

# Brand Style Guide









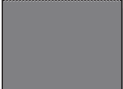

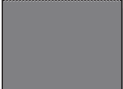

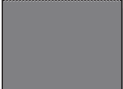



stanton



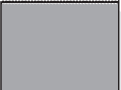

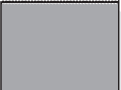

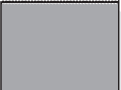


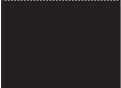

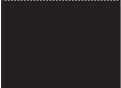

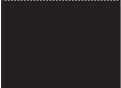
# Colors



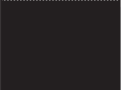

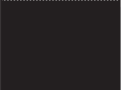

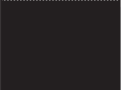


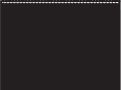

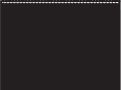

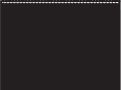
To preserve our brand's unique look, a consistent use of colors is very important. The core brand colors are black, silver, gray and blue.

## Color Guide

	<table border="1"><tr><td></td><td></td></tr><tr><td>Pantone Cool Gray 8 C</td><td>Pantone 299 C</td></tr><tr><td>C 38 M 28 Y 24 K 9</td><td>C 85 M 19 Y 0 K 0</td></tr></table> <p>Color guide for logo placement on dark backgrounds</p>			Pantone Cool Gray 8 C	Pantone 299 C	C 38 M 28 Y 24 K 9	C 85 M 19 Y 0 K 0
							
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C 38 M 28 Y 24 K 9	C 85 M 19 Y 0 K 0						
	<table border="1"><tr><td></td><td></td></tr><tr><td>Pantone Cool Gray 10 C</td><td>Pantone 299 C</td></tr><tr><td>C 0 M 2 Y 0 K 60</td><td>C 85 M 19 Y 0 K 0</td></tr></table> <p>Color guide for logo placement on light backgrounds</p>			Pantone Cool Gray 10 C	Pantone 299 C	C 0 M 2 Y 0 K 60	C 85 M 19 Y 0 K 0
							
Pantone Cool Gray 10 C	Pantone 299 C						
C 0 M 2 Y 0 K 60	C 85 M 19 Y 0 K 0						

## Black & White Guide

	<table border="1"><tr><td></td><td></td></tr><tr><td>White 100%</td><td>Black 40%</td></tr><tr><td>C 0 M 0 Y 0 K 0</td><td>C 0 M 0 Y 0 K 40</td></tr></table> <p>Color guide for logo placement on dark backgrounds</p>			White 100%	Black 40%	C 0 M 0 Y 0 K 0	C 0 M 0 Y 0 K 40
							
White 100%	Black 40%						
C 0 M 0 Y 0 K 0	C 0 M 0 Y 0 K 40						
	<table border="1"><tr><td></td><td></td></tr><tr><td>Black 60%</td><td>Black 100%</td></tr><tr><td>C 0 M 0 Y 0 K 60</td><td>C 0 M 0 Y 0 K 100</td></tr></table> <p>Color guide for logo placement on light backgrounds</p>			Black 60%	Black 100%	C 0 M 0 Y 0 K 60	C 0 M 0 Y 0 K 100
							
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White 100%	Black 100%						
C 0 M 0 Y 0 K 0	C 0 M 0 Y 0 K 100						

# Typography



When creating any documents or web content related to Stanton, we strongly encourage you to use the preferred fonts and specifications for text accompanying our brand mark.

## Recommended Document Fonts

HEADLINE FONT [USE CAPS]  
VAG Rounded - Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

SUB HEADLINE/TEXT  
VAG Rounded - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

TEXT/CORPORATE  
Arial Regular and Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

New for 2010  
Headlines/Silkscreens  
Alternate Gothic No.2 BT

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

# Incorrect Applications

Using Stanton url Logo and Stanton DJ Logo, do not distort the correct application.

## Correct Application



stanton  
DJ FOR LIFE



stanton  
www.stantondj.com

## Incorrect Applications



stanton  
DJ FOR LIFE



stanton  
DJ FOR LIFE



stanton  
DJ FOR LIFE



stanton  
www.statondj.com



stanton  
www.stantondj.com



stanton  
www.stantondj.com

# Incorrect Applications



- Do not distort the logo
- Do not separate the logo
- Do not change the proportion of the logo
- Do not change the typography
- Do not add any text or graphic elements to the logo
- Do not place the logo on a background that would reduce its visibility
- Do not use other colors than the prescribed ones for the logo
- Do not cut, crop or fade out the logo





## STYLE AND TRADEMARK GUIDE

### Stanton Trademarks

The absence of a name or logo in this list does not constitute a waiver of any and all intellectual property rights that Stanton or its subsidiaries have established in any of their product, feature, or service names or logos. The status column refers to the status of the trademark in the United States and/or other countries.

Trademark	Status	Descriptor
Stanton	®	
SCS	®	Stanton Control System
StanTouch	®	Touch control surface
DaRouter	®	Midi Mapping
Dustamatic	®	
Stereohedron	®	
DJ for Life	®	Tag line
DJ Pro	®	
Trackmaster	®	
SC Systems	®	
DaScratch	®	
Pickering	®	
PC	®	
FXGlide	™	

### General Stanton Trademark Guidelines

The name *Stanton* is synonymous with audio products. Stanton trademarks are extremely valuable because they represent the standards of excellence and consistent quality associated with Stanton. This page contains detailed information about how to refer to Stanton trademarks in different scenarios.

#### Using Stanton Trademarks in Text

Proper use of Stanton trademarks is important. You may use Stanton trademarks or product names to refer to Stanton products and services provided you follow these guidelines. Your use must not mislead consumers as to any Stanton sponsorship, affiliation, or endorsement of your company, or of your products or services.



## Properly Identify Stanton Brand Products

When referring to Stanton software and products, apply the appropriate trademark symbols in accordance with the list of current Stanton trademarks.

- [View the Stanton Trademarks List](#)

## Use Trademark Notices

Include an attribution of Stanton ownership of the trademark(s) in the credit notice section of your documentation or advertisement. Follow this format:

- *Stanton, StanTouch, SCS, etc. are either registered trademarks or trademarks of Stanton in the United States and/or other countries.*

## Additional Guidelines for Advertising Collateral, Marketing, and Product Packaging

You may use the names of Stanton products and services on packaging, on Web sites, and in advertising materials to indicate your product's compatibility with a specific Stanton product or service, provided the reference complies with the guidelines herein and the specifications below.

### Logos

Do not use the Stanton Corporate logo or any other Stanton logos, symbols, or icons on or in connection with products, packaging, manuals, promotional or advertising materials, or Web sites for any purpose except pursuant to an express written trademark license from Stanton.

The Stanton corporate logo may be used only in limited situations to refer to Stanton Corporation.

### Link Logos

You may place a text link to a Stanton Web page on your site if the text link is not a prominent feature on the site and is not used in a way that could confuse or mislead consumers. You may refer to the Stanton company name or Stanton product and service names in a plain text font and format, provided this use follows the general Stanton trademark guidelines and you include appropriate wording such as "This way to Stanton.com." Except for the link logos as provided by Stanton, you may not use the Stanton corporate logo or any other Stanton logo or graphic to link to Stanton. You may use Stanton link logos only in accordance with the guidelines applicable to each logo as provided.

### Web Sites

You may use Stanton product, service, and technology names on your Web site to indicate that your product runs on, or is compatible with, the referenced Stanton product or technology, provided the reference



complies with the guidelines herein. Do not use any Stanton trademark in the title of your Web site or as a second-level domain name. You may not use any Stanton logo without a license or written specifications from Stanton.

### **Box Shots, Screen Shots, and Icons**

Box shots, screen shots, and some icons may be used pursuant to Stanton guidelines for these items.

### **Company, Product, Service, and Domain Names**

Do not use or register any Stanton trademark, including Stanton logos, symbols, icons, or any potentially confusing variation thereof, as part of your company name, trade name, product name, service name, or domain name. Do not place your company name, trademarks, service marks, or product names next to, or combine them with, a Stanton product name.

### **Endorsement or Sponsorship**

Do not use any Stanton trademark in any manner that expresses or implies Stanton affiliation, sponsorship, endorsement, certification, or approval. Do not use any Stanton trademark in such a manner that it appears Stanton is legally associated with your company. You must display your company name more prominently than any Stanton trademark on all materials.

### **Merchandise Items**

Do not manufacture, sell, or give away merchandise items, such as T-shirts or mugs, that bear any Stanton trademark, including logos, except pursuant to an express written trademark license from Stanton.

### **Trade Dress and Advertising Elements**

Do not imitate Stanton logos, logotypes, trade dress, or other elements of Stanton product packaging and Web sites in any of your materials, including but not limited to advertising, product packaging, Web sites, and promotional materials.

### **Slogans and Taglines**

Do not use or imitate any Stanton tagline, including but not limited to "*DJ for life*"

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