

LeddarTech®

Logo and Branding Guidelines

LeddarTech Global Marketing and Communications Department

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LeddarTech®

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The logos must be black or white. The use of secondary colours is forbidden. Usage of the copy-paste and screenshots commands for image insertions are strongly discouraged. The use of image integration tools specific to the software is preferred.

The use of LeddarTech logos by external partners and collaborators are governed by distinct, expressed agreements signed between LeddarTech and the third party involved. LeddarTech branding and logos should not be used unless such an agreement has been duly put in place.



It is important, when possible, to provide the minimum margins around the logo, as represented above by x and y. The logo, representing the LeddarTech brand, must have enough free space around it so it can be easily read and recognized, thus maximizing brand impact. For all logo sizes, non-proportional scaling is prohibited.

1. Ne jamais modifier le format ou l'espace entre le slogan et le logo LeddarTech.
Never alter the tagline size or the space between the tagline and the LeddarTech logo.
2. Ne jamais insérer de diagrammes, de graphiques ou encore de texte à l'intérieur de la zone d'isolation du logo.
Never display diagrams, lettering or texts inside the logo isolation area.
3. Ne jamais utiliser une police de caractères différente.
Never use a different typeface.
4. Ne jamais appliquer de ligne de contour au logo.
Never outline the logo.
5. Ne jamais déformer le logo.
Never distort the logo.
6. Ne jamais utiliser de dégradé avec le logo.
Never use gradations on the logo.
7. Ne jamais utiliser d'arrière-plan manquant de contraste.
Never use backgrounds that lack contrast.
8. Ne jamais utiliser de couleurs qui ne sont pas mentionnées dans la charte de couleur.
Never use colours that are not mentioned in the colour chart.
9. Ne jamais insérer le logo à l'intérieur d'un corps de texte.
Never use the logo within text.

1. 

2. 



3. 

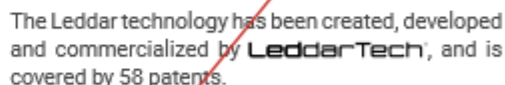
4. 

5. 

6. 

7. 

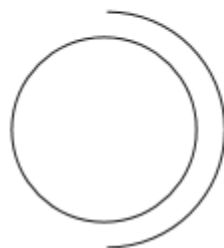
8. 

9. 

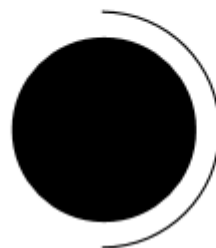
LEDDARTECH LOGO - SIZE RULES

(mm)	0	10	20	30	40	50	60	70	80	
A										Lorsque la largeur du logo est supérieure à 40 mm, le symbole ® doit être utilisé. When the width of the logo is over 40mm, the ® symbol must be used.
B										Lorsque la largeur du logo est inférieure à 40 mm, le symbole ® ne doit pas être utilisé. When the width of the logo is under 40mm, the ® symbol must not be used.
C										La largeur du logo ne doit pas être inférieure à 25 mm. The width of the logo must be at least 25mm.

PRIMAIRES / PRIMARY



Blanc / White
C=0, M=0, Y=0, K=0
R=255, G=255, B=255
HEX #ffffff



Noir / Black
C=30, M=30, Y=30, K=100
R=0, G=0, B=0
HEX #000000

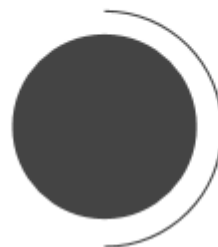


Turquoise
Pantone 319 C
C=66, M=0, Y=22, K=0
R=45, G=204, B=211
HEX #2dccd3

NEUTRES / NEUTRALS



Gris pâle / Light grey
C=0, M=0, Y=0, K=15
R=219, G=220, B=221
HEX #dbdcdd



Gris foncé / Dark grey
C=0, M=0, Y=0, K=85
R=78, G=78, B=80
HEX #4d4d4f

LeddarTech®

CANADA

USA

AUSTRIA

FRANCE

GERMANY

ISRAEL

ITALY

HONG KONG

CHINA

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SAI GLOBAL
ISO 9001
Quality