STANDARD ARTWORK

Orbit's logo consist of type and a design element. The design element shows the motion of "orbit", and is integrated into the type-based logo.
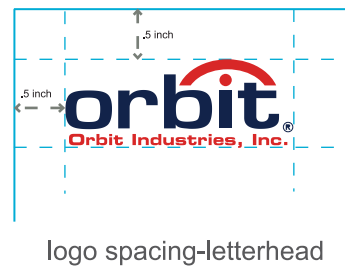
standard artwork logo-primary

LOGO MINIMUM SIZE

Orbit's logo, in general, should be no smaller than .75 inches.

.75 in
general-use minimum size

LOGO SPACING

There should always be a minimum of .5 inch worth of space around the logo. So for the stationary letterhead, the logo should be always .5 inches away from the edge of the paper.

.5 inch

.5 inch

logo spacing-letterhead

ORBIT COLORS

The current official colors are dark blue, red, and white.

Color Code

C: 100	R: 47	PMS: 533C	C: 9	R: 219

C: 100 R: 47 PMS: 533C
M: 90 G: 55
Y: 38 B: 85
K: 42

C: 9 R: 219 PMS: 711C
M: 98 G: 58
Y: 100 B: 57
K: 1

C: 0 M: 0
Y: 0 K: 0

COLOR VARIATIONS

Different logo versions (color variation). Different colors are for the possibility that the main logo may blend or not compliment well with another color. There are some color variations available.

logo-primary

logo-white

logo-red

MIS-USE

In order to avoid mis-use of logos, here is a basic list of what no to do; additionally, one should not change the logo in ANY way or form. The logo must keep its original form on all formats.

tilting and/ or pixelation

bevel/emboss

changing colors

warping any kind

stretching horizontally or vertically

SECTIONS

There are many products offered at Orbit. There is a system where colors are used to represent different types of products.

P- Prefab product & Services Pantone: 7458C CMYK: 56 / 13 / 13 / 0	A- Electrical boxes, Covers & Accessories Pantone: Process Yellow C CMYK: 8 / 2 / 100 / 0	B- NEMA Enclosures Pantone: 273 C CMYK: 94 / 100 / 7 / 40	C- Weatherproof Products Pantone: 877 C CMYK: 49 / 39 / 42 / 4
D- Electrical Fittings Pantone: 723 C CMYK: 0 / 60 / 80 / 20	E- Conduit Bodies Pantone: 3272 C CMYK: 82 / 9 / 47 / 0	F- Fastening & Support Solutions Pantone: 637 C CMYK: 53 / 0 / 11 / 0	G – Wiring Devices Pantone: 2405 C CMYK: 4 / 100 / 16 / 2
H- LED Lighting Pantone: 367C CMYK: 47 / 0 / 98 / 0	I- Low Voltage & Line Voltage Lighting Pantone: 355 C CMYK: 91 / 16 / 100 / 4	J- Exit & Emergency Lighting Pantone: 485 C CMYK: 0 / 100 / 95 / 0	