

The SPX logo should not be placed over photography, patterns, or the like. It must appear on a solid background that is white, black, or gray.



One-color (black).



Knockout on 40% black background.



Knockout on black background.



Knockout on 30% black background.



Two-color on black background.  
NOTE: ® is same color as "SP".



Black on 20% black background  
for legibility.



Two-color on dark background.  
(75% black).  
NOTE: ® is same color as "SP".



Black on 10% black background  
for legibility.



Knockout on 50% black background.  
NOTE: When background value matches  
the value of the green "X", the logo must be knocked  
out in white to retain legibility.



Black on 5% black background  
for legibility.



## TIER 1 LOGO TREATMENTS

Here we see the exclusion area of the SPX logo.

For the majority of applications, a space is left around the SPX logo.

This space is defined by 75% of the **X** height.

With the exception of business units, nothing is to be placed within this boundary.

The SPX logo featuring the registration symbol (®) must be used when the logo is two inches or greater and when the logo is used on product packaging or shipping labels.



The minimum size of the SPX logo is .75" wide. Exceptions to this rule would be for branded items too small to use the .75" logo (branded pens, pencils, etc.).