

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 Xpower

Gray 1 tone color

LG Xpower

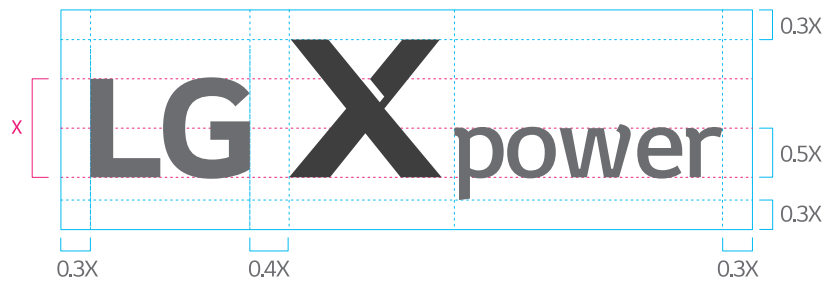
Clear Space & Minimum Size

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

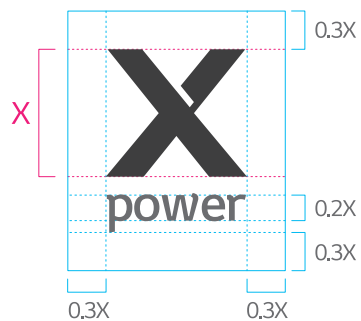


Vertical type

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 X_{power}

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

LG X_{power}

One Color

Gray 1tone on light background

LG X_{power}

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

LG X_{power}

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

LG X_{power}

White 1tone on red background

LG X_{power}

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

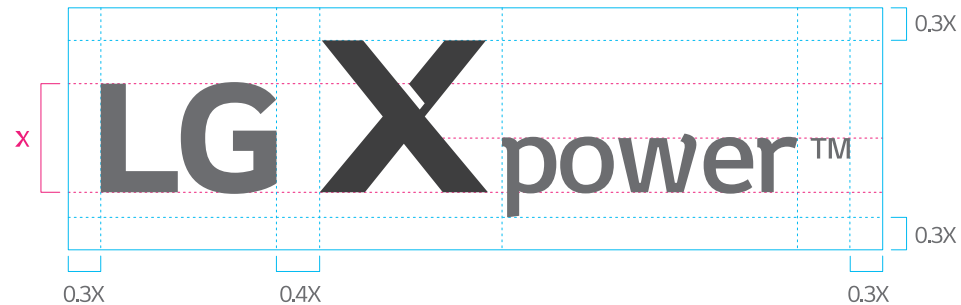
Primary signature should always be reproduced from original master artwork files. Also they cannot be modified.
For US (TMUS/MPCS) please only use the logo with TM a superscript.

Trademark

Primary color

LG X power™

Clear space



Variation Usage

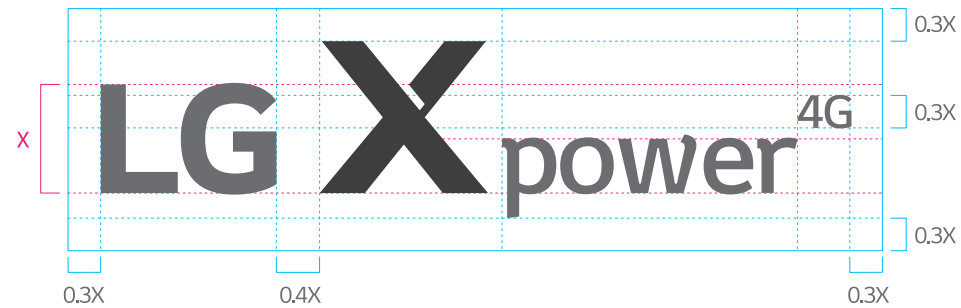
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4G ver.

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

