
TEKTRONIX ANNOUNCES NEW COLOR SCHEMES FOR ITS PRODUCTS

Larry Mayhew (group vice president, Division Operations) recently announced that future Tektronix products and some products already being produced will be painted with earth tones instead of the traditional Tek blue. A new Tektronix Color System standard (062-5528-00) specifies a range of earth tones, with Tek blue remaining as an accent on the raised logo attached to the front panel of every product.

Within the limits defined by the new Tektronix Color System, each of Tek's four divisions will have its own color scheme — different from, but related to, the other division's color schemes. The Tektronix Color System standard specifies colors to be used for various product parts — control knobs, bezels, louvers, keyboard panels, and others. Each division will use the colors specified by the standard, but may use them in different combinations.

New Color Standard Supports Tek's Objectives

There are several reasons for the change. The new Tektronix Color System establishes a compatible look among products sold in Tek systems. In the past, systems of Tek products were sometimes a patchwork of blue, gray, brown, and silver products. Now, as more and more customers configure instruments and peripherals from different divisions, it becomes more important that Tek products be compatible in appearance as well as in function.

Why earth tones? According to the research of a San Francisco-based industrial design consulting firm, earth tones are most appealing to Tektronix customers. There are two reasons for that appeal: first, because earth tones are "friendlier" than other colors, and second, because they are more compatible with our customers' office environments, where more and more of Tek's products are being used.

In keeping with Tek's commitment to excellence, the new Tek Color System sets high quality standards for product finishes and more precisely identifies the colors to be used (precise identification avoids confusion in ordering from vendors, thus ensuring that the colors provided are the ones requested).

Implementation of the Tek Color System will also help achieve the company's goal of reducing inventory; in the long-run, color compatibility will enable Tek to store fewer painted parts. Further, Tektronix will realize savings from the common provisioning of paint, plastics, molding material, and other raw stock.

A Controlled Process

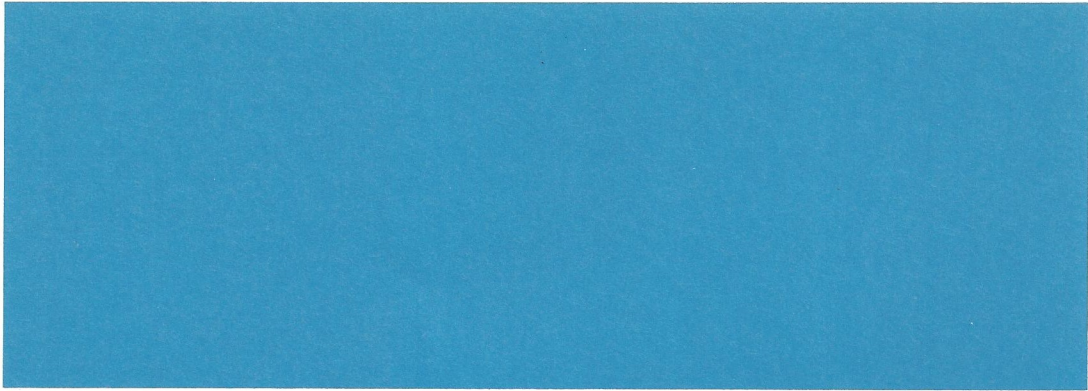
The change from blue to earth tones will be made gradually. The Color Lab (part of Corporate Industrial Design) will maintain color samples, supervise quality control for product finishes, and recommend vendors. Existing products not immediately affected by the change will eventually conform to the new Tektronix Color System and to the divisional color schemes. The company will gradually upgrade demonstration units now in the field.

Tektronix will maintain for several years an inventory of both blue and earth-tone parts. Repairs will be handled on a case-by-case, common-sense basis: if a blue part must be replaced with an earth-tone part, Tek will repaint the instrument in the new colors.

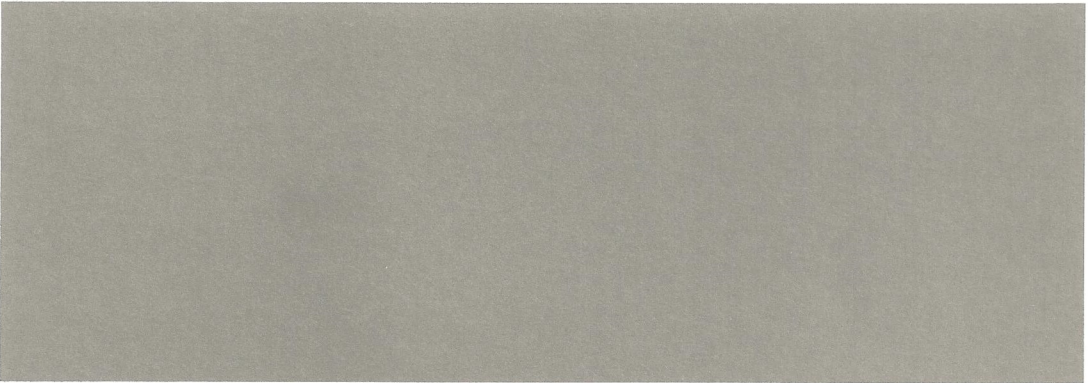
Instrument prices will not be affected by the color change.

For More Information

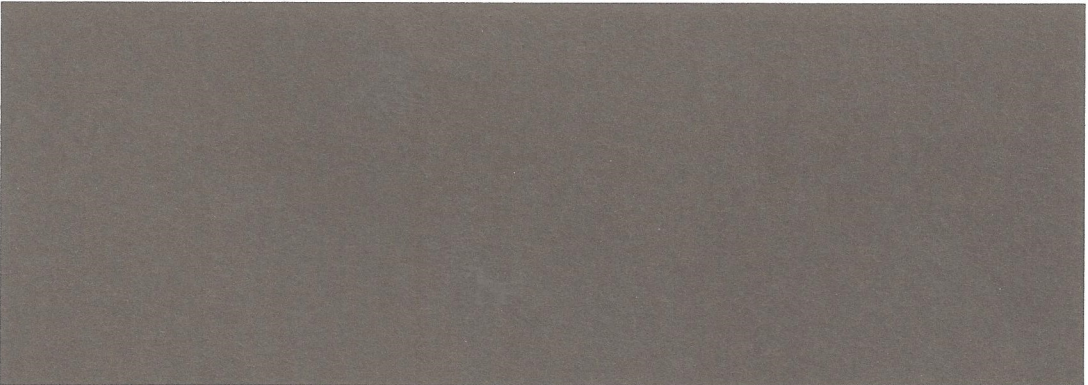
If you need more information about the Tektronix Color System or the divisional color schemes, call Howard Meehan (Industrial Design manager) on DR-5042 or write to d.s. 58-065. □



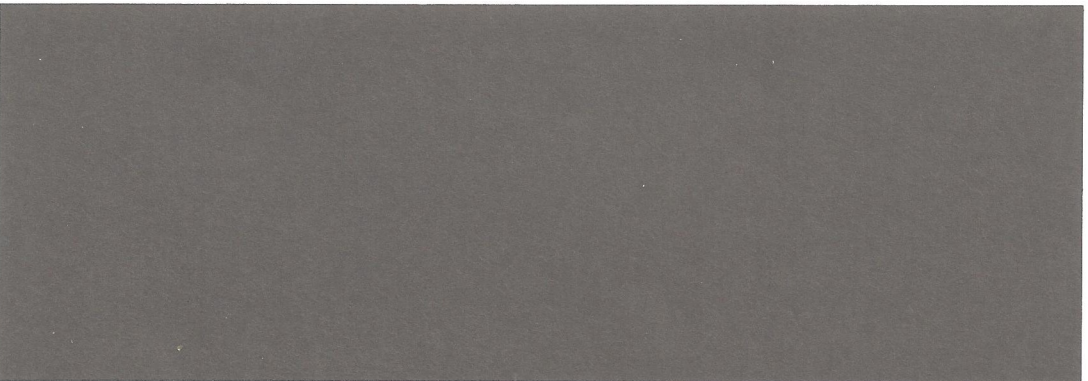
**TRADEMARK
BLUE**



**SMOKE
TAN**



**EARTH
BROWN**



**SLATE
GRAY**
