



Halo Data Devices  
**Logo Guidelines**

## The Halo Data Devices Logo

A logo is the single most important visual component to a company's identity. Its purpose is to visually communicate the company's brand, culture and personality. It's a distinct icon that encapsulates the vision and voice of a company.

At Halo Data Devices, we're proud of the unique logo we've created to brand our identity. That's why we've prepared these Logo Guidelines for our employees, partners, vendors and customers. Proper usage of the Halo logo will ensure branding strength and uniformity in all our communications and clearly differentiate Halo among our customers, partners and competitors.

Thank you,

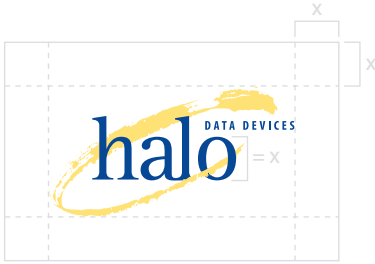
A handwritten signature in white ink that reads "David Ujita". The signature is fluid and cursive, with a long horizontal stroke extending from the end of the name.

David Ujita  
Director of Marketing

Halo Data Devices, Inc.

These guidelines depict the correct treatment of the Halo Data Devices logo. Use of the logo is governed by the Halo Data Devices trademark license agreement, and it is the responsibility of Halo Data Devices employees and third-party licensees to comply with these guidelines at all times.

## Guidelines for Using the Halo Data Devices Logo



### Clear Space Requirements

Graphics, type, photographs, or illustrations should not enter the clear space area shown here.

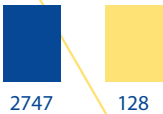
X=the height of the “o” in Halo.



### Minimum Size

Do not print the logo any smaller than 0.5 inches in height.

The Halo logo will be provided to you in a range of sizes. For your specific purpose, please use the appropriately sized logo and do not attempt to alter or resize.



### Acceptable Colors

Printed on a white or light background, the acceptable logo colors are:

Pantone® 2747

Pantone® 128

When printing in 4-color (CMYK) use the following equivalents:

Pantone® 2747: 100C 79M 0Y 9K

Pantone® 128: 0C 9M 65Y 0K

When working with (RGB) use the following equivalents:

Pantone® 2747: 19R 0G 106B

Pantone® 128: 248R 234G 119B

All trademarks are the property of their respective owners.

## Logo Variations

Please use only the approved logo variations indicated here. Use the grayscale version of the logo, when printing in black and white. In grayscale, the Halo “ring” prints in 30% black and should always be printed at a minimum 133 line screen. When screens are not available, use the approved solid black logo.

Special versions of the logo have been created for reversing out of black or Halo blue (Pantone® 2747). When reversing out of a blue or black background the Halo “ring” prints in a 60% screen of the color.



grayscale logo  
30% black ring  
133 line screen



solid black logo



logo treatment when  
reversed out of blue  
60% blue ring  
133 line screen



logo treatment when  
reversed out of black  
60% black ring  
133 line screen



### Alternate Horizontal Logo

A horizontal version of the logo has been created for use only when necessary. Do not attempt to recreate this.

## Typography

The Halo Data Devices corporate typefaces are:

Myriad Multiple Master  
Rotis Serif

Arial or Helvetica may be substituted where necessary for charts or onscreen presentations.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,!.?"

myriad mm semibold condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,!.?"

rotis serif

## Logo Alterations

Do not attempt to alter or recreate the logo in any way. Use only logo artwork approved by Halo Data Devices' marketing department.

## Incorrect Usage

The following are examples of incorrect usage:



do not tilt or change the logo from its horizontal position



do not distort logo



do not position logo within a contained space (circle, square, etc.)



do not apply logo on a patterned background



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