Brand Guidelines

Versión 01
2021

375LED Company

0.0 Brand Overview

This manual has been designed to offer a specific and clear vision of the communicative elements of 375 LED brand, with the aim of consolidating the brand image and facilitating the work of those who consult it. Since all the graphic and communicative guidelines that represent the very essence of 375 LED will be developed and that will allow a correct communication with the public.

All departments, branches and external companies that use the brand logo and graphic elements must follow the protocols set out in the manual, to achieve a homogeneous and attractive application that optimizes the easy identification of 375LED.

The brand is a “living” element that grows at the same time as our organization and its needs, which makes it essential to work with the most up-to-date version of the manual.

01 Brand identity

Values
Logo
Typography
Colors

01.1 Brand values

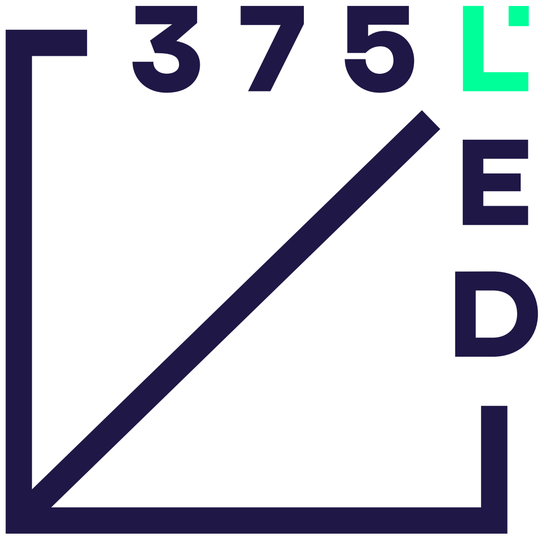
Technology
Moderm
Quality Premium
Elegance

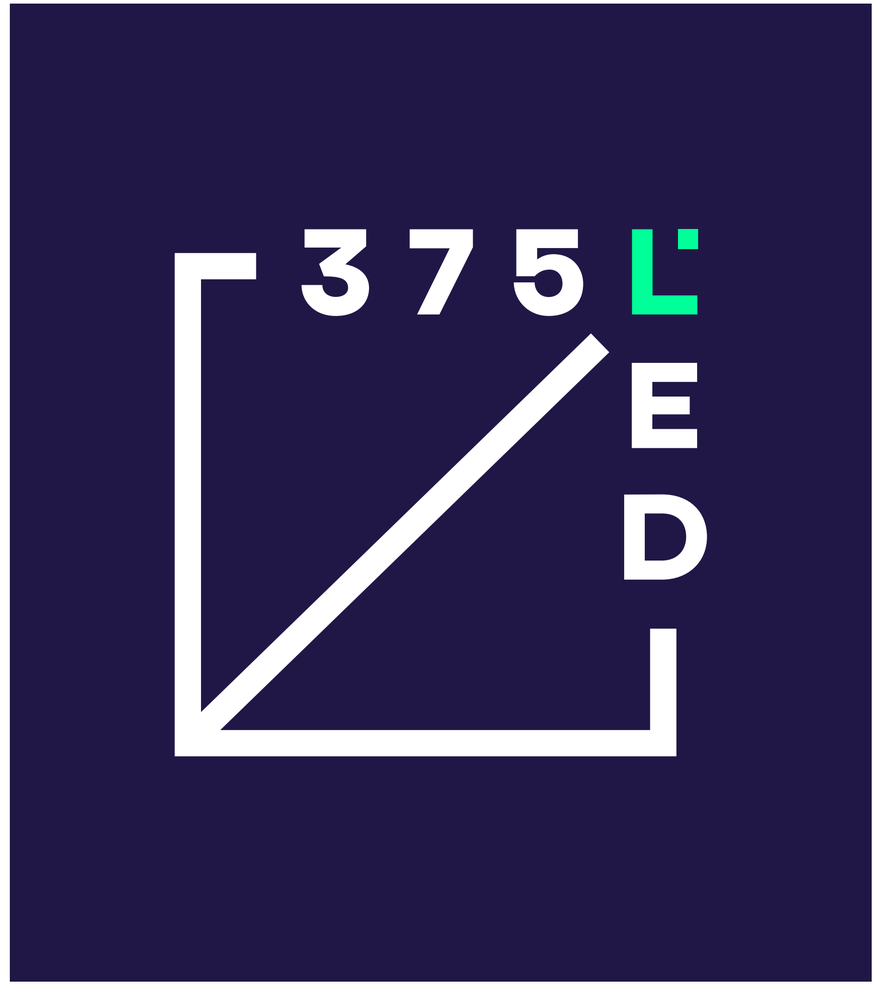
01.2 Logo

Principal version

The logo of 375LED is the representation of the company’s product: LED screens with Ecoactive function.

Eco-activity is a unique feature in the display market. Through an applied nanotechnology treatment and solar action (or UV rays) we achieve different benefits such as air purification and the elimination of viruses and bacteria.
The symbol represents an LED module with the incidence of a solar ray that activates the particles that generate air purification.





01.2 Logo

Secondary version

We will always use the main version of the logo to represent the brand.

The secondary version is reserved for applications in which the support makes the use of a landscape format essential.

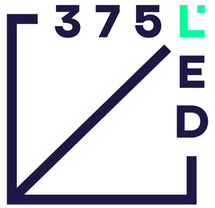
01.2 Logo

Reductions

The symbol will be used as the maximum expression of reduction of the logo.

Impression
The minimum size for printable supports is 10mm. For smaller sizes, the symbol will be used, up to 2 mm.

Digital
In digital formats, the minimum reproduction size is set at 35 pixels.
And the symbol is reduced to 6 pixels



10mm
35 px

2 mm
6 px

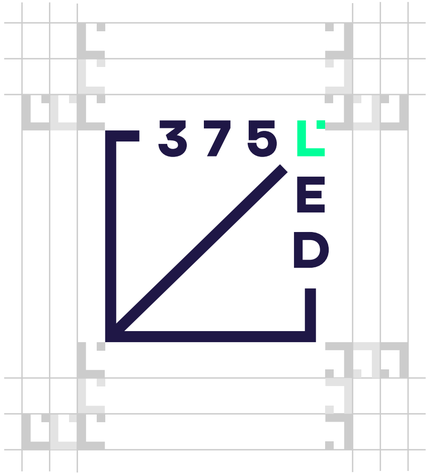
01.2 Logo

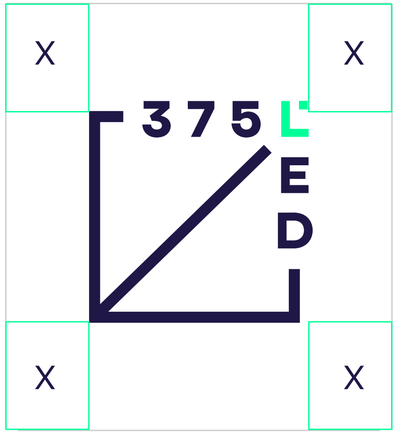
Safety margins

To establish the safety margins of the logo in its main version, we use the measure of the symbol multiplied by 3, both horizontally and vertically.

For the secondary version it is enough to use the symbol only once to mark the unbreakable security area.

X = 3L





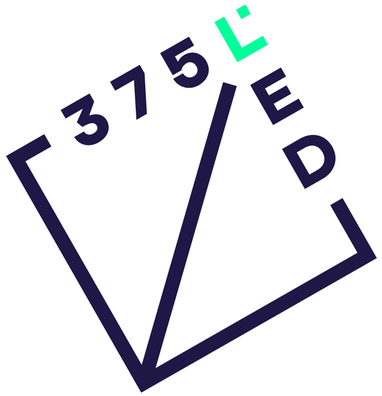
X = L

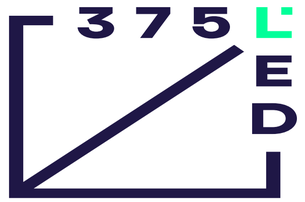
01.2 Logo

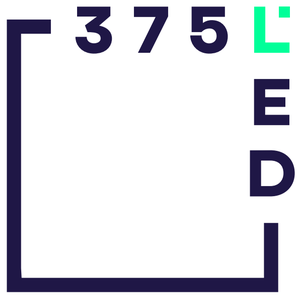
Incorrect uses

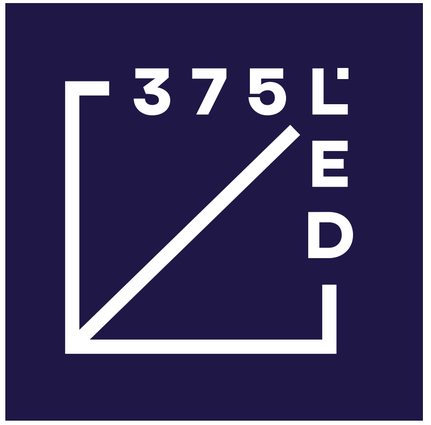
The logo must not be altered or deformed in any way or in color, rotation, typography or any other element that distorts its proportion and legibility.

Below are some examples of prohibited reproductions of the logo.









01.3 Typography

Titles

Titillium is a San Serif typography with a straight cut, which gives us modernity, seriousness and elegance.

We use it as the main typography for titles and all those advertising materials, posters, ads, banners...

Titillium

Regular & **Semibold**

Aa

A B C D E F
G H I J K L M
N Ñ O P Q R
S T U V W X
Y Z

a b c d e f g
h i j k l m n ñ
o p q r s t u
v w x y z

Aa

A B C D E F
G H I J K L M
N Ñ O P Q R
S T U V W X
Y Z

a b c d e f g
h i j k l m n
ñ o p q r s t
u v w x y z

01.3 Typography

Body of text

Verdana was one of the first typpography in the world to be developed for reading and viewing on digital devices, hence its high contrast and open shapes that makes it easy to read.

Being admitted in Windows and Macintosh systems, we ensure the faithful reproduction of the documents developed on any computer.

Verdana

Regular *Italic* **& Bold**

Aa

A B C D E F
G H I J K L
M N Ñ O P Q
R S T U V W
X Y Z

a b c d e f g
h i j k l m n
ñ o p q r s t
u v w x y z

Aa

A B C D E F
G H I J K L
M N Ñ O P
Q R S T U
V W X Y Z

a b c d e f
g h i j k l m
n ñ o p q r
s t u v w x
y z

01.3 Typography

Uses

These uses seek to create a solid language unit for the development of the brand. Its use is indicative, they can be modified to make new parts with special needs.

The weights can be combined, as well as the use of bold and italics, if we need it.

This is a title

Subtitle Development

This is a text

Minctist por accate cus est, ipid et maio totatiae volupta nonsene nis et voloreped moloraeperio is dolenis quuntusdamus etum qui re, simi, et eaqui dolupta spernature iliquost, tem sant ex explandit volupis ciaspis tiisqui ipsunt ius quia vollor sandige nderumqui opta dolorem reicienis ut ut velestiae sunt exerro inctotas et venim rehent, nobitaspis et ulloriorro coriae num id quam hit moditas eosam aribuscia velit lam re volorepe non prati vitium qui optur, sinvendios dollaborum landempor aut essit, volorate landitatus, cuptat aciminis modionseque parundio eat acest porrum fugit dolo mollam que labo. Tiorruptat offic te corporem volut prerchillam eatibea quiberum volest alit enis quibus, sanis nisit eosaest, ist facea dolum nonsequi omnis ut harit explatia qui sandam que excerum dolupta platusam ipit des aria paribus cienis asperis rem.

Tatquos iliquas itionserro min re cupta volorepres dus untibus abor ant antem asintius modic tor rerupta tiasseque simodis atume sit hillaut pediscipsam natemque natem id etusandi dest quatemolenda nis aut accatur autetur, soluptatur?

Titillium Semibold

Titillium Regular

Verdana

01.4 Colors

Primary RGB

We must make a distinction between the colors presented in digital applications based on the RGB system, and the printable ones.

The most notable difference is found in green, since we have chosen a very saturated and bright color that cannot be reproduced by spot colors.

Blue

sRGB 33 23 71
Hex 211747

Green

sRGB 0 255 153
Hex 00ff99

Grey

sRGB 216 215 223
Hex D8D7DF

01.4 Colors

Primary CMYK | Pantone

Whenever we can, the use of Pantone inks will prevail for prints, since they are brighter and full-bodied inks with which to achieve more spectacular results.

And we also ensure a same ink system that will give us exact results anywhere in the world.
The use of coated papers, also brighter, is preferable

Blue

CMYK 98 99 0 58
Pantone 275

Green

CMYK 64 0 71 0
Pantone 7479

Grey

CMYK 11 9 0 0
Pantone 5315

02 Visual brand

Visual Mood
Iconography
Grids

02.1 Visual Mood

Fotographs

The photographic world that accompanies documents must express the same modern and technological character of 375LED.

The images must be contrasted, of cold tones. Special attention to architecture and cities.
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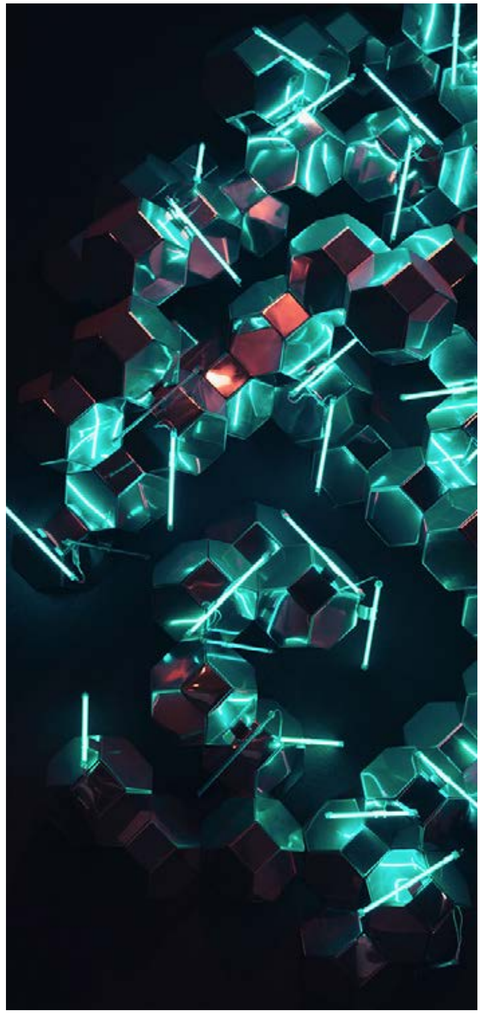
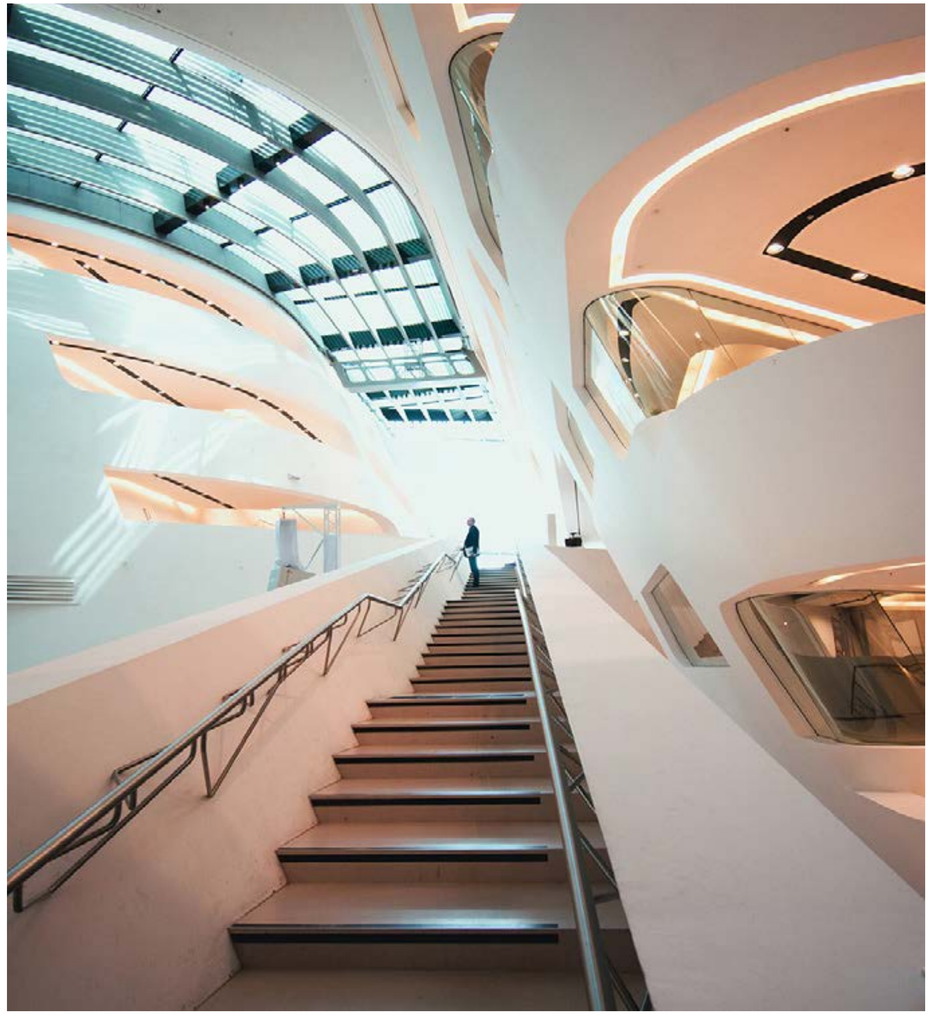


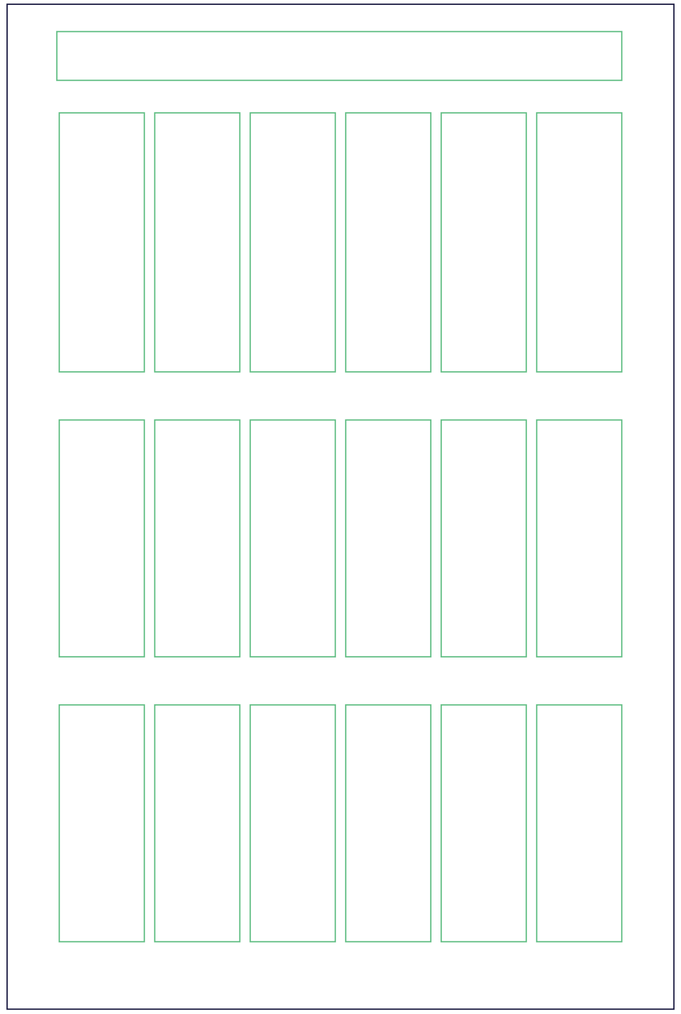


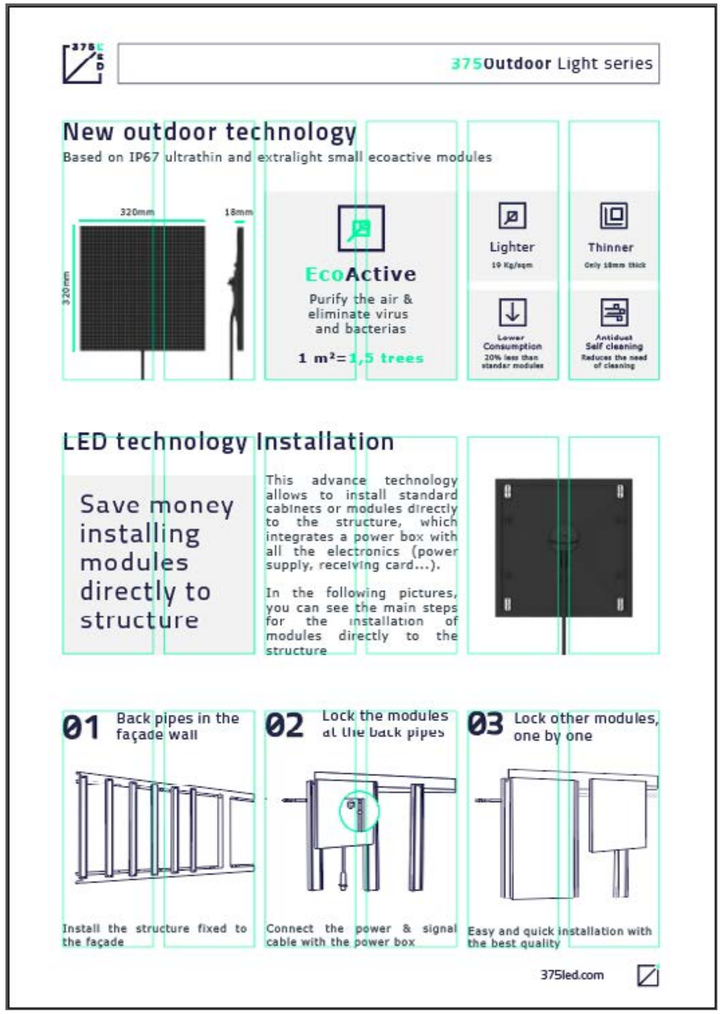
02.2 Grids

Documents A4 Vertical

For documents with size A4 in portrait, we will use a grid with header and footer and 6 columns.

Below is an example of grids and another with application in a catalogue.



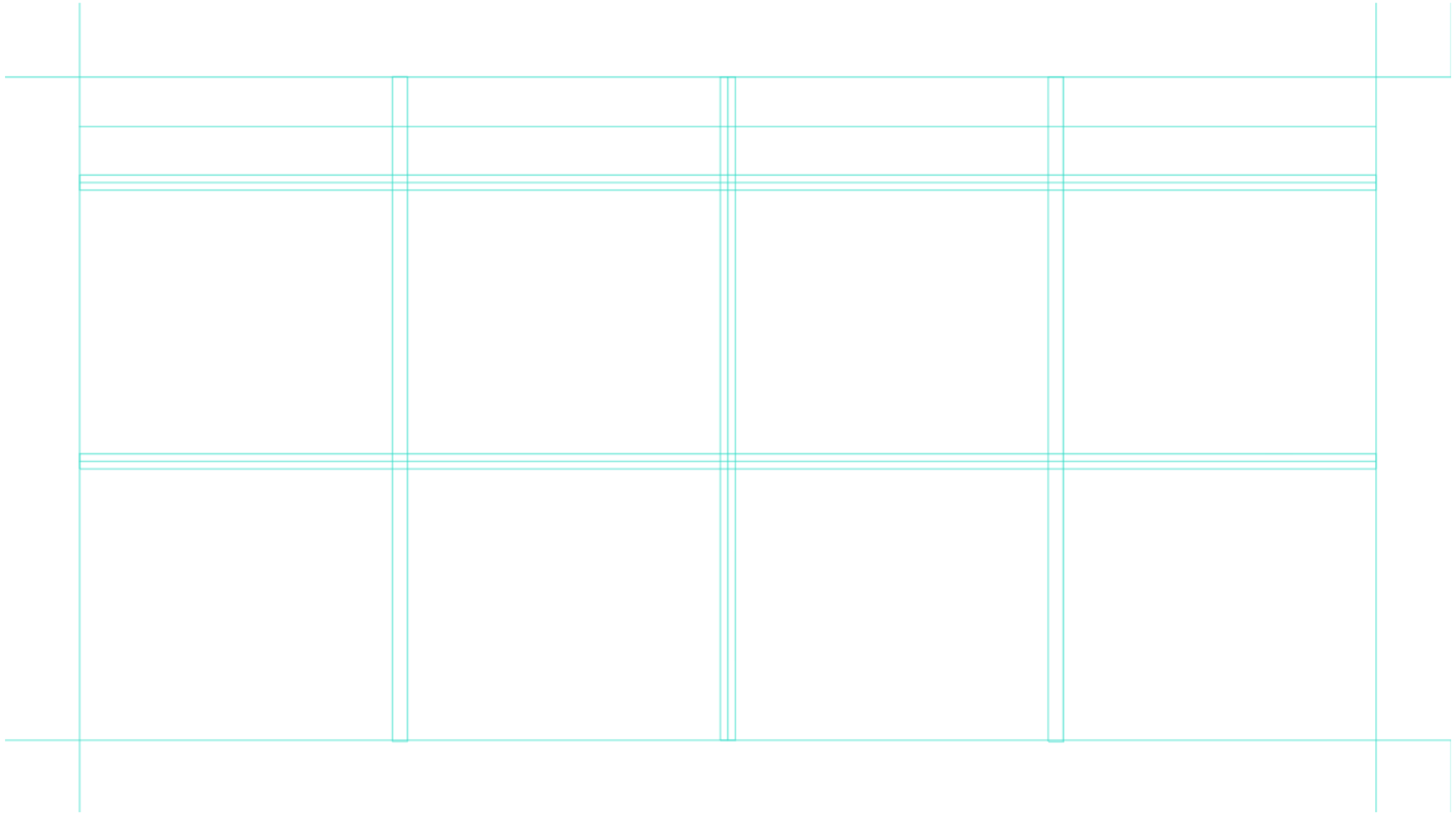


02.2 Grids

Documents 1920x1080

For horizontal documents with Full HD measurements we will use the template shown in the following space.

This is a 100px indented grid, a header, 3 columns and two rows.



02.2 Iconography

Icons for LEDscreen

Through the fundamental pieces that make up the logo, a whole collection of icons has been created that express the different qualities of LED screens.

Ecoactive

Waterproof

16:9

High Brightness

Antidust

Double

Transparent

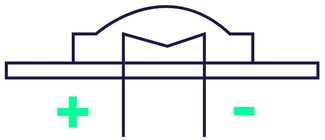
Stretch

Contrast

Ligh

Flexible

Thin

SMD

DIP