

Section 1

Corporate Identification Standards

Guidelines for the use
of the Datalogic logotype

For all Datalogic Legal Entities





Fig. A Datalogic legal logotype

LEGAL ENTITY NAME EXAMPLES:

Datalogic S.p.A.
 Datalogic Scanning, Inc.
 Datalogic Mobile S.r.l.
 Etc.

Fig. B Datalogic Legal Entity names

BUSINESS UNIT NAME EXAMPLES:

Hand Held Readers
 Unattended Scanning Systems
 Stationary Readers - Retail
 Etc.

Fig. C Business Unit names



Fig. 1 Correct use of the logotype



Correct use of white space around the logotype



Incorrect use of white space around the logotype



Fig. 2 Logotype and grid showing area that should be kept free of other graphic elements

Datalogic Logotype, Legal Entity & Business Units Defined

The Datalogic star symbol and name in the distinctive Datalogic typeface constitute the legal Datalogic Logotype. **(Fig. A)**

Entity names are the legal title of each Datalogic company/division. **(Fig. B)**

Business Unit names are names of individual business units within each Legal Entity. **(Fig C)**

Use of the Datalogic corporate logotype

The Datalogic star symbol and name (called a logotype) always appear together as one unit with a consistent size relationship. The **TM** must always appear at the end of the logotype unless it is too small to be recognizable.

The correct use of the logotype is with the star symbol placed to the left of the Datalogic name, the same height as the word Datalogic. **(Fig. 1)**

Encroachment of the logotype

In order to maintain a visual space around the logotype and thereby enhance its legibility, a specific guideline has been established.

A minimum distance between the logotype and all other graphic elements is determined by creating a square the height of the star symbol and creating a grid. **(Fig. 2)**



Fig. 3 Correct use of the logotype in Corporate blue



Fig. 4 Correct use of the logotype in black



Fig. 5 Correct use of the logotype in white or reversed out of a color

The logotype must always be a strong visual element. Care should taken when putting it over photography or “busy” backgrounds.

Corporate color formulas

The corporate color is the only acceptable color in which the logotype can be reproduced with the exception of black and white.

The logotype may be reproduced in corporate blue (**Fig. 3**), black (**Fig. 4**), or white (reversed) (**Fig. 5**).

The logotype may not bleed off the page cutting off a portion (**Fig. 7**).

Corporate color formulas

The corporate color has been formulated to give consistent color reproduction across a variety of media. Any deviation is unacceptable.

Spot Color:

Pantone Matching System

Blue 072 C if printed on coated paper

Pantone Matching System

Blue 072 U if printed on uncoated paper

Process Colors:

Use this CMYK color mix to accurately reproduce corporate blue.

| | |
|----------|-----|
| Cyan: | 100 |
| Magenta: | 90 |
| Yellow: | 0 |
| Black: | 0 |

RGB Colors:

For electronic media applications

| | |
|--------|-----|
| Red: | 35 |
| Green: | 0 |
| Blue: | 130 |



Fig. 6 Star element should not be altered



Fig. 6A



Fig. 7 The logotype should not be outlined or stroked with a different color



Fig. 8 The logotype is a custom piece of artwork and cannot be replaced with different font characters



Fig. 9 The star symbol cannot be used alone as an individual graphic element.

Restrictions



To maintain the integrity of the Datalogic logotype, using it in any of the following applications weakens the brand and is therefore prohibited.

- The star symbol should not be altered (**Fig. 6**)
- The logotype should not be altered in any way. (no drop shadows, Word Art distortion, or stylized treatments) (**Fig. 6a**)
- The logotype should not be stroked or outlined with a different color (**Fig. 7**)
- Do not recreate the logotype with a standard typeface. (**Fig. 8**)
- The star symbol cannot be used alone as an individual graphic element. (**Fig. 9**)
- The logotype may not bleed off the page cutting off a portion (**Fig. 10**)



Fig. 10 The logotype may not bleed off the page cutting off a portion

Restrictions Continued**CORRECT:**

The new PowerScan® 8000 series of industrial scanners from Datalogic Scanning is tested tough for the real world.

INCORRECT:

The new PowerScan® 8000 series of industrial scanners from  **DATALOGIC™** is tested tough for the real world.

INCORRECT:

 **DATALOGIC™** Has Got You Covered!

INCORRECT:

Fig. 11 Never use the Datalogic logotype as part of a sentence, headline or phrase.

Fonts that are similar to the Datalogic logo do exist. DO NOT USE THEM!

Fig. 12 Never use a font similar to the Datalogic logotype.

- The Datalogic logotype should never be used in a sentence, headline or part of a phrase. Instead use the word Datalogic in the same font as the sentence, headline, etc. **(Fig. 11)**
This rule also applies to logotype use of any other Datalogic product or service.....QuickScan, Gryphon, PowerScan, Magellan, Star, Aladdin, etc. ·
As a general rule, logotypes should ever be used as part of a sentence or headline.
- Do not attempt to mimic, alter or duplicate with a similar font the Datalogic logo font for use in any Datalogic print or electronic media. Doing so will weaken the Datalogic mark and brand. **(Fig. 12)**

Section 2

Corporate Stationery Standards

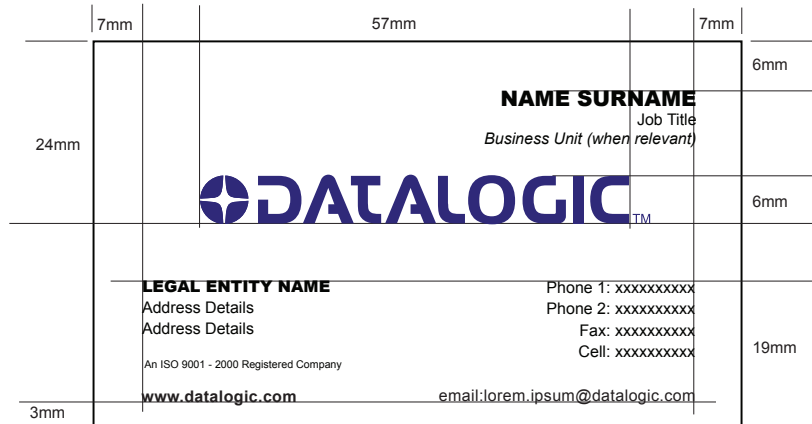
- Business Cards
 - Letterheads
 - Envelopes
-

For all Datalogic Legal Entities



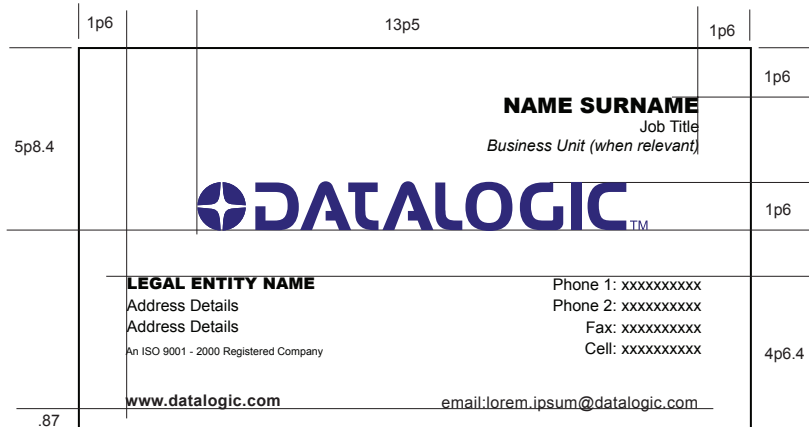
Measurements are in millimeters

EUROPEAN VERSION



Measurements are in picas.

US VERSION



LEGAL ENTITY NAME EXAMPLES:

Datalogic S.p.A.
Datalogic Scanning, Inc.
Datalogic Mobile S.r.l.
Etc.

BUSINESS UNIT NAME EXAMPLES:

Hand Held Readers
Unattended Scanning Systems
Stationary Readers - Retail
Etc.

SEE NEXT PAGE FOR SPECIAL CIRCUMSTANCE LAYOUTS FOR BUSINESS CARDS

Business Cards

EUROPE VERSION

Size: 50mm x 86mm

Colors: • PMS 072 blue
• Black

Font: • Arial Black
• Arial Regular

Type Specs:

- **Name:** 8pt Arial Black
- **Title:** 6 pt Arial Regular
- **Business Unit:** 6pt Arial Regular Italic
- **Legal Entity Name:** 6pt Arial Black
- **Address, phone, email:** 6pt Arial Regular
2 pt leading on all
- **Web Address:** 6pt Arial Bold
- **ISO:** 4pt Arial Regular

US VERSION

Size: 2" x 3.5"


Colors: • PMS 072 blue
• Black

Font: • Arial Black
• Arial Regular

Type Specs:

- **Name:** 8pt Arial Black
- **Title:** 6 pt Arial Regular
- **Business Unit:** 6pt Arial Regular Italic
- **Legal Entity Name:** 6pt Arial Black
- **Address, phone, email:** 6pt Arial Regular
2 pt leading on all
- **Web Address:** 6pt Arial Bold
- **ISO:** 4pt Arial Regular
2 pt leading on all

“TWO OFFICES” BUSINESS CARD

| | |
|---|--|
| NAME SURNAME Job Title <i>Business Unit (when relevant)</i> | |
|  | |
| LEGAL ENTITY NAME Address Details Address Details Address Details Phone: xxxxxxxxxxxx Fax xxxxxxxxxxxx www.datalogic.com | LOCAL OFFICE NAME Address Details Address Details Address Details Phone: xxxxxxxxxxxx Fax xxxxxxxxxxxx email: lorem.ipsum@datalogic.com |


Additional Business Card Designs

In special cases where a second address or a second language is required on one card, the following layouts should be followed.

Established measurements, distances, etc. should be adhered to if possible.

“TWO LANGUAGES” BUSINESS CARD

First Language (Front)

| | |
|--|---|
| NAME SURNAME Job Title <i>Business Unit (when relevant)</i> | |
|  | |
| LEGAL ENTITY NAME Address Details Address Details An ISO 9001 - 2000 Registered Company www.datalogic.com | Phone 1: xxxxxxxxxxxx Phone 2: xxxxxxxxxxxx Fax: xxxxxxxxxxxx Cell: xxxxxxxxxxxx email: lorem.ipsum@datalogic.com |

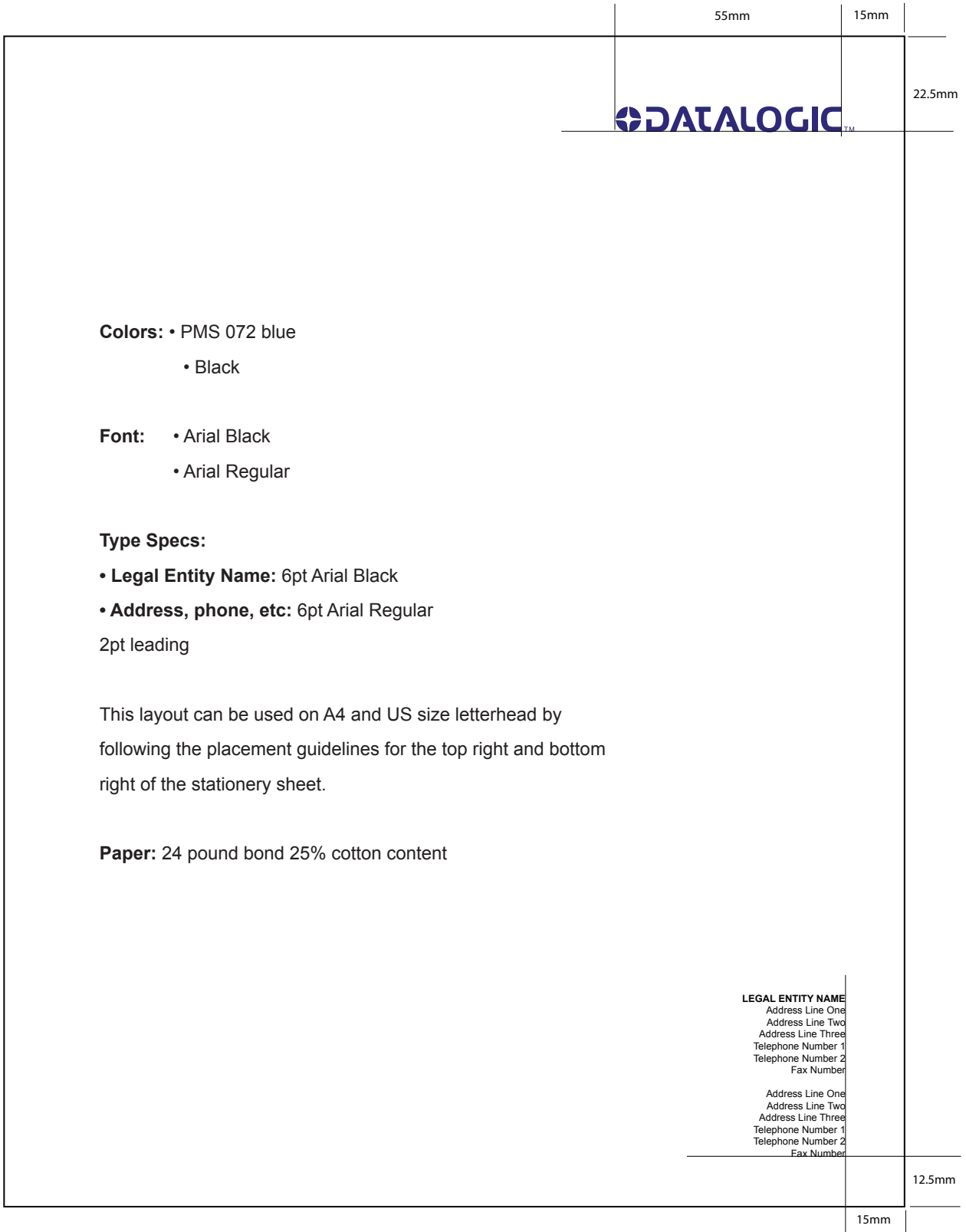
Second Language (Back)

| | |
|---|--|
| VESTIBULUM AMET Consectetur Neque | |
|  | |
| LUCTUS VESTIBULUM COMMODO Quis Nonummy Quis Nonummy | Eros Velit: xxxxxxxxxxxx Eros Velit: xxxxxxxxxxxx Elit: xxxxxxxxxxxx Vell: xxxxxxxxxxxx email: lorem.ipsum@datalogic.com |
| www.datalogic.com | |

Measurement

- Millimeters

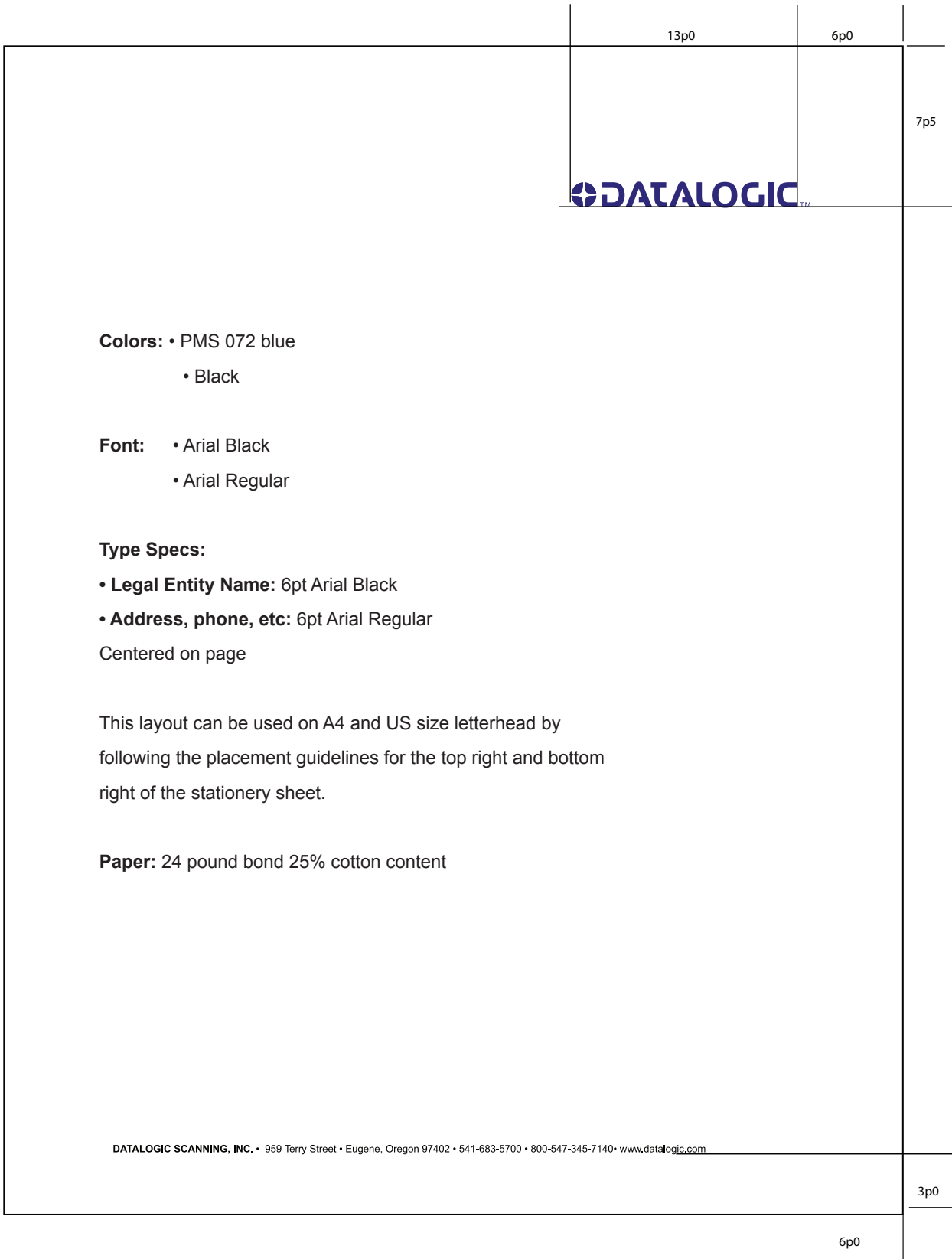
Letterhead - A4/Europe



Measurement

- Picas

Letterhead - US



Measurement

- Millimeters
- Picas

Envelopes

| | | | |
|-------------|-------------|--------------|--|
| | 13mm 3p0 | 44mm 10p5 | |
| 17mm 4p1 | | | |
| 8mm 1p10 | | | |

DATALOGIC™

LEGAL ENTITY NAME
 Address Line One
 Address Line Two
 Address Line Three

Type must line up under the "D"

Colors: • PMS 072 blue

Font: • Arial Black
 • Arial Regular

Type Specs:

- **Legal Entity Name:** 6pt Arial Black
 - **Address, etc:** 6pt Arial Regular
- 2pt. leading

This layout can be used on all sizes of envelopes by following the placement measurements for the top left corner of any envelope.

Section 3

Legal Information

Legal guidelines for the use
of the Datalogic logotype

For all Datalogic Legal Entities



Legal Guidelines

Use of the “Datalogic” trademarks, including the “Datalogic” (and design) logo and the “Datalogic” word mark, shall always be accompanied by the following text: *“Datalogic and the Datalogic logo are registered trademarks of Datalogic S.p.A. in many countries, including the U.S.A. and the E.U.”* Such use includes, for example, reproduction in all technical or commercial documentation (manuals, quick reference guides, datasheets, Marketing Information Guides (MIGs), case studies, marketing literature, press releases, offers, and presentations to clients and/or partners, etc.), in whatever format (paper, CD ROM, .ppt, website pages, etc.). The boilerplate trademark text should be included at the end of each document and presentation or directly under the logo.

For detailed instructions on how to use the “Datalogic” trademark, please comply with the guidelines for the use of the Datalogic logotype, **“Datalogic Corporate Identity Guidelines”** which are published and available at http://www.datalogic.com/What-is-a-brand?_pag_pg70_eng.aspx.

EXAMPLE:



“Datalogic and the Datalogic logo are registered trademarks of Datalogic S.p.A. in many countries, including the U.S.A. and the E.U. All rights reserved.”

Any and all use by third parties of the Datalogic trademark/logotype shall require Datalogic S.p.A.’s written approval and shall be accompanied by the following attribution notice: *“Datalogic and the Datalogic logo are registered trademarks of Datalogic S.p.A. in many countries, including the U.S.A. and the E.U. All rights reserved.”*, positioned directly under the logo or at the end of each document and presentation.