



BRAND MANAGEMENT – OCTOBER 2023

LEDVANCE CORPORATE DESIGN GUIDELINE

CONTACT

Please sent all your layouts to

brand@ledvance.com

for approval.

Questions or feedback can also be sent to this e-mail.

AGENDA

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LEDVANCE LOGO

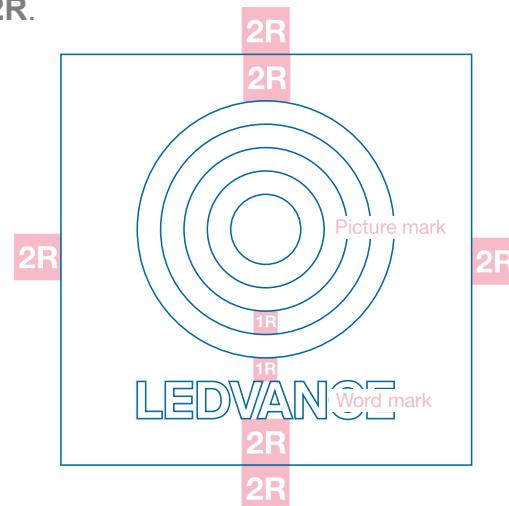
LOGO VARIATION & SPETZIFICATION
HOW TO USE



LEDVANCE LOGO VARIATIONS

STACKED LOGO

If this logo is used in a layout, it must be at least 40% of the smallest side. The placement is always on the right side at the top or bottom of the layout. It always touches the margin only on one side top, right or bottom. The protection zone and the type area is 2R(rings). Distance between elements 2R.



The size of the ,R‘ is used for all measurements throughout the complete layout designed with the Stacked Logo!

All logo variants available
for diverse applications.

RGB

Red, Green, Blue
for Screen layouts



CMYK

Cyan, Magenta, Yellow, Black
For 4-colored Prints (standard)



Pantone

for 1-colored Prints
(independent ink)



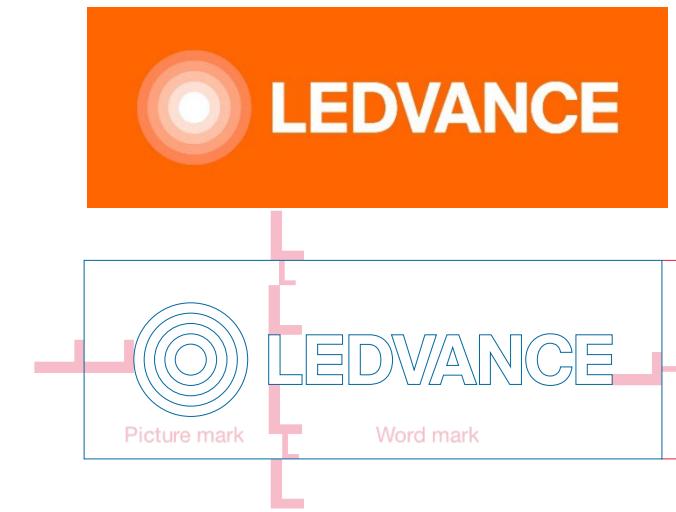
Grayscale

For black/white prints e.g. on
data sheets for print out, etc.



HORIZONTAL LOGO

If this logo is used in a layout, it must be placed on a orange area on top or bottom, which is at least 1/8 of the Layout. If this area is on the top it could be placed on the right or left if this area is located on the bottom only on the right. The protection zone and the type area is 1.5L. Distance between elements 1L.



The size of the ,L‘ is used for all measurements throughout the complete layout designed with the Horizontal Logo!

LOGO SPECIAL APPLICATIONS



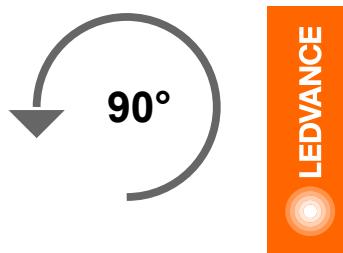
POSITIVE HORIZONTAL LOGO

The positive version (orange on white) of the LEDVANCE logo is only used if the logo must be placed on white background



LOGO VERTICALLY

In special cases, the Horizontal Logo can be rotated 90° counter-clockwise. This applies to trade fairs, showrooms, giveaways or flags.



TRANSLATED COMPANY NAME

A translation of the company such as Arabic or Chinese can be integrated. Distance wordmark and translation 0.5L.



BLACK & WHITE

If required, black/white versions for data sheets for print out, etc. are also available.



LINES LOGO

Use this logo when required by the printing specifications or a special processing technique (e.g. embroidery, stamping...).

4 LINES LOGO

Minimum diameter of the picture mark/pulse: 10 mm



3 LINES LOGO

Minimum diameter of the picture mark/pulse: 5 mm



Examples Give Away



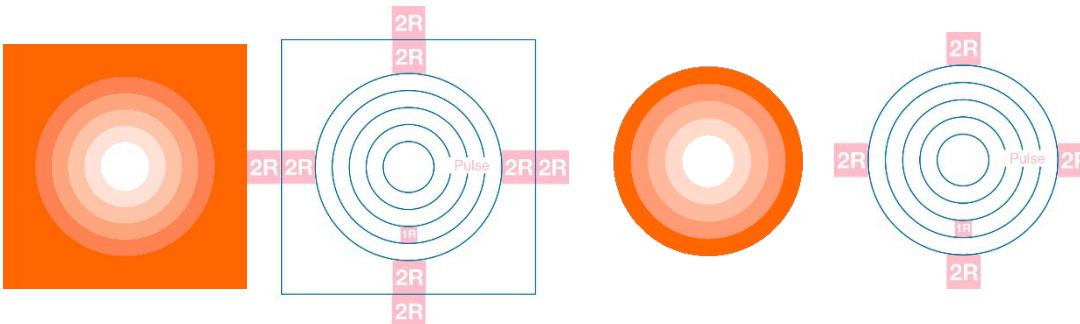
LOGO

ADDITIONAL INFORMATION



PICTURE MARK PULSE

In exceptions such as trade show, showroom, SoMe, mobile applications, movies, second pages of packaging and give aways, the figurative mark can be used alone. The protection zone is 2R and also defines the type area.



LOGO

Represents the company's appearance in advertising, communication and global awareness.

The topic "3rd party" is provided to customers via the myLEDVANCE customer portal.

OVERVIEW

All our departments and activities run under the LEDVANCE corporate logo. The term logo only applies to the LEDVANCE corporate logo as well as the logos of our subsidiaries.

We don't distinguish departments or structural entities, projects or individual activities with additional logos, signets or icons.

We reinforce our strong brand and do not want to confuse or weaken its impact and recognition by an overload of graphical expressions –neither internal nor external.

To promote a specific activity, the specification is carried out through a key visual (image) and text (sub-headline).

BASICS

- Always use the picture mark in combination with our word mark „LEDVANCE“ (exceptions please see next page)
- Do not change the position of these two elements
- Do not change the picture mark in any way as it will weaken our legal brand protection
- The corporate logo should only be used in its defined design and must not be changed in any way.
- Make sure to always use the templates and downloads provided by LEDVANCE.

DON`TS



Do not change the opacity.



Do not place the logo on other colors.



Do not place the logo on images or illustrations.



Do not change the size of the elements.



Do not overlay the elements.



Don't place the logo a second time.



Do not add anything to the unit.



Do not transpose elements.



Do not change the order of the elements.

IMPORTANT

Of course, these rules also apply to all logo variants.



LAYOUT

HOW TO PLACE THE LOGO
TYPE AREA

LAYOUT OPTIONS OVERVIEW

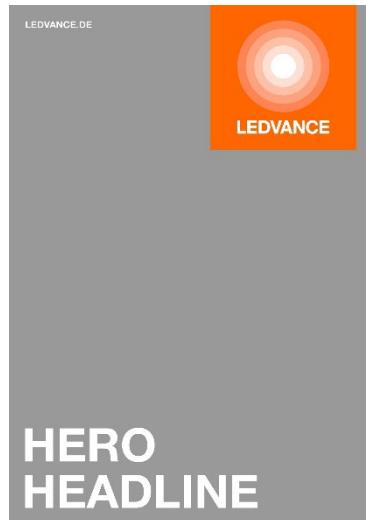
ALL DESIGNS



LAYOUT USING THE STACKED LOGO

The Stacked logo must have at least 40% of the shorter layout page. It is always placed on the right side of the layout. It touches the border on only one side - either the top, right or left side.

Preferred for single pages, posters and banners to achieve a prominent presentation.



LAYOUT USING THE HORIZONTAL LOGO

Horizontal logo must be placed inside an orange area which is at least 1/8 of the layout. On the top right, bottom right or top left. Never on the bottom left!

Preferred for price lists, multi-page brochures to achieve a consistent structure.

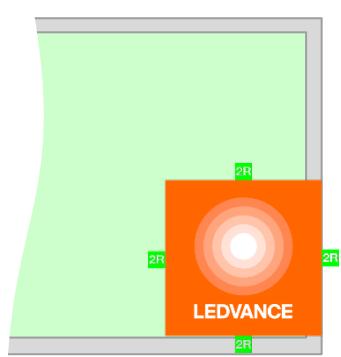
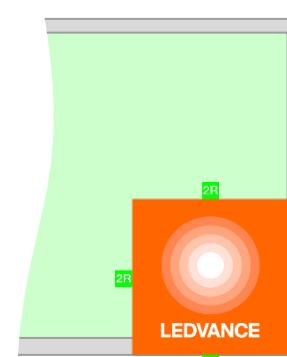
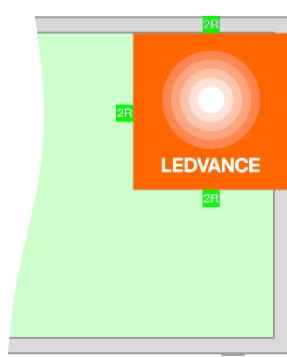
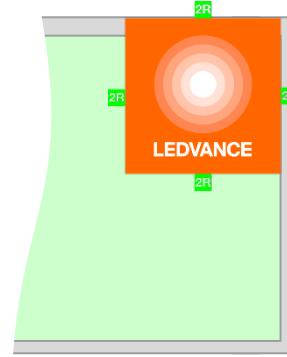
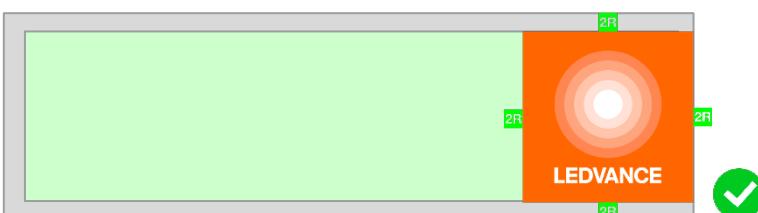
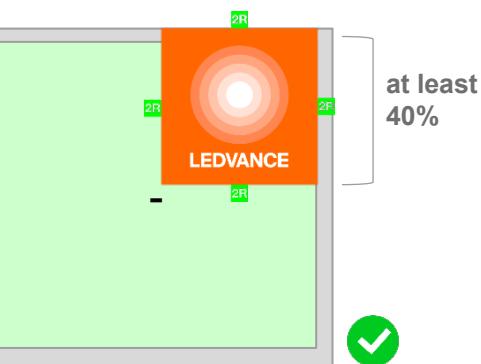


If used in an app design or online tool, it is after consultation with Brand possible to place this logo in the layout top left!

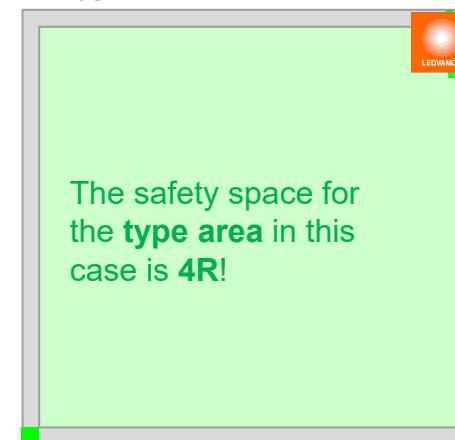
Elements must be placed within a grid area and are not allowed to overlap these areas!

Gray areas in layout examples are placeholders for images

STACKED LOGO PLACEMENT & LAYOUT



EXCEPTION
If the logo is used in a social media post, it will be reduced to 1/8.



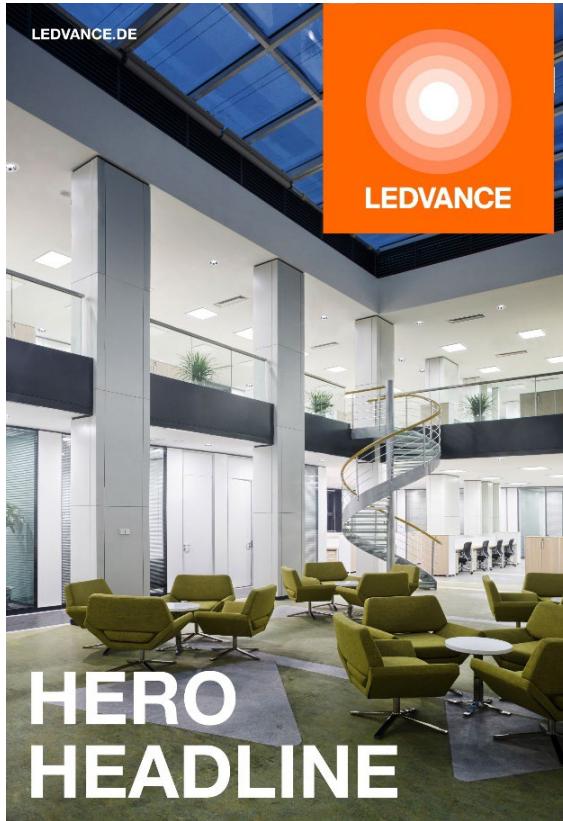
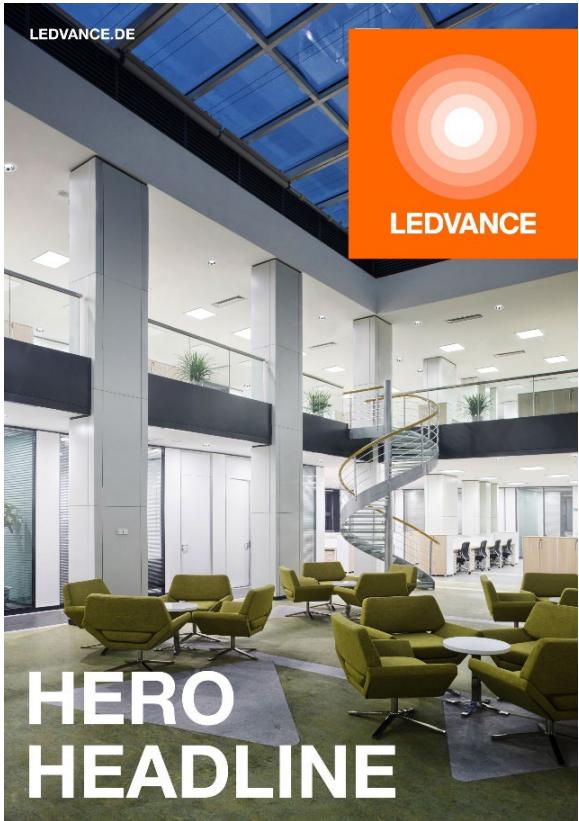
DISPLAY SIZE OF THE STACKED LOGO

The minimum size of the logo is 40% of the shorter side, i.e. height or width. For SoMe Post it is 1/8 of the height. The logo always touches the edge of the layout on one side only and defines the type area.

In PPT, online apps, mobile apps and tools it is also possible to reduce the logo to 1/8 of the shortest side. In this case consult with brand!

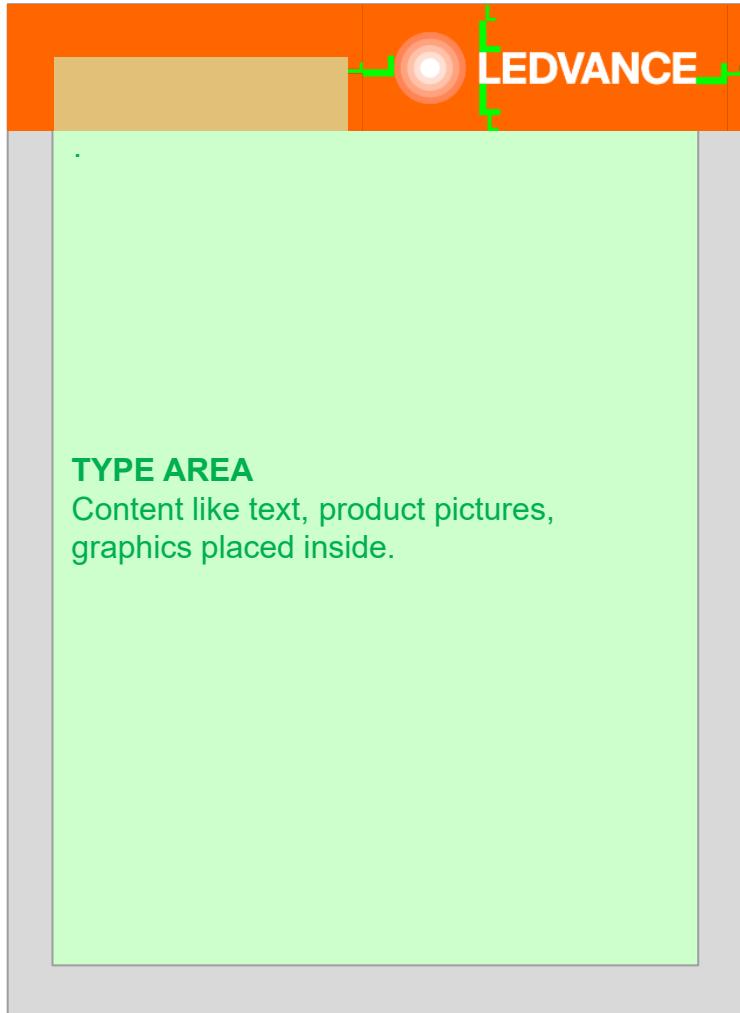
Gray areas in layout examples are placeholders for images

STACKED LOGO LAYOUT EXAMPLES



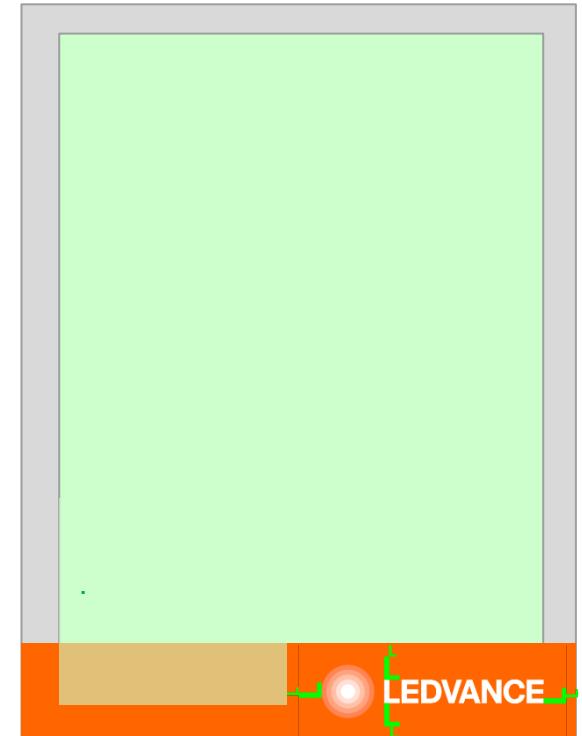
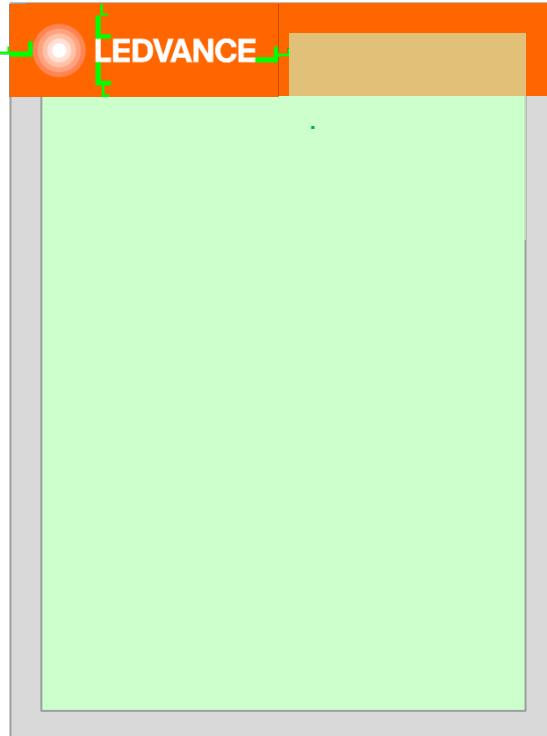


HORIZONTAL LOGO PLACEMENT & LAYOUT



at least
1/8 of the high

The Orange area can be
enlarged up to 100% of the
layout. This can be in a
1/8;1/4;1/2... but must not!



HORIZONTAL LOGO LAYOUT

Horizontal logo must be placed inside an orange area which at least is 1/8 of the layout. This orange area is always horizontal over the whole size of the layout.

**The horizontal logo is preferably only for offline applications
and only in exceptions for online applications!**

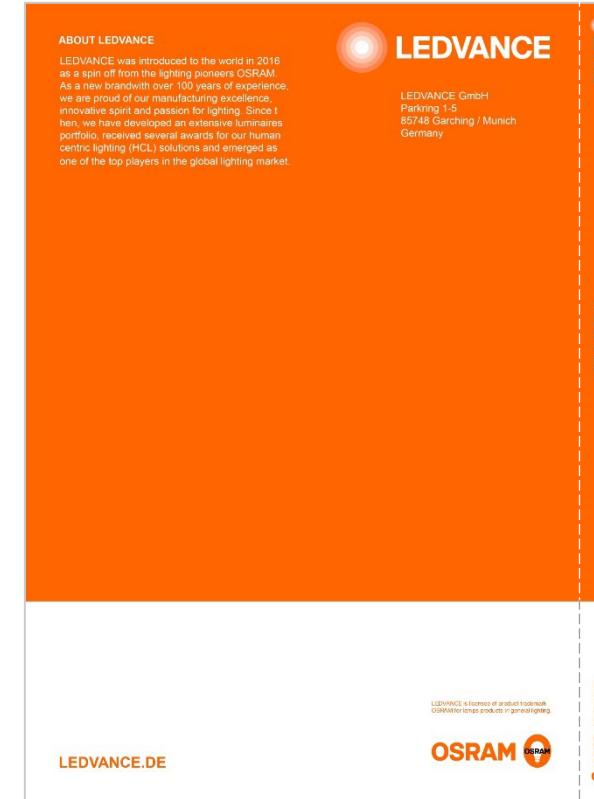
DISPLAY SIZE OF THE HORIZONTAL LOGO

The optimal size of the horizontal logo is 1/8 of the layout height.

Gray areas in layout examples are
placeholders for images



HORIZONTAL LOGO LAYOUT EXAMPLES



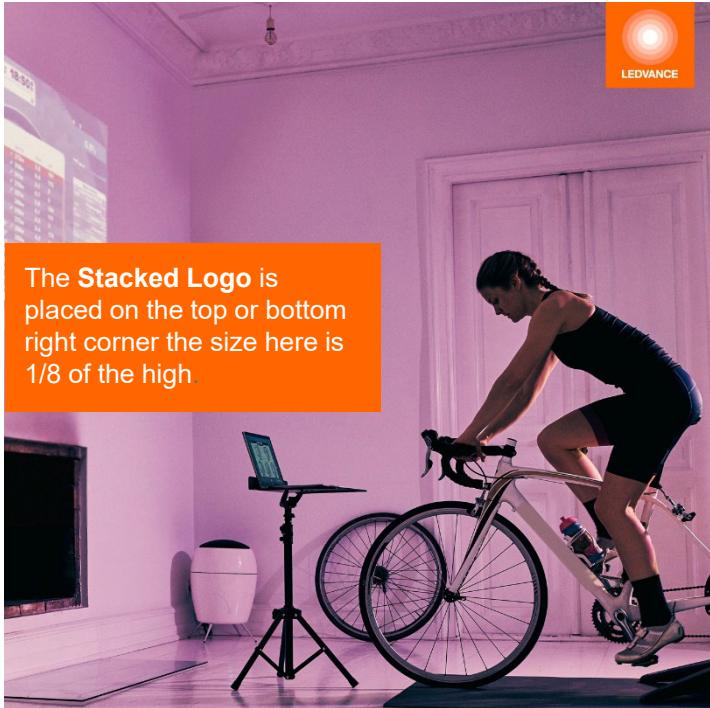
On the spine of a thicker brochure the logos and title are displayed. After consultation with Brand, the logo protection zone will be reduced here if necessary.

BACKPAGES

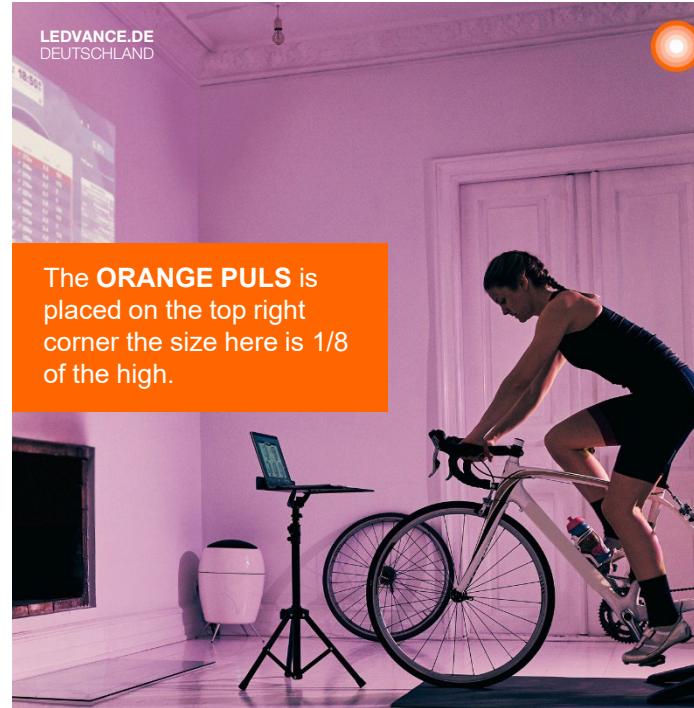
One of our LEDVANCE logos must be placed on the back pages of our brochures. If OSRAM products are included also the OSRAM product logo including legal disclaimer see page -21 of this guideline.



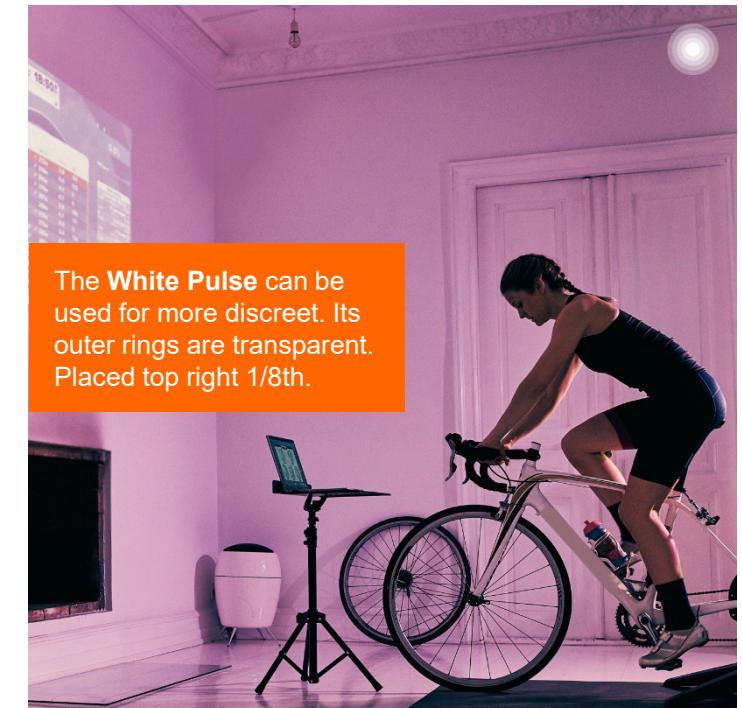
SOCIAL MEDIA POST / STATIC BRAND PLACEMENT



Can be used with all three variants so



1/8



1/8

LOCAL CONTENT ON GLOBAL CHANNEL

If local content is shown in posts on global channels. Which is company or product related the URL must be shown in the upper left corner. No matter if static or moving image

0.5L bold
0.5L roman

LEDVANCE.DE
DEUTSCHLAND



Do not use for Global!
~~LEDVANCE.COM
GLOBAL~~



LEDVANCE.COM.BR
BRAZIL



LEDVANCE.DE
DEUTSCHLAND





BRAND COMMUNICATION FILMS, CLIPS

INTRO

The use is optional, the film may also start right away.

OPTIONAL

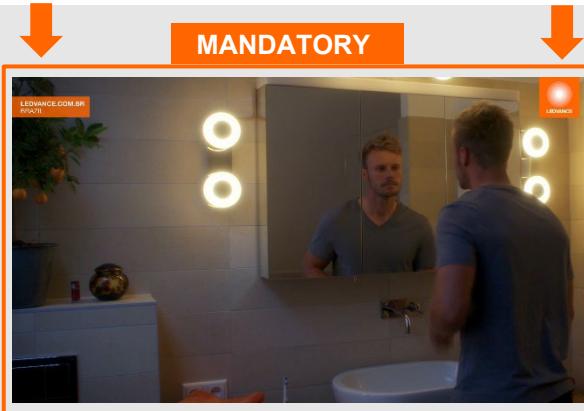


INTRO different Formats to be found in the media database:

1:1 1080x1080	asset-13177545
4K 2304x2304	asset-13177556
4:5 864x1080	asset-13177553
4K 1843x2304	asset-13177558
9:16 1080x1920	asset-13177554
4K 2304x4096	asset-13177559
16:9 1920x1080	asset-13177555
4K 4096x2304	asset-13177557

SoMe - URL & COUNTRY

For Local Content on Global Channel



MANDATORY

BRAND MARK

the intro of the watermark must appear on every film!

MANDATORY – IF OSRAM

This video contains
OSRAM-branded
products.

OSRAM
OSRAM
LEDVANCE is licensee
of product trademark
OSRAM for lamps
products in general
lighting.

MANDATORY

OUTRO

To use for all films, except SYLVANIA Retail communication.

LEDVANCE

PICTURE MARK different Formats to be found in the media database:

1:1 1080x1080	asset-13177544
4K 2304x2304	asset-13177579
4:5 864x1080	asset-13177574
4K 1843x2304	asset-13177572
9:16 1080x1920	asset-13177573
4K 2304x4096	asset-13177577
16:9 1920x1080	asset-13177587
4K 4096x2304	asset-13177578

OSRAM PRODUCT JINGLE

Include the [OSRAM product Jingle](#) directly before the outro **if showing**.

- a. clearly OSRAM branded product
- b. an OSRAM packaging
- c. OSRAM prominently in a headline

MANDATORY

OUTRO different Formats to be found in the media database:

1:1 1080x1080	asset-13177543
4K 2304x2304	asset-13177568
4:5 864x1080	asset-13177565
4K 1843x2304	asset-13177569
9:16 1080x1920	asset-13177567
4K 2304x4096	asset-13177571
16:9 1920x1080	asset-13177566
4K 4096x2304	asset-13177570



BRAND COMMUNICATION FILMS

TIME FRAME FOR THE INDIVIDUAL ELEMENTS

OPTIONAL

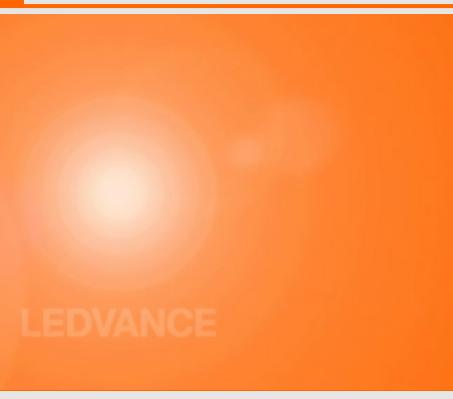


MANDATORY

OPTIONAL



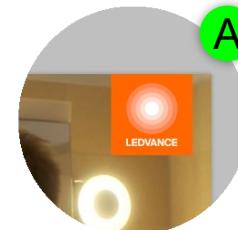
MANDATORY



INTRO

OPTIONAL The film may also start right away.

Use the existing assets listed page 15



WATERMARK INTRO

MANDATORY must be used!

Use the existing assets listed page 15

OPTIONAL stacked logo may also be visible until the outro.

SoMe - URL & COUNTRY

MANDATORY for Local Content on Global Channel

OPTIONAL for content that is not local content on a global channel.

The URL has to appear along with the watermark intro.

The URL slide-in animation is 1 second as well as the slide-out animation is 1 second.

The URL needs to be fully shown for at least 3 seconds so in **total URL has to be at least 5 seconds** long.

OPTIONAL the URL which appears with watermark intro may also be visible throughout the film up to the outro.

OUTRO

MANDATORY to use for all films.

Use the existing assets listed page 15

Exception SYLVANIA Retail communication.



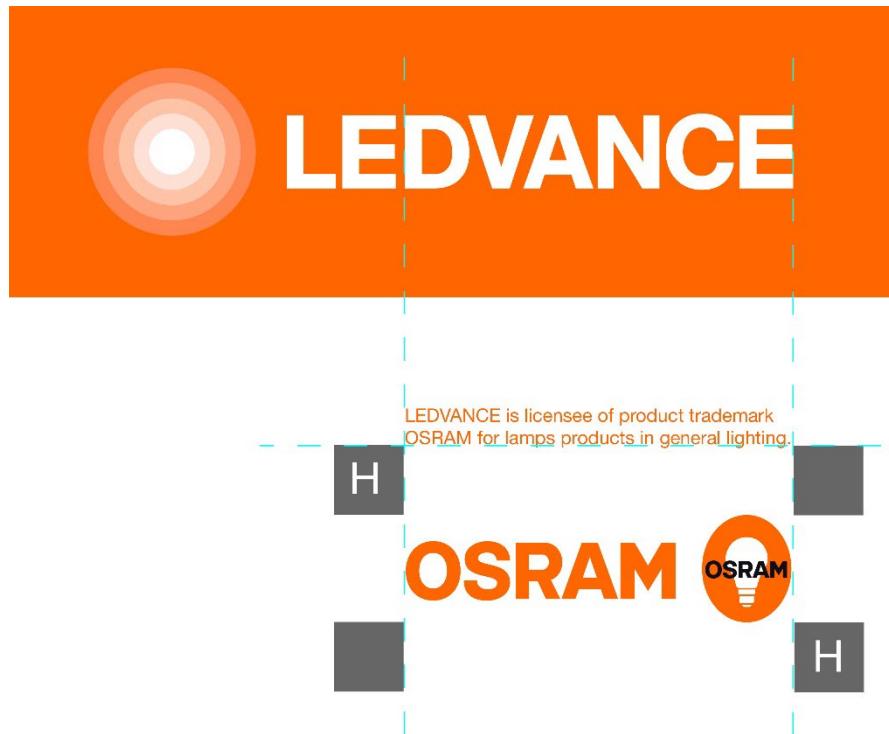
OSRAM PRODUCT LOGO

SPETZIFICATION
USAGE
WHEN TO PLACE



OSRAM PRODUCT LOGO LOGO – PROPORTION

OSRAM PRODUCT LOGO ALWAYS USE THE LEGAL DISCLAIMER!



OSRAM product logo with Legal disclaimer for lamps,
must have a certain size in relation to the
LEDVANCE logo.

LEGAL DISCLAIMER IN LDV ORANGE OR GRAY 01

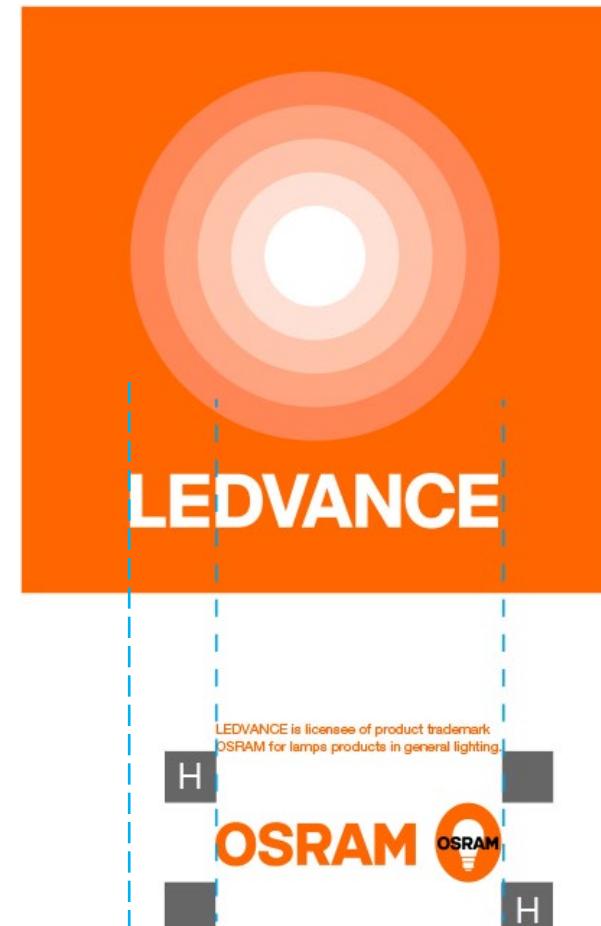
LEDVANCE is licensee of product trademark
OSRAM for lamps products in general lighting.

LEDVANCE is licensee of product trademark
OSRAM for lamps products in general lighting.

Legal Disclaimer is **possible to use in your country language**, the same rules apply.
The font size can be reduced to 5pt and has the **the same width like the OSRAM product logo**.

PLACEMENT

- Needs to be placed underneath the LEDVANCE logo **not above or on the left**
- always have to be placed on **white background**

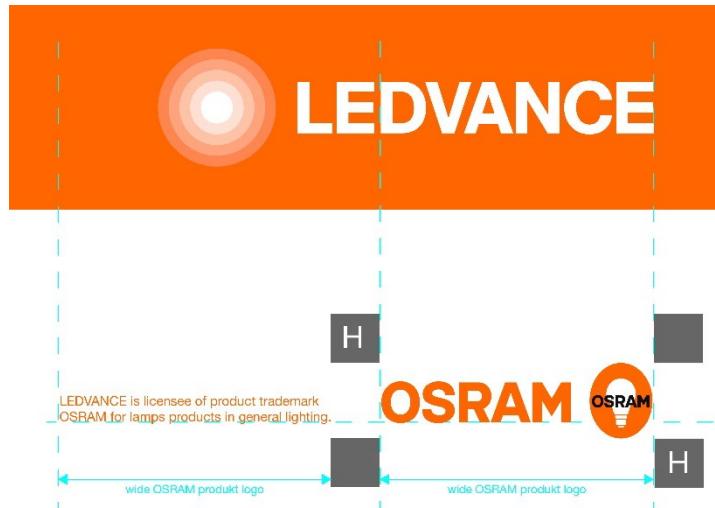




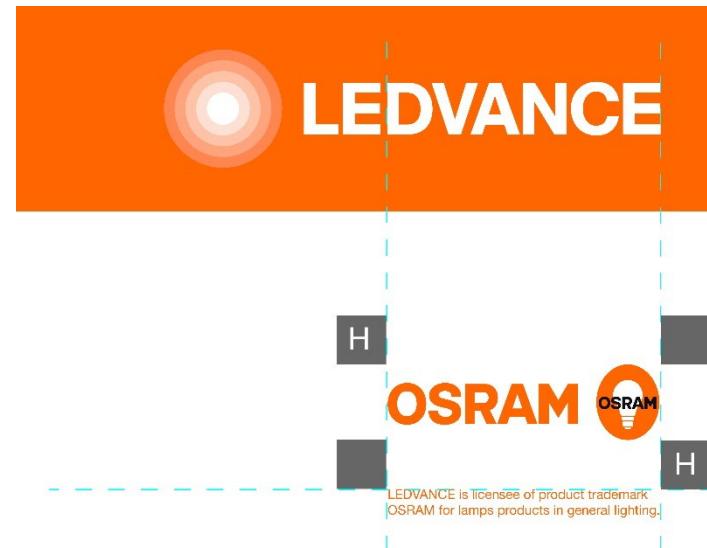
USE OF OSRAM PRODUCT LOGO WITH THE LEGAL DISCLAIMER

ALTERNATIVE VERSIONS

Legal Disclaimer left side of logo for Horizontal Logo.



Legal Disclaimer below logo for Horizontal Logo and Stacked Logo



PROTECTED ZONE

Other elements must maintain a minimum distance from the product logo that is defined by the width of the product logo (word mark + picture mark = 1W). A logo protected zone (0.18 W horizontal and vertical) based on the width (1W) must always be left around the product logo.





WHEN TO USE OSRAM PRODUCT LOGO

WHEN DO I HAVE TO PLACE THE OSRAM PRODUCT LOGO WITH THE LEGAL DISCLAIMER AND WHERE?

The use of the OSRAM product logo with the legal disclaimer applies to **all publications** as soon **as one** of the following elements is shown.

- a. clearly OSRAM branded product/ OSRAM products clearly being promoted
- b. an OSRAM packaging
- c. OSRAM prominently in a headline

then the OSRAM product logo + legal disclaimer will be placed according to the Guideline. For all single page publication.

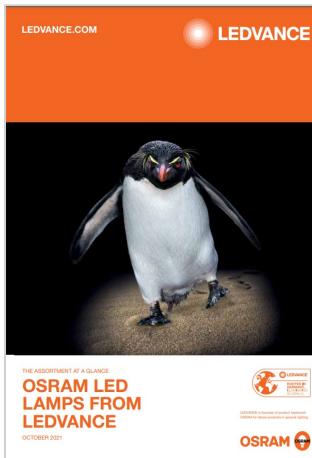
For multi-page publications.

- Always on the back page (if OSRAM products are included)
- On the title page as well, but **only if a., b. or c.** is shown on the title page.

This rule applies to all our publications/presentations such as. Brochures, flyers, posters, advertisements, banners, displays, fair booths, social media posts etc. ...

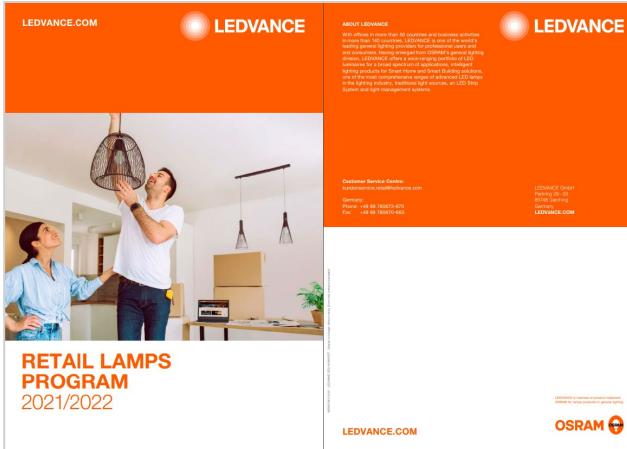


For films and videos, this rule is to be applied in the same way in connection with the use of the jingle





LOGO – PROPORTION OF OSRAM LOGOS EXAMPLES



The use of the OSRAM product logo with the legal disclaimer applies as soon **as one** of the following elements is shown.

- a. clearly OSRAM branded product / OSRAM products clearly being promoted X
- b. an OSRAM packaging X
- c. OSRAM prominently in a headline X

For multi-page publications.

- Always on the back page (if OSRAM products are included). ✓
- On the title page as well, but **only if a., b. or c.** is shown on the title page. X

In the example: the retail lamps program contains also SMART+ lamps from LEDVANCE so it is a mixed catalogue.



The use of the OSRAM product logo with the legal disclaimer applies as soon **as one** of the following elements is shown.

- a. clearly OSRAM branded product / OSRAM products clearly being promoted X
- b. an OSRAM packaging X
- c. OSRAM prominently in a headline X

In the example: promotion focus on our application solution and our overall portfolio LUM/Lamps/Strips and not on dedicated products.



In the example: with the Stacked Logo



UPDATE: OSRAM LOGO USAGE

BEFORE OSRAM LAMPS



The use of the OSRAM product logo with the legal disclaimer applies to **all publications** as soon **as one** of the following elements is shown.

- a. clearly OSRAM branded product/ OSRAM products clearly being promoted
- b. an OSRAM packaging
- c. OSRAM prominently in a headline

AFTER OSRAM LAMPS

NO CHANGE!



The use of the OSRAM product logo with the legal disclaimer applies to **all publications** as soon **as one** of the following elements is shown.

- a. clearly OSRAM branded product/ OSRAM products clearly being promoted
- b. an OSRAM packaging
- c. OSRAM prominently in a headline

BEFORE ELECTRONIC COMPONENTS



The use of the **Cross Selling Guideline** applies to all publications as soon as OSRAM Electronic components are depicted.

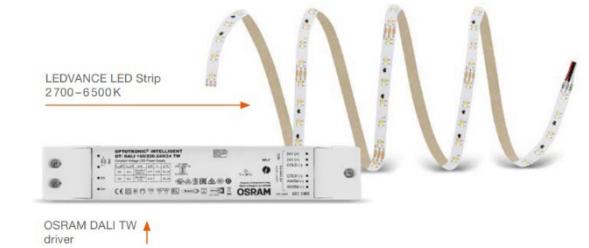
OSRAM GmbH logo with the legal disclaimer

Produkte der OSRAM GmbH,
vertrieben durch LEDVANCE

OSRAM

AFTER ELECTRONIC COMPONENTS

CHANGE!



- **NO** Cross-Selling Guideline anymore! Offline 31.08.2023
- **NO** OSRAM GmbH logo & Legal Disclaimer!
- Show product images and write OSRAM in running text.



In the future there will be **no more pages with OSRAM design** in price lists, brochures ...!



COLORS

MAIN
SECONDARY



LEDVANCE PRIMARY COLORS

MAIN COLORS

The main corporate color is LEDVANCE orange followed by white, black and gray or silver. Different gradations of orange and black may be used. See color specifications for details. If more gradations are needed for black, the range may be expanded.

COLOR HIERARCHY

- LEDVANCE** orange is the main corporate color.
- White** should be used extensively as logo and typography color on orange backgrounds or as background color.
- Gray 01** should be used mainly for typography.
- Gray or silver** may be used as an additional highlight color.
- Gradations** of orange and black may be used for key visuals and for tables and graphics.

LDV-ORANGE	RGB HEX CMYK Pantone RAL Foil	255 102 0 ff6600 0 75 100 0 021C 2004 Oracal 035
ORANGE 01	RGB HEX CMYK Pantone	255 133 85 ff8555 0 60 70 0 021 C 70%
Orange 02	RGB HEX CMYK Pantone	255 163 126 ffa37e 0 45 50 0 021 C 50%
Orange 03	RGB HEX CMYK Pantone	255 194 169 ffc2a9 0 30 30 0 021 C 30%
Orange 04	RGB HEX CMYK Pantone	255 224 212 ffe0d4 0 15 15 0 021 C 15%

BLACK	RGB HEX CMYK Pantone RAL	0 0 0 000000 0 0 0 100 - 9005
GRAY 01	RGB HEX CMYK	102 102 102 #666666 0 0 0 73
GRAY 02 SILVER	RGB HEX CMYK Pantone RAL	153 153 153 #999999 0 0 0 50 877 C (silver) 7045
GRAY 03	RGB HEX CMYK	200 200 200 cbcacb 0 0 0 30
GRAY 04	RGB HEX CMYK	230 231 232 e6e7e8 0 0 0 15
WHITE	RGB HEX CMYK RAL	0 0 0 ffffff 0 0 0 0 9003

SEGMENTATION COLORS

the colors for to represent the product segmentation are unchanged and still valid.

LDV Green	CMYK RGB Pantone HEX RAL	50 0 100 0 158 204 20 376C #9ecc14 N/E
LDV Turquoise	CMYK RGB Pantone HEX RAL	76 7 32 0 0 169 178 7472C #00a9b2 N/E
LDV Purple	CMYK RGB Pantone HEX RAL	67 88 32 27 93 48 91 519C #304269 4007
LDV Yellow	CMYK RGB Pantone HEX RAL	0 40 95 0 255 171 0 7409C #ffbab0 124



LEDVANCE

SECONDARY COLORS

AMBER 01	RGB HEX CMYK Pantone	120 53 15 78350f 0 79 100 44 725C	EMERALD 01	RGB HEX CMYK Pantone	6 78 59 064e3b 90 41 75 46 343C	SEA 01	RGB HEX CMYK Pantone	12 74 110 0c4a6e 96 65 33 21 7694C	ROSE 01	RGB HEX CMYK Pantone	135 20 55 871437 29 100 56 36 1955C
AMBER 02	RGB HEX CMYK Pantone	180 83 9 b45309 22 73 100 13 167C	EMERALD 02	RGB HEX CMYK Pantone	4 120 87 047857 86 28 73 15 555C	SEA 02	RGB HEX CMYK Pantone	3 105 161 0369a1 90 52 14 2 647C	ROSE 02	RGB HEX CMYK Pantone	226 30 73 e21e49 2 96 59 00 1925C
AMBER 03	RGB HEX CMYK Pantone	245 185 11 ff9e1b 0 44 95 0 1375C	EMERALD 03	RGB HEX CMYK Pantone	16 158 129 109e81 84 15 68 0 7724C	SEA 03	RGB HEX CMYK Pantone	14 165 233 0ea5e9 73 18 0 0 2925C	ROSE 03	RGB HEX CMYK Pantone	238 112 133 ee7085 0 68 30 0 190C
AMBER 04	RGB HEX CMYK Pantone	251 191 36 fbff24 0 28 89 0 123C	EMERALD 04	RGB HEX CMYK Pantone	110 231 183 6ee7b7 53 0 42 0 353C	SEA 04	RGB HEX CMYK Pantone	125 211 252 7dd3fc 50 0 0 0 297C	ROSE 04	RGB HEX CMYK Pantone	249 204 210 f9cccd2 0 28 11 0 496C
AMBER 05	RGB HEX CMYK Pantone	253 230 138 fde68a 0 7 56 0 1205C	EMERALD 05	RGB HEX CMYK Pantone	167 243 208 a7f3d0 37 0 29 0 7478C	SEA 05	RGB HEX CMYK Pantone	186 230 253 bae6fd 31 0 0 0 290C	ROSE 05	RGB HEX CMYK Pantone	252 227 230 fce3e6 0 16 6 0 705C



TYPOGRAPHY



TYPOGRAPHY BASICS AND ELEMENTS

CORPORATE TYPEFACE

The Helvetica Neue LT font family is the official house font of LEDVANCE, which is an essential part of the corporate design and must be purchased. There are different Helvetica Neue LT font packages (e.g. Std, Pro, W1G). The different packages specify the scope of the glyph set and the supported languages. Please check which font package is relevant for your country. If Helvetica is not available or cannot be used, please use Arial.

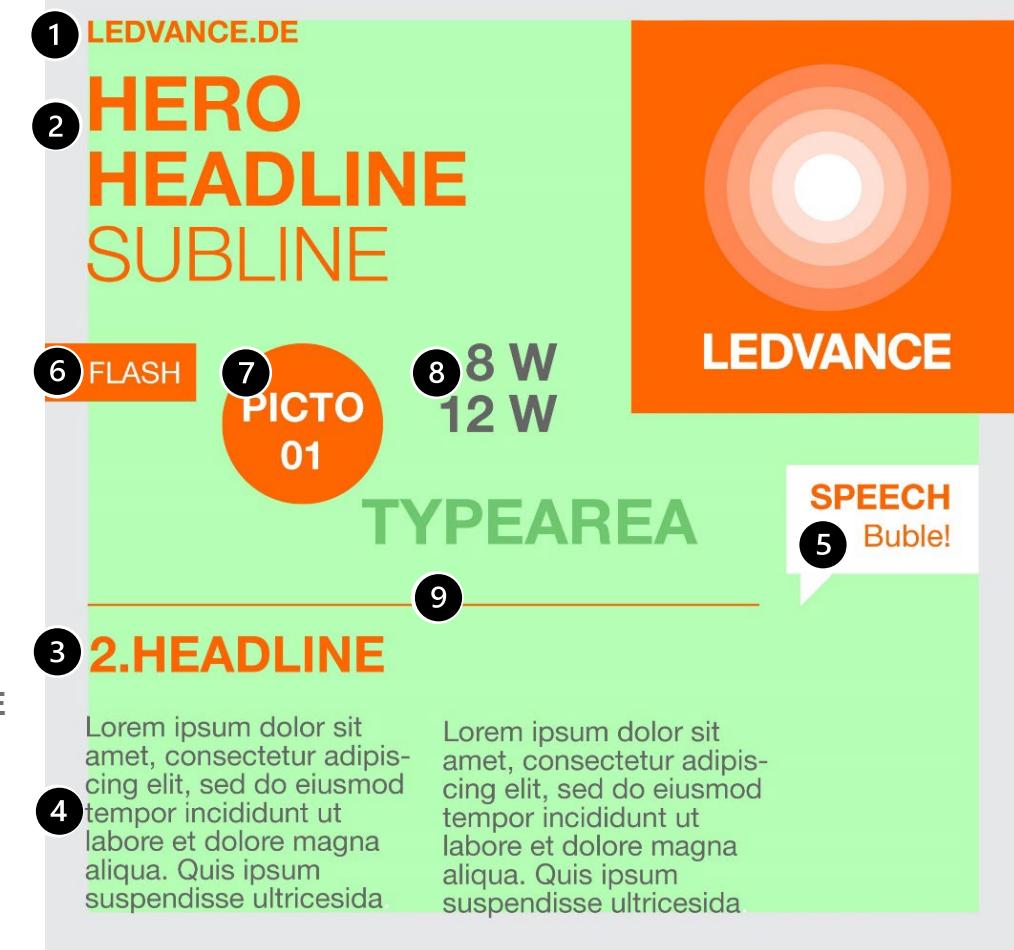
Helvetica Neue LT	Helvetica Neue LT	Helvetica Neue LT
75 Bold	55 Roman	45 Light

BASIC RULES

- In general, our text is left-aligned and not centered. Exceptions are quotations, pictograms, graphics, and illustrations they could be centered.
- We do not use artificial styles for the text such as shadows, gradients, etc..
- Italic text is only allowed for quotations.
- All text elements always placed inside the type area.
- Between text elements always 2R / 1L or at least 1R, 0.5L distance.

TEXT ELEMENTS

1. URL
2. 1.HEADLINE / SUBLINE (HERO)
3. 2.HEADLINE / SUBLINE
4. COPYTEXT
5. SPEECH BUBLE
6. TEXT FLASH
7. TEXT PICTO
8. NUMMERIC VALUE
right align
9. LINES / Opional





TYPOGRAPHY ELEMENTS

1. HEADLINE SUBLINE

**THE MAIN, KEY OR ALSO HERO
HEADING – THE HIGHLIGHT!**

- Bold / Light
- Capital letters
- Left aligned
- Only Main Colors orange, white, black or gray/silver
- **Special line spacing for HL & SL**
- at least 2R / 1L
- With or without blank line in between HL and SL



No standard or automated line spacing
The spacing size is the same like the font size

2. HEADLINE

- Headings preferably in capital letters but also with mixed letters possible. In any case, but uniform through the complete layout.
- Possible in bold or light
- Left aligned
- LEDVANCE Colors
- Automated and reduced line spacing possible

Copytext

- mixed letters
- Roman
- Use LEDVANCE Colors
- Automated and reduced line spacing possible
- For highlighting in the text, use a different LDV color and/or make the text bold
- any columns can be used

URL

- Bold
- Capital letters
- LDV Main Colors
- Size: 1R / 0.5L
- No „VISIT“ before the URL
- Placed: top or bottom right inside the type area and under/ over the Wordmark of the Horizontal Logo with 1.5L Distance

SPEECH BUBBLES (only for SMART+)

- Mix of roman, bold and light possible
- letter sizes possible to emphasize dynamic of spoken words
- Mixed letters
- LDV Colors



FILM TYPOGRAPHY ELEMENTS

HIGHLIGHTS

The film title, the headline here called Highlight. According to our typography rules, at least 1L large (reference figurative mark). Helvetica in capital letters bold/light in LDV orange or white. Left align!



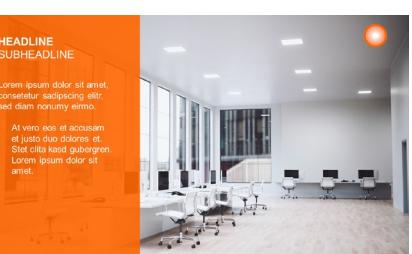
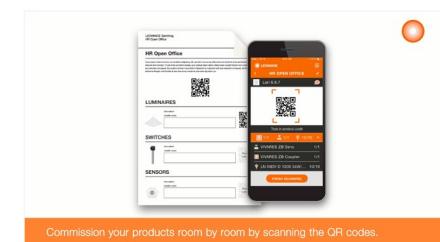
TEXT OVERLAYS

Text information can be shown directly on the film sequence. According to our typography rules.



BANNERS, SHOULDERS

- They are white (90% opacity) or orange (80% opacity). In case of bright images, the white banner is mandatory.
- Banners height equals 1/8 or 1/4
- Shoulders width equals 3/8



OPTIONAL

Please note - New movie design elements will be coming soon!

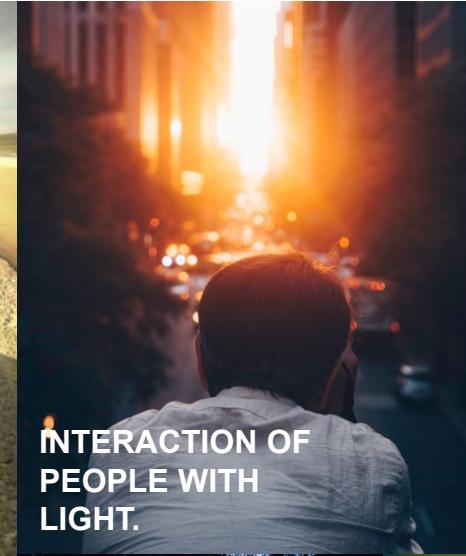
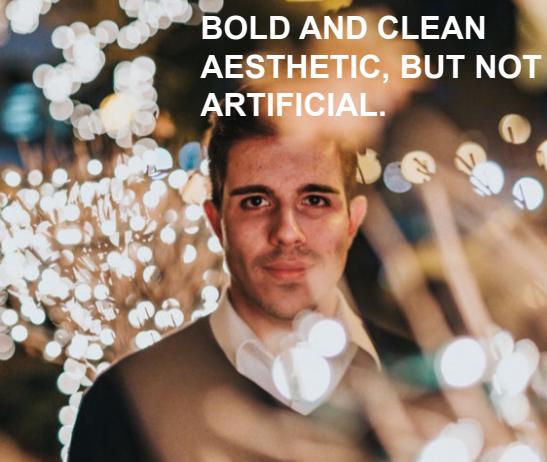
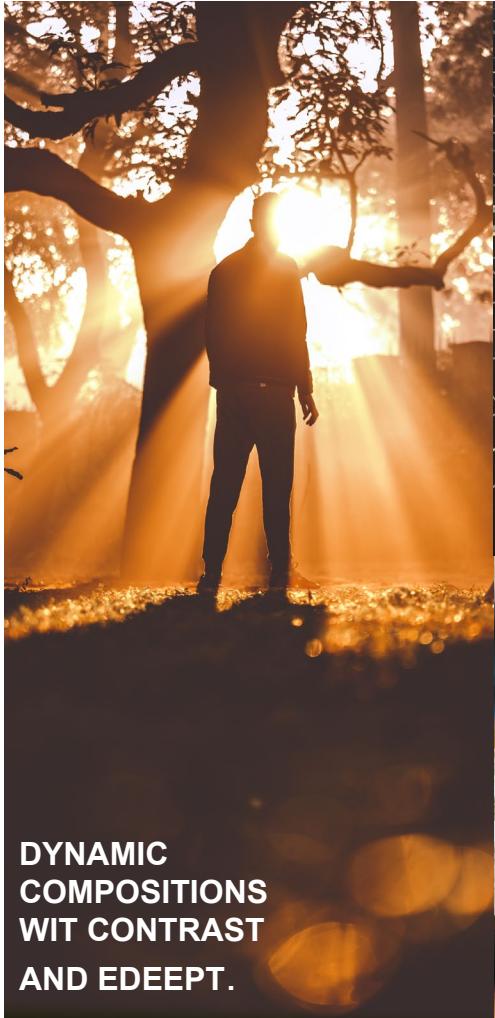


IMAGERY

OUR VISUAL LANGUAGE
APPLICATION IMAGE COLOR COMPOSITION
PRODUCT IMAGES
COMPOSITIONS
GRAPHICS



IMAGERY - FOR STATIC AND MOVING VISUAL LANGUAGE



Note - These are examples only for usable images
please check the Media date and getty



IMAGERY - FOR STATIC AND MOVING COLOR & COMPOSITION



Shoot organic compositions where the subject matter does not feel staged.



Rich and warm color tones convey a human and approachable mood.



Increased depth-of-field brings a sense of finesse to the compositions.



Supporting objects in the foreground add a sense of depth and scale.



Interaction of people with light.



Interaction of people with light.

Note -This are example only for usable images please check the Media date and getty



APPLICATION IMAGES OVERVIEW

APPLICATION IMAGES BASIC RULES

The scenery can be with or without people. Must be tidy and not look cluttered, as the products should be seen. The scenery must look modern, sophisticated and lively, not sterile.

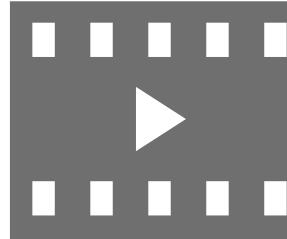


IMAGE ON IMAGE

Images can be placed rectangularly with or without frames on application image.



IMAGE BY IMAGE

Arranging image elements next to each other. It is possible to place images directly next to each other. These are treated as one layout element.



IMAGES DON'T'S

×
Do not give the impression that our products are cheap. Do not show "staged" or exaggerated expressions, unnatural, extremely posed. Do not make jokes that are sexist, racist or derogatory in any way.

-  No - Sexist or erotic content!
-  No - Excessive Alcohol and no drugs!
-  No - Weapons or violence!
-  No - Other brands (exception: references and cobranding project)!
-  No - artificial situations and clichés!
-  No - turbulent and overloaded scenes!

MOVIES, CLIPS

- High quality requirements of films (from a content and from a formal point of view).
- Our films are not overloaded.
- Films can be emotional or documental.
- Avoid turbulent effects.

The LEDVANCE outro must always be integrated at the end!

GRAPHIC ON IMAGE

To highlight products in a visual they can be outlined with a simple frame. In combination with text boxes containing product relevant information.





PRODUCT IMAGES OVERVIEW

PRODUCT IMAGES

BASIC DESIGN RULES

Shot of one or more products of a product family also in different views. High sharpness and contrast are required.



- Scenes: on and off, can also be mounted.
- Shadows are allowed
- **Reflections are not allowed**
- Around the product should be at least 0.5L space. Exceptional products, which are shown cropped due to their design (streetlamp).

COMPOSING

BASIC DESIGN RULES

Cleanly worked product images with shadows in real size ratio and carefully arranged.

Recommended for: Brochures, flyers, PPT, titles, etc.



- Scenes: on and off, can also be mounted.
- Shadows are allowed
- **Reflections are not allowed**.
- No composing of diverse product with scenes or settings Placed on main and secondary colors

COMBO SHOTS

BASIC DESIGN RULES

Product with corresponding packaging.

Recommended for: Brochures, flyers and online marketing.



- Realistic proportion of product and packaging
- Shadows are allowed
- **Reflections are not allowed**

Placed on main or secondary colors

PACKAGING PICTURE

BASIC DESIGN RULES

Product packaging frontal or in perspective

Recommended for: Brochures, flyers and online marketing.



- Shadows are allowed
- **Reflections are not allowed**

Placed on main or secondary colors



HIGHLIGHT OUR PRODUCTS PLACED ON A COLORED BACKGROUND

COLORED BACKGROUND

For high-quality product images, composing's, combo shots and packaging pictures it is possible to arrange them on a LEDVANCE main or secondary color.



BLACK GRADIENT

To create a three-dimensional, realistic visibility, a black gradient can also be placed over this colored background.

The intensity of this black gradient is variable and can be used discreetly or strongly, depending on the application.



EXAMPLES



IMPORTANT

In any case, the LEDVANCE Horizontal logo must be placed in orange. The black gradient is not allowed to violate the protection zone of the LEDVANCE logo.





ADDITIONAL ELEMENTS ILLUSTRATION & GRAPHICS

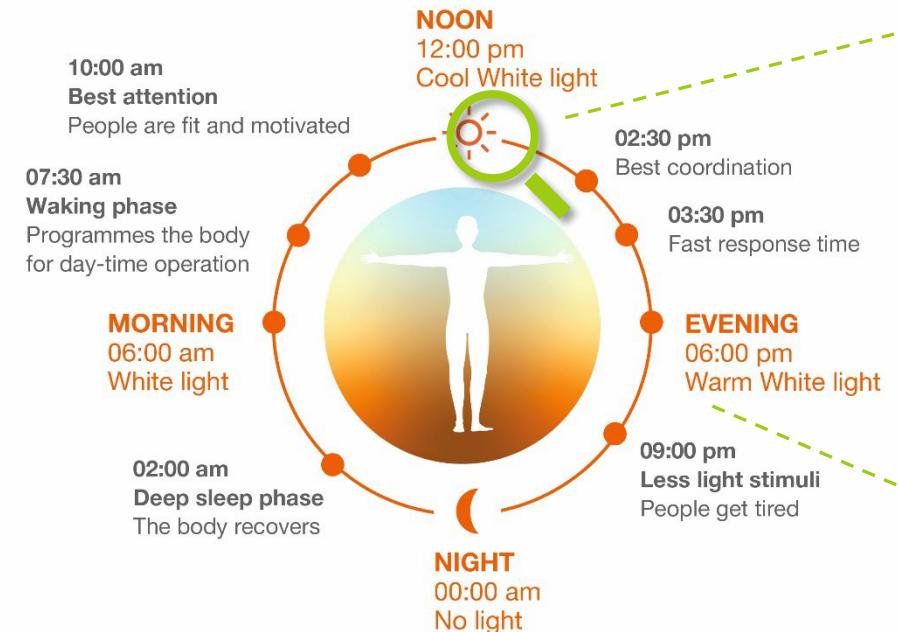
BASIC RULES

Our illustrations, graphics(also animated ones) should comply with the following principles:

- Concentrate on the essentials.
- Presentation of our services with a view to their benefits quickly understandable and not overloaded.
- High quality standards for the images/graphics (in terms of content and form).
- Our color scheme for graphics/illustrations. LDV main color, LDV secondary color, LDV gradations, accent colors.
- Photos can also be integrated.
- Texts always in Helvetica according to our typography but **could also be centered!**
- Lines always with sharp ends, also preferred with distances.
- Shapes with angular elements - unless the shape is naturally round Example: sun, light bulb, head or eye etc....

Created illustrations should always be saved as open files in the media database with appropriate passwords.

This allows colleagues around the world to have them adapted for other languages without much effort.



Lines always with sharp ends, also preferred with distances.



Text always Helvetica according to our typography rules. Could also be centered..

SAMPLES

LA ILUMINACIÓN LED
ES IDEAL PARA OBJETOS
SENSIBLES A LA LUZ





TONALITY



OUR VOICE IN ACTION

FUNDAMENTALS

	RELEVANCE	POSITIVE EXAMPLE	NEGATIVE EXAMPLE
INCLUSIVE AND DIALOGUE-ORIENTED	We are happy to share our knowledge and news, seek collaboration and are always open to feedback and ideas. We don't just ask for opinions or give pronouncements. We have the customer in mind.	What are your biggest challenges when it comes to lighting your office? We want to hear your opinion and are happy to help with the right lighting solution that offers your employees a good working environment. Let's make change happen!	We have the perfect lighting solution for your office so employees don't fall asleep at work and can be even more productive.
CREATIVE AND INSPIRING	We are successful because we don't leave things as they were, we are curious about how things can get better. We always communicate with the tone of curiosity and experimentation.	Did you know that children have a lagging biological clock and need more light in the morning? The perfect light in schools is all the more important. We are working on lighting concepts that support small and large in everyday life and are the focus.	Our light is perfectly calibrated and always offers a good atmosphere for everyone.
HANDS ON (APPROACHABLE)	We do not communicate in a know-it-all, instructive or distanced manner, but approachable and humane.	We asked our client which challenges they have the most. Here is their answer: various energy-efficient lighting solutions are needed for different spaces. oh yes, that's challenging - Read how we managed this challenge for Servex: (link)	We know how to develop lighting concepts for different challenges. We implemented it for Servex with our huge product portfolio.
PASSIONATE	We are passionate about what we do and what we develop. We show our customers that we care and convince them that for us light is more than a product but a way of life.	Today is Earth Day and not only today, but all year round, sustainability is a fundamental issue for us. We are proud to developing solutions and switching with you to climate-friendly, energy-efficient and future-proof LED technology.	Happy Earth Day! For us sustainability is important. With LEDVANCE you can switch to climate friendly, energy-efficient LED technology.



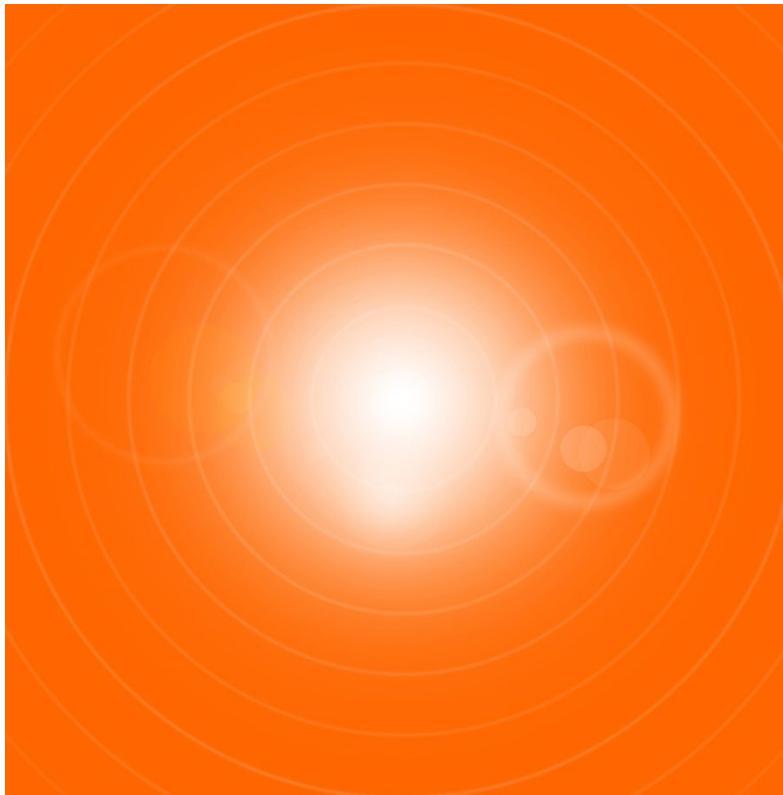
POWER THROUGH LIGHT RAY OF LIGHT GRAPHIC

OUR NEW CLAIM

POWER THROUGH LIGHT

RAY OF LIGHT GRAPHIC

Free to use, but is not
replacing the logo!
Not for packaging.



asset-13164002 RGB
asset-13169530 CMYK

DISCOVER MORE ABOUT
OUR NEW
BRAND EVOLUTION
ON THE
LEDVANCE INTRANET



ADDITIONAL ELEMENTS

TECHNICAL & PARTNER LOGO

SIGNET

ICONS / PICTOGRAMS

CALL TO ACTION & FLASHES / INFPBOX

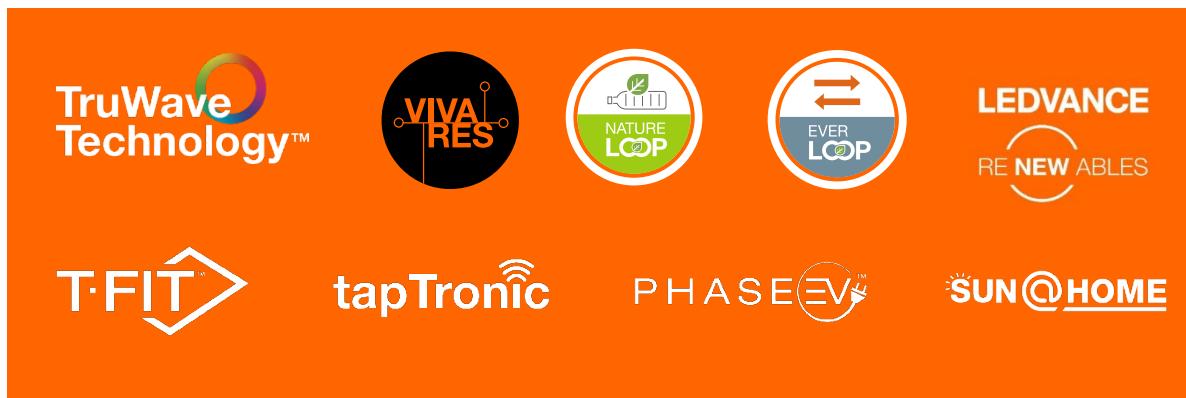
PRODUCT CLASS INDICATORS



ADDITIONAL ELEMENTS TECHNICAL & PARTNER LOGO

TECHNOLOGY LOGOS

Our technology logos are usually available in color and monochrome and positive as well as negative versions. They are always placed with a distance(protection zone) of at least 2R and 1L to other elements! Always in a good relation to when together with our LEDVANCE logo. Placement within the type area and always aligned with other main elements.



SPECIAL REGULATIONS



SUN@HOME logo standard version only on white background displayed.

SUN@HOME always written in capital letters! In any text, whether editorial or advertising!

SMART⁺

- LDV Main Color
- Capital letters bold or light

Graphically, the "+" is always superscript. In online communication, you must set the + in normal font because of SEA restrictions.

PARTNER LOGO

The partner logo should not be larger than the LEDVANCE logo (approximately the area).

A colored version of the partner logo can be placed on the white background.

A negative white one on LDV colored background.

Official Partner



A protection zone of 2R or 1L always applies.

Integrate "Campaign Partner" or "Official Partner" with a space above the partner logo.

SIGNET USE AND APPLICATION



SIGNET

In selected cases the use of a signet is permitted:

- company-wide strategic relevance driven by the management board
- if an entity or department acts as an autonomous company or external provider (e.g. GSS)

Before creating any signet or icon, please have a look at the database (media.ledvance.com) to see if there already exists one for your specific topic

If you need a new signet, please contact brand@ledvance.com for instructions on how to create one.

A new signet must be created as vector data, e.g. with Adobe Illustrator, according to the guideline. Then send it to brand@ledvance.com for approval. Once approved, please ensure that you upload the new signet to the database. So that it is available to every colleague around the world.

EXAMPLES

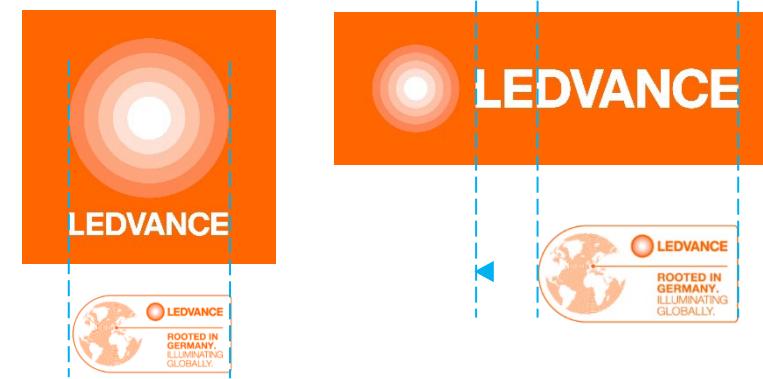
Helvetica corporate font is always used in Capital letters. Distances within the signet 0.5L resp. 1L. Distances around the signet 0.5 resp. 1L.



SIZE & PLACEMENT

The signet should be sized to match the ratio in relation to the LEDVANCE wordmark. In **exceptional** cases (small packaging/communications).

No larger than the LEDVANCE wordmark itself.



Placed on orange background

Placed on white background

Placed on image

Preferably right-justified in the layout.

If the OSRAM product logo is in the layout, please do not place the signet on the white layout area if possible (it is part of LEDVANCE).

Global shared services signet
Company communication



Application:
partner and LDV,
ads, websites,
brochures etc.

Rooted in Germany signet
Product related



Application:
LDV, ads, websites,
brochures,
packaging etc.



ICONS PICTOGRAMS BASICS

DESIGN FORMS

There are three shapes square round and pure. Any shape in positive or negative with or without as well as outline only.



PLACEMENT

pictograms must be placed within the type area. On a coloured/white surface or also on a picture, sufficient contrast is required. Ensure that the pictograms are flush with other pictogram elements. **Size and number of pictos is flexible**, layout not overloaded.

FORM EXCEPTION

App icons and historical icons (warranty icon) which have rounded corners. Original Social Media Icons.



BASICS COLORS

All LEDVANCE colors can be used. Non-LDV colors are also permitted to represent certain technologies or functions.



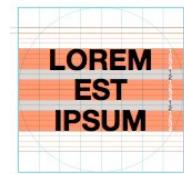
DESIGN

Use simple and geometric lines. Avoid complexity. Do not use photorealistic and organic shapes. Without round line ending.



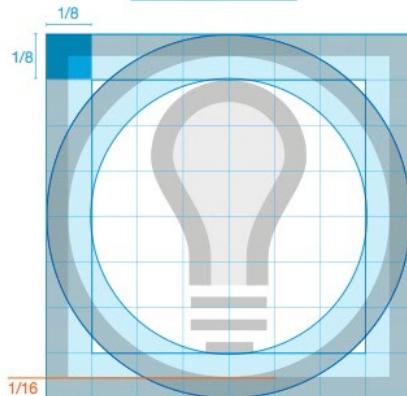
TEXT

No more than three lines of text preferably in capital letters and centered.



PROTECTION ZONE

The protection zone of the pictogram measures 1/8 of its size (including the outline), please always adhere to it. Any graphic element must be placed within the protection zone. In circular versions, text may slightly touch the protected zone.





ADDITIONAL ELEMENTS DESIGN AND USAGE

CTA

on any background within the type area! Taking note of the contrast between the color of the CTA and the background

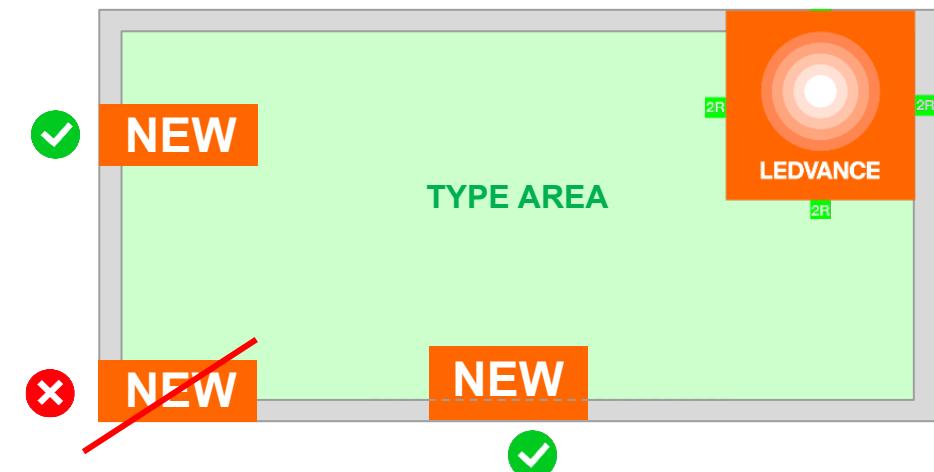


Tip - The combination of Helvetica bold and light can also be used to set accents.

- The height of the CTA is 1L or 2R, it can be enlarged to the height of the LEDVANCE logo/pulse when displayed in small banners, posts and website/shop.
- The height of the CTA text is 1/3, in Helvetica Neue LT bold, a light font may also be used to accents. The text preferred written in capital letters.
- All main and LEDVANCE colors can be used for the CTA.
- The CTA is always placed aligned with the type area or other elements, preferably left align. The CTA must have a protection zone of at least 0.5L or 1R to other elements.

FLASHES / INFO BOX

A so-called flash can be placed on any page of a document and can overlap the type area on a page. However, the content text, graphics or images are always within the type area. The distance to other elements 1L/2R at least 0.5 L/1R must be ensured. This also applies within the flash. LDV colors only!



Gray areas in layout examples are placeholders for images



PRODUCT CLASS INDICATORS

GENERAL USAGE

Product Class System only to be used with Professional (Trade) LEDVANCE design and products with OSRAM design or products is strictly prohibited. When communication contains mix of LEDVANCE and OSRAM products, the Product Class indicators may be used to clearly mark LDV products only. Never leave out the 'class' from the product class name. Due to trademark regulations **they have to be used as a full name. Always used in English**, there will be no translations.

MATURE MARKETS



Superior Class (LDV-Yellow)



Performance Class (LDV-Green)



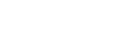
Value Class (LDV-Turquoise)

Eco Class (LDV-Purple)

EMERGING MARKETS



Performance Class (LDV-Green)



Value Class (LDV-Turquoise)



Eco Class (LDV-Purple)

PYRAMID GRAPHIC

Is not a signet. Can be used in all forms of communication, especially to introduce/explain the product class system. Sizing only proportional. 1L/2R Protective zone.

Pyramid Graphics can be found in the media database search term "Product Class".

PRODUCT CLASS LABEL

- Standard height is 1L Standard length (bleed version): Aligned with the "L" in the LEDVANCE word mark + bleed on the side.
- Special length (version without bleed): Length is determined by the size of the surrounding text/image.
- Text height is 1/3L, white capitals Left-aligned,
- 0.5L distance from left/right margin
- Vertically centered

Product Class Icons can be found in the media database search terms "Product Class" and "LDV Icon".

PRODUCT CLASS ICONS

- For situations where space is limited or where several different product classes are being communicated at once
- Ideal for inside pages of brochures/catalogues/product flyers
- Sizing and placement follow LDV standard

PRODUCT CLASS REDUCED ICONS

- For worksheets / product lists
- Shape: Square only
- Reduced icons must be used with a legend
- Sizing and placement of legend are flexible, but typography should be Roman and in all capital letters



CONTACT

DO YOU HAVE QUESTIONS?

Please send **all your layouts** for
advice and approval to
brand@ledvance.com