



### Logotype

The identifying mark is a combination of the Salient Systems type and the rectangular mark. It has been designed to reinforce the visual identity and replace previously used variations of the Salient Systems logo. It should always be reproduced from original artwork and used exactly as it appears; please do not rebuild, redraw, recolor, or distort any elements within the logo.



### Protective Area

To preserve the integrity of the identifying mark, ensure that no other elements print in the protective area around the logo. The size of the protective zone is defined by the minimum width of an S around all sides of the logo.



### Minimum Size

The logotype should not be used at any size smaller than 0.18" high.



### Black & White Version

If the Salient Systems logotype needs to be used in black and white or 1-color print pieces, please use the following grayscale version. Salient is 90% black and Systems is 65% black.



### Spot Color Version

If the Salient Systems logotype needs to be used in 2-color print pieces, please use the following spot color version. The icon is PMS 1805, Salient is 90% black and Systems is 65% black.



### Stacked Version

If the Salient Systems logotype needs to be used stacked, please use one of the following



### Background Colors

The Salient Systems logotype should appear on solid white or a solid gray of 30% black or less. If the logotype needs to be placed on top of an image, please place a white rectangle underneath it that is at least the size of the appropriate protective area and with no less than 85% transparency. Do not place the logotype on top of any other colored background.



## Logotype Files

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 **SALIENT SYSTEMS**

FILE FORMAT	WHAT IS IT FOR?
SalientLogo-CMYK.ai	Source file. For designers who need the original vector artwork.
SalientLogo-CMYK.eps	High resolution. Vector artwork for all commercial print applications.
SalientLogo-CMYK.tif	High resolution. For usage in commercially-printed pieces.
SalientLogo-CMYK.jpg	For onscreen usage as scalable electronic artwork, or to place as an image in word processing or other standard desktop applications. When scaling the image, please hold shift to maintain the logo's proportions.
SalientLogo-CMYK.gif	Optimized for web applications.
SalientLogo-CMYK.png	An image with a transparent background that can be placed in an electronic file, such as a powerpoint or web applications.

 **SALIENT SYSTEMS**

FILE FORMAT	WHAT IS IT FOR?
SalientLogo-grayscale.ai	Source file. For designers who need the original vector artwork.
SalientLogo-grayscale.eps	High resolution. Vector artwork for all commercial print applications.
SalientLogo-grayscale.tif	High resolution. For usage in commercially-printed pieces.
SalientLogo-grayscale.jpg	For onscreen usage as scalable electronic artwork, or to place as an image in word processing or other standard desktop applications. When scaling the image, please hold shift to maintain the logo's proportions.

## Typefaces

Consistency in the use of typography enhances communications effectiveness, builds customer familiarity, and strengthens the Salient Systems identity. Primary font families for typeset print pieces include the following font faces:

### TIMES NEW ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+?:><

### TIMES NEW ROMAN BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@#\$%^&\*()\_+?:><**

### TIMES NEW ROMAN ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890 !@#\$%^&\*()\_+?:><*

### UNIVERS 45 LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+?:><

### UNIVERS 65 BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@#\$%^&\*()\_+?:><**

### UNIVERS 47 LIGHT CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+?:><

**Tagline**

The “Simple.Scalable.Security.” tagline should appear typeset in Times New Roman Italic as shown. The tagline should be used in the presence of the Salient Systems logo but should not appear “locked up” with the logo.

Simple.Scalable.Security™

 **SALIENT SYSTEMS**

Simple.Scalable.Security™

 **SALIENT SYSTEMS**  
Simple.Scalable.Security™

**Colors**

The consistent use of the following colors will reinforce the branding of Salient Systems by relating pieces back to the logo mark.



C = 0  
M = 0  
Y = 0  
K = 100



C = 100  
M = 100  
Y = 0  
K = 11



C = 14  
M = 100  
Y = 100  
K = 12



C = 9  
M = 57  
Y = 89  
K = 9



C = 7  
M = 24  
Y = 89  
K = 0

**Imagery**

The style of photography to be used will show high-traffic areas that need surveillance and security. The images will be used in both black and white as well as their original muted tones.



**Grid**

Any grids used in printed pieces should maintain the ratio of 4 x 3.



### Logo Don'ts

Consistent use of the Salient Systems logo and name reinforces the company's branding, identity, and the communications effectiveness in its target markets. Please don't do any of the following.

DON'T distort the proportions of the logo.



DON'T change the colors of the logo.



DON'T change the positioning or size of the elements within the logo. The logo should be used as is from the original files.



DON'T use the logomark with other typefaces. The mark and name should appear as is from the original files.



You get the idea.



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