Amphenol
NETWORK SOLUTIONS™

LOGO GUIDELINES
2022

LOGOS

The main logo that will be used across most all brand applications is the primary logo below. The logo mark should be used sparingly. The elements should never be changed. Position, size and color along with the spatial and proportional relationships of the Amphenol Network Solutions logo elements are predetermined and should not be altered.

PRIMARY LOGO & LOGO MARK:

SECONDARY LOGO & LOGO MARK:


**LOGOS FOR PRODUCT BRANDING USE ONLY:**

All white logo used on black products

LOGO CONSTRUCTION & CLEAR SPACE

The Amphenol Network Solutions logo requires separation from the other elements around it. The space required on all sides is roughly equivalent to the letter width of the logo type. It never should be less than that. The logo must always fit into the clear space area and cannot be intervened by other graphical elements which could hinder legibility of the brand.

Please note: That text or pictorial figures, which have strong impact or impression, should not be placed near the logo, even though you keep the isolation area blank.

EQUAL

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EQUAL   EQUAL

EQUAL

EQUAL

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EQUAL   EQUAL

EQUAL
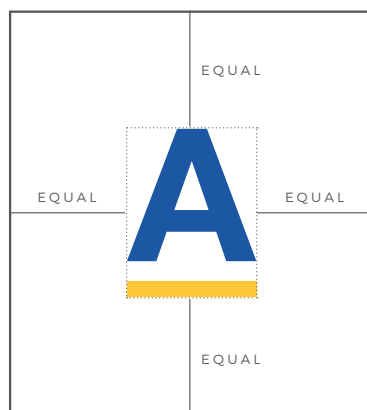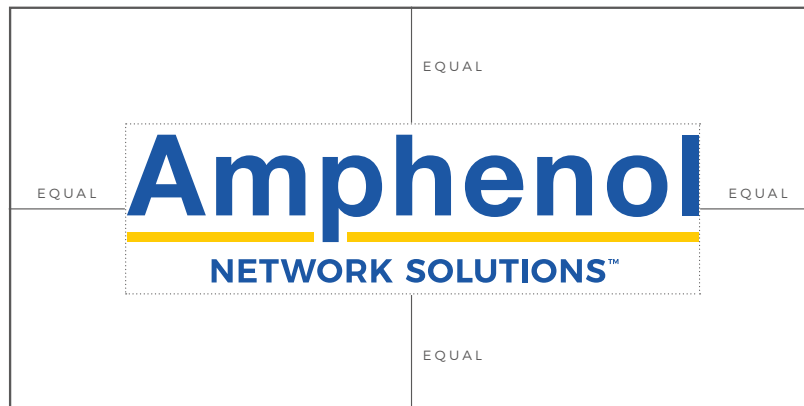
NOTE: *Whenever you use either logo, it must be surrounded with clear space to ensure its visibility.*

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MINIMUM SIZE

The smallest the logo should be represented is 1" high.

INCORRECT LOGO USE

DON'T rearrange elements

DON'T rearrange elements

DON'T add a drop shadow

DON'T use non approved colors

DON'T use without the yellow line

DON'T alter the proportions (no stretching)

NOTE: *Please note: Although creativity is appreciated, do not alter the logo in any way.*
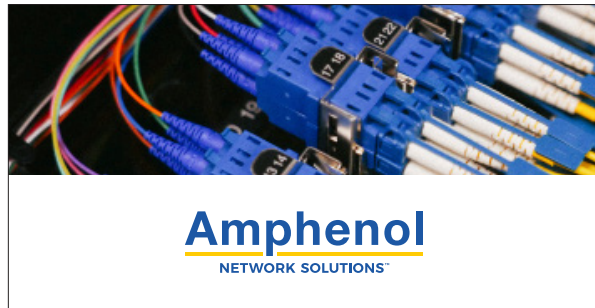
LOGO APPLICATION

Place text on images according to the examples below. It is important to place the text on solid light-colored parts of the background.

DO

When putting the logo on an image the logo should be placed in the lower corner of the image.

DO

On a busy image place a white box on the bottom of the image with the logo in the center of the box.

DO

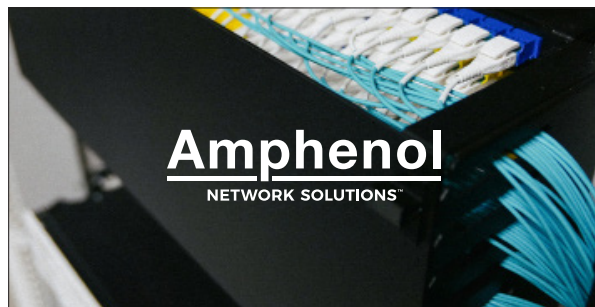On an Amphenol blue background, use the inverted white and yellow logo or word mark.

CABLE MANAGEMENT DONE RIGHT.

DO

Use the word mark in the bottom corner with Montserrat title text.

DON'T

This image is too saturated for any logo to be used.

DON'T

Amphenol logo must not be changed to ALL white *unless when used for product branding.*

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