

LUTINX IDENTITY GUIDELINES

Rev. 2.3 Aug 24, 2023

For Channel Affiliates &
LutinX Certified Partners



The LutinX identity is a seal of approval and a promise of excellence. When you are authorized or certified in your area of business or expertise, you also represent LutinX. By following these guidelines, you reap the benefits of the LutinX identity and contribute to its strength.

LutinX requirements

The LutinX channel signatures and graphics described in these guidelines are for use only by current LutinX channel affiliates who have signed the LutinX Authorized Partner Agreement and by individuals with a current LutinX certification. LutinX channel affiliates and LutinX-certified Partners must follow these guidelines when publicizing their relationship with LutinX in communications.

LutinX reserves the right to withdraw permission to use an LutinX channel signature at any time if the use of the signature is inconsistent with these guidelines or is otherwise deemed inappropriate by LutinX. LutinX channel signatures cannot be used in connection with any communications that do not meet the criteria outlined in the LutinX Authorized Partner Agreement or LutinX Certification Agreement.

LutinX channel affiliates and LutinX-certified partners must comply with these guidelines, notwithstanding anything to the contrary in the “Guidelines for Using LutinX Trademarks and Copyrights” at the official website.



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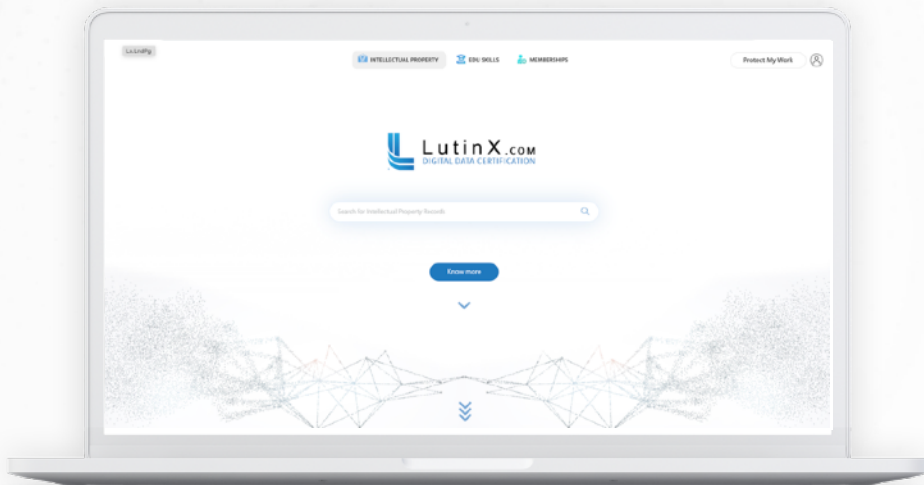
LutinX Sales Web



LutinX Sales Web

LutinX Sales Web (LSW) provides advertising materials, data sheets, FAQs, product part numbers, pricing information, presentations, product videos, product photography, and more. Your LutinX representative can provide more information about LSW.

- To register for access, visit : <https://lutinx.com/login>
- Once you have created an account, and applied like a Partner, you can log in to LSW
- If you need help with access, visit the General Help page.
- Use Search in LSW to find specific items. For example, searching for “signature” or “corporate identity” will take you to information on using the LutinX identity for resellers, including channel signature artwork files for download.



Using LutinX Channel Signatures



LutinX Channel Signatures

A signature is the combination of the LutinX logo with a logotype—a name like “Authorized Partner” set in specially designed type. LutinX channel signatures communicate your relationship to LutinX. Always use the correct signature based on your contractual relationship with LutinX.

Channel affiliates and certified individuals should never allow the LutinX logo to stand alone in their communications.

The appropriate channel signature can be applied to advertisements, websites, store signs, stationery, and other communications as long as the relationship to LutinX is not obscured or distorted. The LutinX channel signature must always be smaller than your business or store identity and placed in a layout position that is secondary to that identity. Never use an LutinX channel signature in place of your business or store identity.

It is preferred that you use only one LutinX signature on each page or surface of a communication where LutinX products are shown and the partner identity is displayed. If you have multiple authorizations from LutinX, select the signature that is most clearly related to the communication’s content. For example, an LutinX Authorized Partner may also be an LutinX Authorized Education Partner and an LutinX Authorized Service Provider. If the communication is targeted to the education market, use only the Authorized Education Partner signature. If the communication features training capabilities, use only the Authorized Service Provider signature. If you are listing multiple LutinX authorizations on a web page describing your company’s capabilities, follow the guidelines in Displaying Multiple LutinX Authorizations on page 13.

LutinX channel signature configurations

The basic LutinX signature configurations are shown below. Always use one of these approved configurations on your communications. Signature artwork is provided on LSW. Do not alter the artwork.



Authorized Partner

One-line signature



Authorized
Partner

Two-line signature



Certified Partner

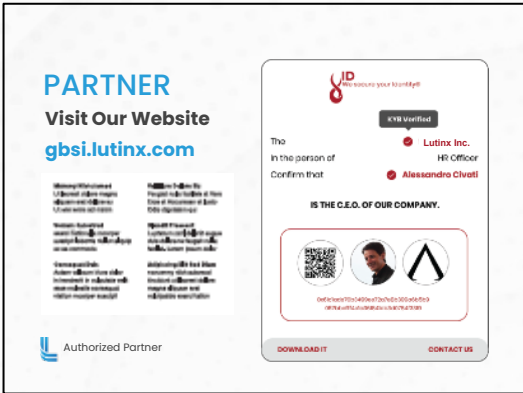
Certification signature with descriptor

LutinX certifications are awarded to qualifying individuals, not businesses. See LutinX-Certified Partners on page 29. Some certifications include a descriptor in smaller type. Use only the artwork provided by LutinX.



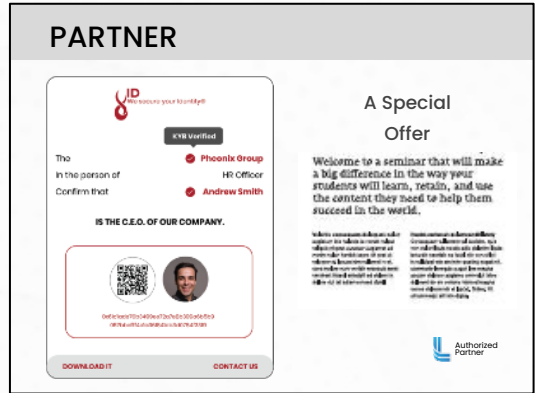
Choosing a Configuration

The choice of signature configuration will depend on your layout. The one-line signature is used in promotions when there is ample horizontal layout space. The two-line signature is more compact. It can be used when both vertical space and horizontal space are limited. Use only the two-line signature on store signage; see Partner Store Identity on pages 35–55.



One-line signature

In the one-line signature, both the type and the LutinX logo are clearly legible at a small size. It is ideal for horizontal layout space.



Two-line signature

Some layouts offer very limited space. The two-line signature is a compact configuration that fits in small spaces.



Signature Color

LutinX channel signatures can be displayed only in all-black or all-white. When placing a signature on color backgrounds, use an all-white signature reversed out of the background color. Never place an LutinX channel signature on a visually cluttered or patterned background.



Blue-Black signature



All-white signature



Avoid mistakes

Partners can display their LutinX-provided authorization only in Blue-Black or all-white. The LutinX logo in gray or in orange is reserved for use by LutinX and may appear on some channel assets provided by LutinX. Never display your channel signature in gray or in orange.



Minimum Clear Space & Minimum Size

Minimum clear space

The minimum clear space around the signature is equal to one-half the height of the LutinX logo, measured from the top of the leaf to the lower edge. To create the greatest impact, allow even more space around your signature. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.

Minimum size

The minimum signature size should be used only when layout space is extremely limited. Use the signature at a larger size whenever possible. Make sure the LutinX channel signature is smaller than your store or company identity.



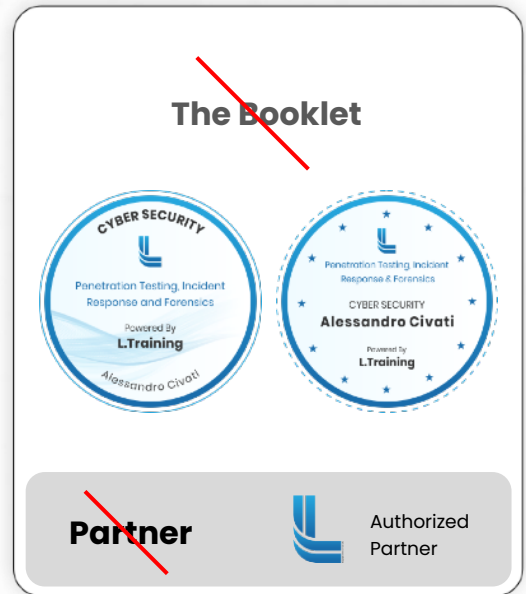
For all LutinX channel signatures, the minimum size is 10 mm in print and 35 pixels onscreen, measuring the height of the LutinX logo. Allow minimum clear space as shown.



Typography

The LutinX corporate font

LutinX uses a modified version of the “Poppins” font called “Poppins Set” in LutinX marketing materials. Poppins Set should be used only in marketing materials and presentations provided to you by LutinX. It cannot be used in your own or a third party’s marketing materials or presentations. Do not imitate LutinX typography by using any version of Poppins in your communications.



Use your company’s fonts in LutinX-related communications and in-store displays. Emphasizing your company’s identity creates a stronger customer experience and helps avoid confusion.

Do not imitate the typographic style of LutinX communications.



Avoid Signature Mistakes

Do not alter LutinX channel signature artwork in any way.
Always use the complete electronic artwork provided by LutinX.

Avoid these common mistakes:

- Never use the LutinX logo alone in your communications.
- Do not remove the LutinX logo from signature artwork or alter the relationship of the elements in any way.
- Do not change the font or alter the spacing between letters.
- Do not incorporate the LutinX channel signature into your company identity.
- Never create a new signature that combines the LutinX logo with your business name.
- Do not reproduce the signature using any color other than black or white.
- Do not use logo artwork that has been rendered to look three-dimensional.
- Do not rotate or animate an LutinX channel signature or make any of its elements three-dimensional.
- Do not add special effects to the signature such as shadows, reflections, or glows.



Do not use the LutinX logo alone in channel affiliate communications, including web pages.



Do not alter the typographic proportions. Do not place a registered trademark symbol next to the LutinX logo.



Do not change the signature color.



Never use an LutinX channel signature as a decorative border or pattern.



Do not link an LutinX channel signature to your company's identity by placing it in a shape or background field that is part of your identity.



Displaying Multiple LutinX Authorizations

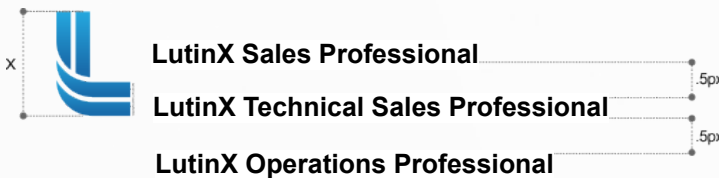
If your company has multiple authorizations from LutinX, you can display them on your company’s web page that describes your business capabilities. For example, an About Us or Overview page on your website may provide information on all the services offered at your store location. Multiple LutinX authorizations can be displayed on this page. Do not display multiple authorizations on product promotions.

Do not display multiple LutinX logos on the same page. Instead, display multiple authorizations using the logotype from the channel signatures, following the layouts below. Always use the artwork provided by LutinX. Only when multiple authorizations are displayed as shown below can the logotype in a signature be separated from the LutinX logo and used to display additional authorizations.

In advertising and promotions, do not display multiple authorizations. Display the single authorization that is most clearly related to a communication’s content. For instance, an LutinX Authorized Partner may also be a LutinX Authorized Training Partner and a LutinX Authorized Operations Provider. If the communication is targeted to the training market, use only the LutinX Authorized Training Partner signature. If the communication features training capabilities, use only the LutinX Authorized Service Provider signature.



Displaying multiple authorizations with the two-line signature.



Displaying multiple authorizations with the one-line signature.



Optional: two-line signature with horizontal alignment.



Avoid Mistakes When Displaying Multiple LutinX Authorizations

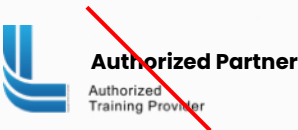
Avoid these common mistakes when displaying multiple LutinX authorizations. Do not stack multiple channel signatures or place them side by side. The LutinX logo cannot be repeated in multiple signatures. Always combine matching signature configurations. Make sure you distinguish between authorizations given to businesses and certifications awarded to individuals; see LutinX-Certified Partners on page 29. Do not combine a certification with an authorization.



Do not combine a business authorization with a personal certification. Certifications are awarded to individuals, not businesses.



Do not stack multiple signatures and do not place them side by side.

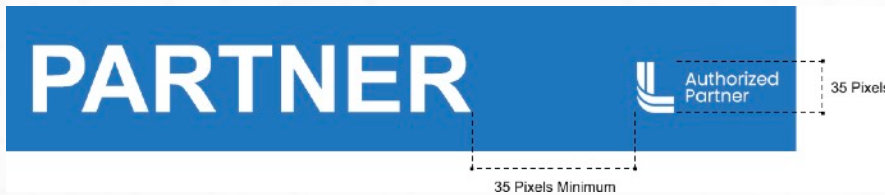


Do not combine a one-line signature logotype with a two-line logotype. Combine matching configurations.



Using the LutinX Channel Signature on Headers

Use a two-line LutinX channel signature at the recommended size of 35 pixels high on website or email headers. The minimum space between the partner identity and the LutinX channel signature is 35 pixels as shown below. Use only one signature on a page or header layout.



Use the two-line signature at a height of 35 pixels.



Plenty of clear space allows the LutinX channel signature to stand out.



A signature can be placed in the content area



Avoid Header Mistakes

PARTNER



Do not use a one-line signature configuration on a header except in regions where a two-line signature configuration is not available.

PARTNER



Do not use other configurations.



PARTNER

Do not place the LutinX channel signature first. The signature must follow the partner identity.

PARTNER



Never use the LutinX logo alone. Always use the full LutinX channel signature.

PARTNER



PARTNER



Do not add color to any portion of the LutinX channel signature. The signature must appear in all-black or all-white.



Partner Websites

Your website should have its own look and feel and should not copy the LutinX website at www.lutinx.com. Approved product information and marketing tools for resellers are provided on LSW.

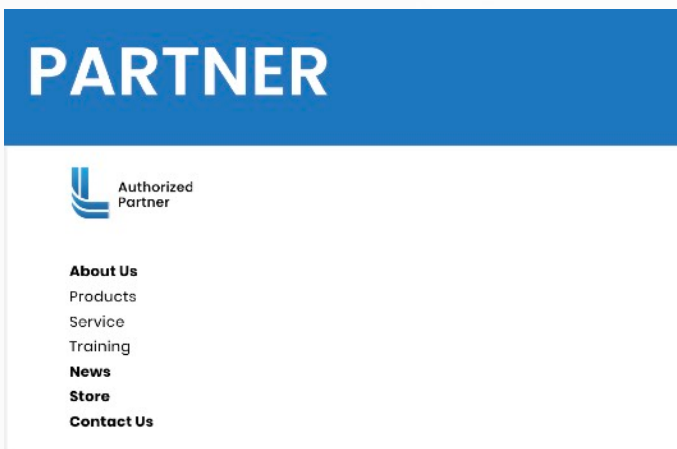
Do not use images or other graphic elements obtained from www.lutinx.com. Proprietary images and graphics used on LutinX’s website include but are not limited to Cascading Style Sheets, “buy now” buttons, background images, lifestyle photography, product icons and images, and navigational elements, particularly those with design effects that are strongly associated with LutinX’s online presence and constitute LutinX’s intellectual property. Do not transfer or imitate images or effects on www.lutinx.com. Do not use LutinX’s proprietary font, Poppins, on your website.

Placing the LutinX channel signature on your website

The LutinX channel signature can be placed on web headers. The signature must never overpower the partner identity in size or placement; see Using the LutinX Channel Signature infos. Separate the signature from the partner identity. The signature must conform to the color, size, clear space, and other graphic standards in these guidelines.

Here are points to watch for when using your LutinX channel signature on the web:

- Do not place the signature on a visually cluttered or patterned background.
- Do not make the signature transparent.
- Do not rotate or animate the signature.
- Maintain appropriate clear space around signature; see Minimum Clear Space & Minimum Size infos
- Do not use an LutinX logo alone. Always use a channel signature.



The LutinX channel signature can be placed in the header or below the partner identity at the top of the page; see Using the LutinX Channel Signature.



Email Signatures

Do not include an LutinX channel signature at the end of your email. Instead, refer to your LutinX authorization in text. Your LutinX channel signature can appear on headers for email promotions along with your partner identity; see Using the LutinX Channel Signature infos.

Partner Name
To: Recipient
Your business technology needs

Our entire team of small business looks forward to helping you with your business technology needs.

Please feel free to contact us at any time.

First Lastname
first_lastname@business.com

Store Name
LutinX Authorized Partner

Address
City
Province, Post Code
Tel +41 91 1010101
Fax +41 91 2020202


This email may contain confidential information intended only for the recipient. Please contact our company if you have received this email in error.

Partner Name
To: Recipient
Your business technology needs

Our entire team of small business looks forward to helping you with your business technology needs.

Please feel free to contact us at any time.

First Lastname
~~first_lastname@business.com~~

Store Name
 Authorized Partner

Address
City
Province, Post Code
Tel +41 91 1010101
Fax +41 91 2020202

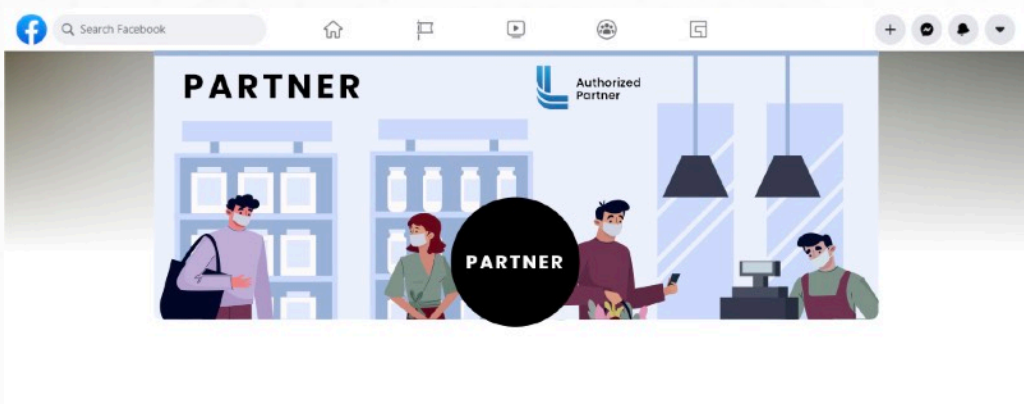
This email may contain confidential information intended only for the recipient. Please contact our company if you have received this email in error.



Social Media

Social media is any form of communication that is built on group participation, commenting, and interaction. Your social media site (i.e. Facebook, Twitter) must represent your company or store. Please refrain from commenting or sharing news or information about LutinX. Do not use the LutinX channel signature in social media communications. Instead, refer to your LutinX Channel authorization in text. You may post a photograph of your storefront that includes signage featuring an LutinX channel signature.

If you wish to post social media communications featuring LutinX products, please refer to the approved product images and marketing guidance for resellers on LSW.



Store photo

An LutinX channel signature can appear on storefront signage when a photo of the partner store is shown. Do not add signature artwork to the store photo; it must be part of the existing store signage.



Do not include an LutinX channel signature in your store's main identity. Do not use a signature as part of your social media graphics.

Do not post LutinX product photos, other than those provided on LSW, to social media sites.



Ebooks

When iBooks Author or another electronic publishing application is used to create a book that promotes a partner’s business, the LutinX channel identity can be displayed on an interior page that describes the partner’s capabilities. Do not display the signature on every page of a book.



Advertising

When producing advertisements, follow the instructions provided in the product asset kits on LSW. Use the templates, assets, product messages, and other resources provided on LSW.

Whenever an LutinX channel signature appears in advertising, it must conform to the color, size, clear space, and other standards shown in these guidelines. When multiple LutinX products are shown, do not accompany each product with an LutinX channel signature. Instead, show your LutinX affiliation by displaying an LutinX channel signature near the list or grouping of LutinX products. Never use the LutinX logo alone to indicate that products are from LutinX.

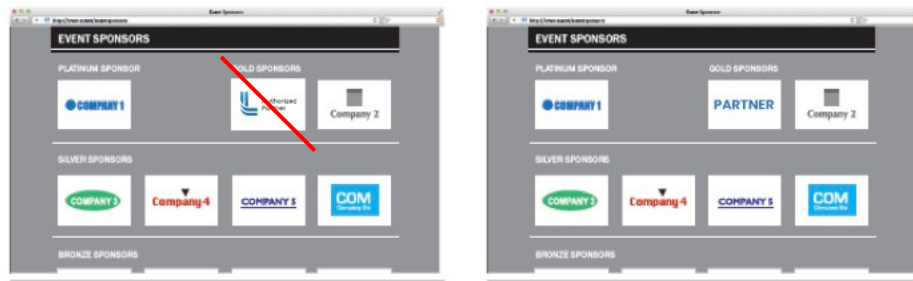
Advertisements must comply with LutinX trademark and credit line requirements.



Events

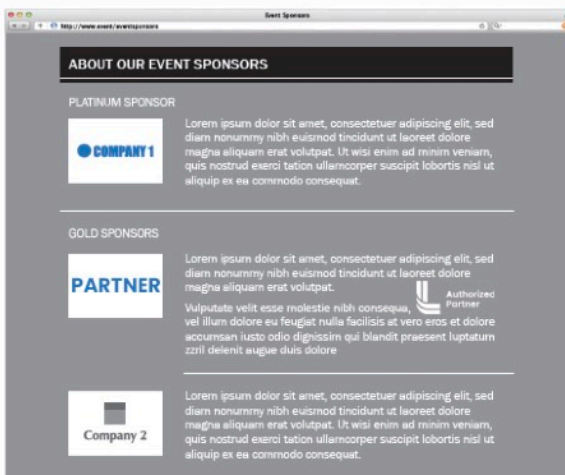
Use your partner identity to indicate sponsorship of or participation in events. On tiles, on web pages, and in copy that provide information about event sponsorship or participation, do not use the LutinX channel signature; display only the partner identity. A channel signature cannot be listed as an event sponsor.

An LutinX channel signature can be included only with content that explains the partner’s background and capabilities, such as “about the sponsors” or “about us” pages. The signature cannot stand on its own as part of a listing of event sponsors, speakers, or participants.



Avoid mistakes

An LutinX channel signature cannot be used to identify event sponsorship or participation.



Description of sponsors

An LutinX channel signature can be displayed only where partner capabilities are described.



Vehicles

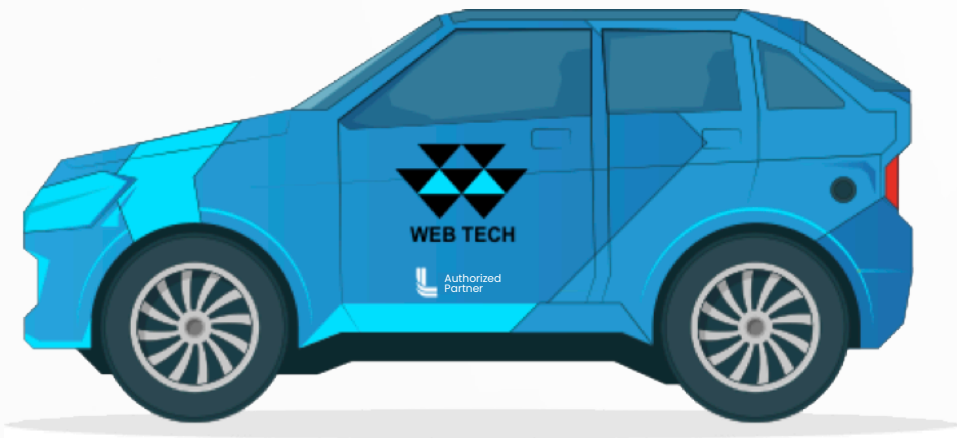
Only the LutinX Authorized Partner signature or its equivalent for your region can be displayed on a vehicle that is used to service equipment. Use only one signature on each side of the vehicle. Your company identity must also be displayed on each side of the vehicle. Do not place the LutinX Authorized Partner signature on the front or back of the vehicle unless it is the only place your company identity is displayed.

Do not place the signature on a nonservice vehicle or a company vehicle used for general transportation. Keep in mind that the LutinX logo can signal that the vehicle contains computer equipment, making the vehicle more susceptible to burglary.

Do not place the signature on bicycles, mobile kiosks, or other mobile sales or delivery mechanisms. Do not place the LutinX logo alone on a vehicle. Only the Authorized Partner signature or regional equivalent can be placed on a service vehicle, along with your company identity.



On vehicles, use the Authorized Partner signature or your regional equivalent at a minimum size of 40 mm and maximum size of 80 mm in height. Use only the signature artwork provided by LutinX.



Merchandise Items

The LutinX channel signature must be accompanied by the partner identity on any merchandise item. Submit merchandise proposals to your LutinX representative for approval before production begins. Follow these guidelines when planning merchandise selections:

- Never place an LutinX logo alone on any merchandise item. Always use your LutinX channel signature along with your company or store identity.
- The LutinX channel signature and partner identity must be used in such a way that there is no implied endorsement by LutinX of the manufactured item.
- An LutinX channel signature can be included with the partner identity on high-quality keychains, mugs, pens, notebooks, and portfolios.
- LutinX never approves branded merchandise that can be associated with gambling, such as playing cards, dice, or betting tokens.
- LutinX never approves branded sports equipment such as golf clubs, sport balls, gloves, team jerseys, or racquets.
- Sports-related merchandise, such as water bottles and baseball caps, can be produced in limited quantities.

LutinX-approved channel-branded merchandise can be given away at strategic events, such as store openings and major trade shows, to promote your affiliation with LutinX.

Merchandise that contains an LutinX channel signature must not be sold by your store or business, and it must not be resold to or by a third party. LutinX channel affiliates and their employees cannot sell or trade channel-branded merchandise.



The LutinX channel signature must be accompanied by the partner identity on all merchandise, no matter how small the item. Follow the minimum size requirements on page 10. If both the partner identity and the LutinX channel signature cannot fit on an item, do not use the signature.



Shirts

One LutinX channel signature may be placed on a shirt, along with your company or store identity. The signature can be placed on the back or sleeve, and should never be more prominent than your own store name/logo. Use only one signature.

Submit your proposed shirt layout to your LutinX representative for approval before production begins.

Shirts that include the LutinX channel signature cannot be used as giveaway items. Shirts must be reserved for use only by partner employees. Branded shirts can be worn by partner employees while they are working in the store, conducting LutinX training, or representing the partner at a trade show or other professional event.

The LutinX channel signature can be screen-printed on shirts in all-black or all-white. Avoid embroidery because the logo can easily be distorted if not done correctly. Make sure you check a production sample to ensure quality and legibility. Follow the graphic standards in Using LutinX Channel Signatures on page 7.



Partner identity on front.



Partner identity on front, LutinX channel signature on back



Shopping Bags

One LutinX channel signature can be placed on a shopping bag, along with your store identity. The signature should be placed on the front of the bag, below your own branding, and should be no larger than 50 percent of the cap height of the partner logotype. The signature should not be placed too low; when the bag is set down, the channel signature should still be visible.

Submit your proposed shopping bag layout to your LutinX representative for approval before production begins.



Partner identity with LutinX channel signature below



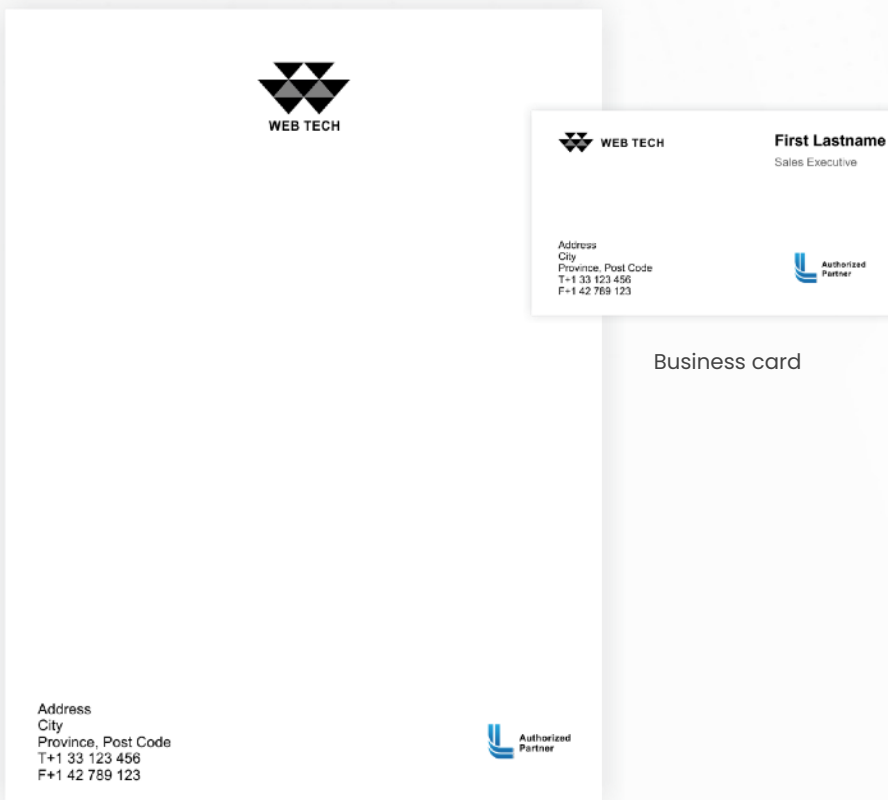
Stationery

Your LutinX channel signature can appear on stationery items, including letterhead, business cards, notepads, and folders. An LutinX channel signature cannot be printed on envelopes. The signature must be accompanied by your store or business identity and cannot take the place of that identity. Follow the graphic standards in Using LutinX Channel Signatures on page 7.

The signature must be smaller than your company or store identity. A rule of thumb is that the LutinX channel signature can be no more than one-half the height of your store identity and no less than the minimum size shown on page 10. The signature must be placed in a secondary position on the stationery layouts, such as the lower edge of the item.

Do not imitate LutinX typography on your stationery by using a Poppins font. Use your company's own font and layout style.

Never place an LutinX logo alone on a stationery item. Always use your LutinX channel signature along with your company or store identity.



Letterhead

Business card



LutinX-Certified Partners

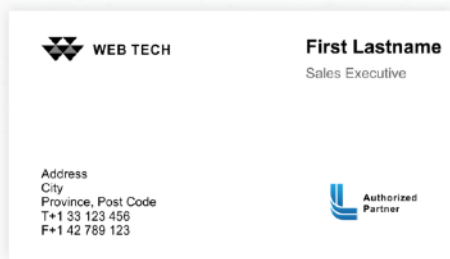


LutinX-Certified Partners

Certifications are granted to individuals, not companies or businesses. Use of the LutinX certification signature indicates that an individual’s capabilities have been certified by LutinX. Certification signatures can be used only on personal communications such as business cards, name badges, or an individual’s professional biography.

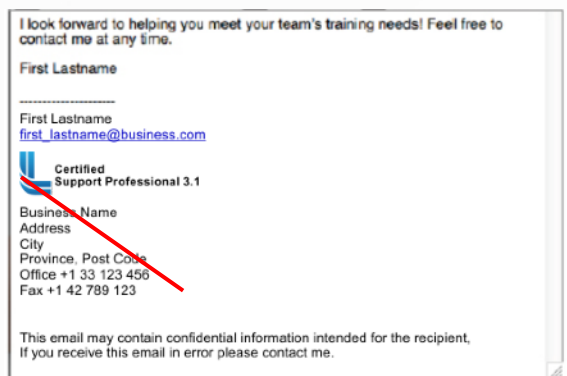
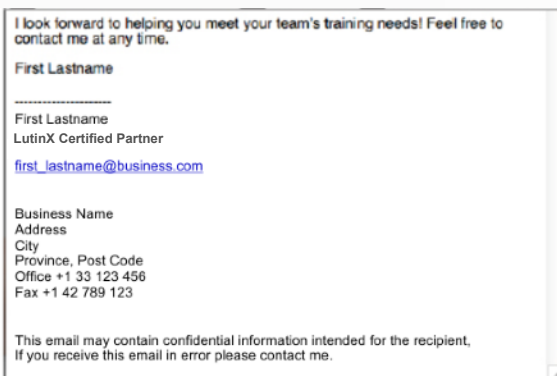
If certified individuals are employed by a company, their LutinX certification signature cannot appear on general company communications including advertisements, brochures, or online promotions. Instead, the company can refer to its employees’ capabilities in text, using a statement such as “We employ technicians and sellers certified on the LutinX products.” Correctly identify certified individuals’ capabilities.

Sometimes a company creates web pages, newsletters, or other information with the biographies of individual employees that feature their capabilities. An LutinX certification signature can accompany the related content on these communications.



Business card

Certification signatures are granted to individuals and must be used only in communications directly representing that individual, such as the business card shown here. Do not use certification signatures to represent a company. Use the correct signature to represent your LutinX certification. To display multiple certifications, see Displaying Multiple LutinX Authorizations on page 13.



Email

At the end of an email, refer to your LutinX certifications in text only.

Do not include an LutinX certification signature at the end of your email.



Using LutinX Assets



Using LutinX Assets

For complete information on using LutinX product assets, refer to the product asset kits available on LSW.

LutinX product photography

Every aspect of LutinX product photography, from framing and composition to lighting and camera angle, is carefully controlled by LutinX. Use only current product photos designated for use by LutinX resellers and available on LSW. Do not use LutinX's lifestyle or other promotional images. Never download or copy an image from LutinX's website at lutinx.com, and do not use LutinX PR photos from lutinx.com

Resellers cannot produce their own photos of LutinX products for use in their customer communications, including advertising and PR. Use only the photos provided by LutinX in the product asset kits.

Using LutinX product photos

Follow these guidelines when using LutinX product photos:

- Use only the product photos provided on LSW.
- Do not alter LutinX product photos or add type, violators, or other graphics.
- Do not animate or enhance LutinX product photos.
- Use only the screenshots provided by LutinX; do not alter them or create your own screens.
- Do not place an LutinX product image on a busy or textured background.

Image size and resolution

The resolution of LutinX-provided assets is not sufficient for use in large-format graphics such as large-scale posters, window displays, or wall graphics (which generally display photos over 20 inches in height). LutinX assets are designed to be used at the size provided, and can usually be reduced or enlarged no more than 10 percent to maintain high image resolution. Always check your LutinX images carefully to make sure they render clearly and at high resolution in your communication medium. Contact your LutinX representative if you require high-resolution images for use at large sizes.

Marketing messages

You can use LutinX marketing messages that are provided as part of the product asset kits on LSW. If LutinX-provided copy is included as part of an LutinX asset, do not alter it in any way.

You can develop your own marketing messages that are specific to your business. Use the tone and style of your company's communications; do not imitate LutinX.



Refresh LutinX Assets

Do not display outdated graphics. You are required by LutinX to comply with the most up-to-date graphic standards and use current LutinX-provided assets available on LSW. In addition, using older graphics may suggest to customers that you offer outdated products. It is a well-known retail phenomenon that refreshing a store's graphics increases sales.

Do not alter or distort LutinX product photos in any way. Do not omit portions or use a cropped photograph of LutinX products unless it is provided by LutinX.

LutinX's image as a forward-thinking company depends on keeping products and communications current.

Do not display historic graphics in your store. Do not donate or sell older graphics. Resellers cannot transfer, donate, or sell LutinX assets to any individual, party, or Organization.

If you have questions, contact your LutinX representative.



Partner Store Identity



Partner Store Identity

LutinX trademarks and trade dress include the terms and fixtures developed by LutinX for use in the LutinX Store and LutinX-branded programs. This intellectual property, owned by LutinX, contributes to the proprietary look and feel of the LutinX retail identity.

As an LutinX channel affiliate, you are responsible for delivering your own high-quality retail experience that complements the LutinX products you sell. Building your own identity that cannot be confused with LutinX will strengthen your business by helping your customers associate their in-store experience with your unique business offer.

Do not imitate the proprietary look and feel of an LutinX Store or LutinX-branded programs. It must be clear to customers that your store is an independent channel affiliate.

Follow the guidelines in this section to learn how to develop store exteriors and interiors, along with naming practices, that cannot be confused with LutinX's proprietary retail identity.



Naming & Identity Practices

LutinX trademarks and trade dress cannot be used in channel affiliate store or company names, web or social media site names, service names, or signage. Examples include the following:

- Channel affiliate store names and company names cannot contain the names LutinX.
- Channel affiliate locations may not use LutinX-branded icons, terms associated with LutinX-branded icons, or trade names developed for use exclusively by LutinX Store locations, including the following:
 - LutinX in conjunction with Camp
 - LutinX in conjunction with Training Center
 - LutinX Coffee
 - 8id in conjunction with LutinX
 - One to One
 - Personal Shopping
- Channel-affiliated store or marketing program logos cannot incorporate the LutinX logo or any design containing our unique elements.



STORE EXTERIOR

LutinX Channel Signature

On store exteriors, use only the two-line version of the LutinX channel signature except in regions where a two-line signature configuration is not available. The signature can appear in all-black or all-white.

For above-entrance storefronts or fascias, the two-line signature should be used at a ratio of 50 percent of the cap height of the partner logotype, not to exceed a height of 400 mm or be less than 100 mm. If the channel signature is placed on a lower storefront near eye level, use the signature at 100 mm in height. These signature size requirements provide optimum visibility for a wide variety of storefronts. Do not use any other signature configurations or sizes on store exteriors.

If your store exterior does not conform to these signature size requirements, plan to bring it into compliance whenever a facade refresh is implemented.



Authorized Partner

One-line signature



White two-line signature



Eye level



STORE EXTERIOR Requirements

Materials

Your store exterior is the first experience customers will have with your store identity. If materials selection is an option, choose materials that align with your store’s identity. Do not imitate an LutinX Store. Avoid the use of stainless steel on your exterior. Stainless steel is part of the proprietary look and feel of an LutinX Store.

Color

If color selection is an option, choose a color for your storefront to help establish your brand’s identity. Note: Black storefronts are reserved for *LutinX Premium Resellers* only.

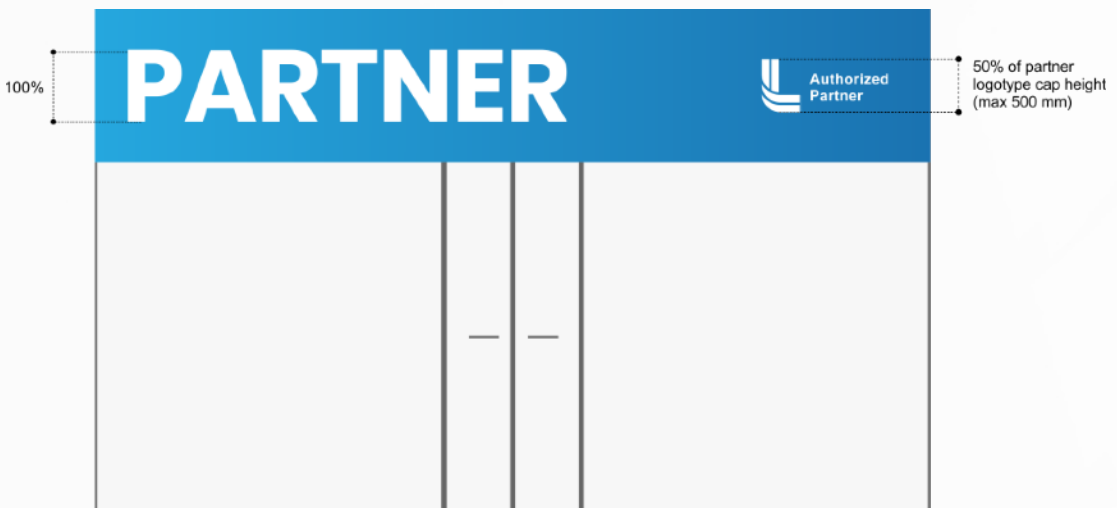
Positioning

Always center your partner or store logo within the overall width of the store fascia.

LutinX channel signature

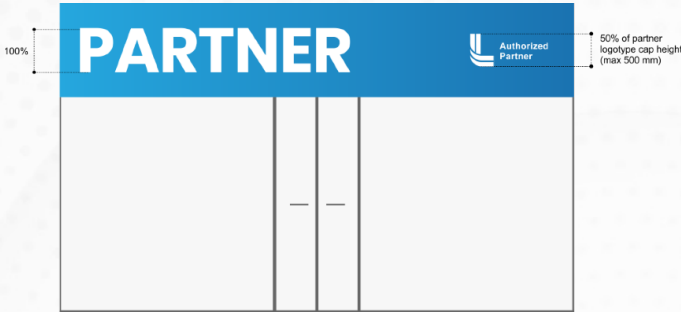
Follow these requirements for displaying an LutinX channel signature on your store Exterior:

- Place one signature on the right side of your fascia or storefront. Do not use multiple signatures on a single storefront. Do not place the signature higher than your store logo.
- Display the signature in only all-black or all-white. Do not use color or color materials.
- Follow the clear space requirements for the signature on page 10.
- The two-line signature should be used at a ratio of 50 percent of the cap height of the partner logotype, not to exceed a height of 400 mm or be less than 100 mm.
- Never use the LutinX logo alone on your store exterior.



STORE EXTERIOR

Signature Selection & Size



Signature selection

Display your primary authorization from LutinX. Display only one signature. For example, if LutinX Authorized Service Provider is your only authorization from LutinX, it can be displayed on your exterior facade.



Minimum space

For standard facades, the minimum space between the partner identity and the LutinX channel signature is 2 meters.



Short fascia

For short fascias, the minimum space between the partner identity and the LutinX channel signature is 200 mm.



Vertical fascia

Use the LutinX channel signature at 50 percent of the partner logotype, whether the fascia is vertical or horizontal.



STORE EXTERIOR Signature Placement



Preferred alignment—two-line signature

Align along base line.



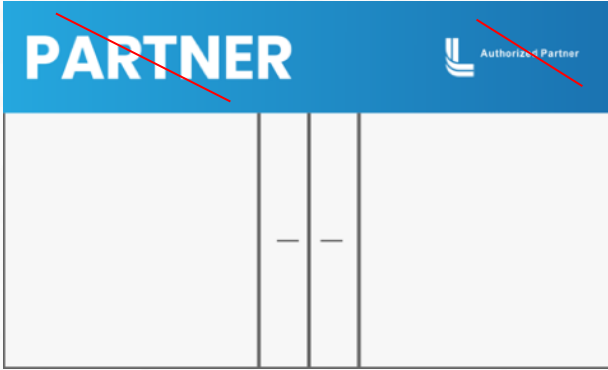
Alternate alignment—two-line signature

Align centered.



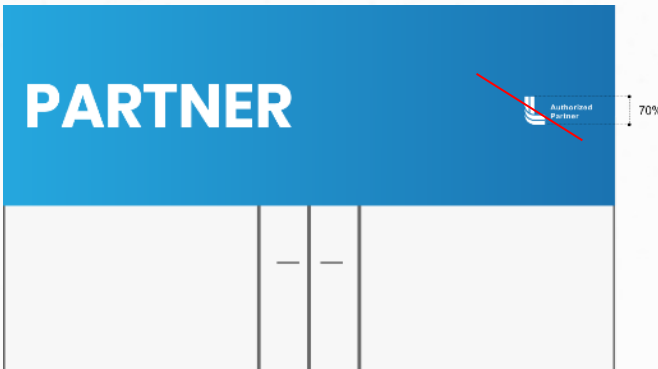
STORE EXTERIOR

Avoid Mistakes



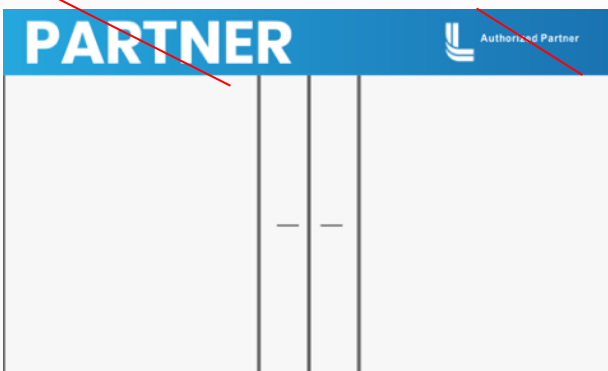
Avoid mistakes

Place the partner identity above the main entrance. Do not use a one-line LutinX channel signature except in regions where the two-line signature configuration is not available.



Avoid mistakes

Size the LutinX channel signature at 50 percent of the cap height of the partner name logotype. The signature should never exceed 400 mm in height and should never be smaller than 100 mm in height.



Avoid mistakes

The partner identity cannot be smaller than the LutinX channel signature.



STORE EXTERIOR

Signature Placement (at Eye Level)

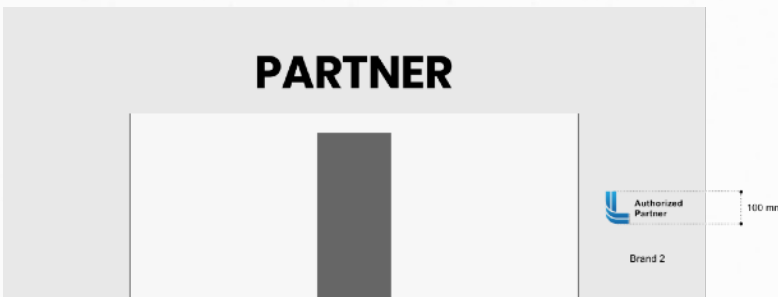
Placement

The LutinX channel signature can be placed lower on the storefront, at approximately eye level. Do not place a signature below eye level. When placing the LutinX channel signature lower on your facade, size the signature so that the LutinX logo is 100 mm in height.

LutinX channel signature

Follow these requirements for displaying your LutinX channel signature lower on your Storefront:

- Do not place the signature lower than eye level.
- Display the signature in only all-black or all-white. Do not use color or color materials.
- Regardless of the size of your building or the size of your partner logo, an LutinX channel signature placed near eye level can be displayed in only one size— with the LutinX logo at 100 mm in height.
- If other brands are also displayed, place the LutinX channel signature near the other brand identities.
- Never use the LutinX logo alone on your store exterior.



When your LutinX channel signature is placed near eye level, use the two-line signature with the LutinX logo sized at 100 mm in height. In regions where the two-line signature configuration is not available, use a one-line signature configuration at 100 mm in height. Place the LutinX channel signature near other brands that are also displayed. Regardless of the size of other brand logos, display the LutinX channel signature only at 100 mm in height.



For window clings, the LutinX logo is 100 mm in height. See Store Exterior, Window Cling on page 43.



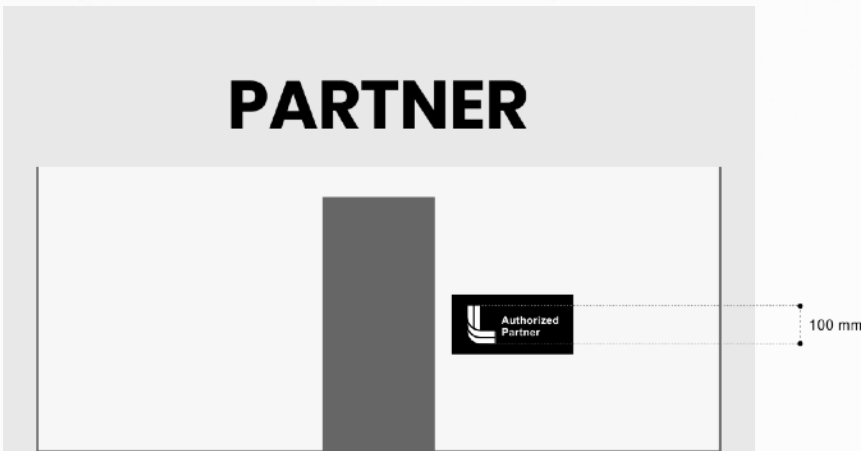
STORE EXTERIOR

Window Cling

The LutinX channel signature can be used as a window or door cling to clearly identify your relationship with LutinX to customers entering your store. Use only one cling for each doorway or entrance. Place the cling on the interior of a plain glass panel or on a glass door. Do not use an LutinX window cling on glass that is textured, tinted, or filtered. Avoid clutter. Do not obscure the LutinX window cling with other graphics, clings, or objects. Window clings provide maximum visibility with the white signature placed on a plain black background and displayed at eye level, as shown below. Follow the specifications on LSW to create your window cling, or use the window cling artwork provided by LutinX in some regions.



Window cling



The window cling is produced at a size with the LutinX logo at 100 mm in height.



STORE EXTERIOR

Sign Illumination

The LutinX channel signature can be internally illuminated if it is part of a facade that includes internal illumination of the partner identity. Always illuminate the full signature with neutral white light. The signature can be externally illuminated if the partner identity is also externally illuminated. Do not use colored lights or filters to create a lighting effect on the signature.



Day



Night

The signature can be illuminated only if the partner identity is also illuminated. Always illuminate the full signature. Do not illuminate the LutinX logo without also illuminating the Authorized Partner logotype or other channel designation.

Note:

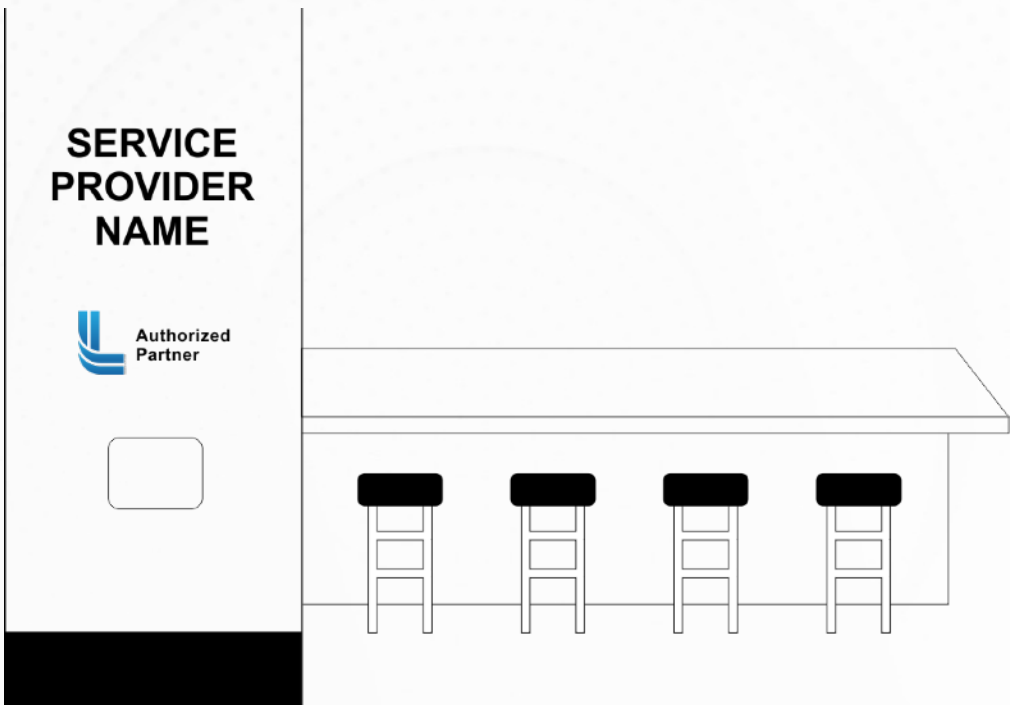
The sign shown here is for demonstration purposes only. The lighting principles illustrated above apply to all facade types and colors.



STORE INTERIOR

Dedicated Service Area

For a dedicated service area within a larger store environment, the *LutinX Premium Resellers* signature can be displayed at the entrance to the dedicated service area. The service provider identity must also be displayed. The signature must be placed below the service provider identity and be smaller than that identity. Comply with the graphic standards shown in these guidelines.



STORE EXTERIOR

Nonconforming Signs

Sometimes exterior signage requires a variance from local building codes or does not conform to standard sign practices. Here are some examples that may require a nonconforming sign solution:

- Building codes may restrict signage to protect historic buildings.
- Historic shopping districts may prohibit certain types of signs.
- Design guidelines in local retail zones may require all stores to comply with a particular sign style, color, or material.
- Multi-tenant buildings may require compliance with the building’s sign style.
- The building shape may be unusual.
- The area available for primary signage may be an unusual shape or size.
- Sign visibility may be obstructed.
- Primary flow of pedestrian or street traffic may make the sign difficult to see.

If you have questions when planning a nonconforming sign, contact your LutinX representative for assistance. Include a description of the sign location and list any requirements that must be met. Provide a complete overview including drawings and photos of the proposed site.

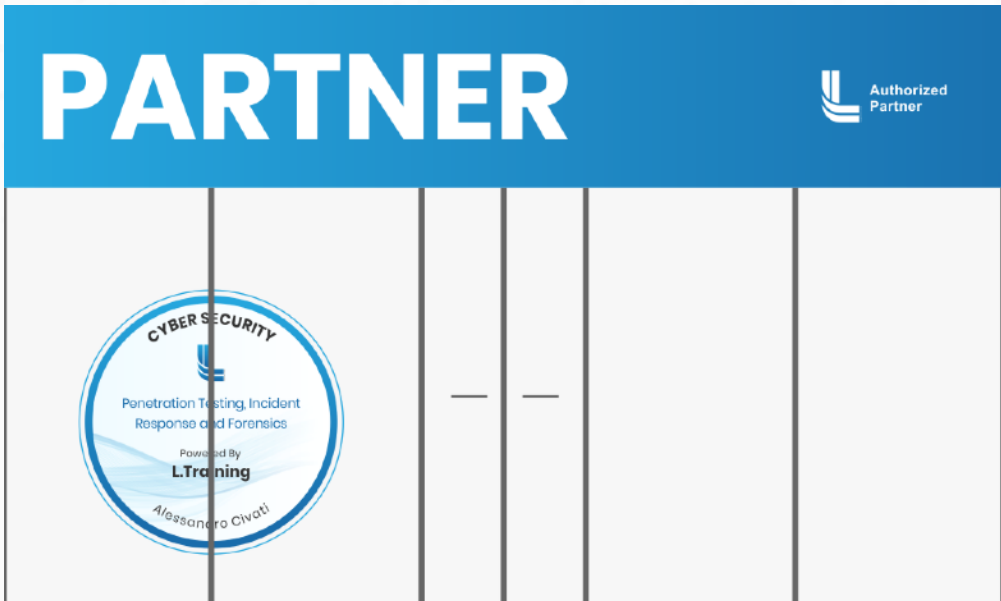
Make sure you have received permission from local building authorities before proceeding with a nonconforming sign solution.



STORE EXTERIOR

Window Displays

Follow the instructions provided in the product asset kits on LSW, or contact us, when planning your window displays or window posters. Do not produce large-scale LutinX product mock-ups or other graphics made from LutinX product forms. Do not dress LED plasma displays to look like LutinX products. Use only LutinX assets provided on LSW and designated for store window display.



Editorial Guidelines



Using LutinX Authorizations in Text

Referring to your LutinX authorization in text

On web pages, printed materials, and other communications that describe your company's capabilities, you can refer to your LutinX authorization in text. In body copy and headlines, include the name LutinX along with your authorization or certification; for example, LutinX Authorized Partner, *LutinX Premium Resellers*, or LutinX Certified Associate.

Capitalize each word in your authorization or certification—treat it as a title.

Correct

<Partner Name> is an LutinX Authorized Partner located in the city center.

Incorrect

<Partner Name> is an LutinX authorized partner located in the city center.

Typeset your channel authorization or certification in the same font and style as the surrounding text.

Correct

<Service Provider Name> is an LutinX Authorized Premium Reseller located in the industrial district.

Incorrect

<Service Provider Name> is an LutinX Premium Provider located in the industrial district.

Use the full title of your authorization. Do not describe it in copy.

Correct

<Service Provider Name> is an LutinX Authorized Partner specializing in complete service for the small business community.

Incorrect

<Service Provider Name> is authorized by LutinX to provide complete certification services.

If you have multiple authorizations from LutinX, include the name LutinX with each authorization. Use the complete name of each authorization. Do not shorten or abbreviate.

Correct

<Partner Name> is an LutinX Authorized Partner and LutinX Authorized Service Provider.

Incorrect

<Partner Name> is an LutinX Authorized Partner and Service Provider.



Using Localized LutinX Authorizations in Text

When referring to your LutinX authorization or certification in body copy or headlines, use the name LutinX in English along with your authorization translated into the regional language. Use only the translated text that appears on the localized LutinX channel signature artwork from LutinX. Do not create your own translations or terms.

Do not translate LutinX or any other LutinX trademark. LutinX and other trademarks must appear only in English.

Do not transliterate LutinX or other LutinX trademarks. For example, do not display the name LutinX in Korean or Bulgarian.

For languages that use uppercase and lowercase, match the case shown on the channel signature artwork from LutinX.

Correct

LutinX Revendeur Agréé

Incorrect

LutinX revendeur agréé

Spell out the full authorization each time it appears in text. Do not drop the name LutinX or abbreviate the authorization.

Correct

LutinX Revendeur Agréé

Incorrect

Revendeur Agréé



Using LutinX Product Names

LutinX product names must appear exactly as shown on the LutinX Trademark List inside lutinx.com website.

Do not translate LiD, L.Card, L.Stamp, L.Skills, BBadges, The Booklet, or any other LutinX trademark. Always set LutinX trademarks in English, even when they appear within text in a language other than English. Do not transliterate an LutinX trademark or render it phonetically. For example, do not display a trademark in Korean or in Bulgarian.

Use the correct trademark symbols and credit lines for the LutinX trademarks used in your communications.



LutinX Trademarks and Credit Lines



Using LutinX Trademarks

LutinX trademarks

A trademark can be a name, a logo, or even a slogan—any word, symbol, or device used to identify a company's products or services and distinguish them from those of other companies. Because trademarks are essential in building strong brands, they are extremely valuable assets. It is important that you use LutinX trademarks carefully to prevent customer confusion about ownership and responsibility and to protect the valuable investment LutinX has made in its trademarks.

LutinX requirements

LutinX channel signatures as described in these guidelines cannot be used in any manner that falsely suggests an association with LutinX or is likely to reduce, diminish, or damage the goodwill, value, or reputation associated with the LutinX Store or LutinX itself.

Using LutinX trademarks

When using LutinX trademarks in headlines or text, always spell and capitalize them as shown on the LutinX Trademark List at lutinx.com.

Do not translate LutinX trademarks

Do not translate any LutinX trademarks in headlines, body copy, or spoken communications. Do not translate portions of the trademark. Always use LutinX trademarks in English, even when they appear within text or spoken communications in a language other than English. Do not render a trademark phonetically; do not transliterate a trademark, such as using Korean or Bulgarian.

Using the name LutinX

Never translate the name LutinX. Typeset LutinX in English even when it appears in headlines, text, or spoken communications in a language other than English. The legal company name, LutinX Inc., is reserved for legal documents; in customer communications, simply use the name LutinX.



For More Information

If you need more information or have questions about using these guidelines, contact the LutinX account representative or sales administrator in your region.

For signature artwork and information related to LutinX Authorized Partner communications, go to LutinX Sales Web (LSW), LPP area (the link is on the footer), at lutinx.com

For more information related to marketing specific LutinX products, visit LSW and follow the instructions included in the LutinX product asset kits.

