

LG X Power Marketing Logo Guideline

2016.01.25 V 1.1 Eng

LG X Power Marketing Logo Guideline

Primary signature should always be reproduced from original master artwork files. Also they cannot be modified.

Primary full color

LG X power

Gray 1 tone color

LG X power

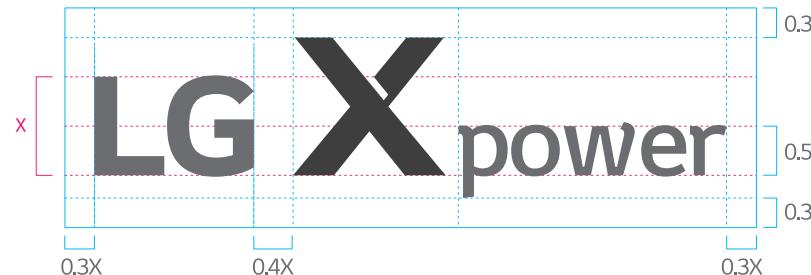
Clear Space & Minimum Size

To protect the marketing logo identity, the LG X Power marketing logo must be displayed with clear space of '0.3X' surrounding it on all sides.

To preserve minimum legibility of the marketing logo, the height of the LG X Power marketing logo should at least be over 5 mm.

Horizontal type

Clear space



Minimum size

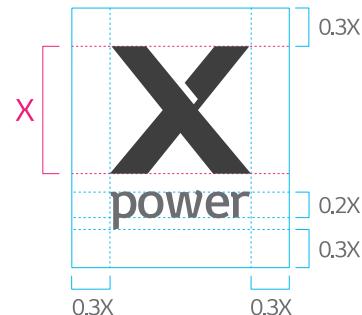


Vertical type

For package, the X Power marketing logo can be used without Master Brand(LG) if spatial constraint issue appears.

To preserve minimum legibility of the marketing logo, the height of the X Power marketing logo should at least be over 10 mm.

Clear space



Minimum size



Color Usage

Use the approved marketing logo in its standardized form on a white, black or approved color background.

Should there be any occasion when modification is necessary, contact V.I Team.

(To use the marketing logo on a package in other colors, please contact V.I Team package part.)

Full Color

Primary color on light background (0%~45% Gray scale)

LG Xpower

Secondary color on dark background (45%~100% Gray scale)

LG Xpower

One Color

Gray 1tone on light background

LG Xpower

Black 1tone on light background (0%~50% Gray scale)

LG Xpower

White 1tone on dark background (50%~100% Gray scale)

LG Xpower

White 1tone on red background

LG Xpower

Incorrect Usage

Always use approved LG X Power marketing logo artwork (AI or PDF file) from V.I Team.

The following marketing logos are examples of incorrect marketing logos usage.

Do not place shadow around the marketing logo



Do not change the proportion of the marketing logo



Do not add any element around the marketing logo



Do not apply any symbol mark



Do not apply transparency effects



Do not apply outline stroke effects



Do not change the color of the marketing logo



Do not use similar background color or patterned background as the marketing logo color.



Variation Usage

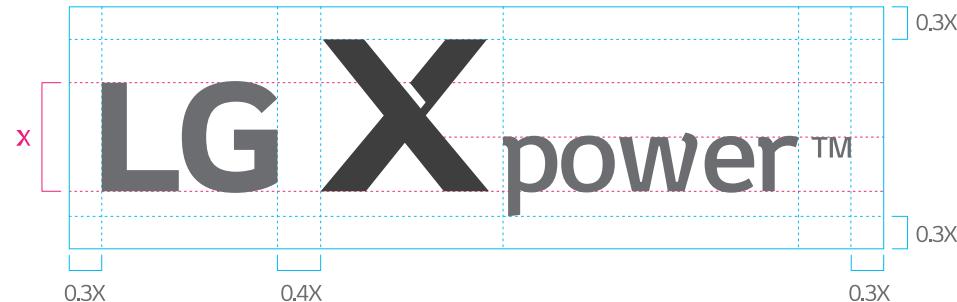
Primary signature should always be reproduced from original master artwork files. Also they cannot be modified.
For US (TMUS/MPCS) please only use the logo with TM a superscript.

Trademark

Primary color

LG X power™

Clear space



Variation Usage

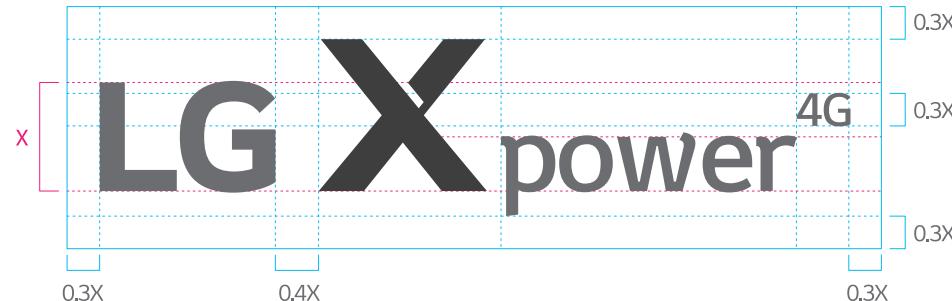
Primary signature should always be reproduced from original master artwork files. Also they cannot be modified.

4G ver.

Primary color

LG X power^{4G}

Clear space



Variation Usage

Primary signature should always be reproduced from original master artwork files. Also they cannot be modified.

LTE ver.

Primary color

LG X power^{LTE}

Clear space

