



# Entertainment Lighting Services Graphic Standards Guidelines

**Entertainment Lighting Services**

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## INTRODUCTION

This is a general set of guidelines delineating the use of the ELS™ brand identity. These guidelines were created to establish a solid identity for ELS™ in the marketplace.

Consistency is the most effective method in maintaining and enhancing a favorable impression of the ELS™ brand. These standards are applied to every piece of internal and external collateral material. This “blanket” application strengthens the ELS™ image and reputation as an industry leader.

This is a work-in-progress. If you have any additions, suggestions, or questions about the material in this manual, or have a unique graphics application not covered herein, please contact the ELS Marketing Manager at 818-769-9800, or write to:

**ELS Marketing Manager**  
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## TRADEMARK GUIDELINES

### Trademarks: Why We Use and Protect Them

Companies like ours build products and provide services, striving to be successful. As we build a good reputation and good will, we build a good name. The trademark process is a legal mechanism which allows us to protect our good name by making it illegal for other companies to “borrow” our good name and mislead customers into thinking that they are acquiring our products.

There are two types of trademarks. The first is the ®, which is granted by the Patent and Trademark Office in the U.S. and other countries after a well-defined application process has been completed. The second is the TM. This is a “common law” mark which we can attach to product names to immediately protect them.

The law says that after we have gone through the registration process for the ®, or chosen to protect a name by affixing ™ to it, we must follow very specific rules for trademark usage to show our respect for the name and to maintain the protection offered by trademark status.

### Trademark Usage

#### As a Logo

When using product trademarks like the ELS™ trademark in a stand-alone fashion as a logo, i.e., for letterheads, signage or on the side of a product, the ™ is always placed at the top right of the logo.



#### In Text

Within text, always write the ELS™ product trademark in all caps. Distinguish a trademark by putting the appropriate ™ after it. The ™ is placed at the top of the company name and stays the same point size as the type.

## LOGO - ACCEPTABLE FORMAT

### Logo / Trademark

Graphic image designed for the purpose of corporate logo and product trademark identification for the ELS™ brand. NOT to be used by dealers, rental associates, distributors, sub-distributors, or representatives.



### Corporate Modifier

Corporate modifier for the ELS™ brand. NOT to be used by dealers, rental associates, distributors, sub-distributors, or representatives.

*If the booth matters, the lighting matters.*

### Signature

Combination of Logo/Trademark with Corporate modifier for the ELS™ brand. NOT to be used by dealers, rental associates, distributors, sub-distributors, or representatives.



*If the booth matters, the lighting matters.*



## APPLICATIONS

### Color

The Signature and Logo should appear in the two specified colors:

- PMS 326 C Teal
- Black



### Black/White

The Signature and Logo can appear as black and white.



### Reversed

The Signature and Logo can appear reversed from black or another color.



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Minimum margin clearances measured using the width of the mono weight character "L".

