

# LOGO USAGE GUIDELINES

LIGHTHEADED™

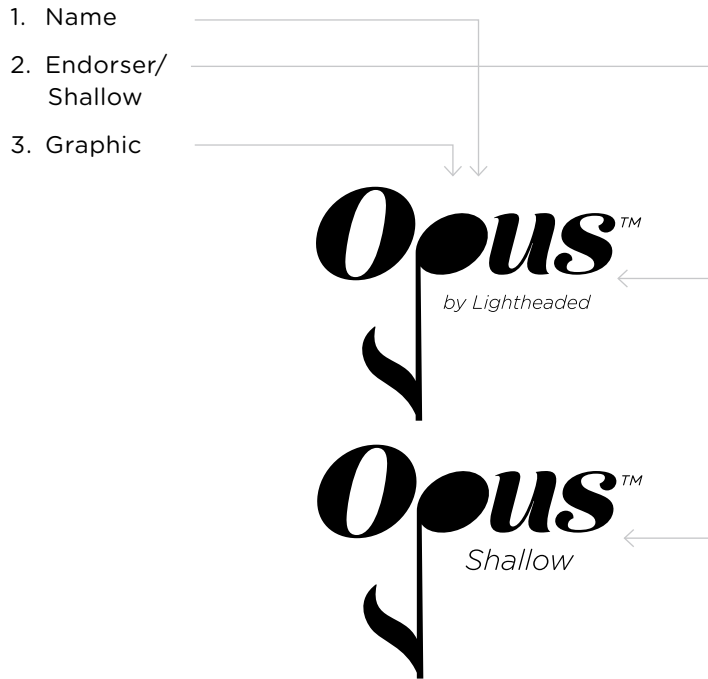
## RULES & STANDARDS

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.

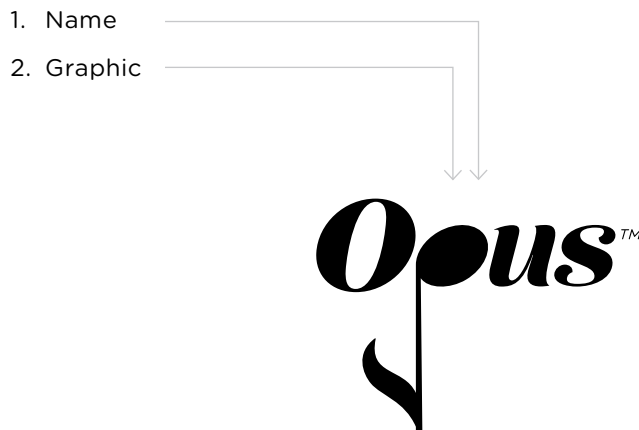
PRIMARY OPUS LOGO  
(WITH ENDORSER/SHALLOW) ON WHITE

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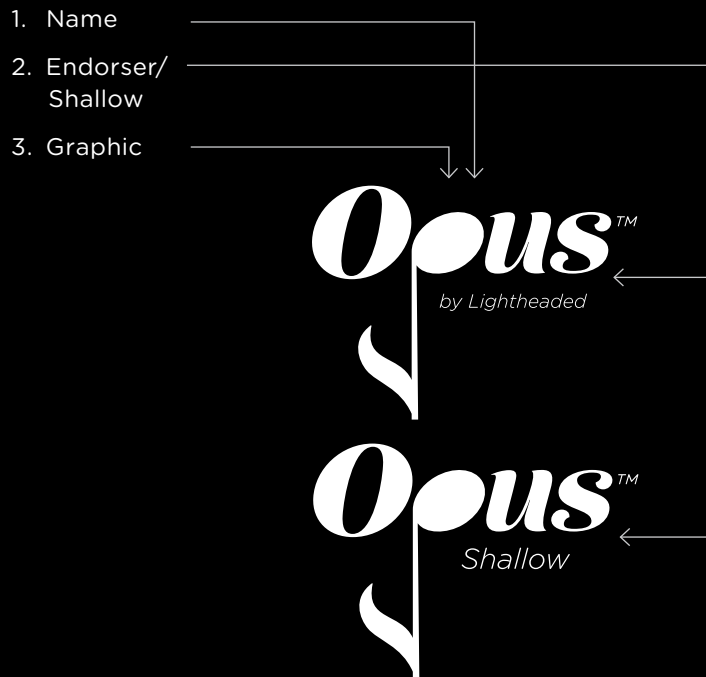
PRIMARY OPUS LOGO ON WHITE

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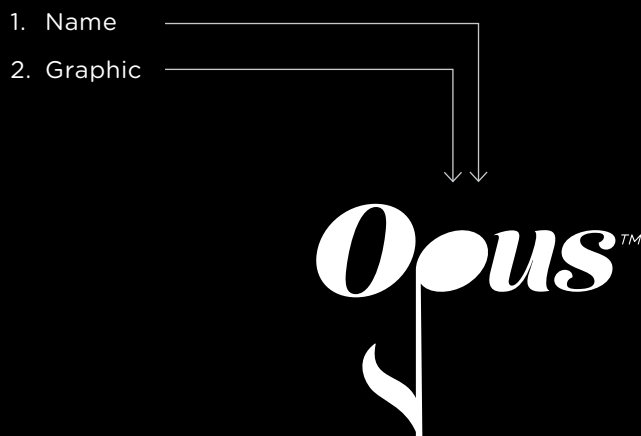
PRIMARY LIGHTHEADED LOGO  
(WITH ENDORSER/SHALLOW) ON BLACK

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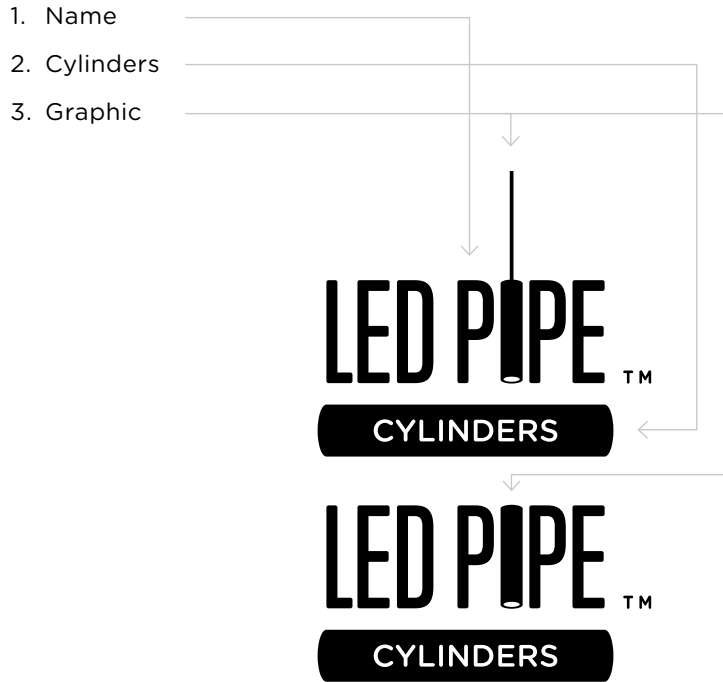
PRIMARY LIGHTHEADED LOGO ON BLACK

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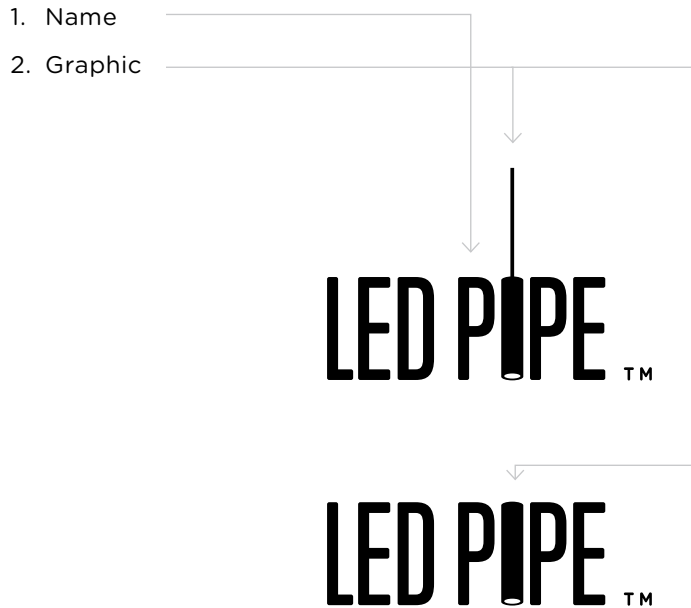
PRIMARY LED PIPE LOGO  
(WITH CYLINDERS) ON WHITE

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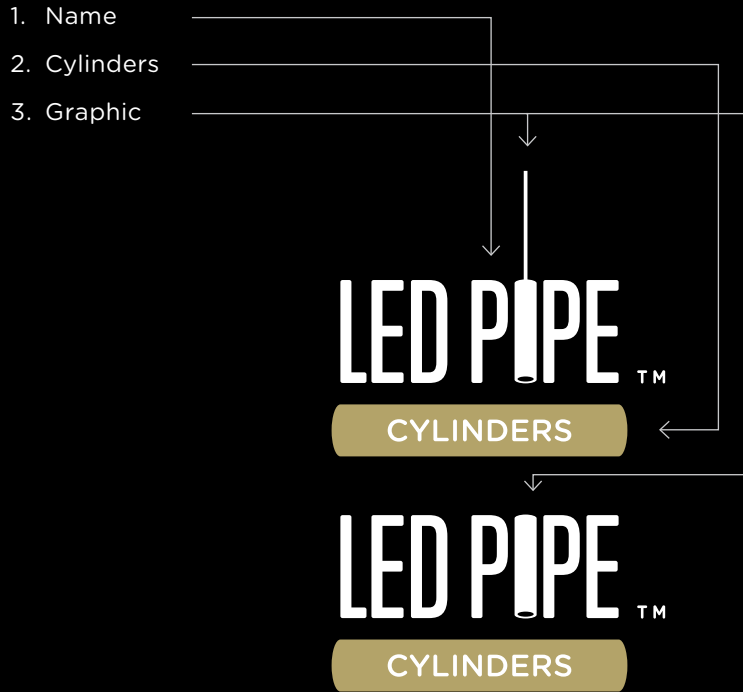
PRIMARY LED PIPE LOGO ON WHITE

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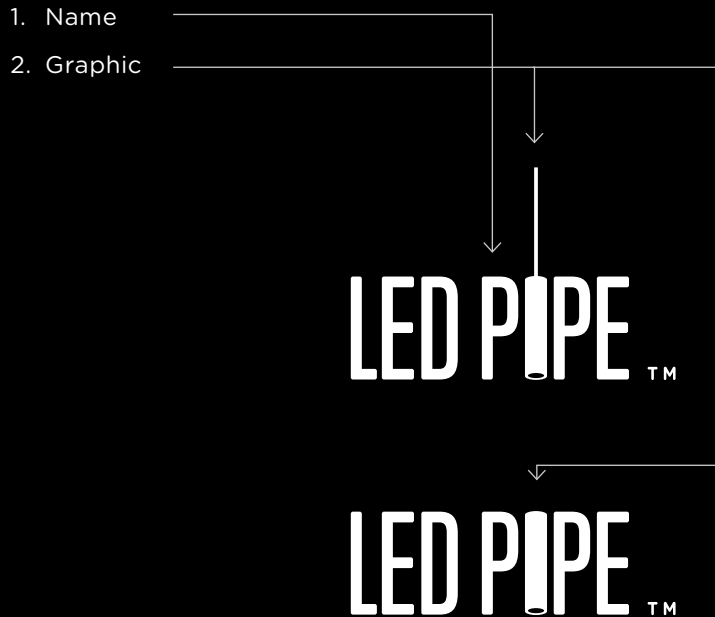
PRIMARY LED PIPE LOGO  
(WITH CYLINDERS) ON BLACK

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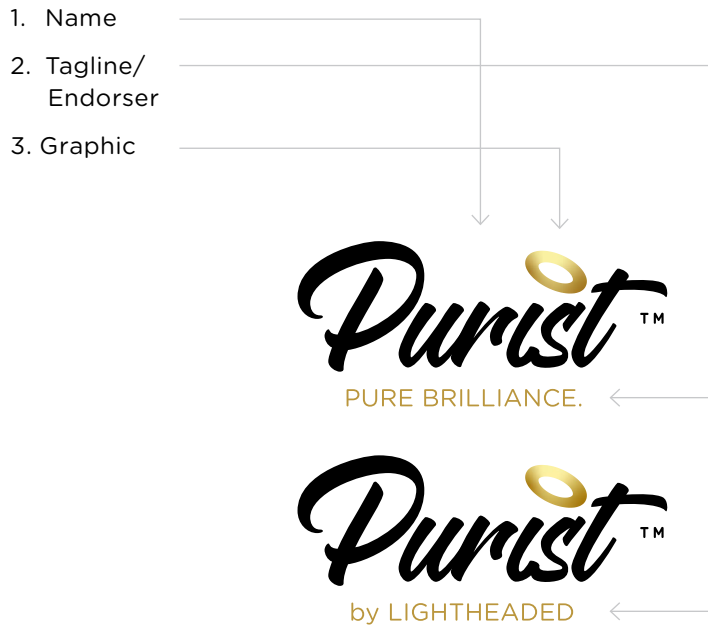
PRIMARY LED PIPE LOGO ON BLACK

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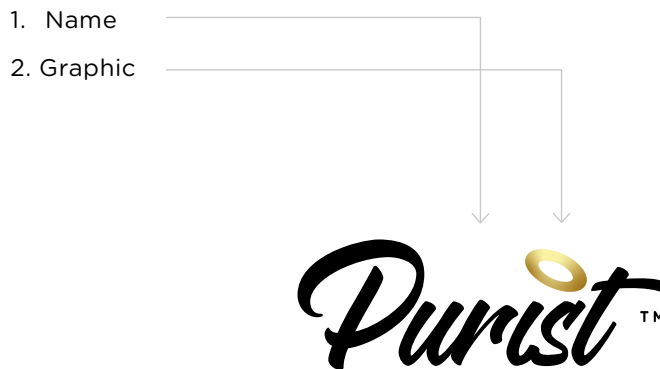
PRIMARY PURIST LOGO  
(WITH TAGLINE/ENDORSER) ON WHITE

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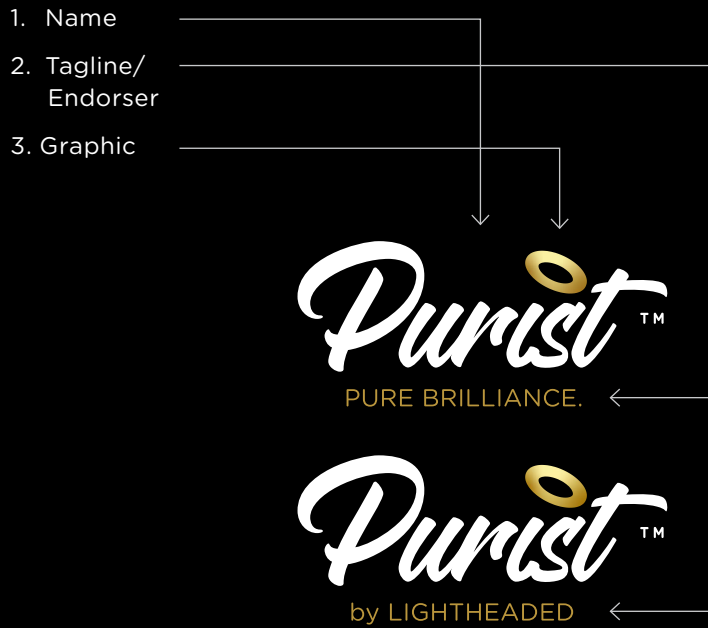
PRIMARY PURIST LOGO ON WHITE

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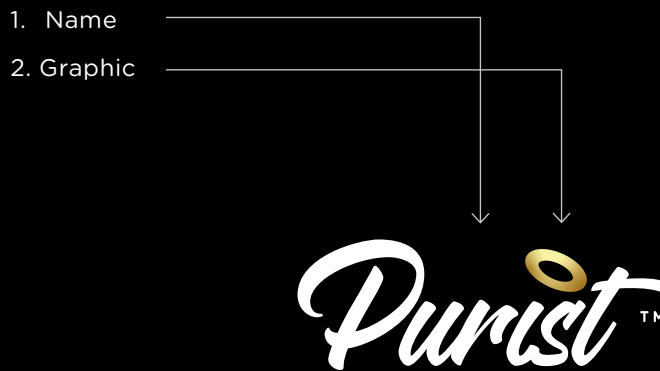
PRIMARY PURIST LOGO  
(WITH TAGLINE/ENDORSER) ON BLACK

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PRIMARY PURIST LOGO ON BLACK

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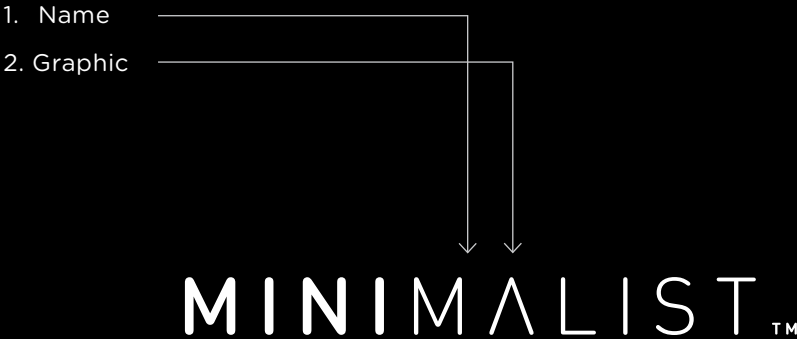
PRIMARY MINIMALIST LOGO ON WHITE

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PRIMARY MINIMALIST LOGO ON BLACK

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PRIMARY GUARDIAN LOGO ON WHITE

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1. Name

2. Graphic



PRIMARY GUARDIAN LOGO ON BLACK

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1. Name

2. Graphic



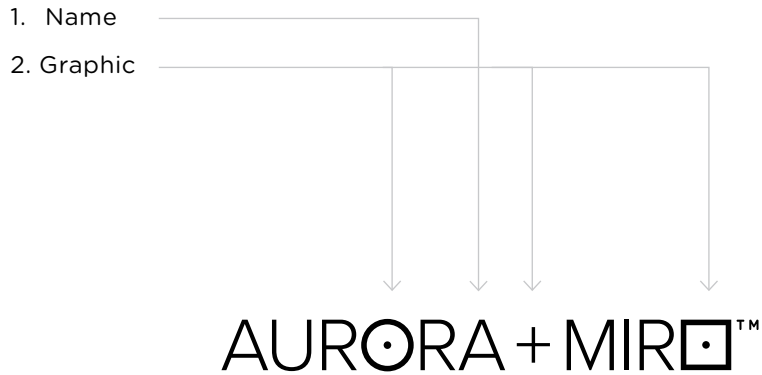
PRIMARY AURORA + MIRO LOGO ON WHITE

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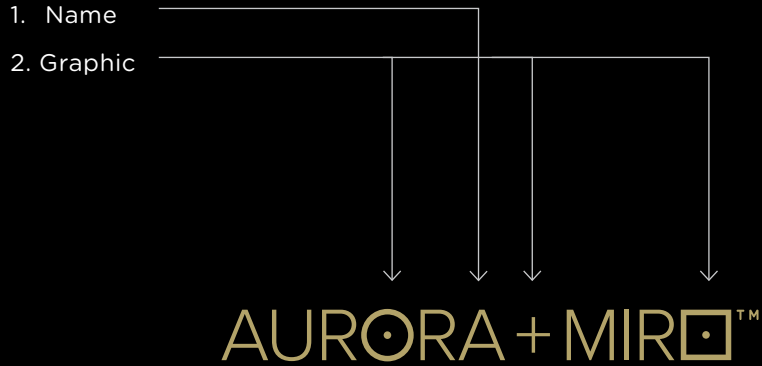
PRIMARY AURORA + MIRO LOGO ON WHITE

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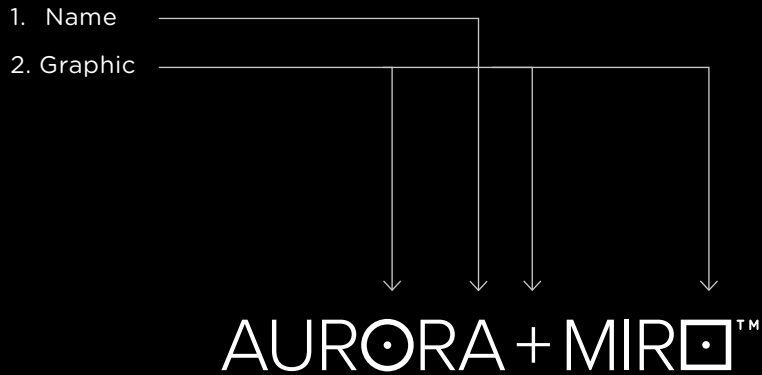
PRIMARY AURORA + MIRO LOGO ON BLACK

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BLACK & WHITE AURORA + MIRO LOGO ON BLACK

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PRIMARY CONTORTIONIST LOGO ON WHITE

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1. Name

2. Graphic



**Contortionist**<sup>TM</sup>

PRIMARY CONTORTIONIST LOGO ON BLACK

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1. Name

2. Graphic



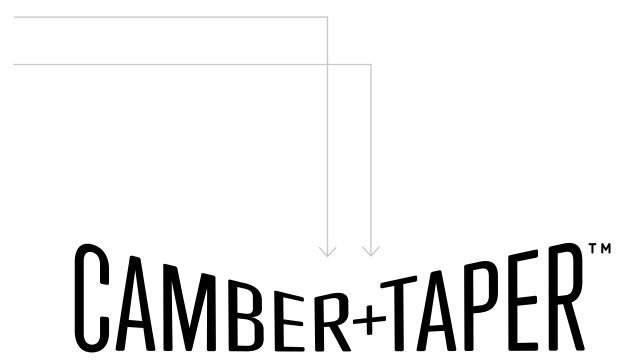
**Contortionist**<sup>TM</sup>

PRIMARY CAMBER + TAPER LOGO ON WHITE

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1. Name

2. Graphic



CAMBER+TAPER™

PRIMARY CAMBER + TAPER LOGO ON BLACK

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1. Name

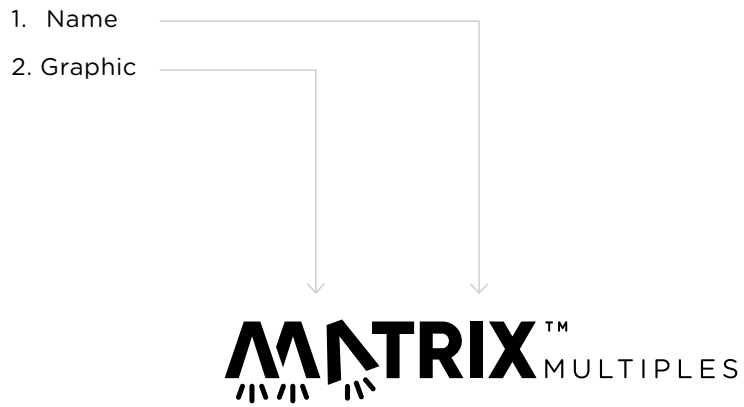
2. Graphic



CAMBER+TAPER™

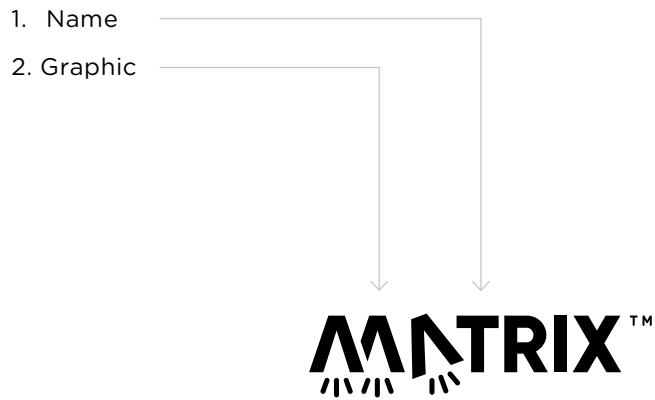
PRIMARY MATRIX MULTIPLES LOGOON WHITE

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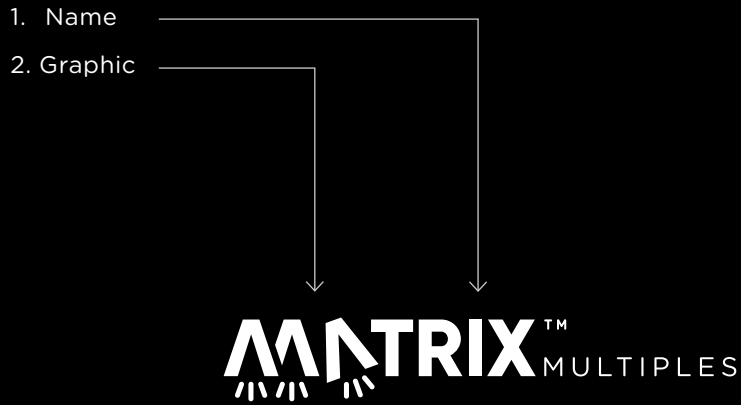
PRIMARY MATRIX ON WHITE

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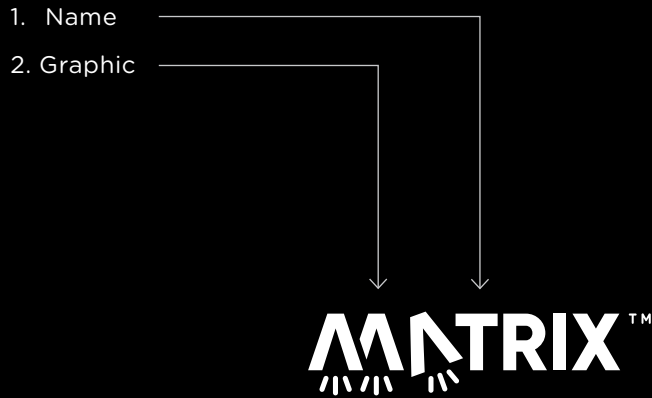
PRIMARY MATRIX MULTIPLES LOGOON WHITE

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PRIMARY MATRIX ON WHITE

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PRIMARY LICKETY-SPLIT LOGO ON WHITE

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1. Name



LICKETY-SPLIT LOGO ON BLACK

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1. Name



## COLOUR CONSISTENCY

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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



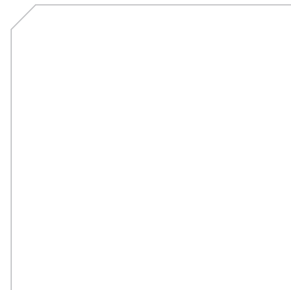
**GRADIENT GOLD**

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

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

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

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

## BUILDING YOUR BRAND

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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:

