

LOGO USAGE GUIDELINES

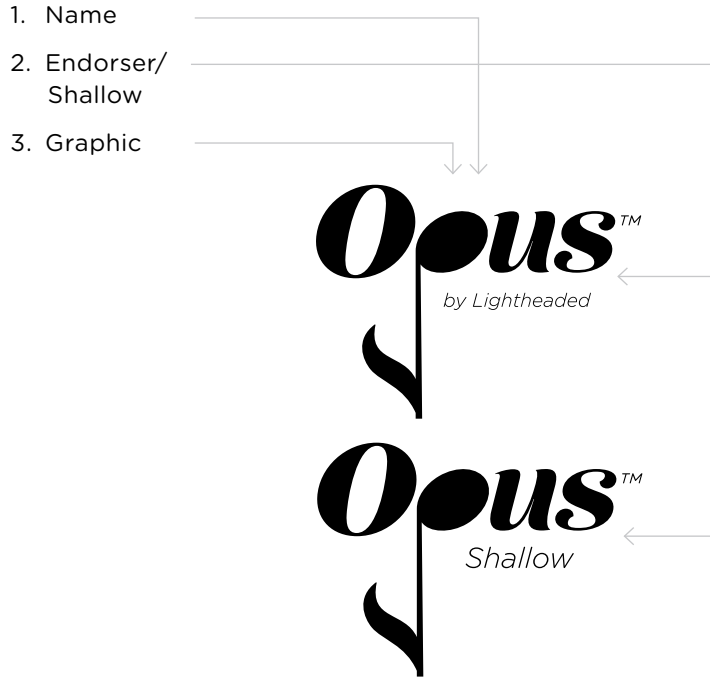
LIGHTHEADED™

RULES & STANDARDS

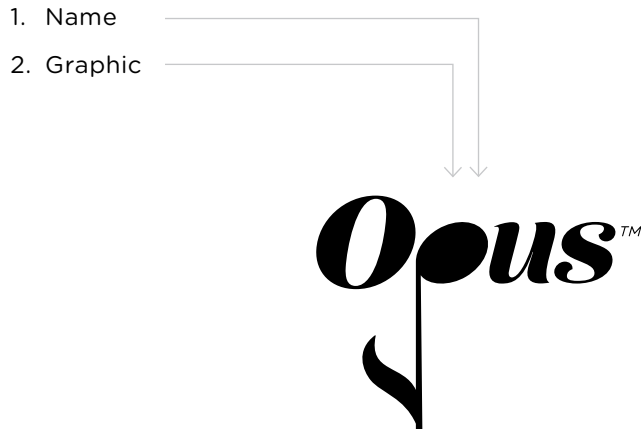
The following pages outline the rules and standards for using the Lightheaded logo and the product family logos to ensure they are applied as consistently as possible. The consistent application improves both recall and effectiveness. This Logo Usage Guide is by no means an exhaustive catalogue of every 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-color logo on the next pages should be used on all items whenever possible. There are two versions of the Primary Logo; the Primary logo with Tagline and the 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 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 use, the size, proportions, and colors of the individual elements within the logo must never be altered.

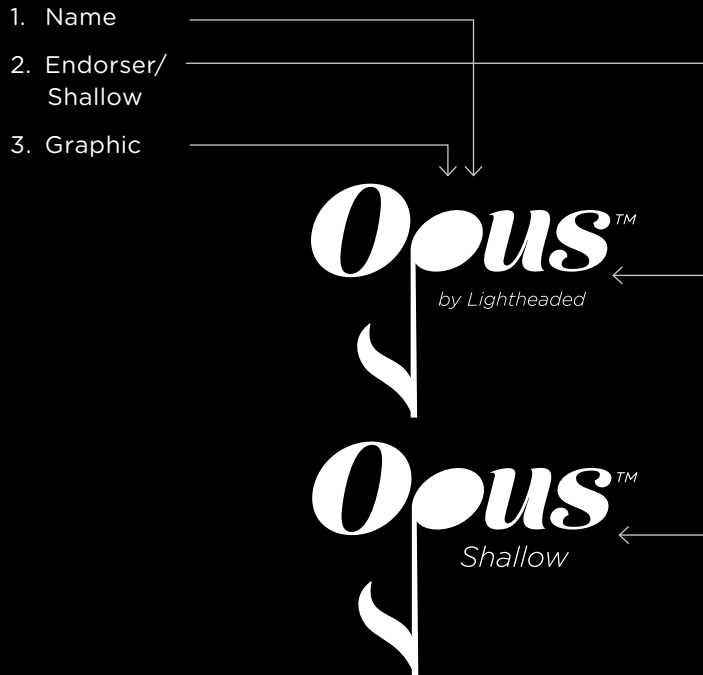
PRIMARY OPUS LOGO
(WITH ENDORSER/SHALLOW) ON WHITE



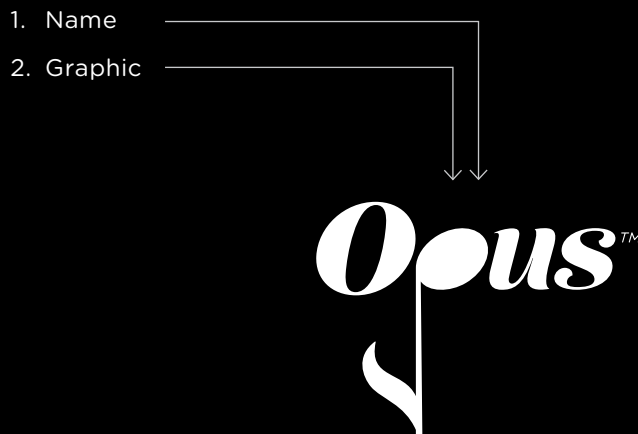
PRIMARY OPUS LOGO ON WHITE



PRIMARY OPUS SHALLOW LOGO
(WITH ENDORSER/SHALLOW) ON BLACK



PRIMARY LIGHTHEADED LOGO ON BLACK



PRIMARY OPUS ECO LOGO ON WHITE

1. Name

2. Graphic



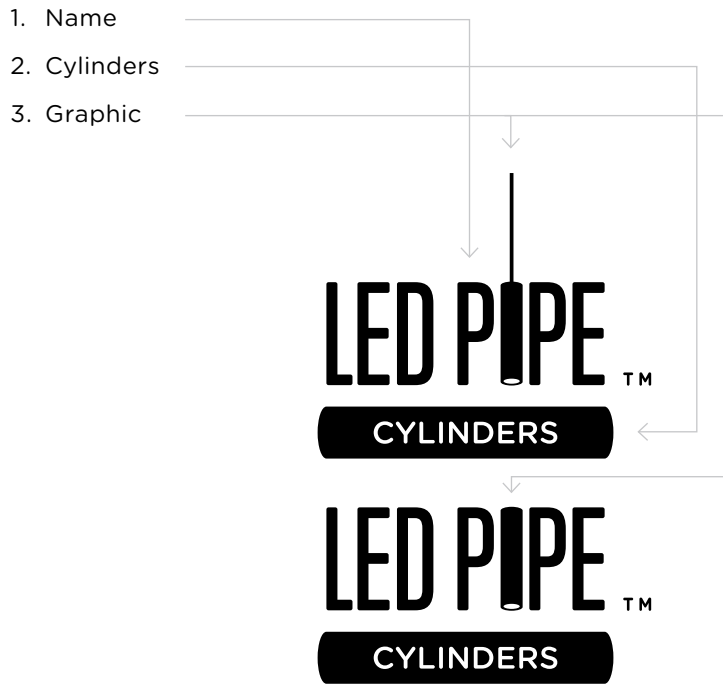
PRIMARY MINIMALIST LOGO ON BLACK

1. Name

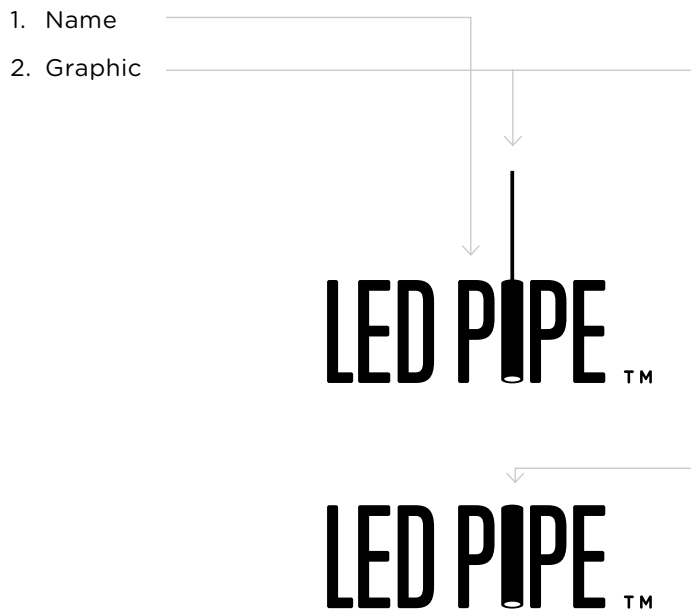
2. Graphic



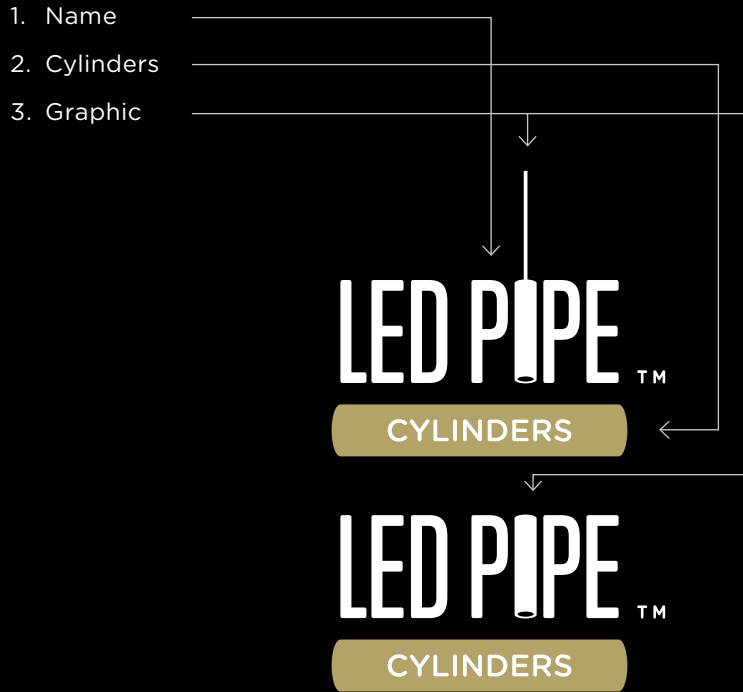
PRIMARY LED PIPE LOGO
(WITH CYLINDERS) ON WHITE



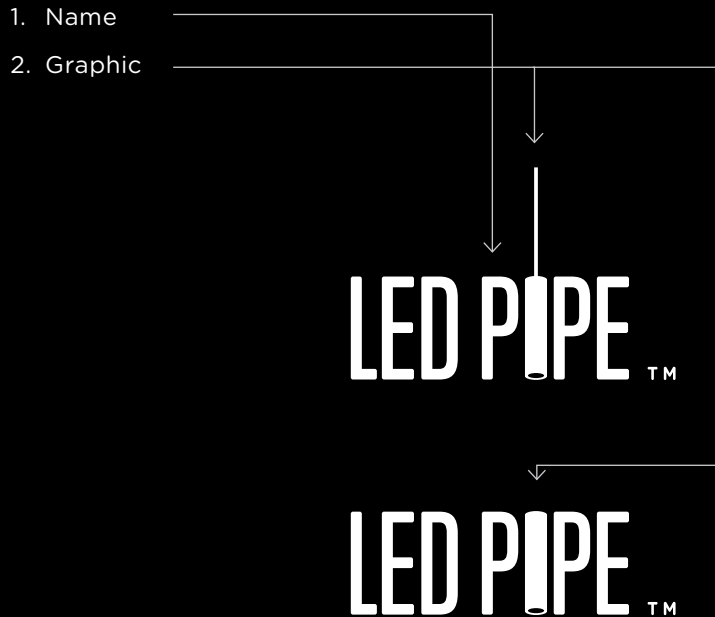
PRIMARY LED PIPE LOGO ON WHITE



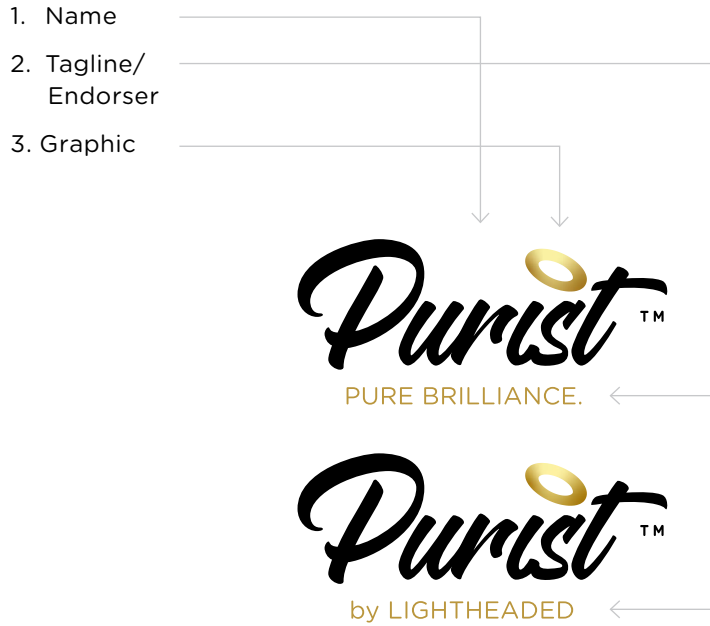
PRIMARY LED PIPE LOGO
(WITH CYLINDERS) ON BLACK



PRIMARY LED PIPE LOGO ON BLACK



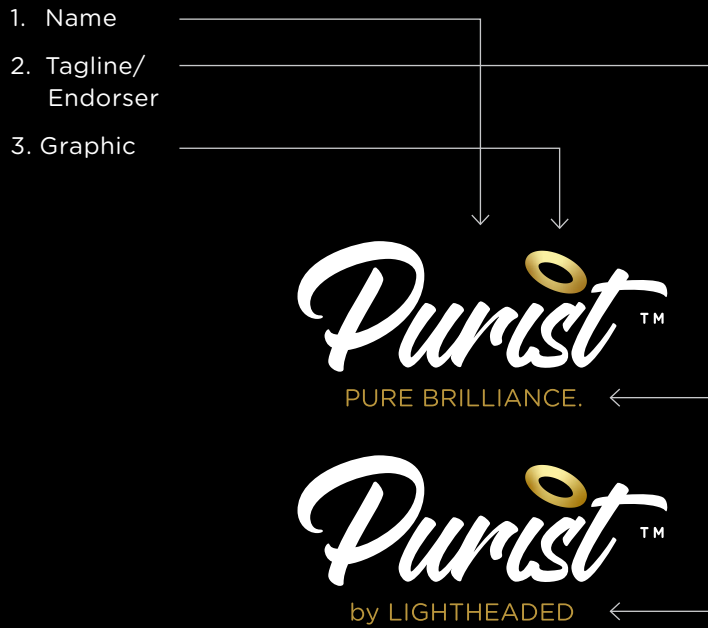
PRIMARY PURIST LOGO
(WITH TAGLINE/ENDORSER) ON WHITE



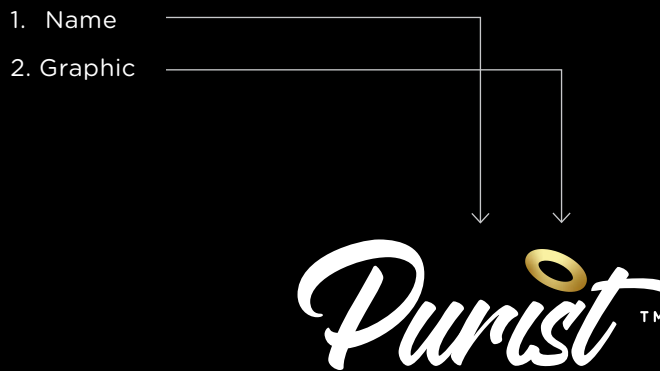
PRIMARY PURIST LOGO ON WHITE



PRIMARY PURIST LOGO
(WITH TAGLINE/ENDORSER) ON BLACK



PRIMARY PURIST LOGO ON BLACK



PRIMARY MINIMALIST LOGO ON WHITE

1. Name

2. Graphic



MINIMALIST™

PRIMARY MINIMALIST LOGO ON BLACK

1. Name

2. Graphic



MINIMALIST™

PRIMARY GUARDIAN LOGO ON WHITE

1. Name

2. Graphic



PRIMARY GUARDIAN LOGO ON BLACK

1. Name

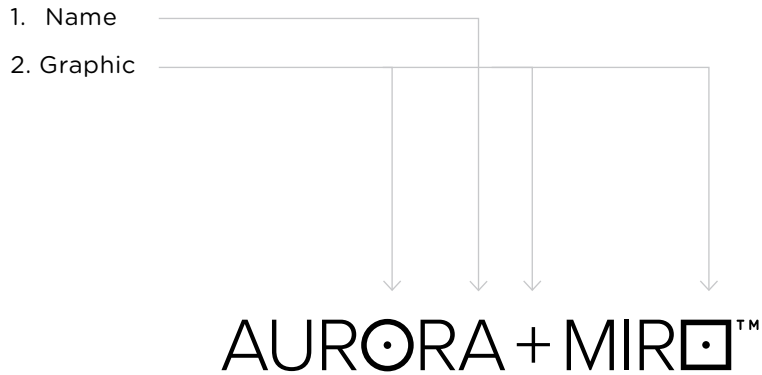
2. Graphic



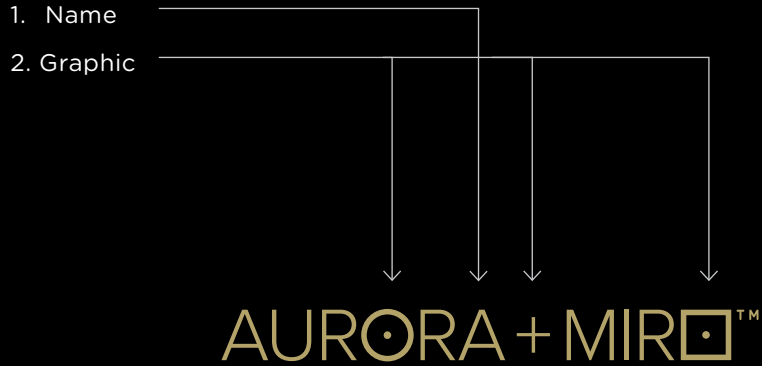
PRIMARY AURORA + MIRO LOGO ON WHITE



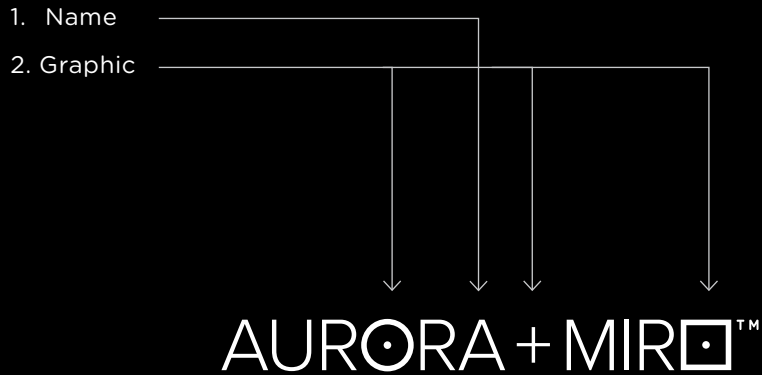
PRIMARY AURORA + MIRO LOGO ON WHITE



PRIMARY AURORA + MIRO LOGO ON BLACK



BLACK & WHITE AURORA + MIRO LOGO ON BLACK



PRIMARY CONTORTIONIST LOGO ON WHITE

1. Name

2. Graphic



Contortionist™

PRIMARY CONTORTIONIST LOGO ON BLACK

1. Name

2. Graphic



Contortionist™

PRIMARY CAMBER + TAPER LOGO ON WHITE

1. Name

2. Graphic



CAMBER+TAPER™

PRIMARY CAMBER + TAPER LOGO ON BLACK

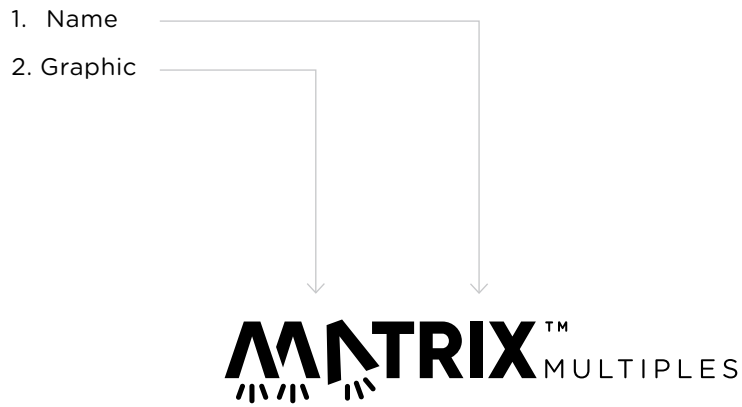
1. Name

2. Graphic

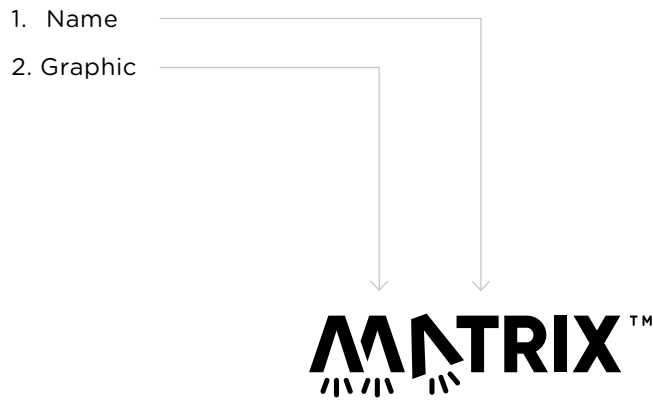


CAMBER+TAPER™

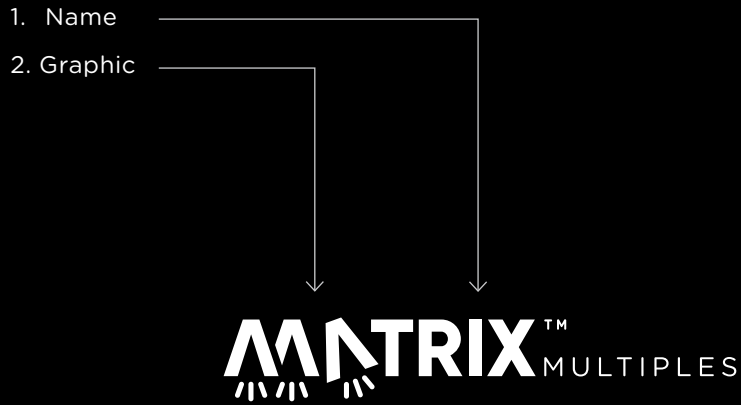
PRIMARY MATRIX MULTIPLES LOGOON WHITE



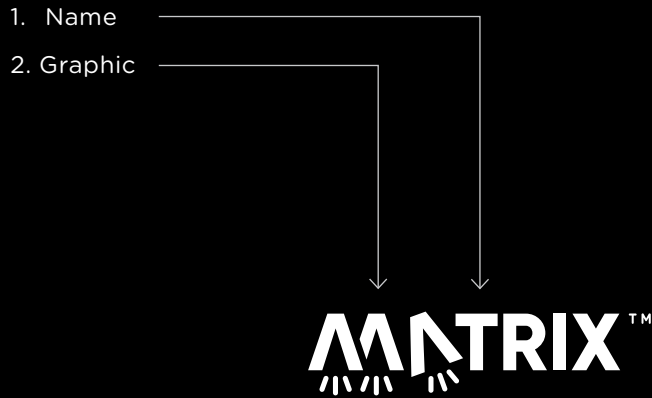
PRIMARY MATRIX ON WHITE



PRIMARY MATRIX MULTIPLES LOGOON WHITE



PRIMARY MATRIX ON WHITE



PRIMARY LICKETY-SPLIT LOGO ON WHITE

1. Name



*Lickety-Split*TM
SHIPPING PROGRAM

LICKETY-SPLIT LOGO ON BLACK

1. Name



*Lickety-Split*TM
SHIPPING PROGRAM

COLOUR CONSISTENCY

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



PRIMARY COLOR DARK GOLD

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



SECONDARY COLOR LIGHT PATH GOLD

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



TERTIARY COLOR TAG/DESCRIPTION

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



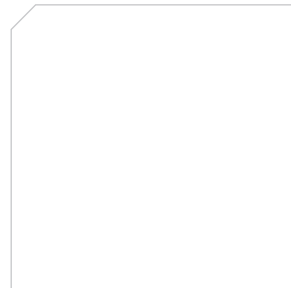
GRADIENT GOLD

CMYK: 19, 35, 90, 55 &
2, 0, 29, 0
RGB: 140, 119, 50 &
254, 254, 193
HEX: 8C7732 &
FEFEC1



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.

Minimum
Height is
0.5"



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!@#\$\$%^&*()-=+
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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

1234567890!@#\$\$%^&*()-=+
ABCDEFGHIJKLMN OPQRSTUVWXYZ
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!@#\$\$%^&*()-=+
ABCDEFGHIJKLMN OPQRSTUVWXYZ
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:

