TRENDnet Usage and Style Guidelines

Building a brand requires diligent attention to ensure that the image we present to the public is always consistent. These guidelines were prepared to show you how the TRENDnet brand should be used and visually communicated.

The Official Logo

The new TRENDnet Logo is comprised of two unique elements: The TRENDnet Icon and Typography.

Do not attempt to duplicate the logo from stock typefaces or to modify the logo in any way. When reproducing the logo, please use the authorized artwork provided and resize proportionally.

Acceptable Logos

The "TRENDnet Horizontal Logo" is the Official and Preferred TRENDnet logo. However, depending upon the design layout, the following are acceptable logos, the "TRENDnet Vertical Logo," "TRENDnet Icon," and "TRENDnet Typography." The "TRENDnet Icon" may be use only in conjunction with the official TRENDnet Horizontal or Vertical Logo. Please contact the marketing department if you are unsure of which logo is acceptable.

Clear Space

The clear space is the area surrounding the logo. The minimum distance of this space consists of 25% Height/Width of the logo. No written information or other company logos should appear within this space.

The Official TRENDnet Logo (Preferred Logo)

"TRENDnet Horizontal logo"

"TRENDnet Vertical logo"

"TRENDnet Icon"   "TRENDnet Typography"

25%

Size

The height of the logo should never be less than .7" (17.78mm) for print and preferably no less than .25" (6.35mm) for the web. When placing TRENDnet logo in conjunction with another logo, the TRENDnet logo should always appear as the same size or larger; but never smaller than the other logos, especially on any marketing materials (ad, brochure, poster, catalogs, etc) created by TRENDnet.

For PRINT

Height : 0.7" min.

For WEB   Height : 0.25" min.

Logo Colors

Color is an integral part of the TRENDnet logo. It helps to maintain a consistent identity. The logo was created using the following colors:

Acceptable one-color logos

When only one color can be used, use the black and white or the 1C PANTONE blue expression of the logo.

Use of Logo on a colored background

Avoid placing the TRENDnet logo on a patterned background, such as a photograph. The following version is approved for use on a solid background.

The Official TRENDnet Logo (Preferred Logo)

	PMS	CMYK	RGB
	PMS294C	C:100 M:58 Y:0 K:21	R:9 G:53 B:122
	PMS2995C	C:100 M:11 Y:0 K:15	R:29 G:151 B:195
	PMS294C (30%)	C:30 M:17 Y:0 K:6	R:168 G:178 B:206

1C PANTONE logo

	PMS
	PMS294C
	PMS294C (60%)
	PMS294C (30%)

Black and White logo

	BW (grayscale)
	B:100
	B:60
	B:30

Acceptable

Logo Placement

Recommended placement of the logo is in the upper right or lower right corner for print and online advertisements.
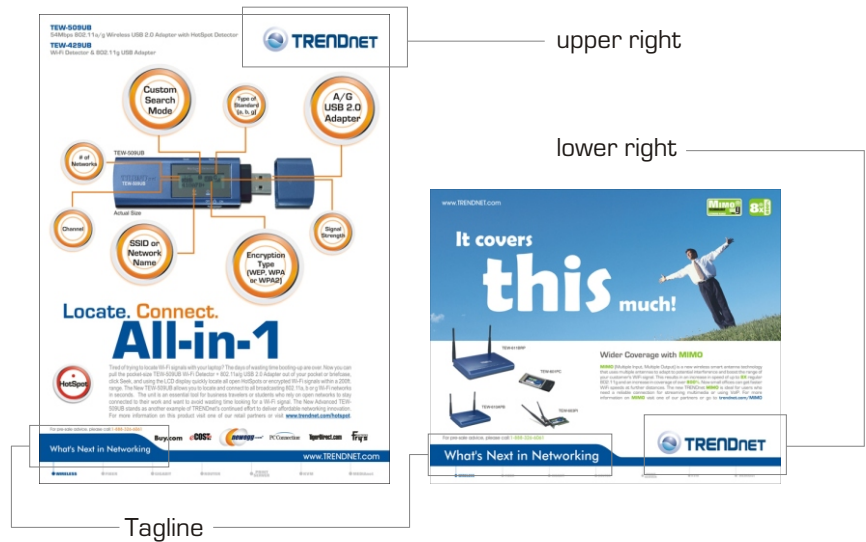
Tagline

The TRENDnet tag line "**What's Next in Networking**" should appear on its own. Separate from the TRENDnet logo. It should never be used together. The size (height) of the tag line should never be larger than the TRENDnet logo.

upper right

lower right

Tagline

Naming Convention

When using the word TRENDnet in writing, it must be spelled with "TREND" in all CAPS followed by "net" in lower case as follows: "TRENDnet." TRENDnet should never be spelled in ALL CAPS or all lower case. The only exception is when referring to the website domain, ie: www.trendnet.com. In this case, TRENDnet should be in lower case.

Official

TRENDnet

TRENDNET   Trendnet

Acceptable for website

www.trendnet.com

Font Style for Ads

The preferred font to use when creating TRENDnet ads is the Eurostile font. All ad copy and heading's text should be in this font type.

Eurostile

AaBbCcDdEeFfGgHhIiJjKkLl

EurostileT

AaBbCcDdEeFfGgHhIiJjKkLl

Eurostile - Black - DTC

AaBbCcDdEeFfGgHhIiJjKkLl