



identity



Masters of form. Our inspiration breeds innovative perspective. You'll love our viewpoint!





thorough service

We see the big picture, and designs don't often stand alone: we're experts in establishing product languages, brands, and identities. Whether we're defining differentiation of offerings through price point, functionality, or emerging technologies, we're experts in product positioning.



Cyalume Technologies, Inc.
96 Windsor Street
West Springfield, MA 01089



Logo Standards Guide

Cyalume Technology's corporate identity program has created a system of logo standards that will bring consistency to the company's communications. The success of the identity program depends on how well these standards are implemented throughout the company.

Sandy Weisz
Vice President Marketing
and Product Design

Color

The official corporate colors and their proper usage



PMS 072,
Blue



PMS 129,
Yellow



PMS Cool
Gray 11

Three Color Logo



Two Color Logo



The logo can also print in black or drop out of any color field or photograph to white. It is not acceptable to print the logotype in positive in any colors other than the official Yellow, Blue, Gray or Black.

One Color Logo



Dropped Out Logo



Logotype

This logotype is a customized design and must be utilized as provided. It cannot be recreated using any specific typestyle.

Area of Non-interference

This example illustrates the minimum amount of clear space that should surround the signature and separate it from other elements such as copy, pictures, slogans and other logotypes and symbols. This area preserves the visual impact and legibility of the Cyalume logotype.



Improper Usage Examples

DO NOT stretch logo



DO NOT use unauthorized colors



DO NOT switch color positions



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