

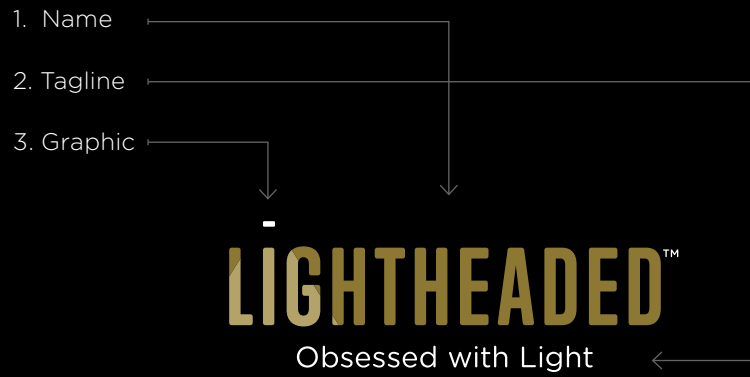


## Rules & Standards

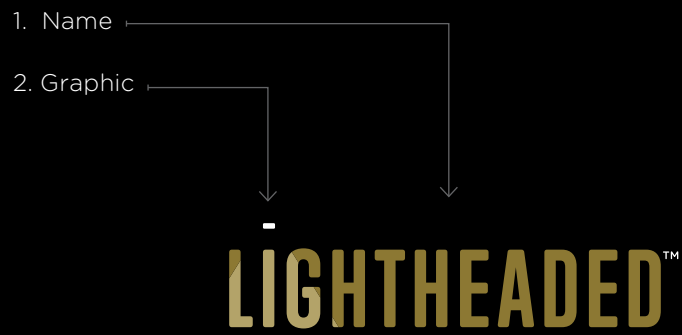
The following pages outline the rules and standards for using the Lightheaded logo to ensure it is applied as consistently as possible. Consistent application improves both recall and effectiveness. This Logo Usage Guide is by no means an exhaustive catalogue of every possible future application – creators will still have to make judgement calls when developing future items. However, the overall design sensibility contained within this document should be instilled in all communication efforts.

The primary full colour logo on the next pages should be used on all items whenever possible. There are two versions of the Primary Logo; Primary logo with Tagline and Primary logo. Determining which version of the Primary logo should be used depends on context. Careful consideration should be given to that decision with every application of the logo. Special attention should be paid to using the the highest possible reproduction methods – or – fabricating it from the best possible materials, to ensure the high-quality image of the logo. Regardless of the application and which version of the logo you are using the size, proportions and colours of the individual elements within the logo must never be altered.

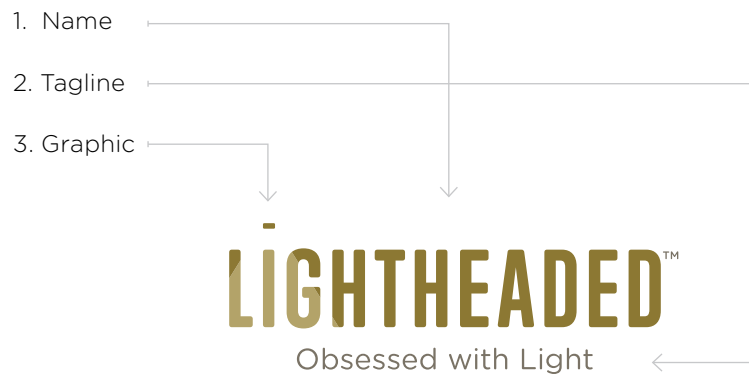
# Primary Logo (with tagline) on Black



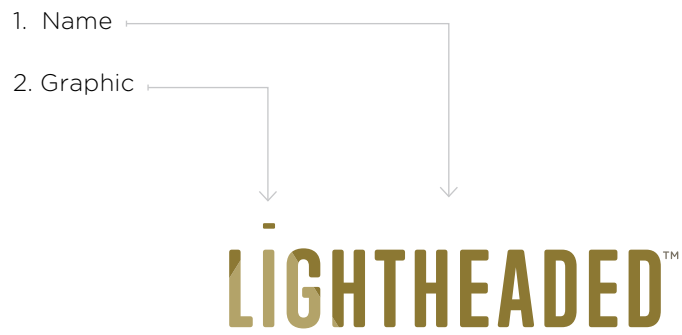
## Primary Logo on Black



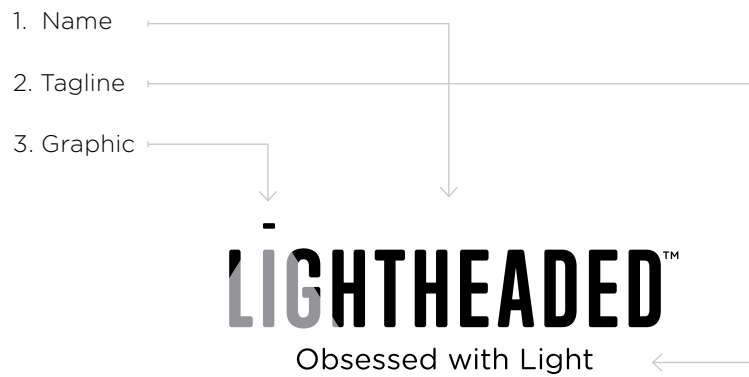
## Primary Logo (with tagline) on White



## Primary Logo on White

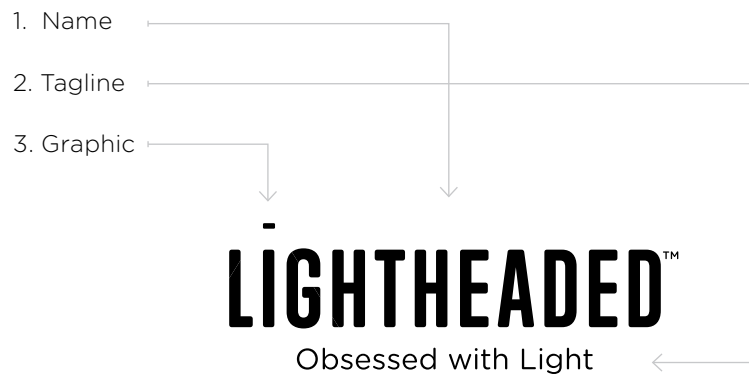


## Greyscale Logotypes



\* These file formats are ONLY to be used when printing colour is NOT an option.

## Black & White Logotypes



\* These file formats are ONLY to be used when printing colour AND greyscale is NOT an option.



## Colour Consistency

The logo may not be reproduced using any other colours than the approved combinations except when printing black and white.



### **DARK GOLD**

4495 C Pantone Solid  
CMYK: 19, 35, 90, 55  
RGB: 140, 119, 50  
HEX: 8C7732



### **LIGHT PATH GOLD**

4515 C Pantone Solid  
CMYK: 13, 19, 62, 28  
RGB: 179, 163, 105  
HEX: B3A369



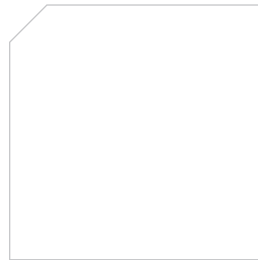
### **TAG/DESCRIPTION**

7497 C Pantone Solid  
CMYK: 22, 23, 47, 57  
RGB: 122, 114, 86  
HEX: 7A7256



### **BLACK**

Black 6 C x2 Pantone  
CMYK: 40, 20, 20, 100  
RGB: 0, 0, 0  
HEX: 000000



### **WHITE**

CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
HEX: FFFFFFFF

## Spacing and Sizing

It bears repeating that the simple and consistent application of the logo is important. As a general rule, the logo is to be used as a subtle, premium branding device, NOT as large as possible to fit into any given area. There should always be an area around the logo that remains clear of graphics, patterns and other type. With this in mind, a clear space around has been set that no other graphic elements may encroach upon. The “space around” is a minimum height and width of the graphic on all sides.



### Minimum Size

The below minimum size should be observed to ensure accurate and legible reproduction. Never place the logo at less than the minimum size.



# Typography

## PRIMARY TYPEFACE

Gotham Rounded (Font Family)

The primary corporate typeface is Gotham Rounded. This font consists of five weights (Light, Book, Medium, Bold, Black). The Medium or Bold U/C version of the font should be used on headlines for all print material generated. As a general the U&lc regular (or book) weight is used for body copy. This font family was chosen for its readability and modern simplicity.

1234567890!@#\$%^&\*()-=+  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**1234567890!@#\$%^&\*()-=+**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

**1234567890!@#\$%^&\*()-=+**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## ALTERNATIVE TYPEFACE

Arial (Default Windows Font)

The alternative typeface is Arial. Only when the primary typeface is not compatible with the medium — should this font be used.

1234567890!@#\$%^&\*()-=+  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Building your Brand

The logo is only one small part of the Lightheaded 'brand' or personality, as are; colours, fonts, photography style, language, sense of humour, consumer experience and so on. Below are a just a few examples of how to use the logo on different applications:

