

THE NEW TEK

Brand Guidelines

v. 2.1 / Apr. 2016

Welcome to the new Tek! This document contains guidance for understanding and executing our new brand principles and visual identity system. The brand is still in development, so please check back regularly for updates. In the meantime, don't hesitate to contact us directly with questions: brand@tek.com

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Brand Strategy

Brand Strategy

BRAND POSITION

The Measurement Insight company empowering customers to analyze performance more accurately, rapidly and effortlessly. We advance technology— in cadence with our customers—to resolve complexity and accelerate the realization of innovation.

BRAND PRINCIPLES

Simplicity
Integration
Precision

Insight
Collaboration
Velocity

PERSONALITY

Clear
Cooperative
Concise

Bright
Engaging
Swift/Direct

BRAND STRATEGY

A New Approach to Messaging

Tektronix continues to migrate from a product-focused test and measurement company to an application-focused solutions technology company.

While as a company we're organized by segments and markets, or departments and geographies — our brand principles invite us to demonstrate *Collaboration and Integration*.

Specifically, this means surrounding the customer with contextual and helpful information about how we solve problems and realize opportunities — rather than simply featuring an isolated product, technical feature or facet of service.

When we present our product in isolation we invite the customer to consider the features with respect to price — and so invite commoditization.

When we present our products, software, services or solutions together, as responsive to customer

needs; or in service to their applications; or in relation to each other, we provide them *Insight to Opportunity*.

While your interests may lean toward the marketing of an individual product or service, our customers have far broader interests, too many choices and limited inclination to try and make sense of it all. It is imperative that Tek not merely detail technical product features, but reach out across the self-imagined borders of our organization, to consider and communicate the 'relatedness' of each individual offer to our wider offering. Then, use those elements to craft a whole story about measurement insights, offering Tek's unmatched expertise.

TEK TODAY



BEFORE



BRAND STRATEGY

“Tek” or “Tektronix”?

Given the flexibility of the logo system – with the availability of the *Tek* logo in addition to the full *Tektronix* logo – there is also flexibility in how we refer to the company in text.

Tektronix is always preferred for more formal communication. However, you will start to see usage of *Tek* more often in more casual communication such as social media and internal communications. *Tek* is already part of our culture’s vernacular and our customers refer to us as *Tek* as well, so it’s a natural extension to embrace that and showcase our nickname more frequently.

One place you’ll consistently see this change come to life is in the web address we use to promote the brand. We use “tek.com” or “TEK.COM” in all instances. It’s short and memorable, and it’s more convenient for our audiences to use.



Tektronix[®]



Tek[™]

Logos



LOGOS

Primary

The legacy Tektronix logo has been refashioned, with the angle incorporated within the logotype as an upwards gesture of progress. The sans-serif type is given character by subtly clipping the 'T' letterforms, echoing the blue angle. Simple, definitive lines reflect our promise of performance.

This is the primary logo identity and should be used whenever possible. Use the full color positive version on light backgrounds and the color reverse version on dark backgrounds.



CLEAR SPACE

Maintain a clear space on all sides of the logo equal to the height of the initial letter "T" in the Tektronix logo.



MINIMUM SIZE

The primary logo should be sized no smaller than 1" (25mm) wide in print or 72 pixels in digital applications.

Tektronix[®]

1" / 25 mm / 72px

LOGOS

Secondary

Monogram and Initial Logos

The monogram and initial logos are used to complement the primary logo. Once the primary logo has been used in a given application (e.g., an email masthead), one of these secondary logos can be used in subsequent instances (e.g., the footer of the same email). Use only one or the other in a given application, not both.

In very restricted spaces, like social media profile pictures, the monogram or initial logos may be used on their own, without the full logo. In these instances, make sure the word Tektronix is clearly visible in text within close proximity.

Business Unit Logos

Since these special logos contain the full Tektronix logo, they are used in place of the standard logo. Don't use the standard logo together with a business unit logo on the same surface.

Registration and Trademark Usage

For most communications, use the logos that include a trademark symbol (® or ™). Certain exceptions are permitted, such as business cards, large-format tradeshow displays, vehicles, structural signage and our products. Contact the Tektronix brand manager for approval on any request to use the non-trademarked logos.

MONOGRAM LOGO

The monogram may be used in very small spaces like social media profile images and web favicons. It may also be used as a secondary logo when the full logo has already been used; for instance, in the footer of a presentation. The full-color version shown here is preferred.



INITIAL LOGO

The initial logo may be used in very small spaces like social media profile images and web favicons. It may also be used as a secondary logo when the full logo has already been used; for instance, in the footer of a presentation. The full-color version shown here is preferred.



BUSINESS UNIT LOGOS

Certain business units use customized versions of the Tektronix logo. Use provided artwork — do not re-create these business unit logos, and don't create new logos.



CLEAR SPACE & MINIMUM SIZE



LOGOS

Color

The full-color logo is always the preferred version. Use the color positive logo on white or light backgrounds. When reversing the color reverse logos, it's preferred to place them on brand colors when possible.

FULL-COLOR LOGOS



BLUE LOGO (MONOGRAM ONLY)



WHITE LOGOS



BLACK LOGOS

Use the black logo only when reproduction limitations don't allow for the color or reverse logo (e.g., fax or newspaper).



LOGOS

Keithley

Note:

This guidance reflects a change in our use of the Keithley logo.

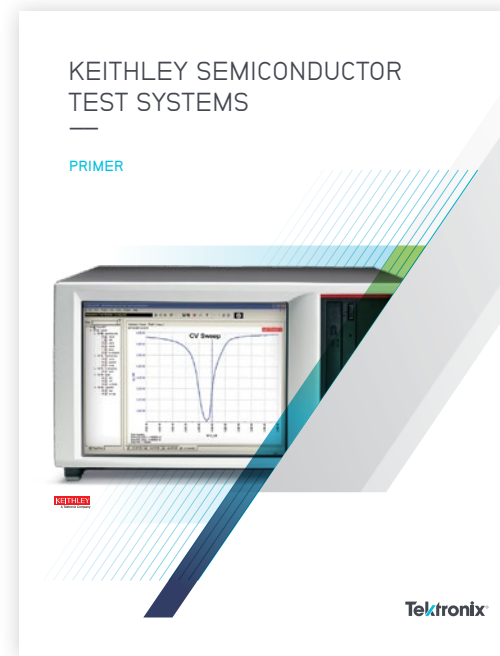
In marketing, we use the Keithley logo only when the communication is focused [solely on Keithley products and services](#).

In these cases, we always lead with the Tektronix logo and support with a smaller Keithley logo, placed near a product photo or feature callout.

Always maintain the exact scale relationship shown on this page (Keithley is the same width as the first four letters of the Tektronix logo (“Tekt”) and always use the endorsed version of the Keithley logo (“A Tektronix Company”).

SIZE & PLACEMENT

For marketing and sales materials, do not place the Keithley logo near the Tektronix logo*. The Keithley logo should be placed in proximity to a Keithley product photo or feature call out.



***PLACEMENT EXCEPTIONS**

In certain limited cases, the Keithley logo will be placed closer to the Tektronix logo for practical reasons—business cards, for instance. Even in these instances, the size relationship remains the same as indicated on this page. If there is ever any question about size or placement of the Keithley logo, contact the Brand Manager.

CLEAR SPACE & MINIMUM SIZE

Maintain a clear space on all sides of the Keithley logo equal to the height of the red rectangle. The minimum width of the Tektronix logo is 1". At this size, the Keithley logo is approximately 0.45" (11.5mm) when scaled appropriately.



COLOR

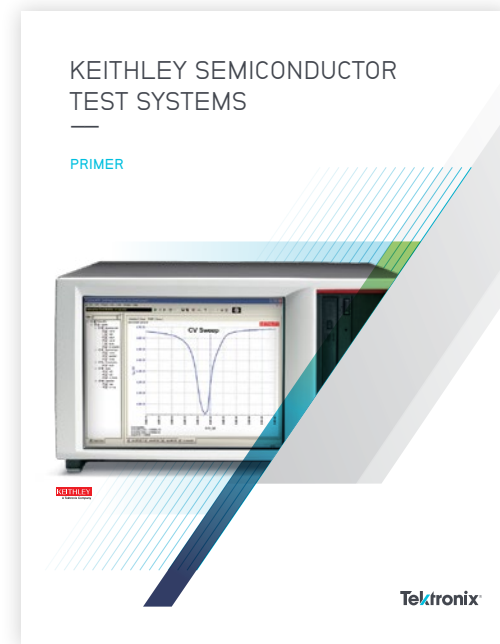
Keithley Red is used only in the Keithley logo. Be sure to use the right color model for your application (RGB or Hex for digital, CMYK or PMS for print). The Tektronix endorsement (“A Tektronix Company) is always black.



LOGOS

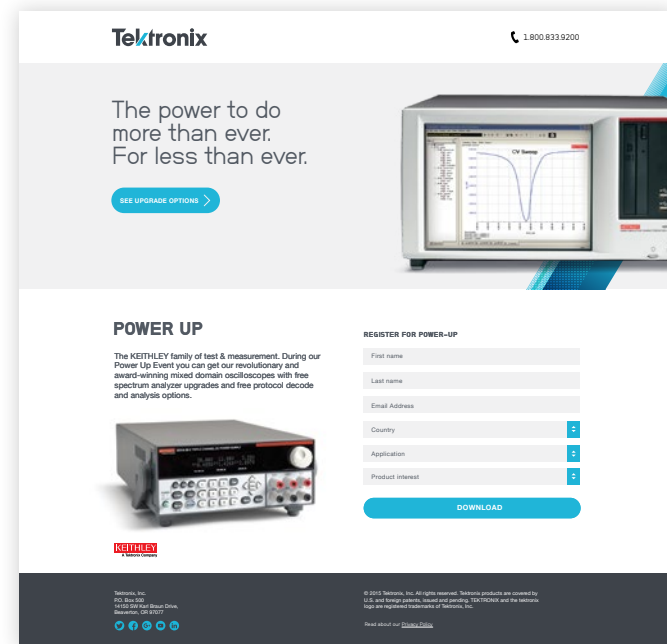
Applying the Keithley Logo

Literature cover



Document is focused solely on Keithley products. Endorsed Keithley logo is placed immediately under the featured product photo.

Website landing page



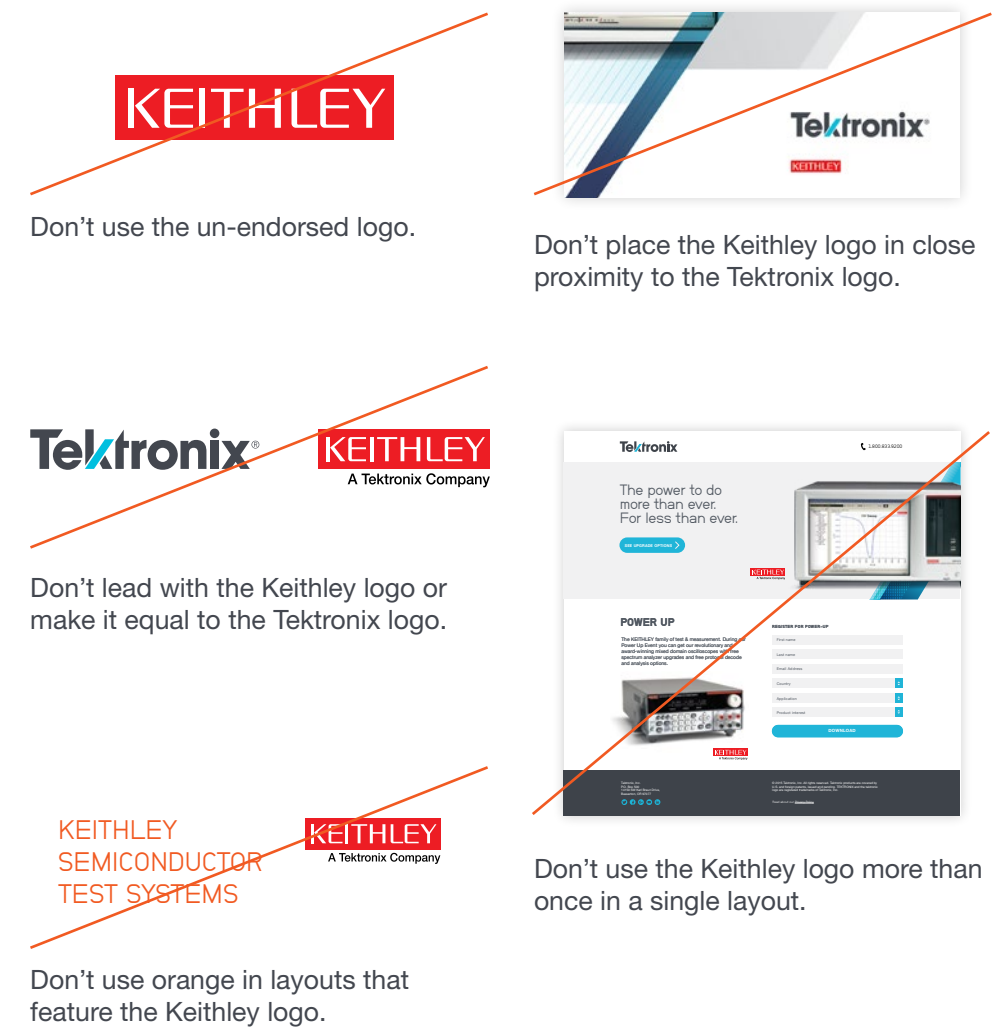
Landing page is focused solely on Keithley products and services. Endorsed Keithley logo is placed under one of the product images. Use the Keithley logo only once in a given layout.

PowerPoint title slide



In certain cases it may be necessary to place the Keithley logo away from the featured product photo because of conflicting graphic elements or text. In these cases, place the Keithley logo toward the bottom of the page, further away from the Tektronix logo, and align it to other elements within the layout.

Keithley Logo Don'ts



Don't use the un-endorsed logo.

Don't place the Keithley logo in close proximity to the Tektronix logo.

Don't lead with the Keithley logo or make it equal to the Tektronix logo.

Don't use the Keithley logo more than once in a single layout.

Don't use orange in layouts that feature the Keithley logo.

LOGOS

Don'ts



The Tektronix logo is shown stretched horizontally, with the letters 'k' and 't' appearing significantly wider than the others.

Don't stretch or condense the logo.



The Tektronix logo is shown at a low resolution, resulting in a blocky, pixelated appearance.

Don't enlarge a low resolution logo file, resulting in a pixelated or "fuzzy" image.



The Tektronix logo is shown with a new arrangement where the monogram icon is placed to the left of the wordmark, which is not the standard brand arrangement.

Don't create new lock-ups or arrangements of the logos or their elements.



The Tektronix logo is shown in a single color (blue) against a white background, which is not the standard brand color scheme.

Don't create a 1-color version of the logo.



The Tektronix logo is shown with the letter 'k' in a different color (green) than the rest of the logo (black).

Don't alter the logo colors.



The Tektronix logo is shown with the word 'Oscilloscopes' added below it in a different color, creating a new variation.

Don't add words or otherwise create new variations of the logo.



The full Tektronix logo is shown above contact information: Jason Davidson, Senior Video Account Manager, T/ 00 55 11 405-0219 M/ 00 55 11 6438-9291, tektronix.com.

Don't use the full logo in close proximity to either the monogram logo or the initial logo.



The Tektronix logo is shown in black on a solid vibrant blue background, which lacks contrast.

Don't use the color logo on a Vibrant Blue background. Always ensure the logo you select has good contrast against all parts of the background.

Typography



TYPOGRAPHY

Primary Typeface

Use for:

- Headlines
- Numerals
- Callouts

Our primary typeface is Neubau Grotesk. Its strict geometry and precise lines project an image of precision and innovation, in service to the world's engineers.

Use Neubau for headlines, subheads and numerals in particular. Avoid using Neubau for copy blocks longer than a sentence or two. Neubau has a very precise and ownable character, but it is not well-suited for body copy.

Note: The Neubau font family should NOT be used in any **VIDEOS** as it has not been licensed for that use. Use Helvetica or Arial instead.

Neubau Grotesk

USING NEUBAU

We use Neubau for headlines, subheads, numerals and callouts. This way, we take advantage of Neubau's unique character with minimal application. Use upper- and lowercase, or all-capitals for headlines. However, any headline or subhead longer than four or five words will look better in mixed case.

TYPE SAMPLE:

The XYZs of Oscilloscopes

GAIN CONFIDENCE IN YOUR MEASUREMENTS

New to using oscilloscopes or just want a quick "refresher" on interpreting their specs? You're in luck! We've condensed decades of oscilloscope expertise into this free 60-page primer.

FONT WEIGHTS

Neubau's six font weights allow a range of expression from elegant and subtle (35 Leicht) to bold and confident (85 Schwer). Any weight is appropriate for headlines, so use the weight that expresses the right tone for your application. For smaller text, avoid the lightest weights (35, 45) to ensure clear legibility.

- Neubau Grotesk 35 Leicht
- Neubau Grotesk 45 Mager
- Neubau Grotesk 55 Normal
- Neubau Grotesk 65 Halbfett
- Neubau Grotesk 75 Fett**
- Neubau Grotesk 85 Schwer**

NON-ROMAN ALTERNATIVES

Below are the approved foreign language font sets. Please contact the Brand Manager if you need to expand your regional options.

Chinese – Simhei

黑体

Korean – Gulim

함께 비를 와도

Japanese – Kozuka Gothic Pro

小塚ゴシック

TYPOGRAPHY

Secondary Typeface

Use for:

Body Text
Subheads
Captions

Helvetica Neue is an easy-to-read, classic sans-serif typeface that complements Neubau.

For these reasons and because of its wide range of available weights, condensed cuts, and italics, it is ideally suited for body copy.

When neither Helvetica nor Neubau is available (e.g., PowerPoint presentations), use the Arial family instead.

Helvetica Neue

FONT WEIGHTS

Helvetica comes in a wide range of weights and cuts, including condensed and italic. The preferred application of Helvetica is in body copy, generally in the Regular weight, complemented by subheads in Medium or Bold. Condensed cuts are useful in space-constrained applications but should otherwise be avoided.

Helvetica Neue Light + *Italic*
Helvetica Neue Regular + *Italic*
Helvetica Neue Medium + *Italic*
Helvetica Neue Bold + *Italic*
Helvetica Neue Light Condensed
Helvetica Neue Condensed
Helvetica Neue Medium Condensed
Helvetica Neue Bold Condensed

ALTERNATE FONT

For many documents, it isn't possible to use custom fonts. For instance, any PowerPoint presentation that will be shared outside the organization must use fonts that are available on all computers globally. For these and similar applications, our alternate font is Arial.

Arial Regular + *Italic*
Arial Bold + *Italic*
Arial Black + *Italic*
Arial Narrow + *Italic*
Arial Narrow Bold + *Italic*

TYPOGRAPHY

Text Color & Capitalization

We use a combination of all-caps and mixed case typography. Almost all of our typography is set in Vibrant Blue, Charcoal, or Deep Charcoal, or else it is reversed out of one of those colors.

All Caps

Use all caps Neubau in a variety of weights for short headlines and subheads (4-5 words or less). All caps Neubau or Helvetica may also be used for category headers and callouts within tables and charts, as well as calls-to-action within interactive buttons.

Upper- and Lowercase

For longer headlines and subheads, use Neubau 45 Mager, 55 Normal or 65 Halbfett in sentence- or title case.

For body copy, always use Helvetica 45 Light or 55 Regular in sentence case. Use Helvetica 65 Medium or 75 Bold for subheads within body copy.



SHORT HEADLINE

Neubau 55 Normal
All caps

LONG HEADLINE

Neubau 55 Normal
Sentence case

CALL-TO-ACTION

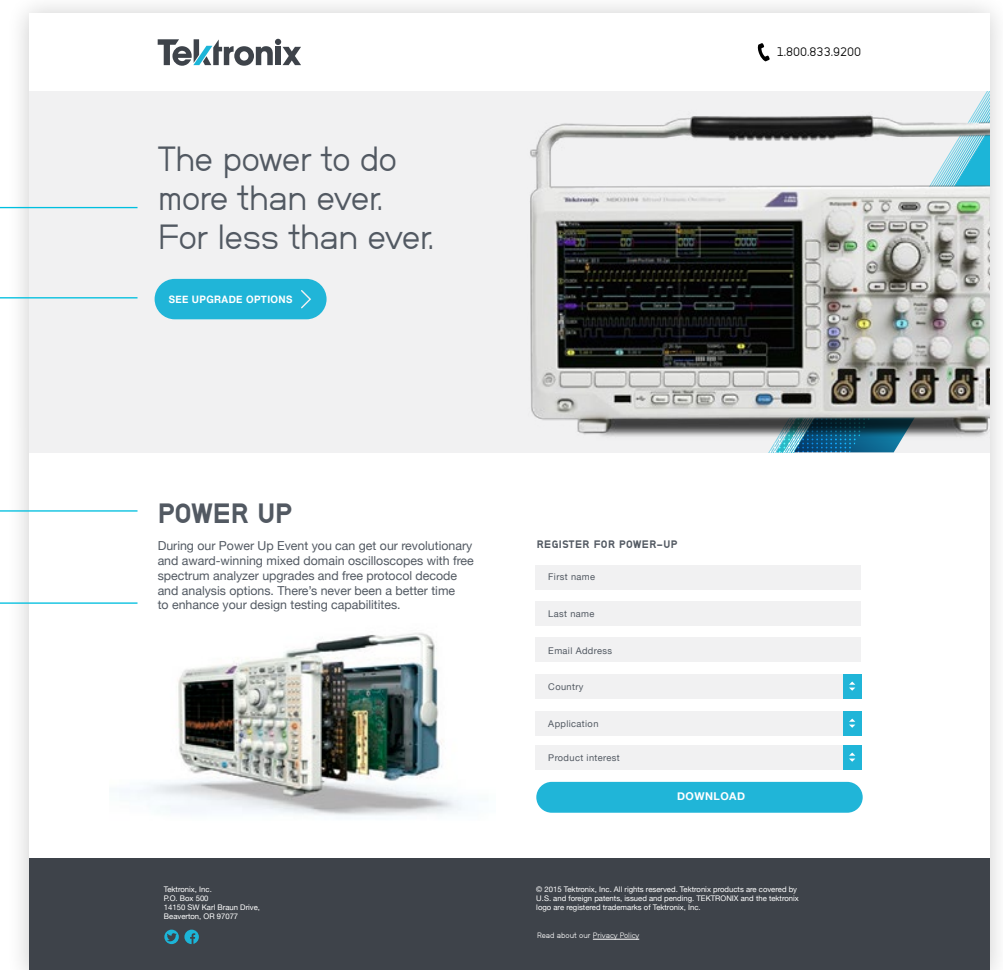
Helvetica 65
Medium All caps

SHORT SUBHEAD

Neubau 75 Fett
All caps

BODY TEXT

Helvetica 55 Normal
Sentence case



TYPOGRAPHY

Don'ts

Ribus dolentum quo temque eturias cone consectetur alicimus volorerum adi berro blandis et et acesti volesti aspicate et quatis sincit, que dio con repere seque verumquia aliamet ommodio

Itaecturi dia dolore poresendem eatum que conserum eum atibus.

Bo. Ritas est, con rem. Ignimus si beria dolo od quias ilibus il ipsa dolupietus delibus magnihicae min nonseque.demporem simolest escilissin pres am eum exerior sendebis aborum

Don't use Vibrant Blue for long sections of body text. It may be used in callouts and sidebars, but it is hard to read in large quantities (anything more than a paragraph or so).

Our comprehensive quality system is unmatched.

Don't apply overly tight or loose tracking (letterspacing) to sentence- or lowercase typography. (It is okay to use loose tracking with all caps.)

Our comprehensive quality system is unmatched.

Don't use overly tight or loose leading (linespacing). Body copy should use approximately 120-130% leading; headlines and subheads should use 90-110% leading.

All oscilloscopes have a low-pass frequency response that rolls off at higher frequencies. Oscilloscope bandwidth is specified as being the frequency at which a sinusoidal input signal is attenuated to 70.7% of the signal's true amplitude – the -3 dB point.

Don't leave orphans. Orphans are single words (or even a single line) that carry over from the previous column in multi-column layouts.

Oscilloscope bandwidth is specified as being the frequency at which a sinusoidal input signal is attenuated to 70.7% of the signal's true amplitude – the -3 dB point.

COMPREHENSIVE CALIBRATION AND REPAIR FOR ALL YOUR TEST, MEASUREMENT AND CONTROL EQUIPMENT

Don't set headlines and subheads longer than 4 or 5 words in all-caps. It's hard to read.

The Tektronix Service Advantage

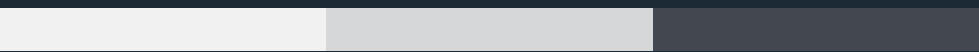
Don't use Helvetica for headlines. Use Neubau instead.

THE TEKTRONIX SERVICE ADVANTAGE

Don't add dropshadows to type.

Don't leave widows. A widow is a single word of 7 characters or less, that carries over to its own line at the end of a paragraph.

Color



COLOR

Solid Colors

Consistent use of our signal color—Vibrant Blue—will build brand recognition.

While there are many colors in our new palette, we place a strong emphasis on blue, white and gray. Vibrant Blue and Charcoal are the logo colors. Since the logo is always present, the simplest and cleanest look is achieved by using these two colors in addition to white.

TK Blue approximates the color of the cases on many of our products, so it is particularly useful in layouts that feature product photography. Note that PMS 7707 is an approximation, and differs slightly from the actual product color.

The orange and green accent colors are intended to be used for the occasional call to action, highlight or callout.

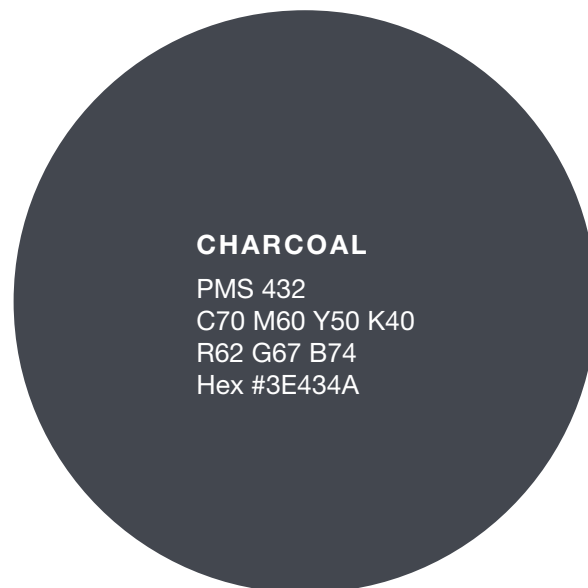
Tints

It's okay to tint Charcoal, Gray, and Light Gray. **Don't tint any of the other colors.** Use them at full strength.

PRIMARY COLORS



VIBRANT BLUE
 PMS 638
 C70 M0 Y10 K00
 R28 G181 B216
 Hex #1CB5D8

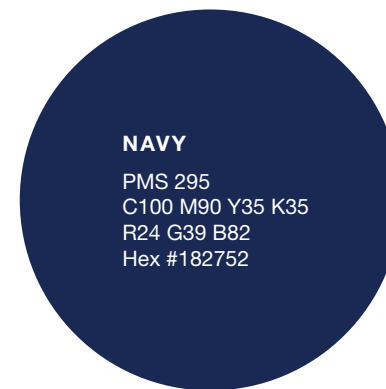


CHARCOAL
 PMS 432
 C70 M60 Y50 K40
 R62 G67 B74
 Hex #3E434A

SECONDARY COLORS



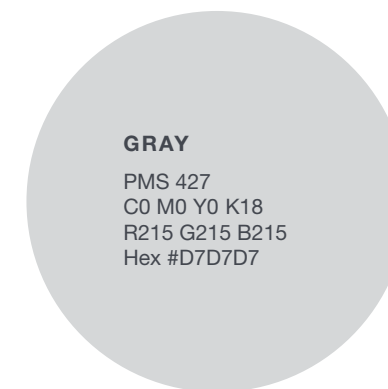
TK BLUE
 PMS 7707
 C100 M55 Y35 K10
 R0 G98 B129
 Hex #006281



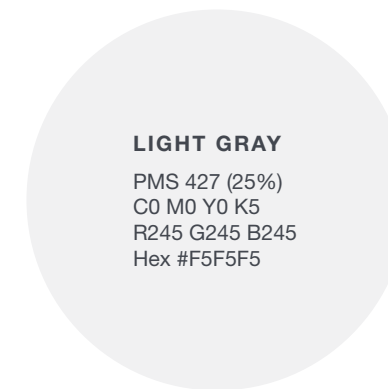
NAVY
 PMS 295
 C100 M90 Y35 K35
 R24 G39 B82
 Hex #182752



DEEP CHARCOAL
 PMS 5395
 C85 M70 Y55 K60
 R27 G41 B53
 Hex #1B2935



GRAY
 PMS 427
 C0 M0 Y0 K18
 R215 G215 B215
 Hex #D7D7D7



LIGHT GRAY
 PMS 427 (25%)
 C0 M0 Y0 K5
 R245 G245 B245
 Hex #F5F5F5



WHITE
 C0 M0 Y0 K0
 R255 G255 B255
 Hex #FFFFFF

ACCENT COLORS

Green and orange have limited roles in the new Tektronix brand. Being very powerful colors, they should be used only as small accents within a layout. Examples include color coding in a product catalog or an occasional snipe or call-to-action button.



MID GREEN
 PMS 361
 C60 M0 Y100 K0
 R115 G191 B68
 Hex #73BF44



VIBRANT GREEN
 PMS 376
 C40 M0 Y100 K0
 R165 G206 B57
 Hex #A5CE39



ORANGE
 PMS 1655
 C0 M80 Y100 K0
 R240 G90 B34
 Hex #F05A22

COLOR

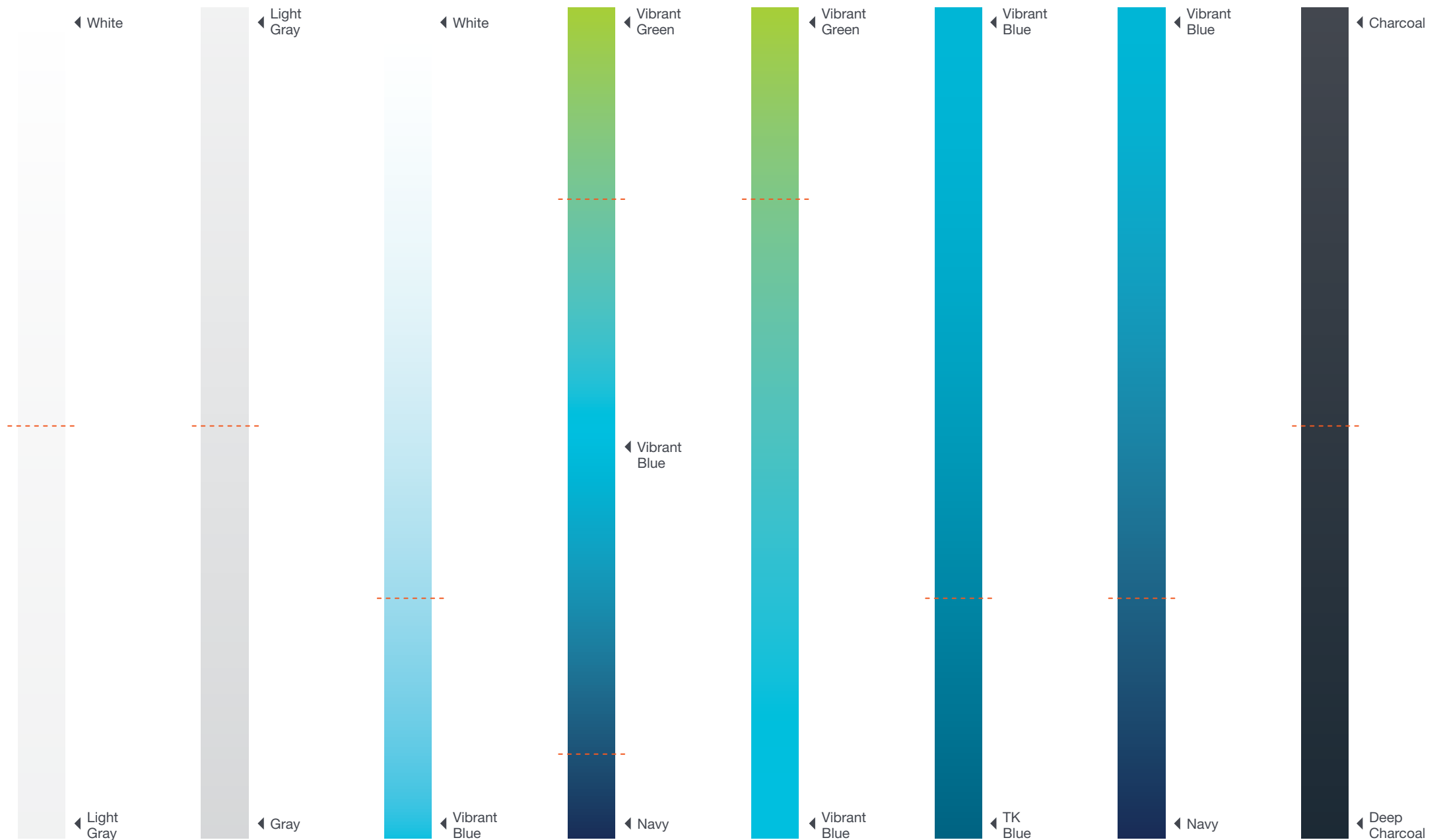
Gradients

In addition to flat colors, the Tek visual identity system includes a set of gradients. There are 8 gradients available, as shown here. Don't create new gradients beyond this set.

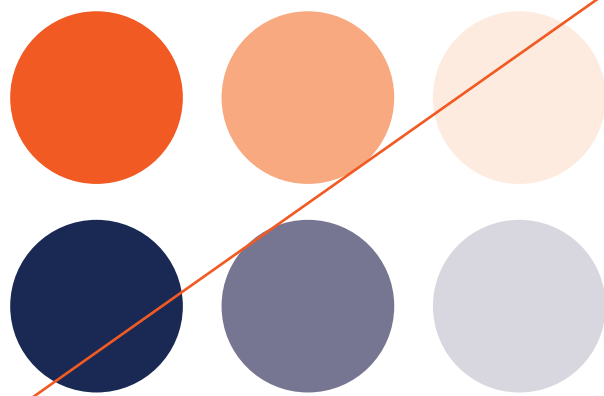
Note the position of the transition point between the colors of the gradients (shown as an orange dotted line). These are not always in the center of the gradient. The color transitions within many of the gradients (indicated here by a dotted orange line) are shifted to favor the lighter or brighter color, which keeps the gradients vibrant and light-weight.

Gradient Backgrounds

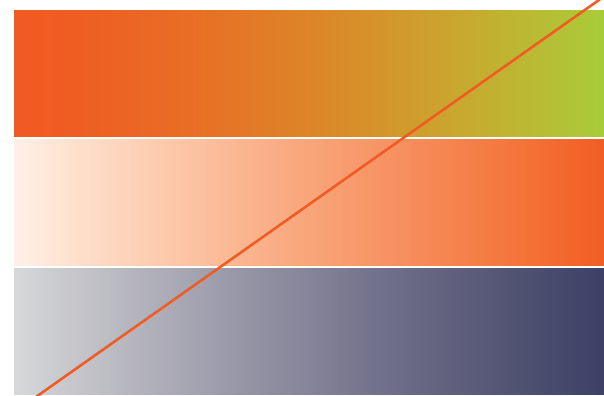
While the gradients are primarily used within the context of our angled graphics, some of the more subtle gradients (e.g., White>Gray or Charcoal>Deep Charcoal) can also be used as backgrounds. The goal is an open, clean look, so if a gradient background is adding unnecessary complexity to a design, try a white or flat color background instead.



COLOR Don'ts



Don't tint solid colors. (Charcoal, Warm Gray, and Light Gray may be tinted however.)



Don't create new gradients beyond the approved set.

The XYZs of
Oscilloscopes

Don't use the accent colors for text except in the context of a color-coding system (for example, color-coded sections of a product catalog).

RSA306
USB Spectrum Analyzer

APPLICATIONS:

- Academic/education
- Maintenance, installation and repair in the factory or field
- Value-conscious design and manufacturing
- Interference hunting

Don't use these gradients as backgrounds: Navy-to-Vibrant Blue, Vibrant Blue-to-Vibrant Green, or Navy-to-Vibrant Blue-to-Vibrant Green.

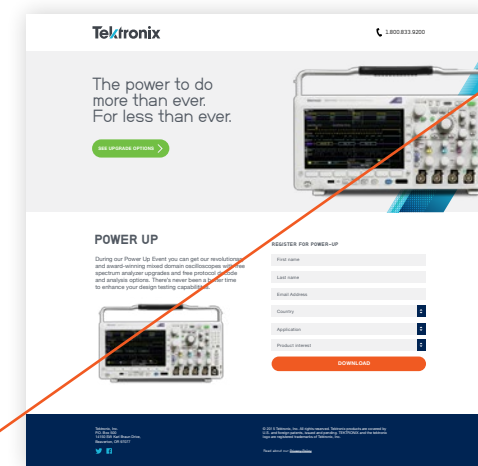


Don't use an accent color (green or orange) as a background or as a large percentage of a layout.

The XYZs of
Oscilloscopes

GAIN CONFIDENCE IN YOUR MEASUREMENTS

Don't use red or other colors that are not part of the new Tektronix brand.



Don't use multiple accent colors in a single layout. The Tektronix palette heavily emphasizes Vibrant Blue. Other colors should be used as minimally as possible.

THE
TEKTRONIX
SERVICE
ADVANTAGE

Don't use the gradients within typography.

Forward Angle



FORWARD ANGLE

Standard Configurations

The Forward Angle is exactly 55.8° and always moves up and to the right.

The Forward Angle is a signature element of the new Tek visual system. It echoes the angles within the logo, and ties to our heritage.

Use it consistently so our audiences can easily recognize Tek marketing communications, but don't overuse it, such that our audiences become fatigued and our layouts become cluttered. To achieve this balance, restrict use of the angle to no more than one instance per layout. (In a multi-page document, it is okay to use the Forward Angle more than once, but no more than one per page or spread.)

There are two standard configurations of the Forward Angle: Stripes and Dots. Use one or the other, not both, in a given application. Either configuration may be used on light or dark backgrounds, and the color within the gradient may vary.

FORWARD ANGLE STRIPES ON WHITE BACKGROUND



FORWARD ANGLE DOTS ON DEEP CHARCOAL BACKGROUND



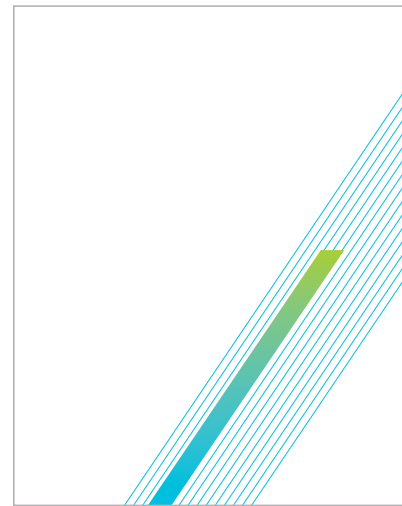
FORWARD ANGLE Stripes

The Stripes configuration of the Forward Angle features a gradient stripe in the foreground and a series of parallel blue stripes behind that. The parallel blue stripes always crop on at least two sides of the composition. The gradient stripe may be cropped both bottom and top, or just at the bottom (as shown here).

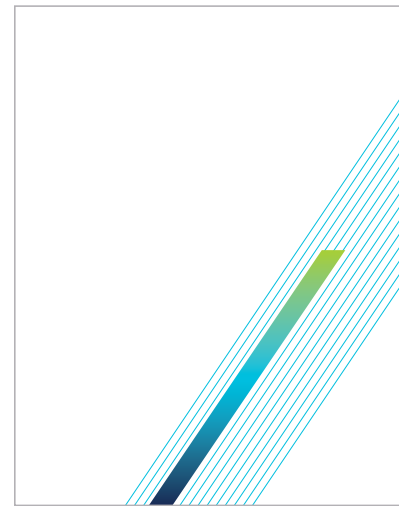
The gradient stripe may take on the color of any of the Tektronix gradients. The blue parallel stripes may not be re-colored.

The Forward Angle Stripes may be used over white, Charcoal or Deep Charcoal backgrounds. They may also be used together with the angle backgrounds shown below.

STRIPE PATTERN + GRADIENT STRIPE



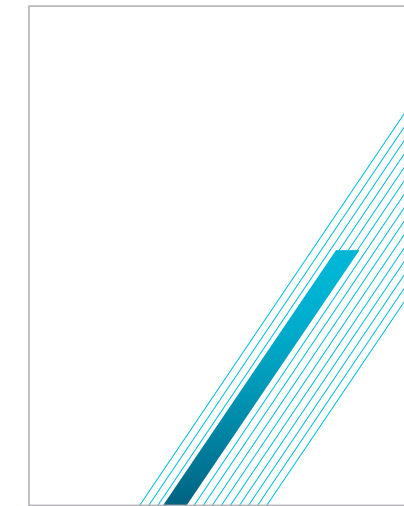
Vibrant Blue>Vibrant Green



Navy>Vibrant Blue>Vibrant Green



Navy>Vibrant Blue



Tek Blue>Vibrant Blue

WITH THE ADDITION OF ANGLE BACKGROUNDS



Light Gray gradient angle background



Deep Charcoal angle background



Charcoal angle background

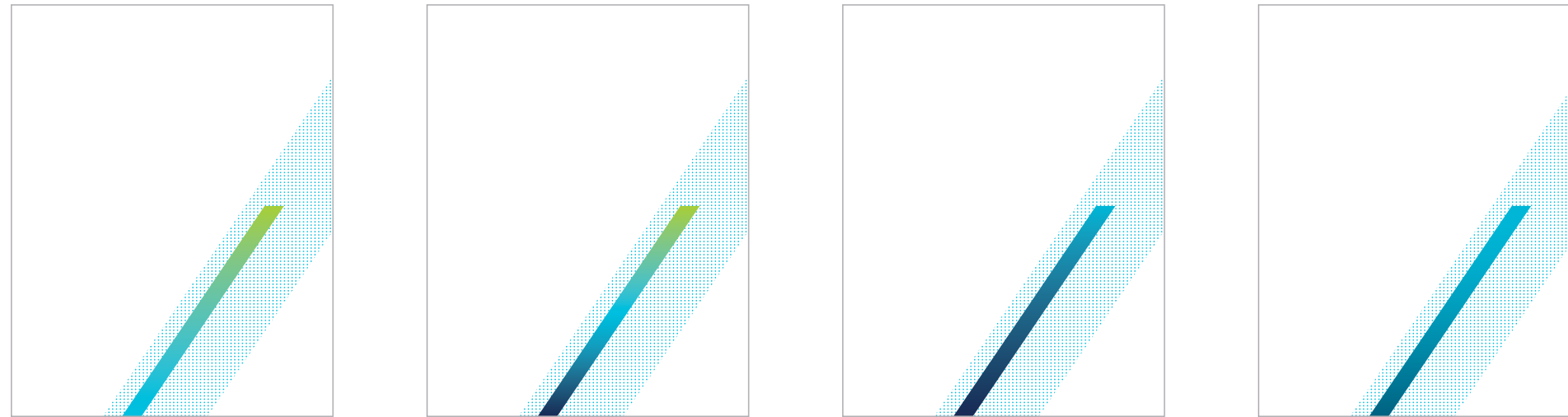
FORWARD ANGLE Dots

The Dots configuration of the Forward Angle features a gradient stripe in the foreground and a cropped pattern of dots behind that. Just like the Forward Angle Stripes, the cropped pattern of dots always crops on at least two sides. The gradient stripe may be cropped both bottom and top, or just at the bottom (as shown here).

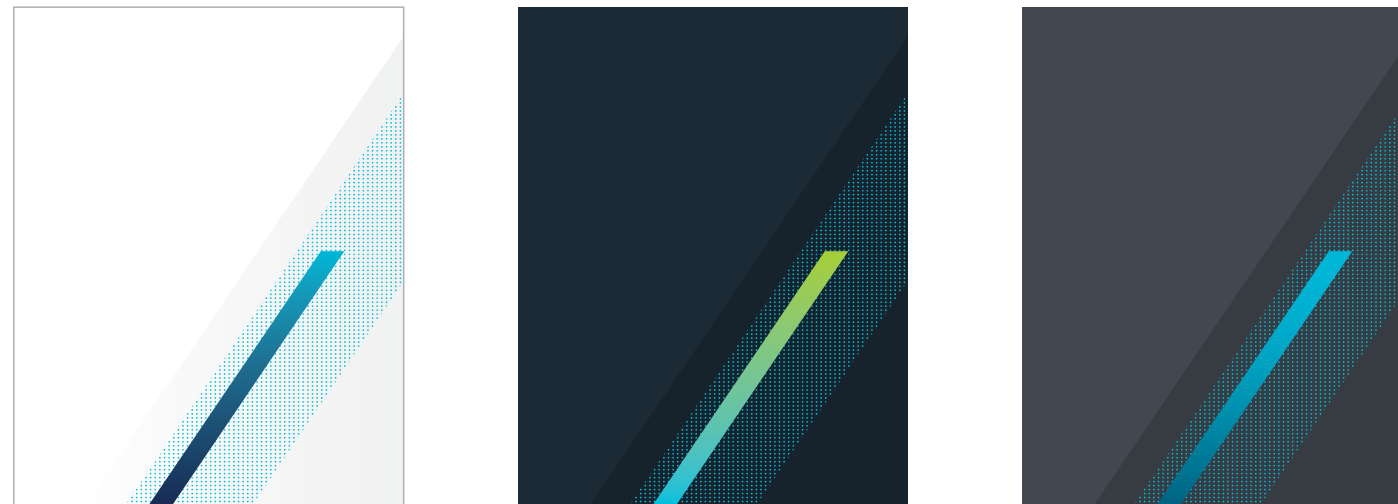
The gradient stripe may take on the color of any of the Tektronix gradients. The dot pattern may not be re-colored.

The Forward Angle Dots may be used over white, Charcoal or Deep Charcoal backgrounds. They may also be used together with the angle backgrounds shown below.

DOT PATTERN + GRADIENT STRIPE



WITH THE ADDITION OF ANGLE BACKGROUNDS



Light Gray gradient angle background

Deep charcoal angle background

Charcoal angle background

FORWARD ANGLE

Cropping

Guidance shown on this page applies to both the Stripes and Dots configurations of the standard Forward Angle.

The blue parallel lines or dots within the Forward Angle always crop to at least two sides.

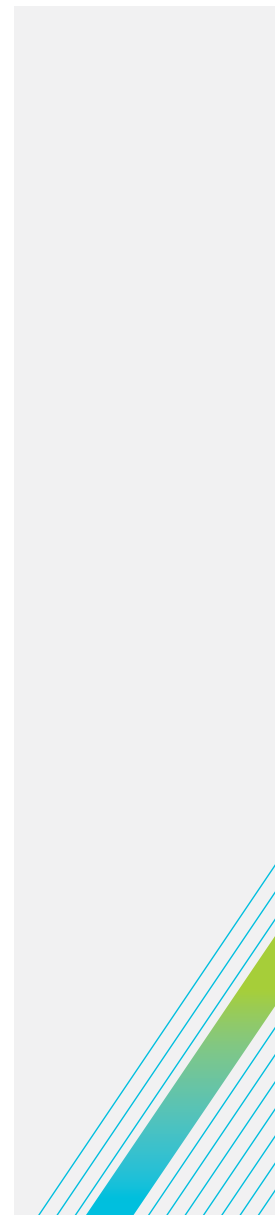
A few sample layouts are shown here, but many more arrangements are possible. These elements may be animated in a digital context.

The gradient stripe

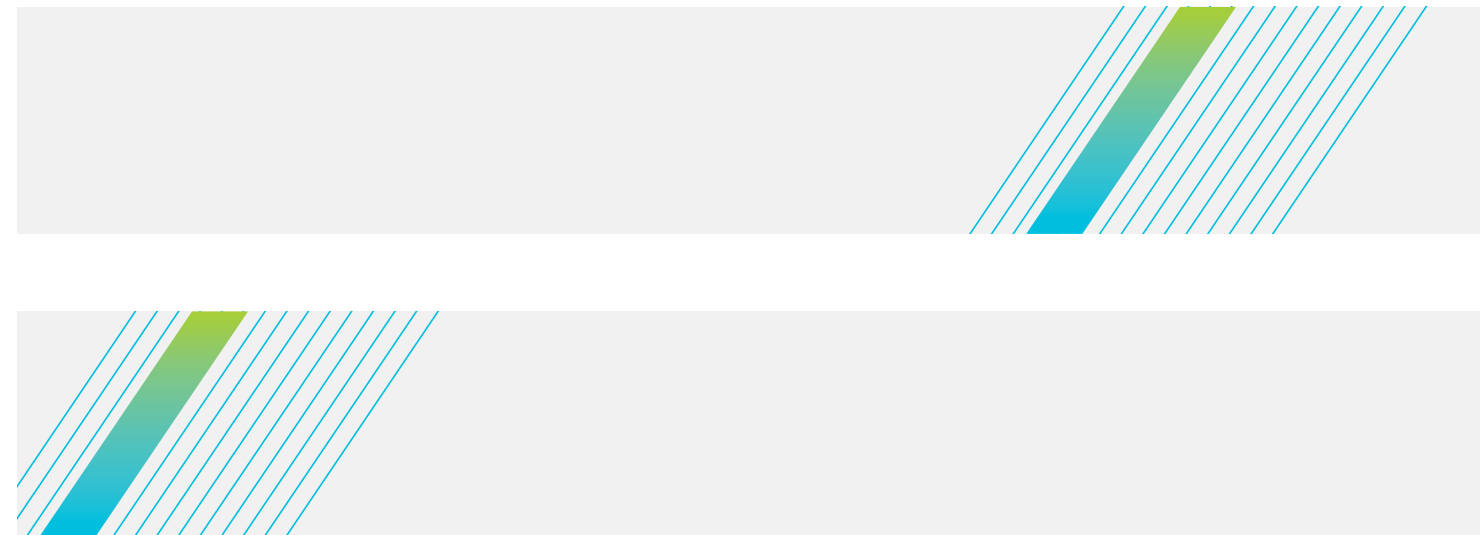
The bottom of the gradient stripe is always cropped. The top may be cropped or may be visible, depending on what's needed for the layout.

Once the position of the gradient stripe has been established, *re-draw the gradient* so it includes the full spectrum of color within the selected gradient color.

TOWER



BANNER



LANDSCAPE



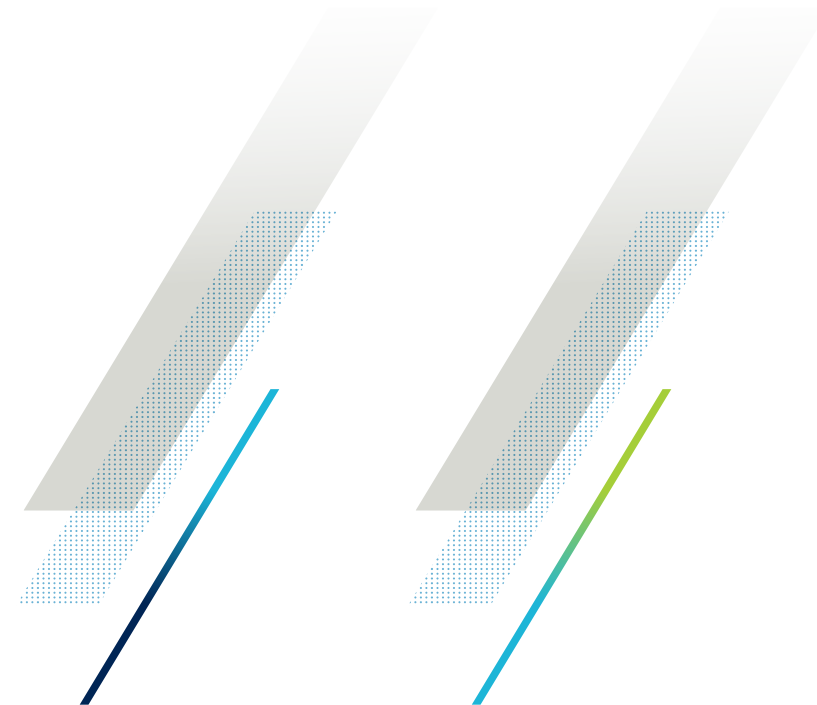
Full-Color Angle Variants

In addition to the standard Forward Angle assets shown on the previous pages, there are a few alternative variations on the element that can be used instead.

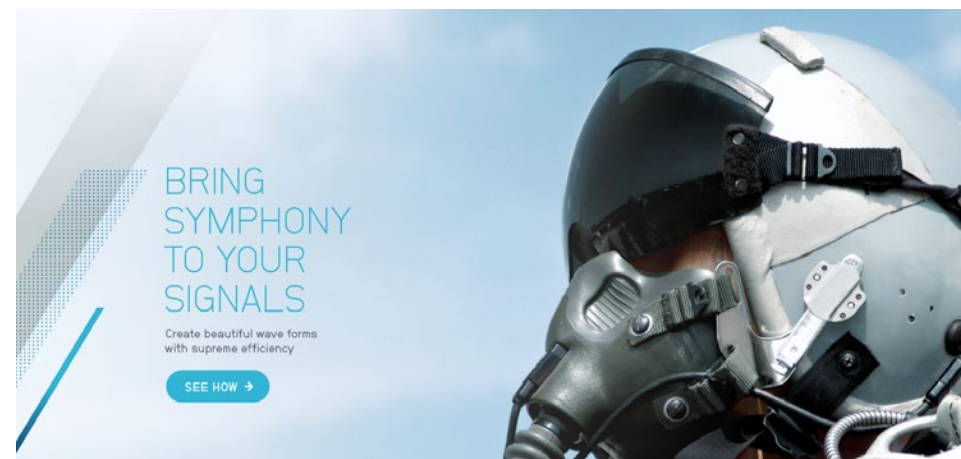
The full-color angle variants are available in a variety of color configurations.

Remember to use only one execution of the Forward Angle in a given layout.

STAGGERED ANGLES WITH DOTS



STAGGERED ANGLES WITH STRIPES



FORWARD ANGLE

Subtle Angle Variants

Like the full-color variants, these versions of the forward angle are available to augment the standard set. Use the subtle variants as a light wash over a background color or photo. When integrating the forward angle with a photo, select an image with a simple background.

LIGHT TRANSLUCENT ANGLE

This angle uses a subtle gradient of gray or white and is placed over an image or light background as a subtle application. It should be set between 10% and 40% opacity.



DARK TRANSLUCENT ANGLE

Similar to the light translucent angle, this dark angle is applied as a subtle effect over dark backgrounds, allowing text or other elements to sit on top without sacrificing legibility.



FORWARD ANGLE

Cropping Photography

Versions of the Forward Angle have been created specifically to crop photography within layouts, leaving space to add typography. These layouts are complex to execute, so they are made available as templates rather than loose elements. Please don't create new versions.

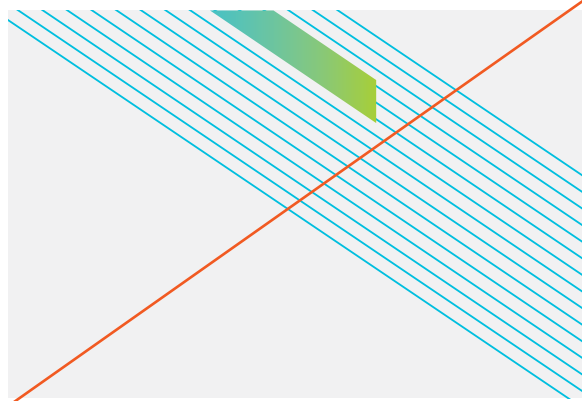
POWERPOINT TITLE SLIDE



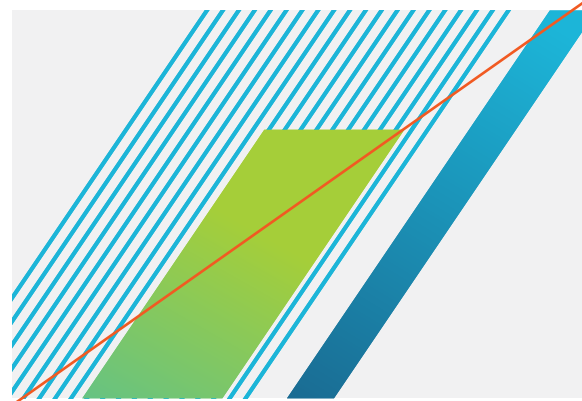
DOCUMENT COVERS



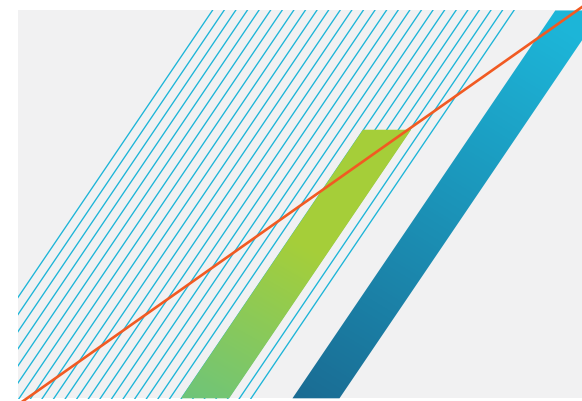
FORWARD ANGLE Don'ts



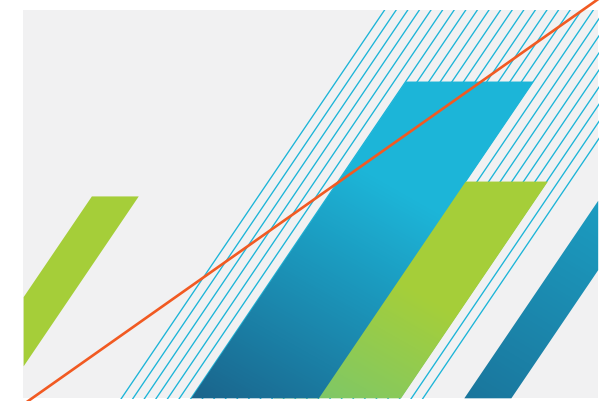
Don't flip or rotate the elements of the forward angle.



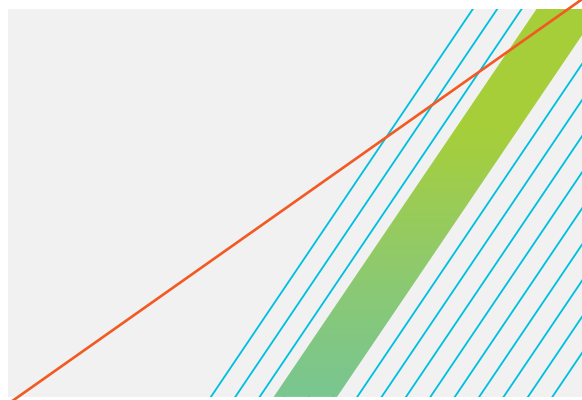
Don't increase the weight of the lines in the forward angle stripes.



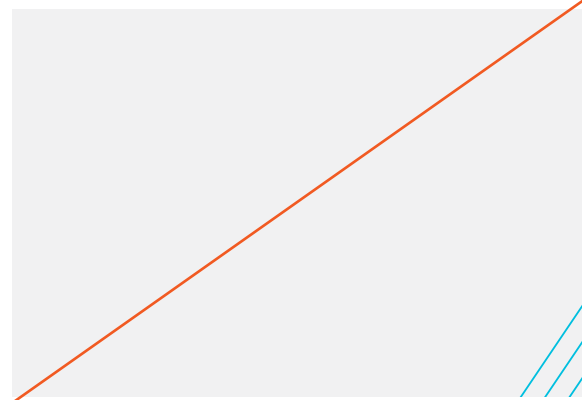
When using two gradient elements within a single composition, don't make them the same width. One element should be at least twice the width of the other.



Don't overuse the angle elements. A total of two or three elements (one or two gradient elements plus an optional striped or dotted element) is the preferred configuration.



Don't forget to re-draw the gradient to optimize for the space—make sure you can see the full range of color.



Don't crop too much of the Forward Angle. It should comprise at least 20% of the layout.



Don't place type over any portion of the Forward Angle.



Don't place the Forward Angle over a busy photo.



Photography

PHOTOGRAPHY

The Tek Photo Style

Photo subject matter

While we will always feature our products in photography, the new direction for Tek is to include client industry photography as well. By showing what our customers are creating—with our help—we paint a richer and more inspiring picture.

Photo style

Our photo style is simple, clean, neutral in color, light, bright and open. Some characteristics of a Tek image:

Progressive/Modern
Cutting-edge, reaching for the future.

Clean
Crisp edges, sleek lighting.

Stylish
Not ordinary, look for interesting or unexpected.

Inviting
Easy to look at, you'll want to see more.

Iconic
Represents something bigger, noble or aspirational.

Minimal/Essential
Less is more.

Neutral
White, gray and black, not beige or yellow.



NOTE: The images shown demonstrate the Tektronix photo style. These images are for reference only and are not available for use.

PHOTOGRAPHY

Product

Our products are shot on white or light gray backgrounds. Shadows and reflections should be used to subtly create a sense of the surrounding environment. Make sure images are color balanced so gray and white elements appear truly neutral, not yellow or beige.

Products may be photographed straight-on for a clean and simple look, which is particularly useful for applications like catalogs where several products will be shown together.

Products may alternately be shot at dramatic angles, which is a nice option for heroic applications of the product, like advertisements or posters.

Coloration may be added to backgrounds in post-production to incorporate brand colors (for example, Vibrant Blue as shown at right).



PHOTOGRAPHY

Industry and Application

Industry and application photos include not just images of testing environments, but also photos of our customers' products and the end-user applications in which they're used. For instance, a photo about the communications industry could feature a consumer enjoying the benefits of their smartphone, rather than a technician in a lab using one of our oscilloscopes.

By making our customers and their products the heroes, we elevate the world's perception of Tektronix as an enabler of invention, creativity and engineering. The perception of Tek must move past the engineering of precision instruments to the point where we're seen for what we truly are—partners in the creation of new, exciting technologies.

Simple photos of complex environments

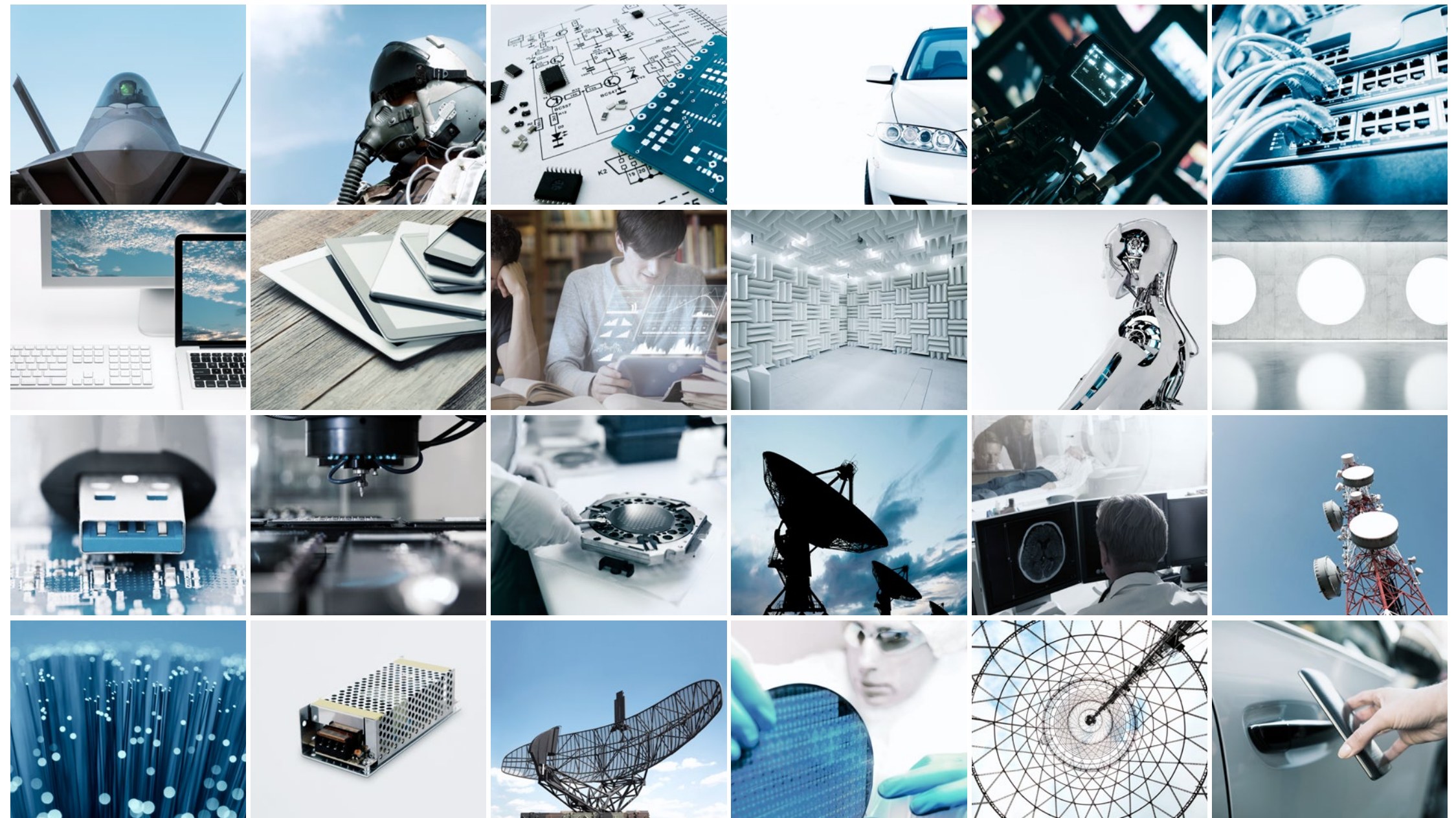
When shooting in busy labs or other customer environments, try to stage simple, open, bright and clean photos. Remove clutter if possible, and make use of artful cropping, depth of field and light backgrounds. Ask subjects to wear white, gray or light blue clothing without busy patterns.



PHOTOGRAPHY

Industry & Application Photo Library

In addition to our product photo library, Tek has licensed a number of industry- and application-oriented photos that can be used for any marketing application in any market. The images have been color corrected to fit with the Tek brand. These images are available in the standard PowerPoint template and also on the Brand Portal.



PHOTOGRAPHY

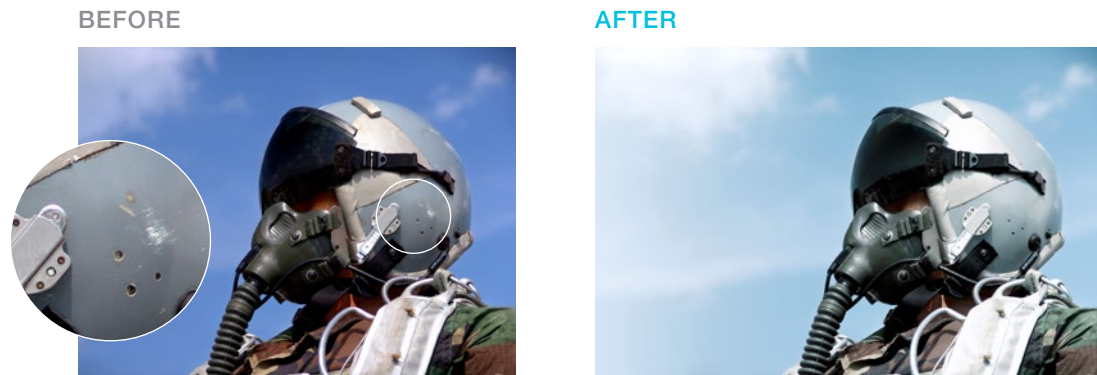
Selecting and Adjusting Photos in the Tek Style

Selecting a photo to start with

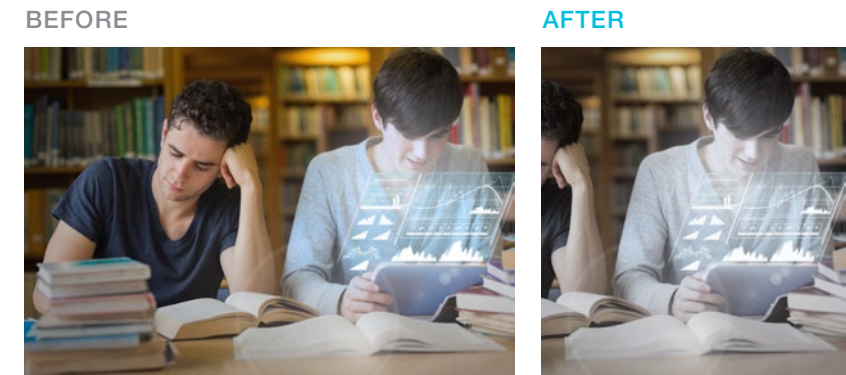
When choosing a photo from stock or from our image library, look for an image that represents the product application in the most interesting and iconic way. Focus on end-user applications when appropriate. Look for dynamic camera angles and photographs that feature asymmetric layouts and ample white space. Light-filled photos work best, but dark photos can be used for dramatic effect—avoid images that are flat and gray with low contrast.

Adjusting the image in Photoshop

The Tek photo style features desaturated color that skews toward TK Blue or Vibrant Blue, a cyan-forward hue. Look for opportunities to colorize key elements toward this palette. Reduce yellow and red tones to allow blue and gray to come forward. Adjust contrast so blacks are rich and whites are vibrant. If possible, consider cloning out imperfections in the image, and/or extending simple backgrounds to create more open space.



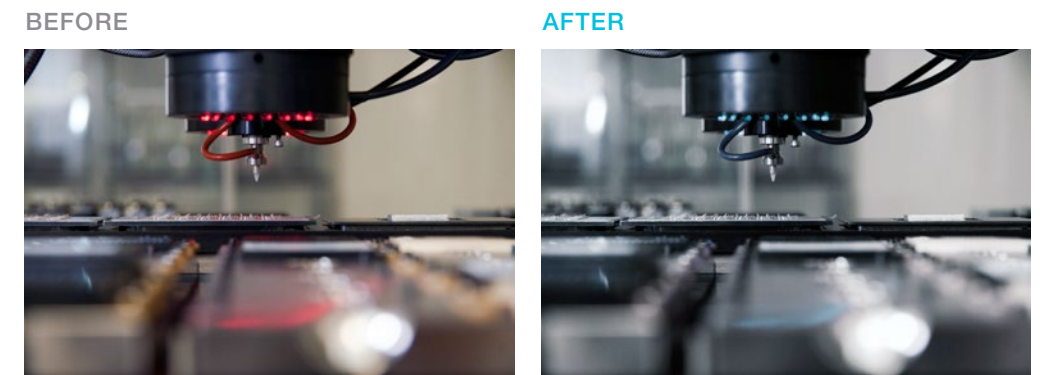
The original image of the pilot has a good, asymmetrical composition and features a dramatic, low angle. Imperfections were cloned out of the helmet and face mask, and extra sky was added to the left. **Levels** were adjusted to lighten the light areas and midtones. **Saturation** has been reduced throughout the image. Color has been shifted toward blue and away from red and yellow using the **Selective Color** adjustment. The sky color has been adjusted to complement Vibrant Blue.



The original image includes a bored-looking subject. The altered image crops out the unwanted areas. **Saturation** has been reduced throughout the image. **Selective Color** was adjusted to reduce yellow and add blue.



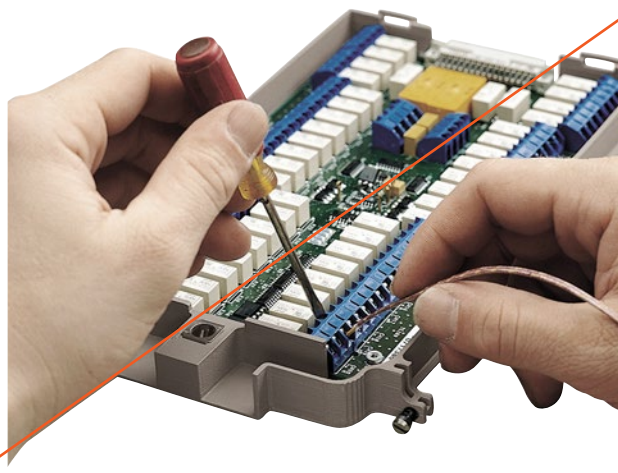
The original image is complex visually, but a bright lens flare gives the overall photo a light and open feeling. Saturation levels were decreased. **Selective Color** was adjusted to reduce red and yellow while adding blue.



In this image, red was replaced with cyan using the **Replace Color** filter. **Selective Color** was adjusted to reduce red and yellow while adding blue. A section of electrical cable has been cloned out of the upper left corner, simplifying the image.

PHOTOGRAPHY

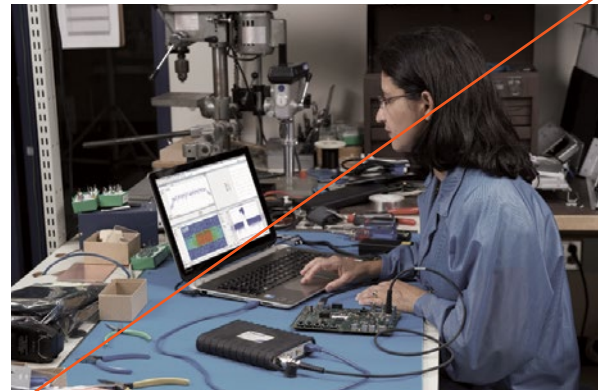
Don'ts



Don't clip a photo without including a shadow and or reflection to provide context to the environment.



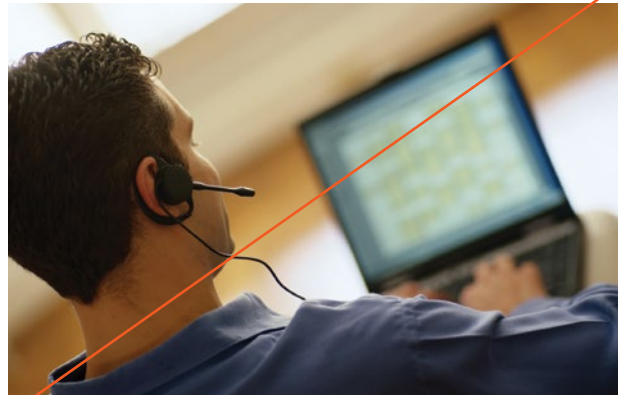
Avoid harsh shadows in product photography.



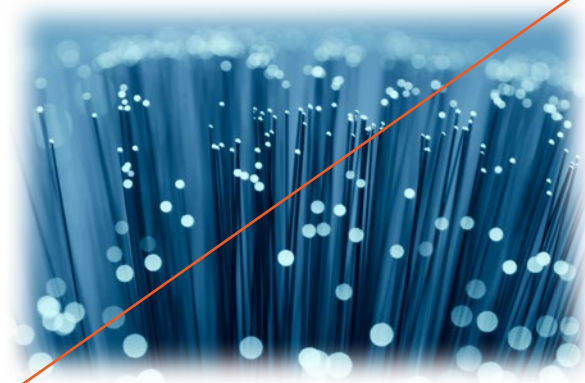
Although complex environments are realistic, they don't make great photos. Minimize complexity by removing clutter, using racked focus, and cropping artfully.



A few simple adjustments would bring this photo in line with the Tektronix style: lower the camera angle to capture more sky and fewer trees; shift the subject off-center; change wardrobe to simple white shirt.



Don't use fully saturated, warm color. Also, the subject is poorly lit, the image is too tightly cropped (no white space) and the rotated angle adds unnecessary complexity.



Don't add feathered treatments, drop shadows or other effects to the edges of photographs.



Don't use artificial gel lighting and avoid the use of red in photographs.

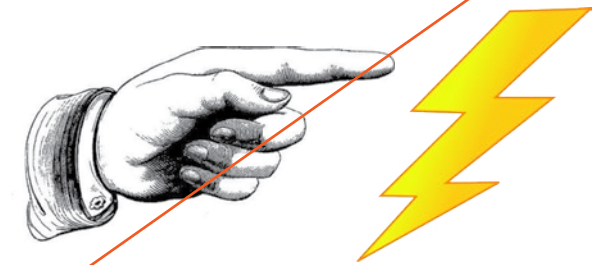


Illustration and clipart are not part of the Tektronix visual identity system. Use photos, text and color to get your ideas across.

PHOTOGRAPHY

Don'ts



Don't use photography with overt and cliché metaphors.



Don't use imagery that feels like clip art.



Don't use photos that demonstrate a lack of age-, gender- or ethnic diversity. Avoid facial expressions and scenarios that are unrealistic.



Don't use imagery that feels like clip art.



Don't use cliché phrases or concepts.



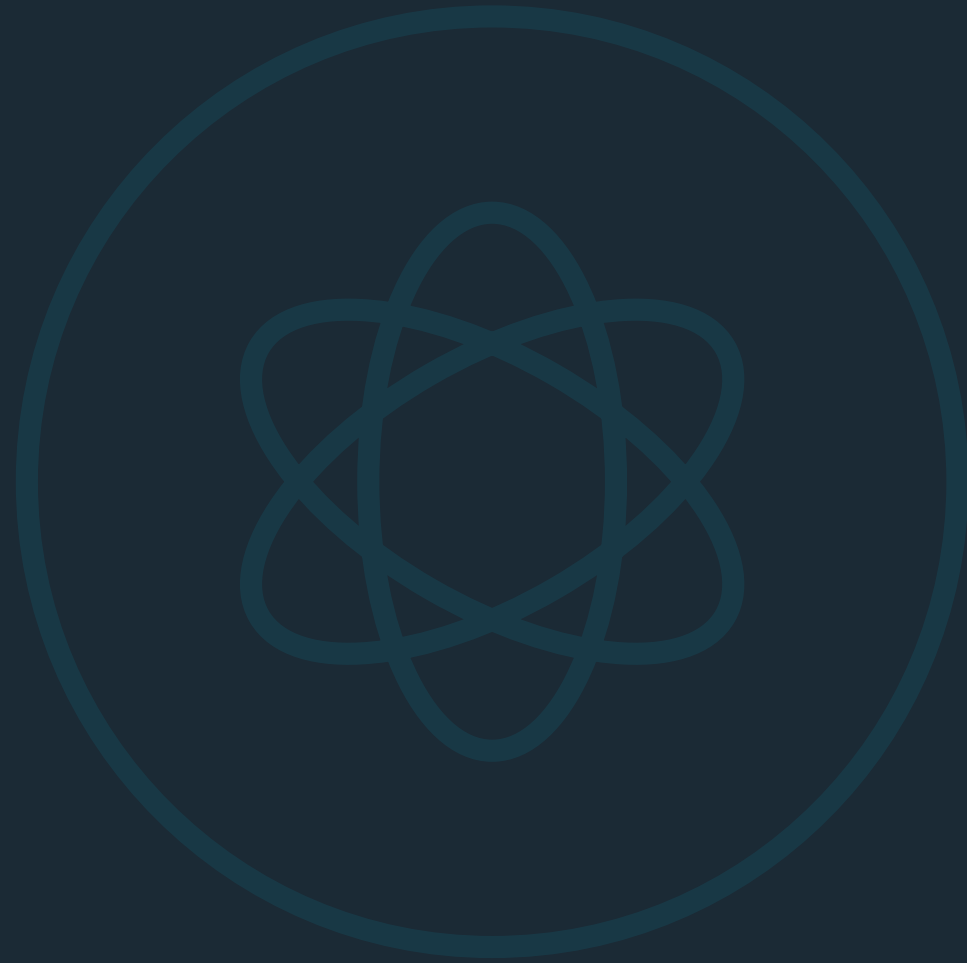
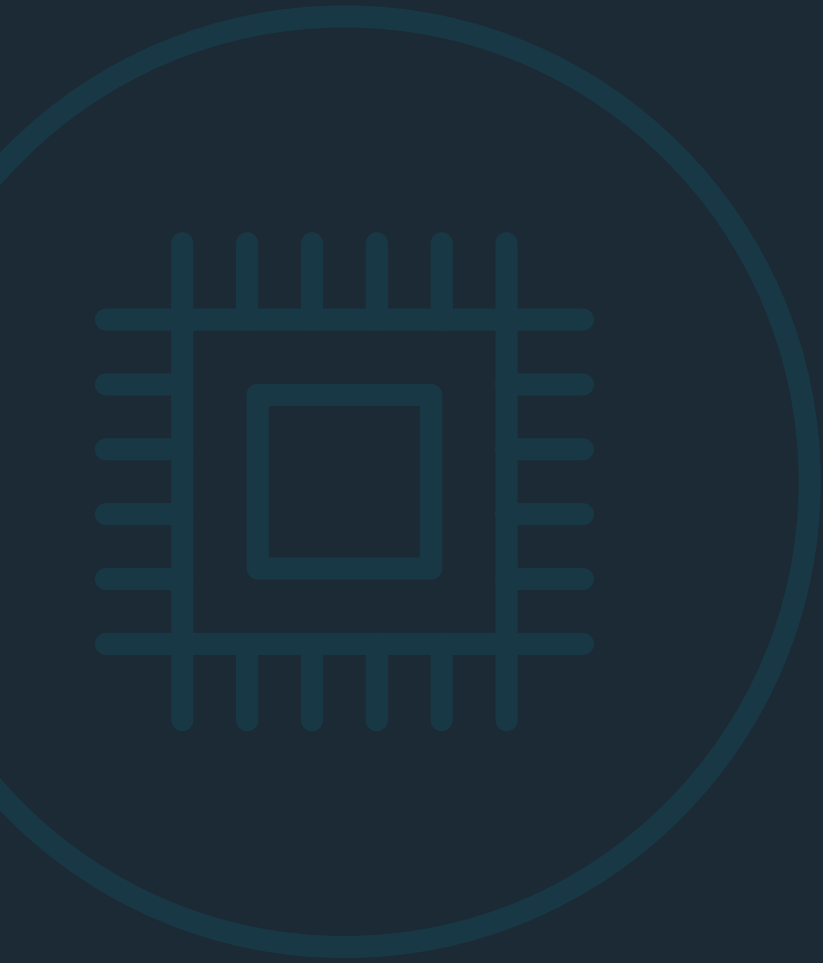
Avoid facial expressions and scenarios that are unrealistic.



Don't use cliché phrases or concepts.



Don't use photography with overt and cliché metaphors.



Digital Marketing

DIGITAL MARKETING

Email Signature

Tektronix has implemented a global enterprise-wide email signature software platform, via Digitech Branding, to drive better consistency across our worldwide organization. With email as the number one communication vehicle for promoting our brand, enabling consistency and quality in our signature blocks is critical.

Start Here: To start creating your new email signature access the Email Signature Tool on *TekWeb* under *Now Featuring* in the highlighted box.

Creating New Promotional Email Ad Banners

Regional Marketing Brand Ambassadors are responsible for submitting promotional email banners to the Brand Manager for inclusion in the email signature tool along with the supporting spreadsheet documentation. Please work with your local regional brand ambassador if you need an email banner created and implemented.

STANDARD SIGNATURE

Karen Ching
Regional Sales Manager
E/ karen.ching@tektronix.com
T/ 00 55 11 405 0219 M/ 00 55 11 6438 9291
tek.com



STANDARD SIGNATURE WITH IN-LINE AD

Karen Ching
Regional Sales Manager
E/ karen.ching@tektronix.com
T/ 00 55 11 405 0219 M/ 00 55 11 6438 9291
tek.com



The information in this email is confidential and is intended solely for the addressee. Access by anyone else is unauthorized. If you are not the intended recipient, any disclosure, copying, distribution or any action taken or omitted to be taken in reliance on it, is prohibited and may be unlawful.

Note: The approved email signatures are available within our online tool. Don't create new versions, and don't use the Tek monogram in signatures.

Karen Ching
Regional Sales Manager
E/ karen.ching@tektronix.com
T/ 00 55 11 405 0219 M/ 00 55 11 6438 9291
tek.com



PROMOTIONAL EMAIL AD BANNERS

Shown are examples of Tektronix promotional banners designed for inclusion within email signatures. Note that they do not contain logos, since the Tektronix logo will already be present elsewhere in the signature. Like ad banners, these banners should either have a non-white background or else a 1-pixel gray border to separate them from white email interfaces.

Size: 1200px wide x 210px tall at 144ppi OR 600px wide x 105px tall at 72ppi

LOGO OR NO LOGO?

If an ad or promotion graphic is to be used in an email signature that already contains a Tek logo elsewhere, it's not necessary to also include the logo in the graphic. However, it is okay to include the logo in the graphic if the graphic is also to be used elsewhere.

DIGITAL MARKETING

Email Marketing

We use white, blue and gray as the primary palette within email marketing. We use a common header across all marketing email communications, featuring a white background with the Tektronix logo in full color in the upper left, and contact information in the upper right.

One or more key promotional panels can then be inserted, depending on the communication need. Alternate colors between sections as shown in these examples. The footer always appears at the bottom in charcoal, with detailed contact information, social links and any appropriate disclaimers.

Keithley
If an email features content and products that pertain only to Keithley, you may place a Keithley logo near the product image. Follow the logo sizing standards outlined in the Keithley logo section of these guidelines.

SINGULAR PROMOTION

Tektronix 1.800.833.9200

The power to do more than ever. For less than ever.

Sub-Headline goes here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras nec sodales velit. In faucibus ornare purus, ac porta ligula. Maecenas faucibus odio ut metus efficitur volutpat. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[SEE UPGRADE OPTIONS →](#)

Tektronix 1.800.833.9200

POWER UP

During our Power Up Event you can get our revolutionary and award-winning mixed domain oscilloscopes with free spectrum analyzer upgrades and analysis options. There's never been a better time to enhance your design testing capabilities.

The power to do more than ever. For less than ever.

Sub-Headline goes here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras nec sodales velit. In faucibus ornare purus, ac porta ligula. Maecenas faucibus odio ut metus efficitur volutpat. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[SEE UPGRADE OPTIONS →](#)

Tektronix 1.800.833.9200

POWER UP

During our Power Up Event you can get our revolutionary and award-winning mixed domain oscilloscopes with free spectrum analyzer upgrades and free protocol decode and analysis options. There's never been a better time to enhance your design testing capabilities.

Don't Delay! This special off ends June 30th

[SEE UPGRADE OPTIONS →](#)

Tektronix 1.800.833.9200

POWER UP

During our Power Up Event you can get our revolutionary and award-winning mixed domain oscilloscopes with free spectrum analyzer upgrades and free protocol decode and analysis options. There's never been a better time to enhance your design testing capabilities.

Don't Delay! This special off ends June 30th

[SEE UPGRADE OPTIONS →](#)

Tektronix 1.800.833.9200

14150 SW Karl Braun Drive, Beaverton, OR 97077

MULTIPLE PROMOTIONS

Tektronix 1.800.833.9200

The power to do more than ever. Again!

[SEE UPGRADE OPTIONS →](#)

Tektronix 1.800.833.9200

POWER UP

During our Power Up Event you can get our revolutionary and award-winning mixed domain oscilloscopes with free spectrum analyzer upgrades and free protocol decode and analysis options. There's never been a better time to enhance your design testing capabilities.

Don't Delay! This special off ends June 30th

[SEE UPGRADE OPTIONS →](#)

Tektronix 1.800.833.9200

The power to do more than ever. Again!

[SEE UPGRADE OPTIONS →](#)

Tektronix 1.800.833.9200

14150 SW Karl Braun Drive, Beaverton, OR 97077

Accent Colors

Accent colors may be used selectively within email marketing. Use no more than one accent color in a given email, and use it either for CTA buttons or snipes, not both.

EMAIL NEWSLETTER

Tektronix Test & Measurement News August 2018

Power Up Your Scope, Get Free Upgrades!

Sub-Headline goes here

Our special Power Up Event has been extended! Until September 30, get free spectrum analyzer upgrades and free protocol decode and analysis options when you purchase a new MDO2000 or MDO4000 mixed domain oscilloscope.

[SEE UPGRADE OPTIONS →](#)

Superb Power Consumption Testing - The PA1000

Accelerate time-to-market. Make better, more accurate standby power and compliance measurements on your designs with the Tektronix PA1000 Power Analyzer, a single-phase, single-channel power analysis solution optimized for efficient and reliable power consumption testing.

[SEE UPGRADE OPTIONS →](#)

Application Note: Probing Techniques Best Practices

Our Application note helps you:

- 1 Choose the best voltage probe for the measurement
- 2 Connect and use passive voltage probes
- 3 Choose the best voltage probe for the measurement
- 4 Connect and use active voltage probes

[LEARN MORE →](#)

Characterizing Power-Up & Power-Down Transients

Traditional DMMs often cannot measure dynamic power-up and power-down transients. The new standby DMM4100 Digital Sampling Multimeter has a secondary A-to-D converter that efficiently captures rapidly changing voltage and current.

[SEE UPGRADE OPTIONS →](#)

Tektronix MDO4104 Mixed Domain Oscilloscope 50% OFF

[SHOP NOW →](#)

Promotions & Events

- All-Riser Purchase a Tektronix MDO2000 and Save Up to 35%
- August 19 Webinar
- Other Event

Product News & Information

- Video Product Demo
- Video Product Demo
- Video Product Demo

Tektronix 1.800.833.9200
14150 SW Karl Braun Drive, Beaverton, OR 97077

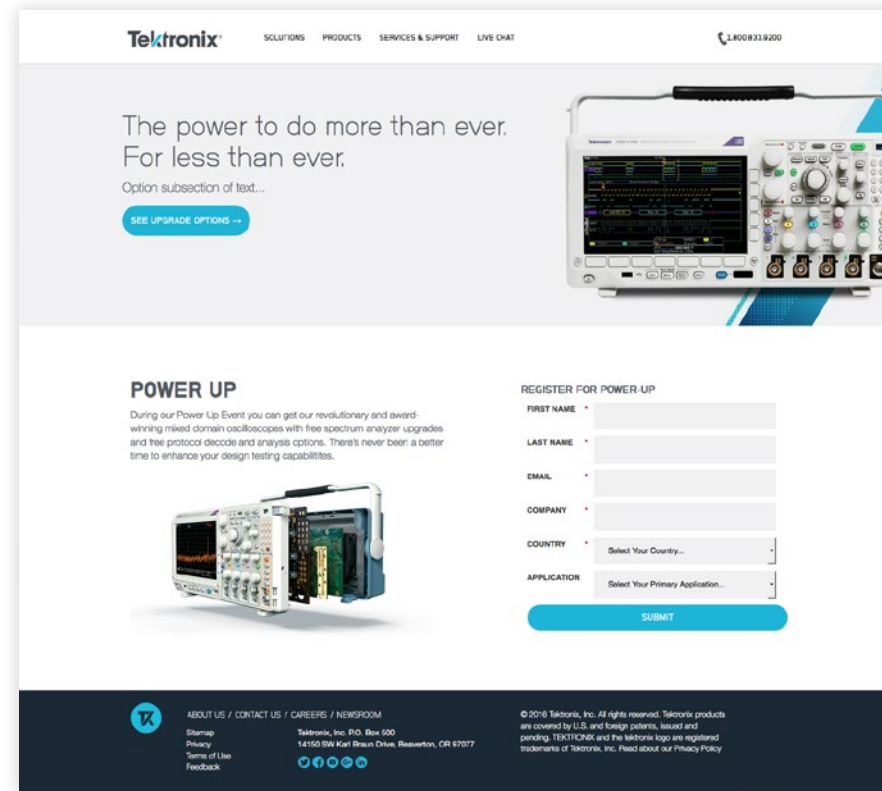
DIGITAL MARKETING

Promotional Landing Pages

Our promotional landing pages are designed to complement our email templates, featuring the same basic design constructs. The primary differences are that landing pages may include navigation options in the header, and the web platform allows the specification of custom fonts. Our landing page headlines, therefore, should be typeset in Neubau rather than the Arial that's used in email marketing.

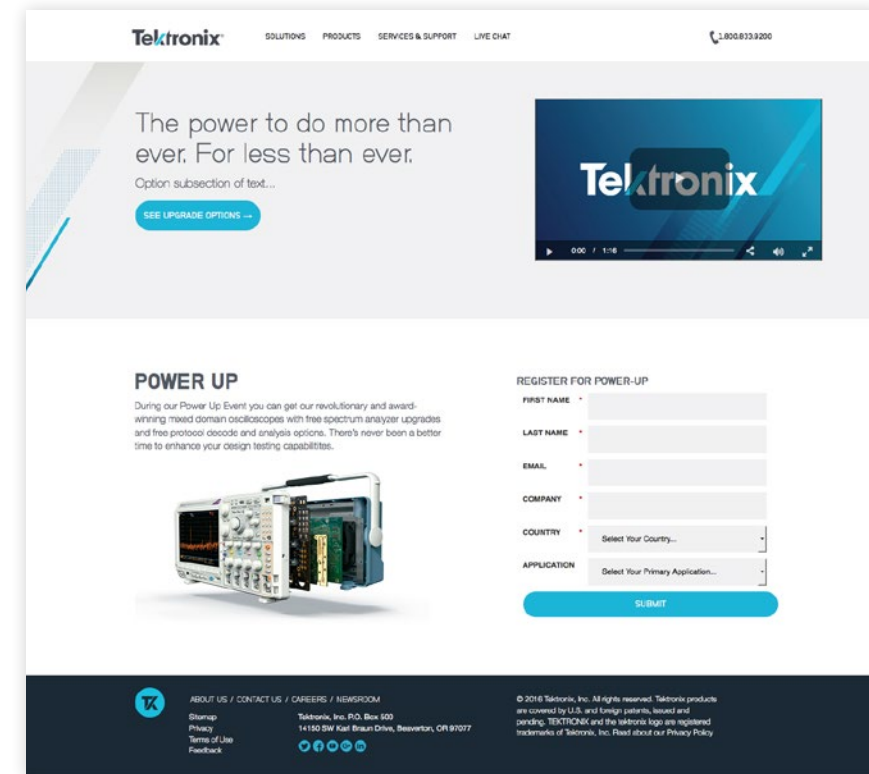
As with our email marketing, landing pages are designed responsively. Content and design must work in together to respond to a wide variety of potential screen sizes.

STANDARD LANDING PAGE



The standard template features a Forward Angle bleeding off the right side. Seamless product shots may be placed over the angle, while full-frame photos are placed behind the angle graphic.

LANDING PAGE FEATURING VIDEO



The video landing page template has an angle treatment bleeding off the left side of the template, allowing a video thumbnail to appear on the right side of the primary banner.

MOBILE SIZE



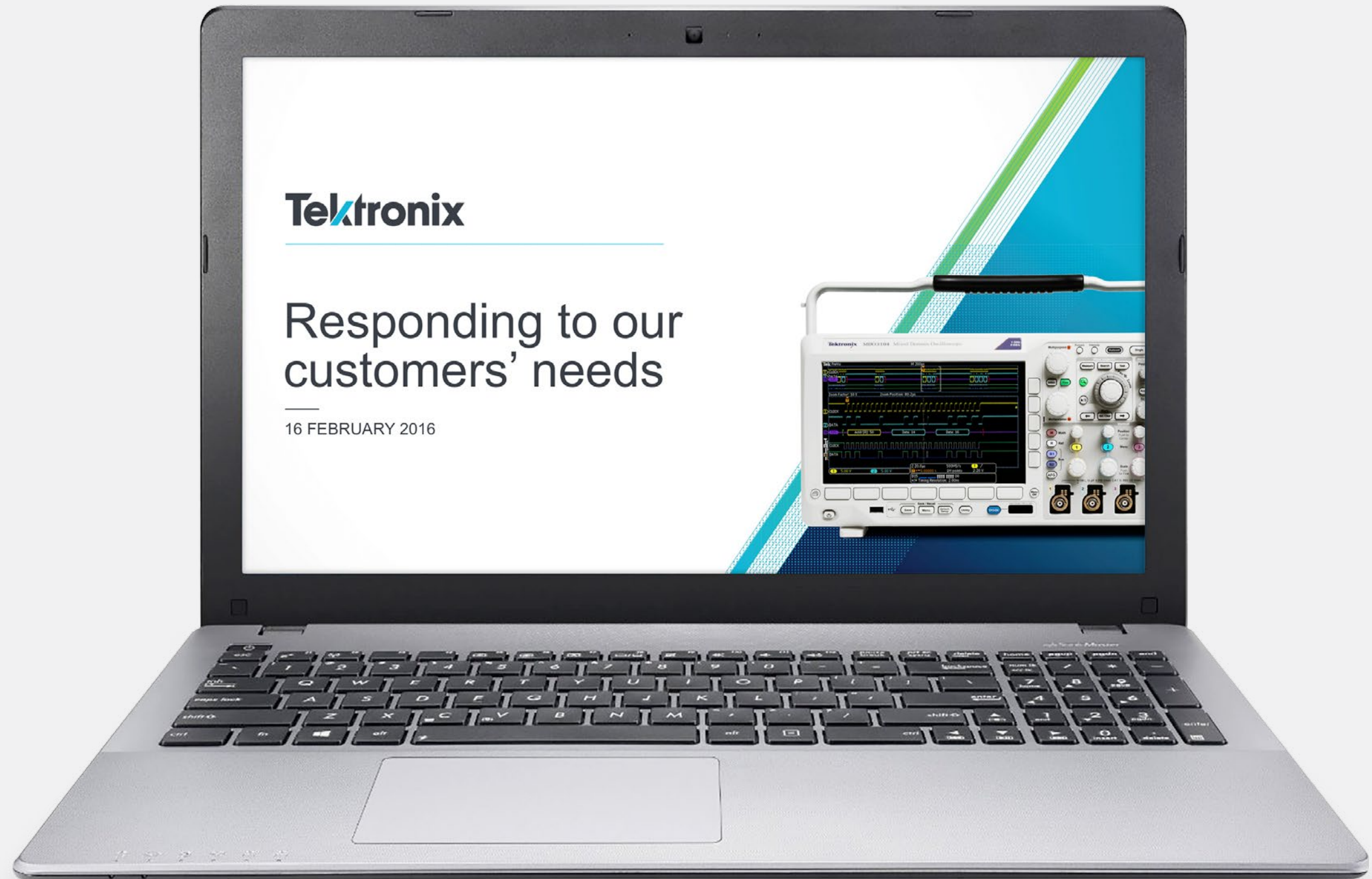
DIGITAL MARKETING Presentations

Use the standard Tektronix PowerPoint presentation template and customize it to your needs. There are many options for title slides that allow you to present any topic from general Tektronix capabilities to content about a specific application or industry.

One of the options in the template for the title slide features a product shot as shown in the example at right. You may use the product shot from the template or you may swap it out for a different product.

If you choose to swap in a different product, use a product shot that features a transparent background and insert the image as a PNG file. The ideal file will have a transparent shadow included as well. Crop the image off the right side of the screen as shown here. Straight-on angles work best in this context.

Note: You can **REDUCE** the file size in PowerPoint by choosing: **View > Slide Master**, then select and **DELETE** any of the extra photo title slides you won't be using.



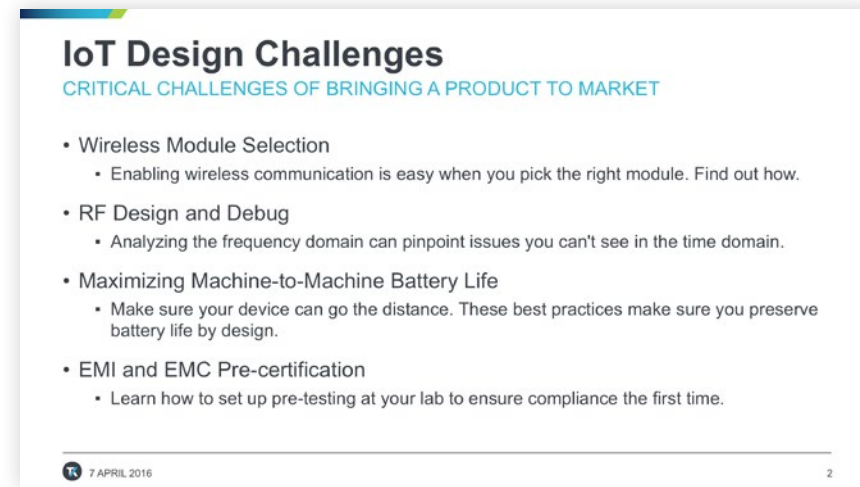
DIGITAL MARKETING

Presentation Dos and Don'ts

DO:

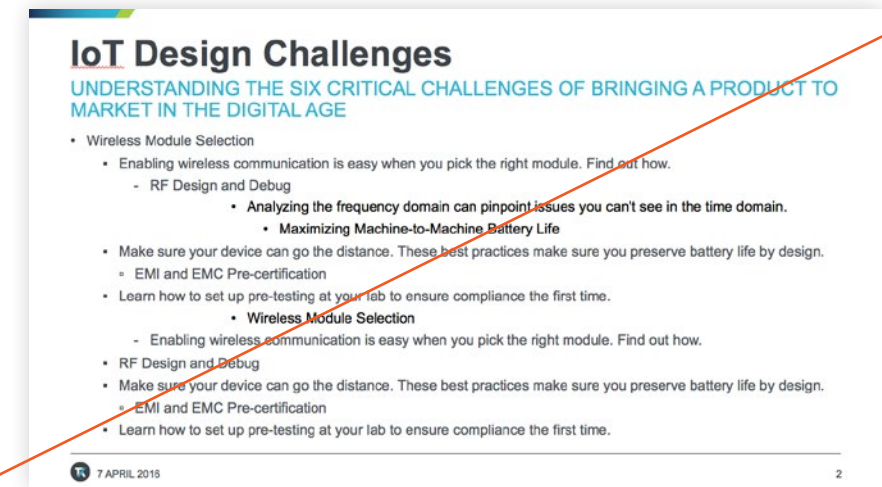


Use short, succinct titles.

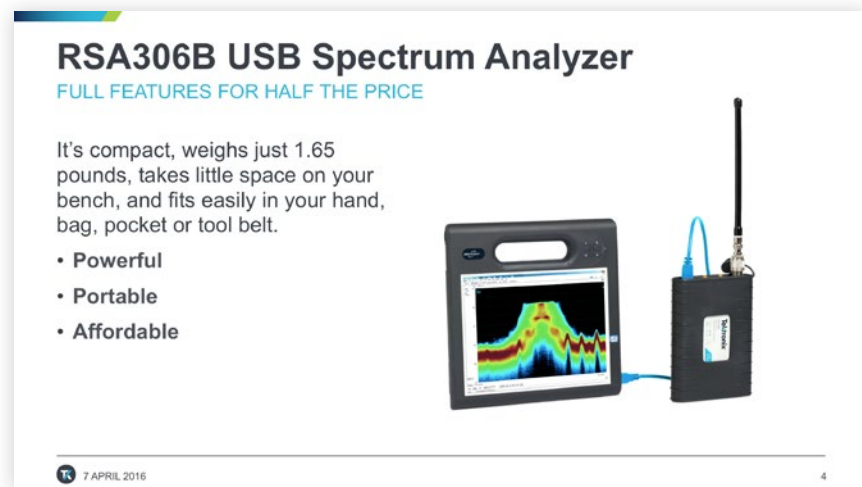


Use the text hierarchy established in the template to differentiate key elements, using bullets minimally.

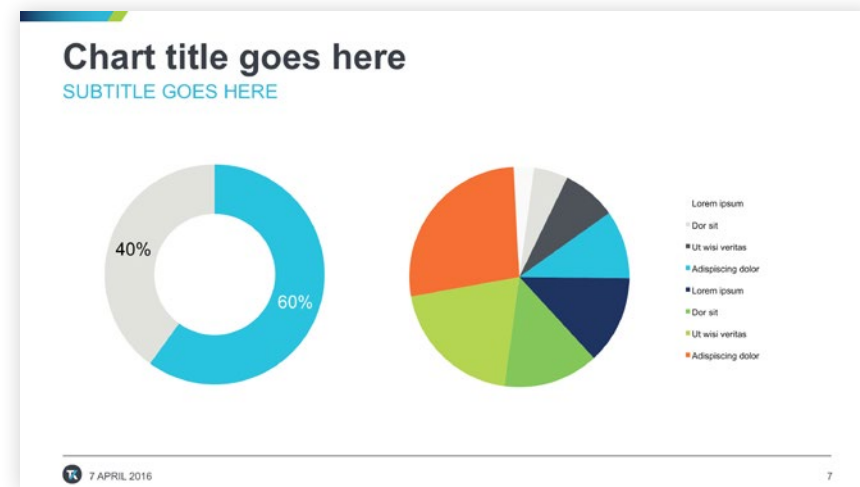
DON'T:



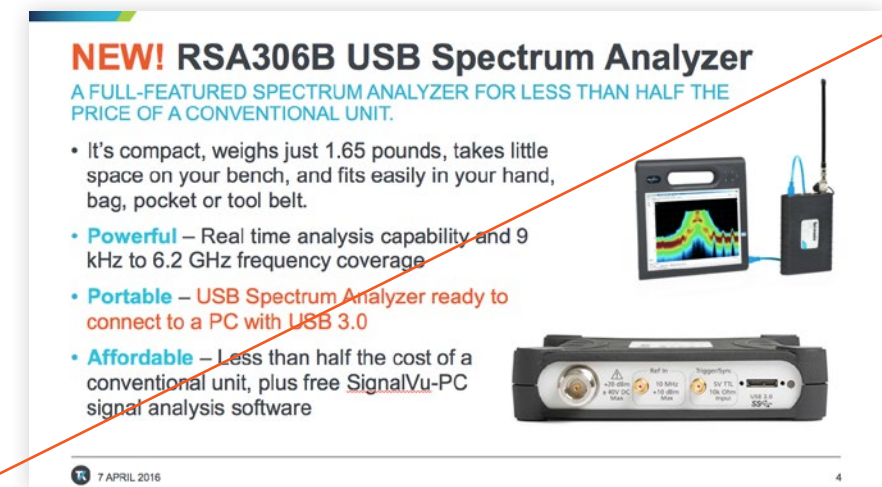
Don't fill the page with small text so it becomes hard to read. Don't use more bullet levels than absolutely needed.



Make use of white space and show products in flattering compositions with ample clear space.



Create simple charts using the brand palette with flat color and minimal labels.



Don't overuse color within typography. Don't cram in images and text — edit and reduce for maximum effect.

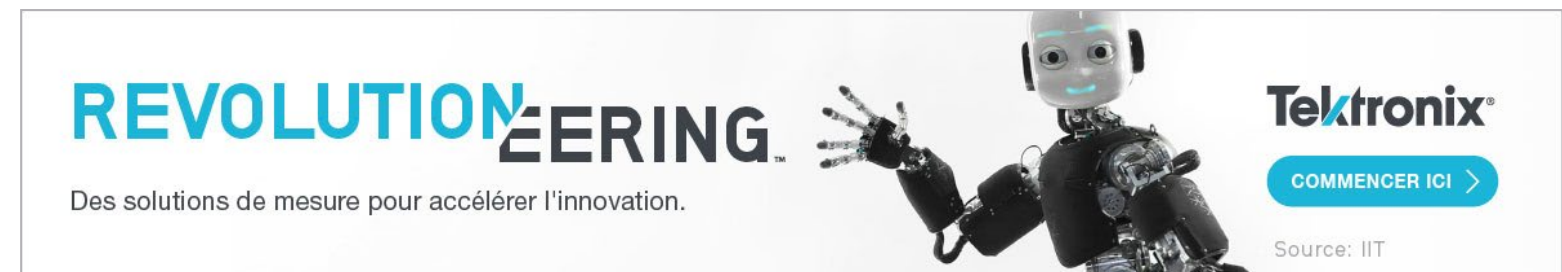
DIGITAL MARKETING

Advertising Campaigns

Our customers are creating amazing things, thanks in part to expertise and equipment provided by Tektronix. Whenever possible, we use advertising as an opportunity to celebrate these achievements. This positions Tektronix as a provider of solutions to a variety of industries rather than simply a manufacturer of test and measurement equipment. What's more, it helps bring variety to our imagery and increases the ads' chances of getting noticed.

Make sure there is always a 1-pixel gray border around any white or light-colored digital ads.

Shown here are some of our "Revolutioneering" ads, part of our global campaign timed to coincide with the brand launch.



DIGITAL MARKETING

Online Ad Templates

The most successful ad campaigns are usually written and designed to capture a specific concept. However, this is not always a practical approach from a timing or cost perspective.

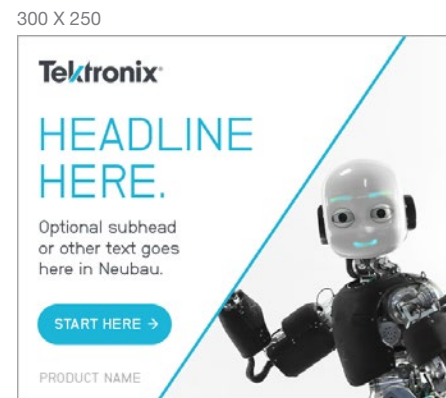
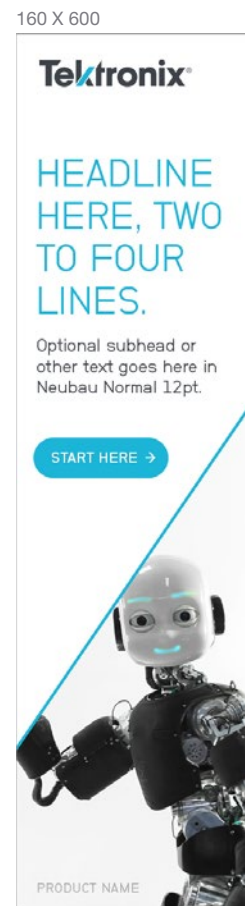
If you have an initiative that needs to be executed quickly and efficiently, you can use one of these templates.

The photo ad template can accommodate a full-bleed photograph and includes space for a headlines, subhead and product name, as well as the logo and call to action button. Remember to adhere to the Tek photo guidelines when selecting an image.

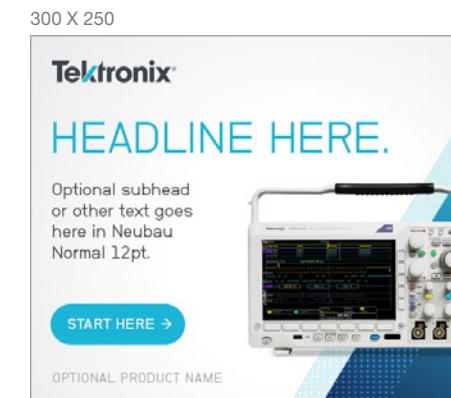
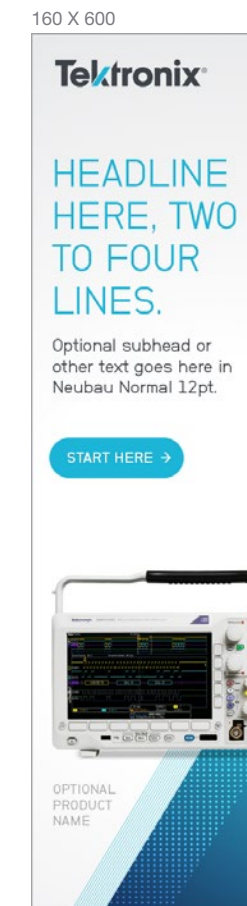
The product ad template is designed to showcase one or more products cut out on seamless backgrounds. It works best with an image that includes a transparent drop shadow as shown in these examples.

Make sure there is always a 1-pixel gray border around any white or light-colored digital ads.

PHOTO AD TEMPLATES



PRODUCT AD TEMPLATES



DIGITAL MARKETING

CTAs, Callouts and Snipes

Callouts and snipes are used to promote special offers, programs and price reductions. They are most commonly used in digital applications like email, promotional landing pages and online ads. However, they may be used in print media as well. The preferred color family is blue, which should be used most often. Use green or orange sparingly.

Use circular snipes for free-floating applications (where the snipe does not touch any of the edges of the layout). Use rectangular flags by bleeding off the right side of the layout.

Note that angles used in elements like striped backgrounds and the left edge of the flag are the same angle used in the Tek logo. No other angles should be used for these effects.

CALL-TO-ACTION BUTTONS

Our CTA buttons are pill-shaped with a forward arrow. White all-caps text on a Vibrant Blue background. Use specific language that relates to the content you're promoting. Avoid the term "Learn more" as it is overused and doesn't invite interaction. There are two button variations—regardless of which button you use, ensure that all buttons related to your topic use the same button style (e.g., HTML email and the landing page it directs users to).

Standard Arrow

This button may be used in select advertising campaigns.



Simplified Arrow

This stylized variation is used on Tek.com and promotional landing pages.



SIMPLE, CIRCULAR SNIPES

Use this style of snipe when the message is only one or two short words. Text is set in Neubau Schwer and centered in the circle. The circles contain subtle color gradients. They may be used as small as 1/2 inch in width.



DETAILED PROMOTIONAL CALLOUTS

Ensure that the text is legible at its final size. As shown, these graphics should not be scaled below 1" diameter. Blue is the preferred color. Use a maximum of one orange or green element within a given layout.



FLAGS

Flags align to the right edge of the layout, near the upper right corner. They should be sized to comfortably contain the message. All words should be set on a single line, preferably in all capital letters. When scaling the flag to accommodate the message, ensure that the cut on the left maintains the standard Tek angle.



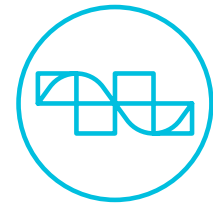
ICONOGRAPHY

Application & Industry Icons

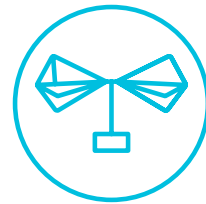
Our icon style is simple and straightforward. We've developed icons for each of the major industries we serve as well as the key applications of our products. These are used on the tek.com as navigational cues and may be used elsewhere as needed. They may be used with or without the circle outline. They should be colored Vibrant Blue, Charcoal, black or white.

Development of any new icons must be approved by the brand manager.

Application Icons



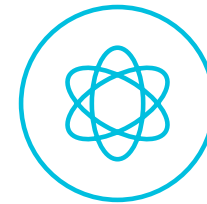
Analog Digital Design & Debug



EMI/EMC



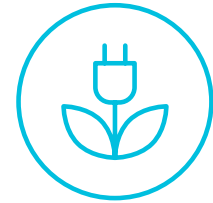
High Speed Serial Communications



Materials Science



Optical Communications



Power & Energy Efficiency



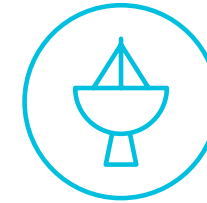
RADAR & Electronic Warfare



Spectrum Management & Interference Hunting



Wireless & RF



Media Production & Delivery

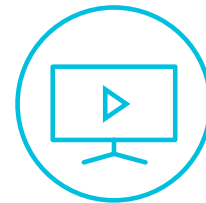
Industry Icons



Aerospace / Defense & Government



Automotive & Transportation



Broadcast & Media



Communication & Networking Systems



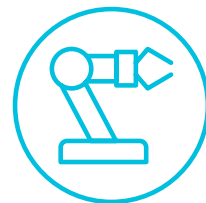
Computers & Peripherals



Consumer Electronics & Appliances



Education & Research



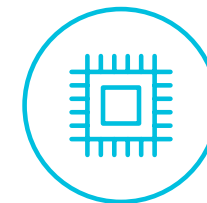
Industrial Automation & Motor Control



Medical

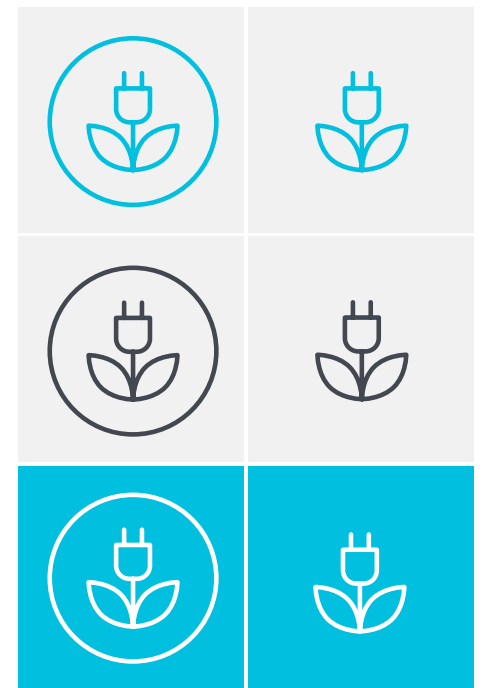


Network Operators



Semiconductor Design & Manufacturing

Acceptable variations



DIGITAL MARKETING

Don'ts



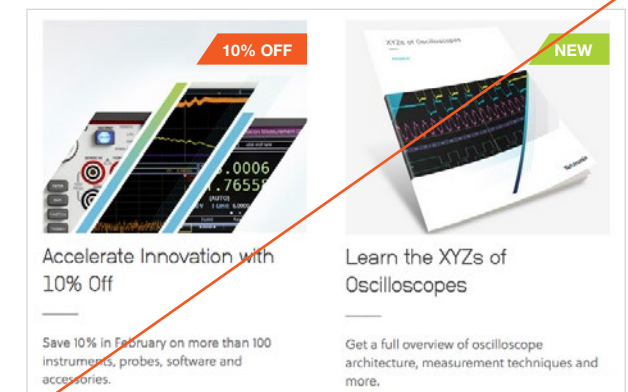
Don't use more than one snipe, flag or callout at a time.



Don't allow flags to float within a promo area. They are designed to be placed on the right edge.



Don't use an accent color in both a snipe and a CTA button. (If you're using an accent color in the CTA button, your snipes should be blue, and vice versa.)



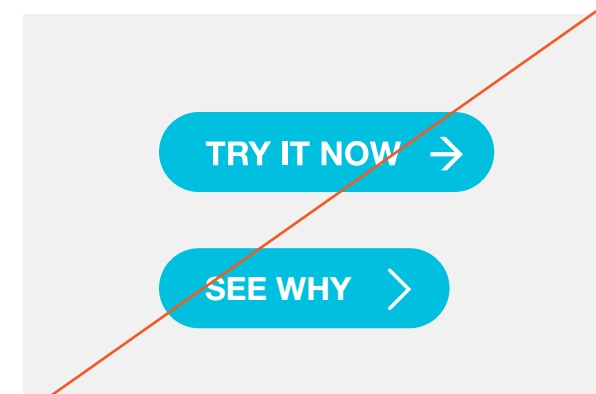
Don't use both the orange and green accent colors in the same composition or page view.



Don't add dropshadows or other effects to snipes, callouts or CTAs.



Don't create "logo lockups" using the icons.



Don't use two different CTA arrows within the same composition or within the same campaign.

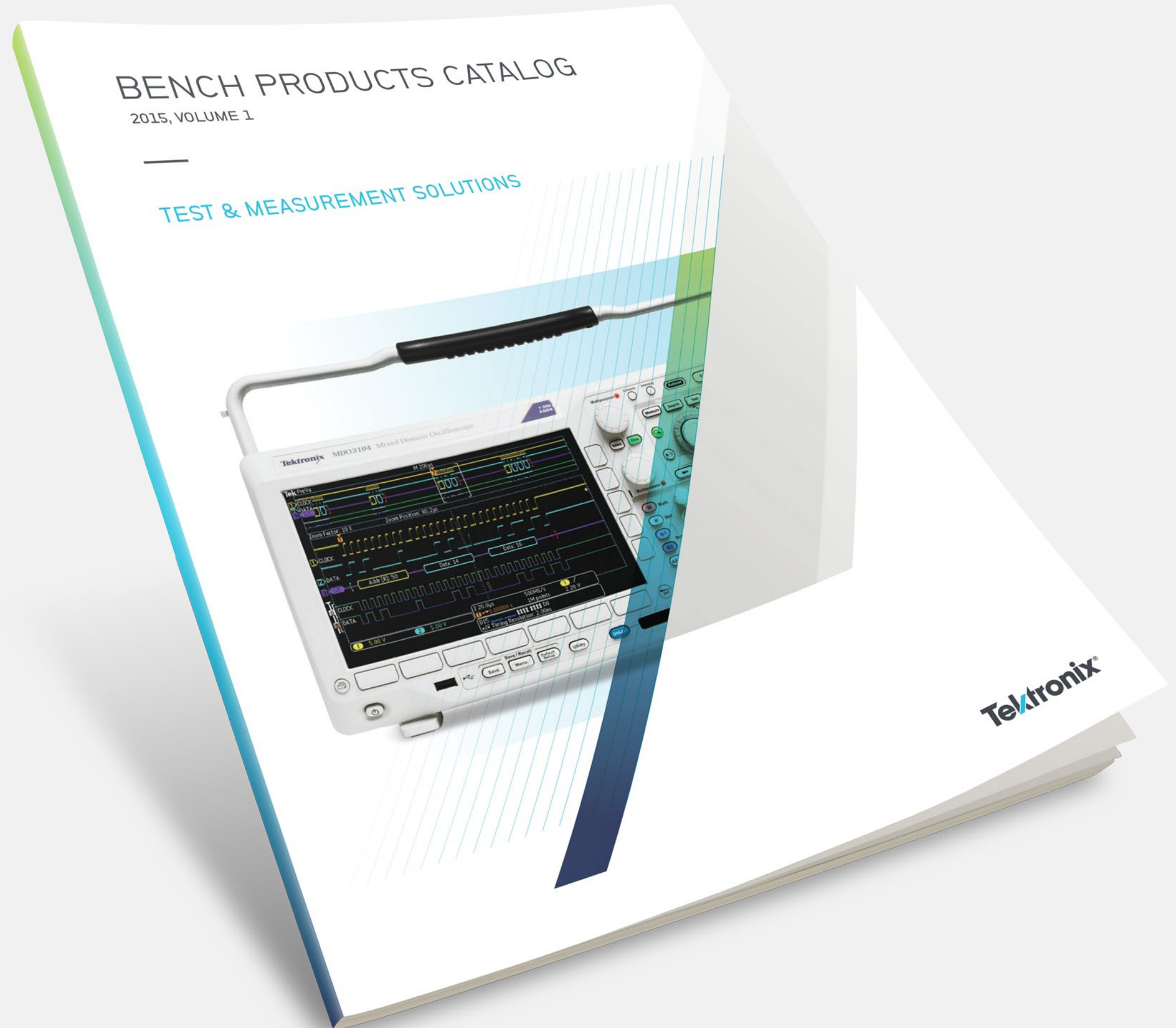


Don't create multi-colored snipes or callouts, or otherwise modify the standard options other than editing the text.

Print & Promotional

PRINT & PROMOTIONAL Print Collateral

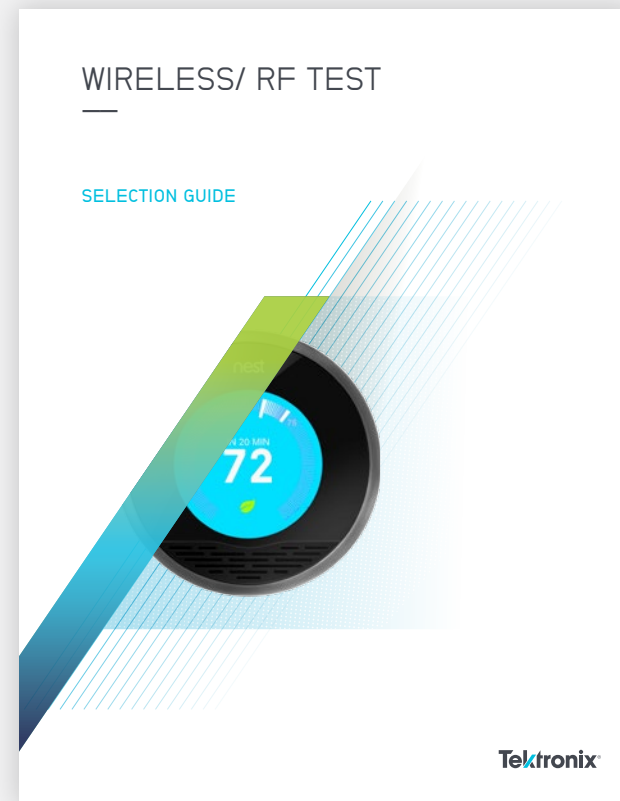
The design of our catalogs, brochures and other print collateral have a strongly connected aesthetic that makes it easy for our customers to recognize a communication as coming from Tektronix. Use a singular image on document covers to create a simple, bold expression of the brand.



PRINT & PROMOTIONAL Document Covers

A series of configurable templates has been developed to enable the creation of document covers that demonstrate a strong affiliation to the Tektronix brand, while allowing differentiation of topics and document types. Choose a cover for the appropriate type of document, then replace the headline text and key image. Do not add multiple images or change the coloring or position of the graphic elements.

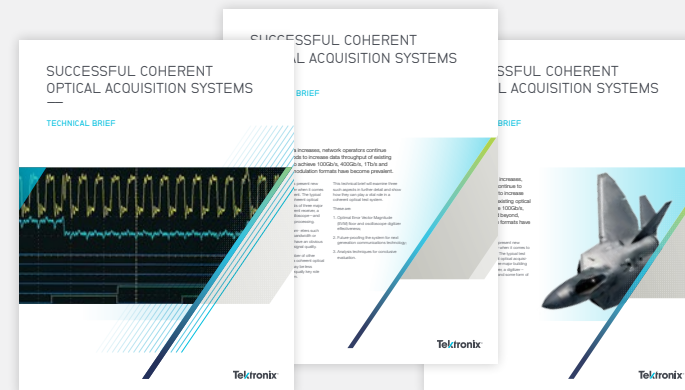
SELECTION GUIDE



PRIMER



TECHNICAL BRIEF

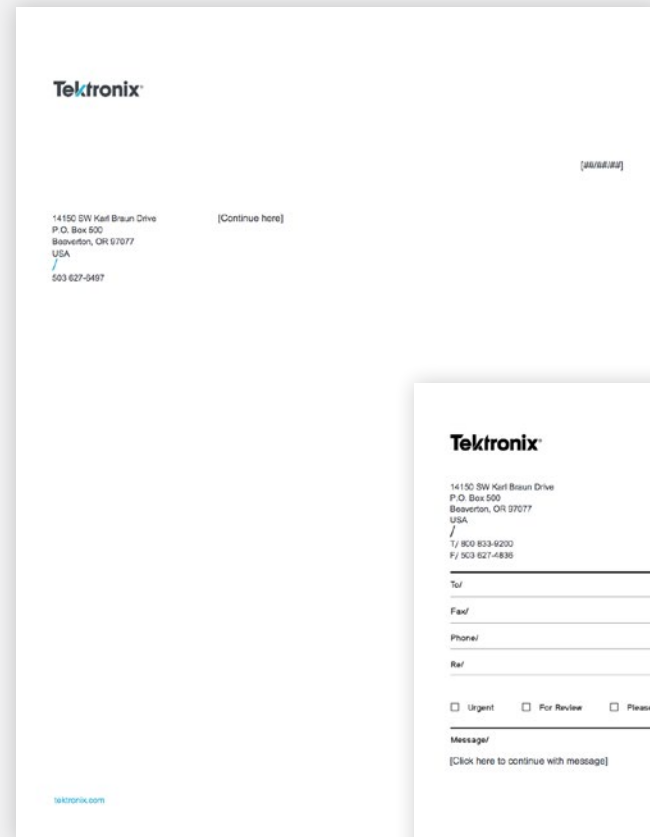


Layout variations

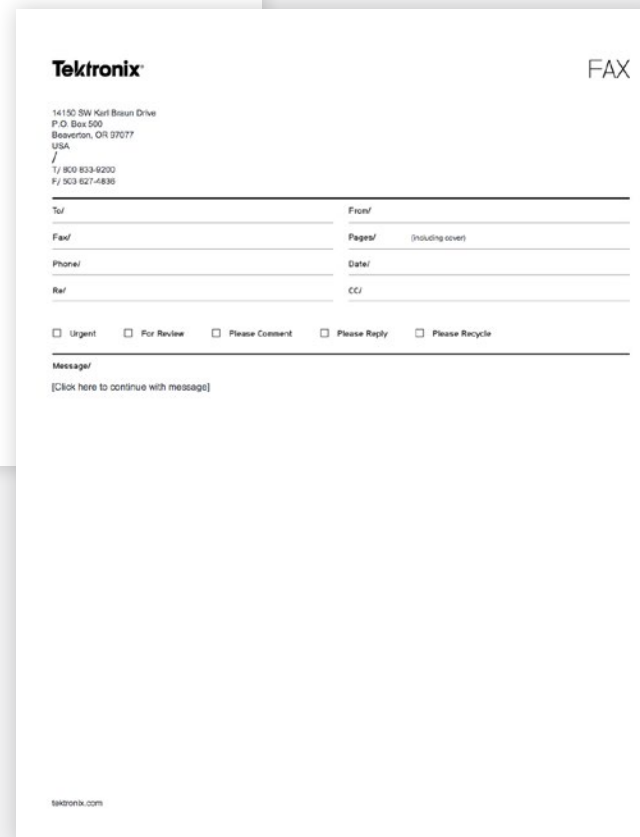
Any document type may feature either an image with a white background (preferred) or a full-bleed image. In addition to this layout variation, the Technical brief document cover has several other alternatives that allow for more or less text to be displayed, shown above.

PRINT & PROMOTIONAL Stationery

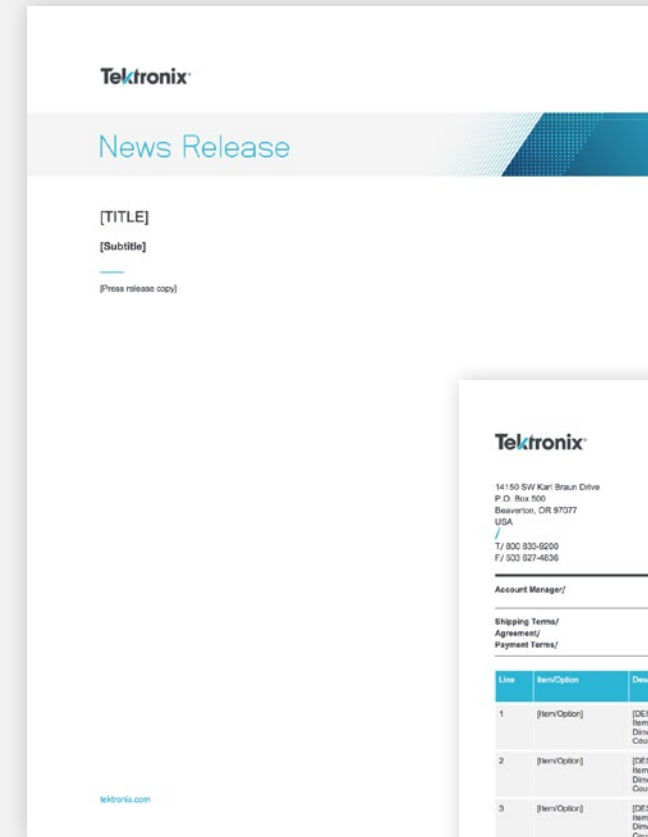
A number of templates exist for business correspondence in both letter and A4 sizes. Many are available both as pre-printed sheets as well as digital templates in Microsoft Word. Use the Arial font to populate the templates.



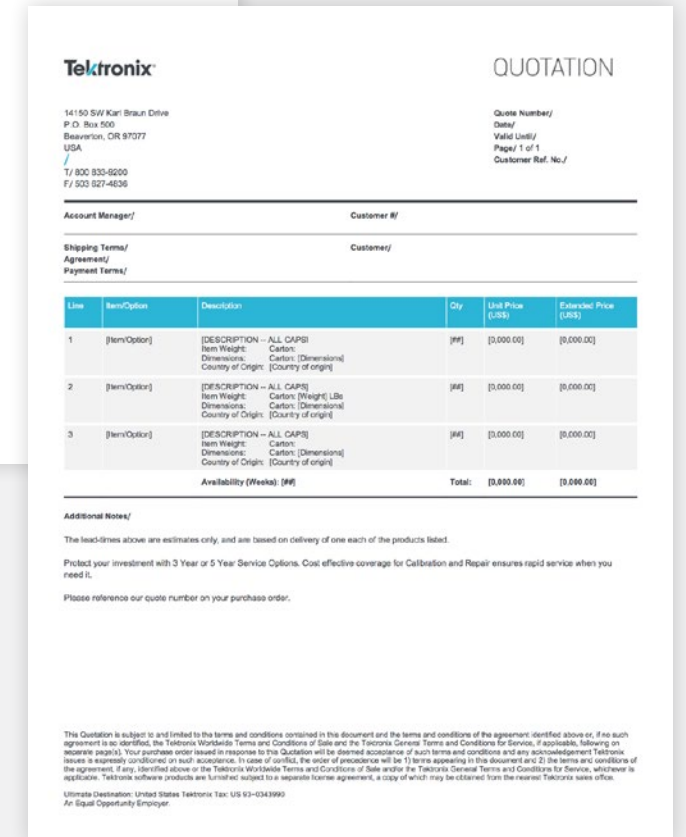
Letterhead



Fax cover sheet



News release



Quotation

PRINT & PROMOTIONAL Business Cards

We use a common business card layout for all employees around the world, with a variety of options to suit a wide range of needs, including:

- One- or two line job title
- Up to four contact numbers
- Variable URL (tek.com or a sub-domain)
- Up to eight lines for the mailing address
- Optional sub-brand logos may be used in place of the Tektronix logo: either Component Solutions or Tek+Keithley
- Multiple options for design and printing techniques on the back (see notes at right)

Use the online ordering system to configure your cards according to your needs.

OPT 1 Charcoal back

The preferred design for the back of the Tektronix business card features a Charcoal flood with a reverse-color Tektronix logo. The angled stripes represent our founding year—1949—in binary. The stripes may be executed as a clear foil stamp (preferred) or as a second hit of Charcoal (PMS 432U). If the card is printing CMYK, the stripes are simply printed as a darker build.

OPT 2 Blank back

A lower-cost alternative is to leave the back of the card unprinted.

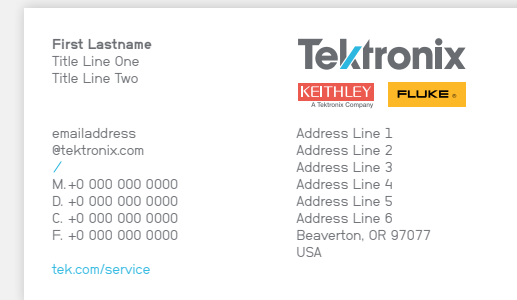
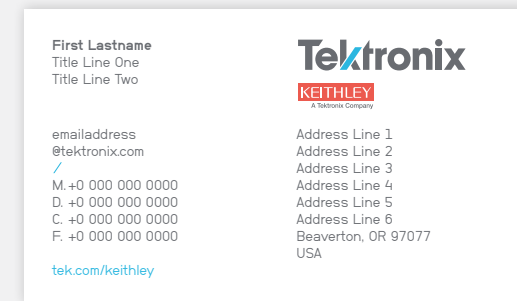
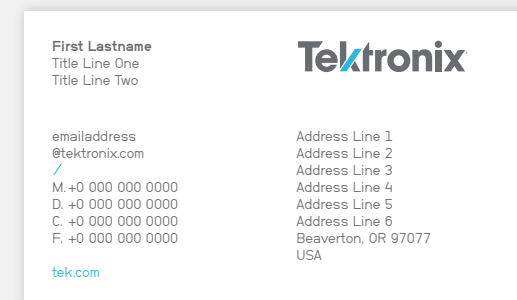
OPT 3 Affiliated brands on back

Employees who represent multiple Danaher brands may choose to print two-sided cards which represent Tektronix on one side and the other brand or brands on the other side. In these cases, use the standard Tektronix or Keithley business card layout on the front, then use the standard layout for the other brand on the back of the card.

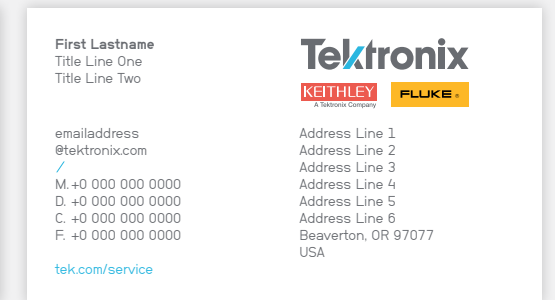
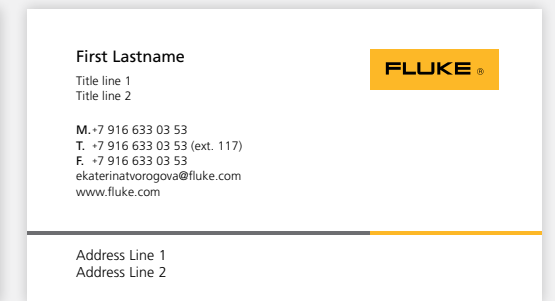
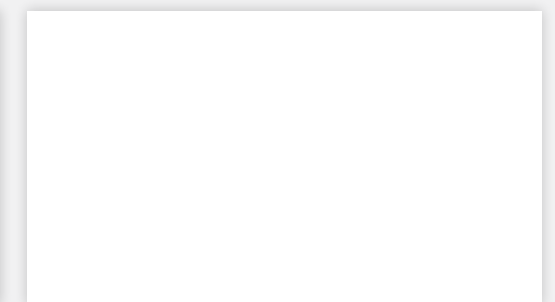
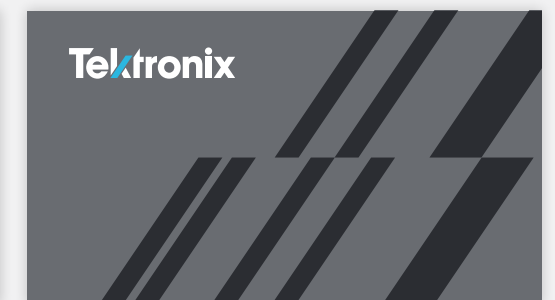
OPT 4 Affiliated brands front and back (2 languages)

If an employee represents two or more Danaher brands (Tektronix, Keithley and/or Fluke) and works in multiple markets requiring more than one language, this design may be used. The same artwork is placed on both sides of the card, with a different language on each side.

FRONT



BACK



PRINT & PROMOTIONAL Apparel & Promos



When reproduction techniques like embroidery do not allow for sufficient detail to use the standard Tek/Keithley logo sizing, this alternate arrangement may be used, in which the Keithley rectangle is the width of the letters "Tektro."

Color & materials

Apparel and promotional items should be specified in neutral colors (charcoal, black or white) or custom colors to match Vibrant Blue (PMS 631C). Use full color logos on these backgrounds. Use a white logo on other backgrounds. Look for ways to customize promotional items with specialized features like custom-colored zippers and pulls, or embroidered tags.

Logos and sizing

Make sure the full Tektronix logo is included on every promotional item. Consider using the monogram logo in a second location, on a different surface than the primary logo. When it's the featured graphic, size the primary approximately 3-4" wide. Use logos without the ® or TM on apparel.

Forward Angle

Variations on the forward angle graphic may be used on shirts and other items. Flat colors may be substituted for gradients in the interest of printing fidelity. When possible apply the forward angle so it bleeds off one or two edges of the item.



Logo may be embroidered or silkscreened. Size the logo between 3" and 4" wide.



PRINT & PROMOTIONAL Don'ts



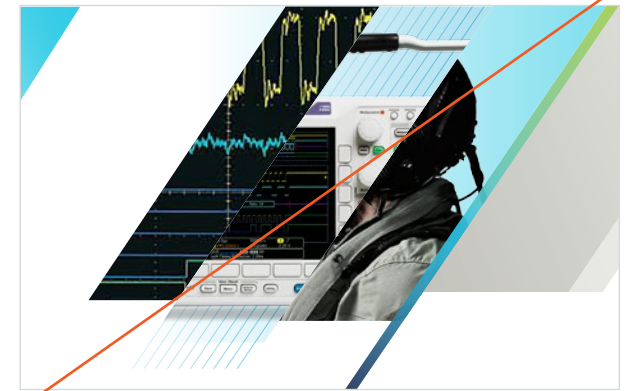
Don't select fabric materials and colors that conflict with our brand palette.



Don't use a full-color Tektronix logo on a background that doesn't provide sufficient contrast. Use a 1-color reverse (white) logo instead.



Don't use accent colors on document covers.



Don't create multi-image compositions on document covers. Choose a single image for the cover and use interior pages for additional images if needed.

Large-scale Graphics

LARGE-SCALE GRAPHICS

Vehicles

Vehicle color

White vehicles are preferred. Light or medium silver vehicles are also acceptable. Use the full color, gray and blue logo for these vehicles.

Dark gray, dark metallic or black vehicles may also be used. In these cases, use the white and blue logo.

Vehicles of any other color should be avoided, but if they are used, choose the all-white logo.

Materials

Apply logo with 3M Controltac Series 180 Film. For white graphics and base for color graphics, use 3M 180-10 White Controltac. Custom colored inks applied to this film should be 3M 9600 UV Series Inks.

Door Applications

Place the logo on a flat surface on the driver- and passenger doors. Each vehicle will present its own size requirements, but always try to maintain the required logo clear space (equal to the height of the "T") between the logo and any significant features of the vehicle or door (e.g., mirrors, door handles, etc.).



Ideal spacing preserves a clear space on all sides of the logo equal to the height of the capital "T."

Some vehicles are designed such that the logo would be too small if the ideal clear space (equal to the capital "T") were maintained. In these cases, find the largest available space and place the logo to maximize this area without allowing the logo to touch any distracting elements like seams, handles, mirrors, etc.

LARGE-SCALE GRAPHICS

Vehicle Panels

Van panel logo applications

For vehicles with a large open area on the sides or rear of the vehicle, place a large logo centered in the open area. Don't fill the entire space—instead, scale the logo to about 65%–75% of the available width.



Don't place the logo more than once on the same side of a vehicle.



Don't add marketing messages and capabilities lists to vehicle graphics. If a call-to-action is desired, simply use a phone number and/or web address.



You may promote one web address and one phone number on each side of a vehicle if there is sufficient space. Lettering for these elements should be 20–25% of the height of the capital “T” in the Tektronix logo. Be sure to provide ample clear space between the logo and these elements.



Web address

Neubau 65 Halfpelt, Vibrant Blue
20-25% of the logo height

calibration.com

Phone number

Neubau 55 Normal, Charcoal
20-25% of the logo height

1 800 498 9196

LARGE-SCALE GRAPHICS

Full Vehicle Wraps

Full Van Wrap

For vehicles with large open areas suitable for graphics, a full wrap design may be applied. Use a 2-color configuration of the angles using Vibrant Blue and Light Gray as shown in this rendering. The logo appears on the doors, away from the large angle graphics.

The angle always leans to the right

Note that regardless of which side of the vehicle is being wrapped, the angles always lean to the right.

Web address

Neubau 65 Halbfett, Vibrant Blue
25-50% of the logo height

calibration.com

Phone number

Neubau 55 Normal, Charcoal
25-50% of the logo height

1 800 498 9196



Align

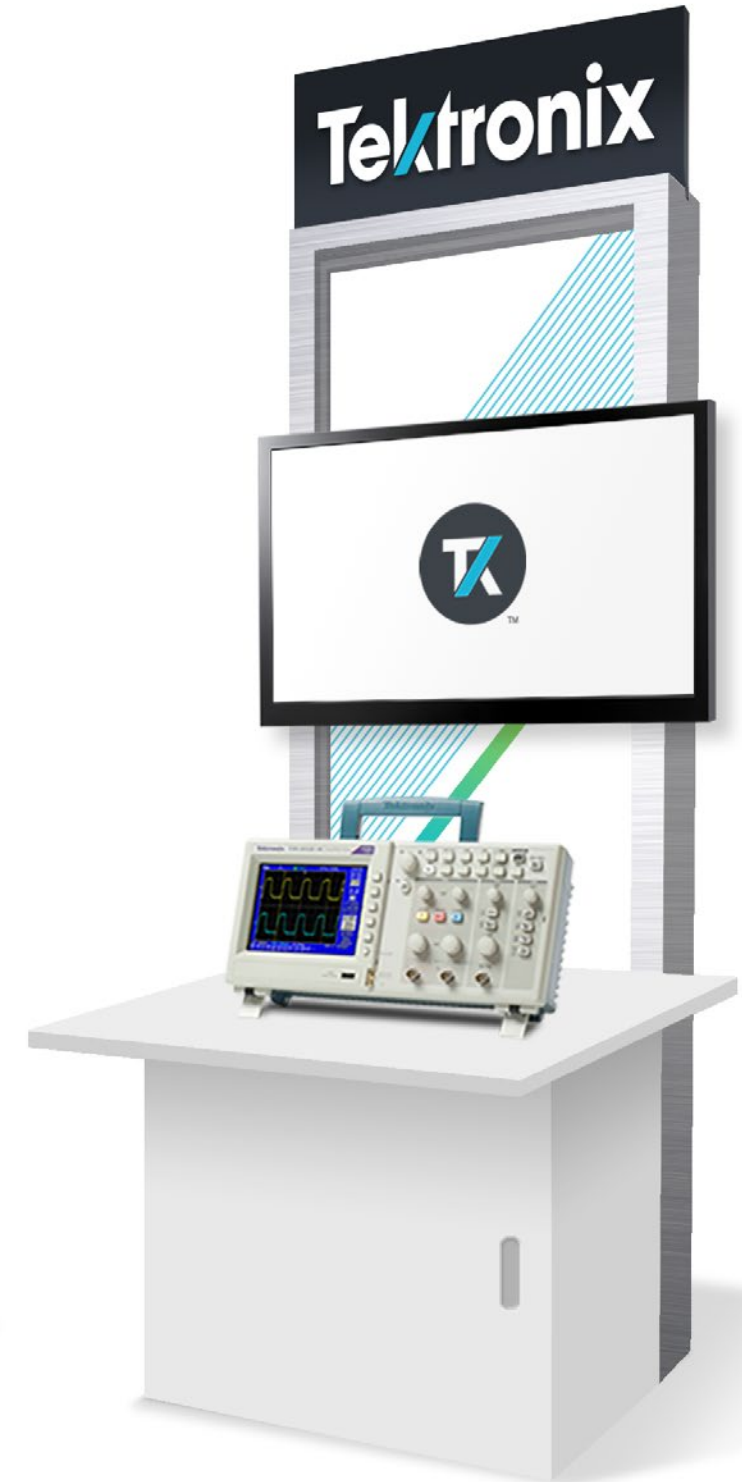
LARGE-SCALE GRAPHICS

Standalone Exhibition Fixtures

Standalone fixtures can be used at trade shows or other exhibitions to demonstrate Tektronix products and services. Different sizes can be made to demonstrate one or more products. Fixtures can be placed back-to-back to increase exposure.

Standalone fixtures feature a prominent logo panel on top and shouldn't be used together with other large logo header fixtures to avoid redundancy.

For all large scale logo applications, use versions without the ® or TM.

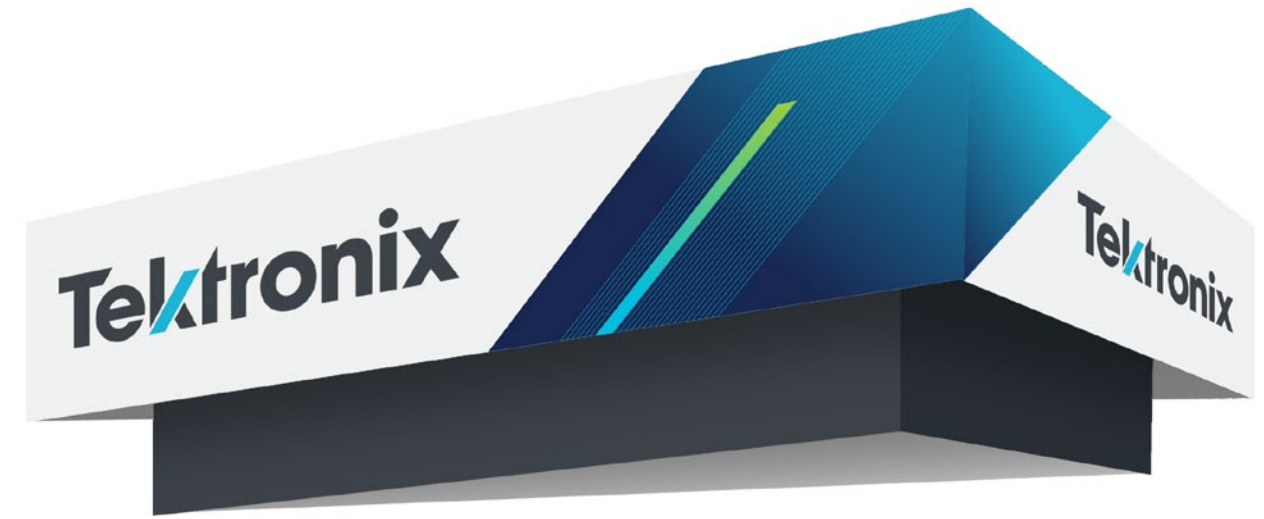


LARGE-SCALE GRAPHICS

Modular Exhibition Fixtures

Dark Color Scheme

Modular fixtures can be assembled in a variety of configurations to maximize the available exhibition space. When the logo header is used, avoid also placing large logos on the primary fixtures to avoid redundancy.



LARGE-SCALE GRAPHICS

Modular Exhibition Fixtures

Light Color Scheme

As with the dark color scheme, these fixtures can be assembled in a variety of configurations to maximize the available exhibition space. When the logo header is used, avoid also placing large logos on the primary fixtures to avoid redundancy.



Option: You can add a 1-color (Vibrant Blue) monogram to the lower cabinets to add more color.



LARGE-SCALE GRAPHICS

Lobby Signage

Lobby interiors should ideally have a neutral wall color. For light neutral or white walls, use the positive color logo. For dark, neutral wall colors (preferably Charcoal), use the color reverse logo. If the wall is another color or material (e.g., wood or other material), use a 1-color logo that provides the best contrast. Neutral metals may be used for the logo elements, like natural or anodized aluminum.

Signs should be sized and produced according to their installation location, but here are some baseline specs to create signs like those shown here:

- 1/2" thick Sintra (or other PVC material)
- Matte paint in white, Charcoal Gray or Vibrant Blue (digital print may be necessary to achieve the Vibrant Blue color)
- 50" wide, 9" tall

For all signage applications, use logos without the ® or TM.



Don't use materials or colors in signage that create poor contrast with the background.



LARGE-SCALE GRAPHICS

Exterior Building ID Sign

Exterior logo signs should be mounted on buildings where Tektronix is the sole- or key tenant. Size the logo appropriately to be easily seen from the ground or nearby approaches and parking areas.

Where size permits, the logo should be made from individual channel letters with internal LED illumination as shown here. The blue angle in the “k” colored to match Tektronix Vibrant Blue (PMS 638C).

For more detailed signage construction and installation guidance, see the signage material specifications.

For all signage applications, use logos without the ® or TM.

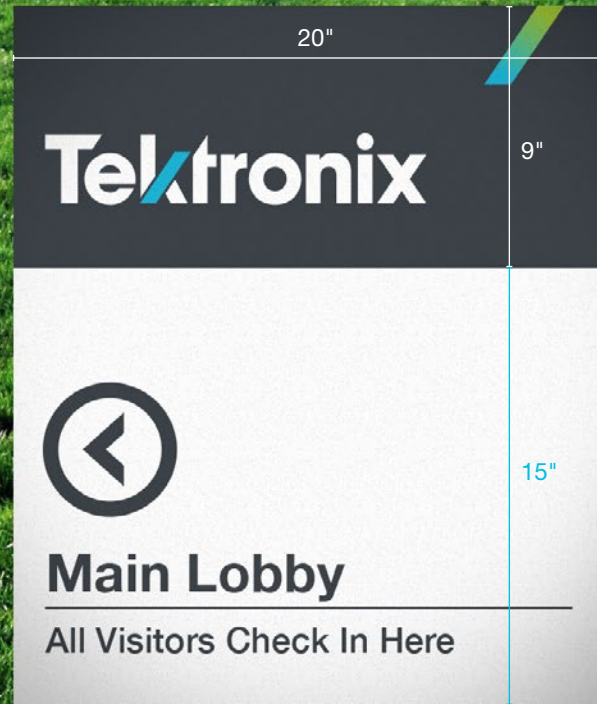


LARGE-SCALE GRAPHICS

Exterior Wayfinding Signs

Wayfinding signs on and around Tektronix campuses are placed to make it easy and convenient for guests to find key public spaces. Materials are chosen with care to artfully frame the Tektronix logo and visual elements. Use neutral finishes like brushed aluminum, painted metal and polished stone or concrete. Directions are typeset using the Helvetica font family.

The monument sign shown here includes an optional, interior-illuminated and digitally-printed application of the blue-green forward angle. The logo is made from extruded LED lettering. The backing is aluminum with matte-finish, charcoal gray polyurethane paint (powder coating is okay, too). Uplights illuminate the building address. This can be a 1-sided or 2-sided sign.



Thank You

Our brand must communicate purpose and conviction. The ability to articulate our brand principles, and messages important to key audiences, in a clear and consistent tone and manner, is critical to your success.

If you have questions about this resource, or making decisions related to the Tektronix brand and messaging, please contact: brand@tek.com

