

FLUKE®

— Power Quality

Graphic Standards

Fluke Power Quality graphic design

Promotions and graphic guidelines



Example of a full color Fluke Power Quality brochure

Brand position

Fluke Power Quality technology and support enables engineers, technicians and electricians to measure and analyze critical power parameters allowing them to confidently recommend repairs and changes to keep power systems healthy.

Situation

Fluke Power Quality is a sub-brand of the Fluke brand. It is comprised of existing Fluke power quality products such as the 43 and VR101, and the Reliable Power Meter products (company purchased in 2002); RPM Power Recorder, InSite Power Recorder®, Multipoint Power Recorder, Full Disclosure Technology™, etc. The graphic transition from Reliable Power Meters to Fluke Power Quality was completed July 2003 but the RPM and Reliable Power Meters, a Fluke Company, logos may continue to appear until March 2005 in select circumstances. However, all new materials should use the new Fluke Power Quality logo. The business unit manager in the United States must approve usage of anything other than the Fluke Power Quality logo.

The following transitional logo was used from the date of the purchase of Reliable Power Meters until the completed re-branding July 2003.



Reliable Power Meters
A Fluke Company

Brand Hierarchy

The Fluke master brand should always take precedence over the sub-brand of Fluke Power Quality. In instances such as a corporate catalog or extended line brochure the cover and other primary pages should feature the Fluke master-brand. The Fluke Power Quality logo should be used on pages that specifically feature the products within the sub-brand. The two brands should never appear on the same page unless there is a clear separation between portions of the page. On the web site, fluke.com, the Fluke Power Quality brand will only appear on the Power Quality web section and pages that feature the products within the sub-brand. On the main product selection pages which feature all Fluke products, including Fluke Power Quality, the sub-brand should not be used. The URL for the sub-brand Fluke Power Quality will feature the entire brand name, but the linked section will be part of the overall Fluke web site.

Fluke Power Quality brand personality

There are two distinct personality types in the Fluke Power Quality brand. Each responds to a slightly different graphic treatment. Both can be addressed using the guidelines set forth in this document. Understanding the two different personality types will help create the most effective promotional products.

The Artisan (primarily the handheld, single phase PQ products)

Colors: Bright, strong, aggressive primary colors

Type: Bold and easily readable

Copy Style: Random access, short copy, easy-to-read bullet points. Important information at a glance.

Photo Style: Straight-forward, strong color, "gritty" real world working environments. The focus is on the action oriented personality empowered by his/her use of the tool to do the task at hand.

The Trustee (primarily the three-phase PQ analyzers)

Colors: Controlled, cool conservative blues, grays and tint colors

Type: Medium weights and small type are acceptable

Copy Style: Information and content important, dense copy is acceptable. An easy read is not always required.

Photo Style: Deeper, cooler softer palette than for the Artisan. Straight-forward, no-nonsense subject matter. The tone can be moody, but realistic. The focus is on the details of the instrument and how the personality is empowered by his/her connection with the instrument, supporting and protecting the Trustee's integrity and work role.

Fluke Power Quality Logo

As a sub-brand to the Fluke brand, Fluke Power Quality incorporates the Fluke logotype and associated color field into the Fluke Power Quality logo. When using the the Fluke Power Quality logo follow the guidelines which apply to the Fluke logotype.

Logotype standardized form

The Fluke logotype is owned by Fluke Corporation and is one of the company's most valuable assets. It distinguishes the product from any other. The logotype is also a trademark that has been registered in the U.S. Patent and Trademark Office for specific goods and services.

The Fluke logotype must be used only in its standardized form. Under no circumstances is the Fluke logotype to be translated, redrawn, repositioned, or modified in any manner. Constant vigilance must be exerted to maintain a sharp, clear, and undistorted reproduction. For reproduction, use only authorized reproduction copies or supplied files of the original mark.

About the ® registered trademark designation

The ® is part of the electronic logo file. It is the same size and placement for all logos from .5" (12.7mm) to 3" (76.2mm) long. Logo files in this size range should not be sized up or down; resizing will change the corporate standard for the ®. When logos are to be used over 3" (76.2mm) the ® should be scaled up with the logo. The registration symbol ® should be used on each and every application of the logo.

Logotype color and associated color field

The Fluke logotype and the logotype on a surrounding field of Fluke Yellow are company trademarks. This color not only has a history of use with Fluke products but is an important element of the company's product trade dress, consisting of the yellow and grey color combination. Fluke Yellow is also within the color spectrum which appeals to the Artisan personality. The combination of the yellow field with the black logotype is distinctive when it is used with a full range of colored and textured photographic and illustrative backgrounds. For sake of consistency and maximum impact within the collateral system, the Fluke logotype should appear 100% black on 100% Pantone 123 (or 20% black screen for black-and-white applications).

Logo used in freestanding position

The logo may be used in a freestanding position when the format or printing method does not allow for bleed. Other instances would be certain web applications, merchandising and other specialty items. Please refer to the sections on standard positioning and clear zone requirements.

Logotype color field specifications and clear zones requirements

The logotype within the color field has a defined minimum clear area which is defined by the yellow field shape. The logotype must utilize this separation area so that its impact is not degraded by other intruding graphics and so the consistent use of the yellow field shape will enhance the brand recognition. The logotype will be situated within a rectangle of Fluke Yellow in most situations. The dimension of the rectangle is determined by its relationship to the logo. The spacing is incremental to the height and width of the logotype which we will call one 'F'. In most applications the right side of the yellow color field either:

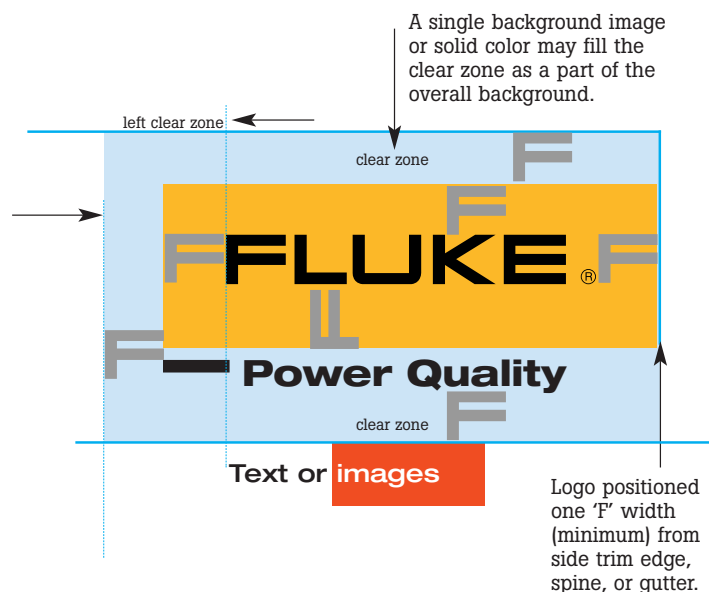
1. Bleeds past the right page trim line, or
2. Bleeds into the page gutter or to the spine edge fold line.



Fluke Yellow is represented by Pantone 123 or when process inks are used, the screen build will be 25% magenta and 100% yellow. Consult a Pantone color chart for an accurate representation of the color.



An example of the Fluke Power Quality logo in a freestanding position.



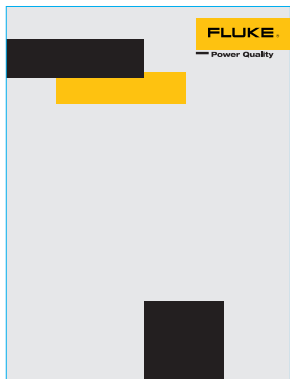
The logo must be given sufficient separation from other copy and design elements so that its impact is not degraded. It is also crucial from a legal standpoint. Other applied design elements could be construed as a modification of the logo and could result in the loss of Fluke's exclusive rights to the logo.

Standard positioning of logotype and color field on the page

Placement on the page within most design, office and presentation software programs is determined by the height and width of the letter 'F' in the Fluke logotype.

The location of the logotype and color field should be in the upper right corner and one 'F' height from the top of the document or slide and bleeding past the page trim edge. Color copy fields and color background images may penetrate the left clear zone, provided they do not create trapping problems where they contact the logotype color field. The logotype color field may overlap any other item on the page with an 8 point

overlap. A single background image or solid color may fill the clear zone as a part of the overall background.



Typography

Two type families are used to establish the Fluke look and feel. Primary typography, such as headlines, subheads, chapter heads, etc. are to use Helvetica Neue Extended. All other text will use Boton.

Typography using Microsoft® Word and PowerPoint

Similar font issues apply when creating materials using Word and PowerPoint. When using Word or PowerPoint, headlines and major subheads should be set in Arial. Body text should be set in Times New Roman. When these fonts are used with Fluke-created templates, the Fluke brand image can be maintained.

Theme line

The Fluke theme line should be used as a closing statement to the communication presentation on all Power Quality documents.

Fluke. *Keeping your world up and running.*

Printed material

Stationery

Stationery will print two color (black and PMS 123). The letterhead, envelope and business card will be printed on white 24 lb. writing paper.

Data Sheets and application notes

Data sheets and application notes may print in black and white, 2 color (black and PMS 123), or 4 color and include a main product photo. Technical specifications may include line art illustration.

INCORRECT usage of the logotype and associated background color field

The following are reasons and examples of logotype/color field use that are not allowed:

- The use of the Fluke logotype and background color field in any other way than described in these guidelines.
- Distortion, perspective or skewing of the logotype on background color field.
- The use of the logotype and background color field as a decorative pattern.
- The use of the logotype within a sentence or headline.
- Use of low resolution, bit-mapped, unsharp or defective artwork.
- Printing the associated color field in any color other than PMS 123, or equivalent process build, or 20 % black.
- Printing the logotype in any color other than black within the associated color field.

See examples of INCORRECT usage below:

Do not use the **FLUKE**® logotype within a sentence or headline.



Do not distort, change perspective or skew logotype color field



Do not print the logotype in any color other than black within the color field. Do not print the color field in any color other than PMS 123 or 20 % black.



Do not create a decorative pattern or background from the logotype and color field.



Do not place other logos, icons or marketing messages within the clear zone requirement defined on this page.

Typefaces

Sample primary type font

Helvetica Neue Extended Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz

Helvetica Neue Extended Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz

Helvetica Neue Extended Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz

Sample secondary type font

Boton Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz

Boton Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz

Boton Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz

Headline and Subheads

Helvetica Neue Extended. In the majority of instances headlines are set flush right and are placed within a copy color field. The designer may modify this in order to better visually communicate various levels of text hierarchy. Type leading should be set solid. (Ex. 24 pt. type with 24 pt. leading.)

Body Copy

Adobe Boton. All body copy should be flush left with paragraph indents of .125" after the first paragraph. Type leading should be set with a minimum of one point leading. (Ex. 9 pt type with 10 pt. leading.)

Type Style

Capitals with lower case, except for product names which are initial caps with lower case. Italics should be used judiciously to add emphasis. Formatting in all caps should be avoided. Kerning should be set as normal or "O" tracking in most instances.

Recommended sizes

Headlines are set at 16/16 to 18/18 pts.
The subheads range from 10/11 to 14/15 pts.
Body copy is set at 9/10 pts.
Product specifications and captions 8/9 pts.

Brochures

Product brochure will usually be full color and will include catalog and in-use application photographs. See cover page example.

Manual Covers and CD-ROM Templates

CD label templates will be in 2 color (black and PMS 123). Manual covers are printed black and white only. The photography is black and white catalog style and the manual may include illustrations.

Advertising

See *Fluke Corporation Advertising Guidelines*

Photography

Product images will be application photos, product family photos or catalog shots. The product should always be the focal point of the photograph.

Corporate Signature

The corporate signature typically is the last item to appear on a page. Fluke literature should contain enough information to enable a customer or prospect to contact Fluke for more information, regardless of where they are. Following the corporate signature should be the applicable copyright information, and trademark and disclaimer information, and literature control number. Below is an example of the corporate signature as used in collateral materials. The type specifications are the same for all configurations.

Company name:

Boton Bold 7/8

Address block:

Boton Regular 7/8

© Line:

Boton Regular 6/6.5

The type size may vary slightly depending on the space available.

Fluke Corporation

PO Box 9090
Everett, WA USA 98206

+ Op3 pts → Fluke Europe B.V.
PO Box 1186, 5602 BD
Eindhoven, The Netherlands

+ Op3 pts → For more information call:
U.S.A. (800) 443-5853 or
Fax (425) 446-5116
Europe/M-East (31 40) 2 675 200 or
Fax (31 40) 2 675 222
Canada (800) 36-FLUKE or
Fax (905) 890-6866
Other countries (425) 356-5500 or
Fax (425) 356-5116
Internet: <http://www.fluke.com/>

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Trademark information, if any, goes here.
Printed in U.S.A. Document # appears last
(this is provided by the Production group).

Contact Information

Questions concerning Fluke graphic standards should be directed to Fluke Creative Services, 425-446-6360.



Example of two color Fluke Power Quality application note