of the font.

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 0 1 2 3 4 5 6 7 8 9 0

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 0 1 2 3 4 5 6 7 8 9 0

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 0 1 2 3 4 5 6 7 8 9 0

Example of Mark Pro font in use.

YES.

THE 1GB VS 10GB DEBATE IS OVER.

3XP
PIXEL PERFECT
PROCESSING

NEW DM NVX™ network AV. The only 1Gb solution with Pixel Perfect Processing.

Now flawless video performance is matched with picture perfect images. Pixel Perfect Processing reveals the finest detail in the densest image. Technology so advanced you can't tell the difference between DM NVX and direct source. All over 1Gb.

Make your network picture perfect with a free firmware upgrade for all existing DM NVX units. And check out the brand-new additions to the DM NVX lineup: The new E30 encoder, D30 decoder and the 352 encoder/decoder with Dante® audio networking and AES67—all with Pixel Perfect Processing. **Visit [Crestron.com/NVX](https://www.crestron.com/NVX)**

Any network, any ask, **DM NVX says yes.**

 **CRESTRON**

All brand names, product names, and trademarks are the property of their respective owners. Crestron, E30, D30, 352, and 3XP are trademarks of Crestron. All other trademarks and trade names may be used in this document to refer to other products. Crestron disclaims any proprietary interest in the marks and names of others. Crestron is not responsible for errors, typography or photography. ©2019 Crestron Electronics, Inc.



Logo – Correct Usage

The Crestron logo is the foundation of Crestron's identity.

Correct usage



Maintain clear space around the logo in proportion to the swirl element.



Logo – Incorrect Usage

In order to project reliability, it is important the mark remains consistent and unchanged. Do not alter the logo in any way.

Incorrect usage



Do not alter the proportions of the swirl



Do not alter the color of the swirl



Do not remove the swirl