

COOLICON

REGD

LIGHTING

BRAND GUIDELINES



2021 - VERSION 1.2

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LOGO

Primary Logo:

The black graphic mark (the lozenge form) should be used in most instances.



Secondary Logo:

On content-heavy pages, both physical and digital, the Secondary Logo can be used in replacement of the Primary Logo to lighten the overall look of the page.



Light Colour Backgrounds:

When the Coolicon® graphic mark is used on light colours it may be lifted graphically by applying a white background. More details on the next page



Inverted Primary Logo:

On dark backgrounds, the Inverted Primary Logo can be used in replacement of the Primary Logo.



Inverted Secondary Logo:

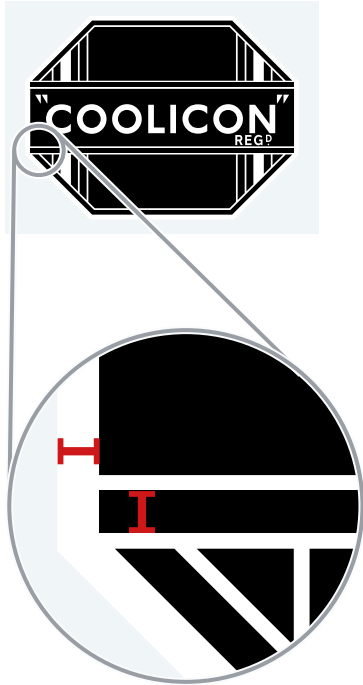
On dark backgrounds, the Inverted Secondary Logo can be used in replacement of the Secondary Logo.



All the logo files can be accessed from the Trade Section of www.cooliconlighting.com. Please note that you will need an online Trade account in order to access the files.

Light Colour Backgrounds:

On light colour backgrounds, the Coolicon® graphic mark may be lifted graphically by applying a white background to the black lozenge form behind the logo. The outline/stroke thickness shall not be more than 1/4 thickness of the bar above or below the text block (in red) but may be thinner.



Logo clear space:

When using the Coolicon® graphic mark the mark should not be too close to other graphic assets, text, image edges or page edges.

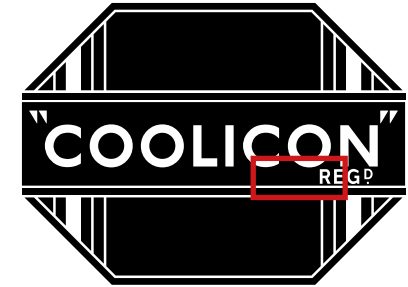
The minimum distance indicated with an O in the illustration shall be determined by the height of the large top or bottom blocks in the logo (highlighted in red box).



The Coolicon® name and logo are registered trademarks and may only be used with written permission from an

Registered Trademark:

When using the Coolicon® graphic mark, the REGD. text (highlighted in red box) below the “COOLICON” word mark must be present as shown.



When the word mark “Coolicon®” is used the ® registered mark must be present in the same font size and in superscript ®. The convention for the word Coolicon® is to have a capital C in all references to the brand or products.



Minimum logo size:

The size of the logo shall ensure the internal delineation will be clearly viewed at the intended print/screen size and resolution.

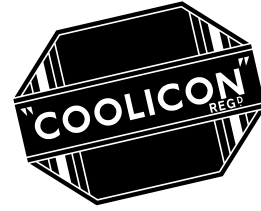
For printed materials, the minimum height of the logo is 10mm.

For digital and online use, the logo should not be smaller than 50px in height.

DO NOT:



Add shadows



Rotate the logo



Use gradients



Add elements to the logo



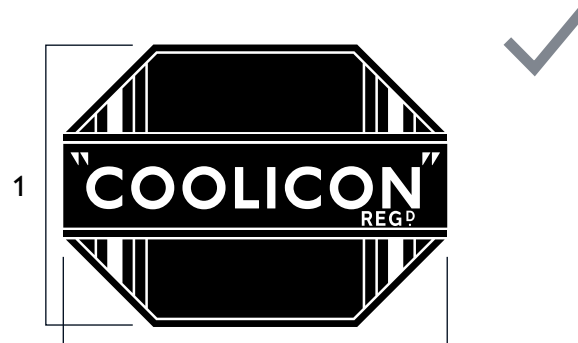
Distort the logo. The correct aspect ratio of 1:1.343 must be maintained at all times.



Use over the product in photos



Crop the logo



1.343
Correct aspect ratio



Correct use of the logo over a photo

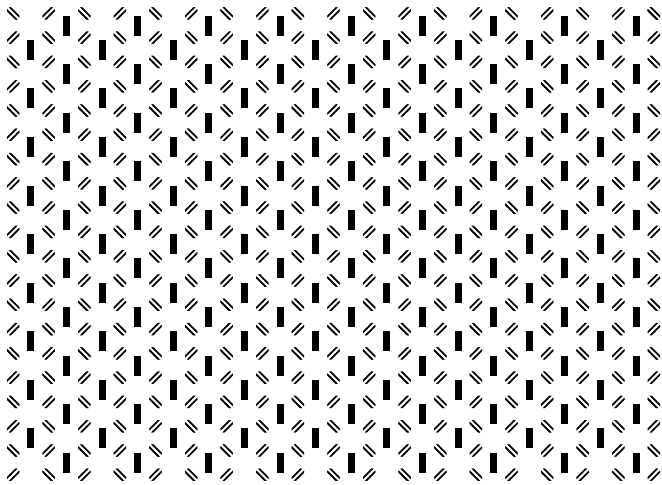
Use a colour that is not black or white



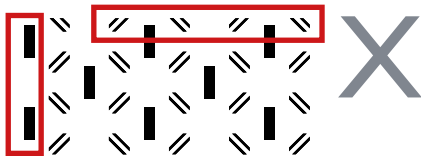
ADDITIONAL ELEMENTS

Coolicon Tweed:

The Coolicon Tweed is used as a background element on packaging or printed materials.



The top, bottom, left and right sides of the tweed must end with full angled lines.



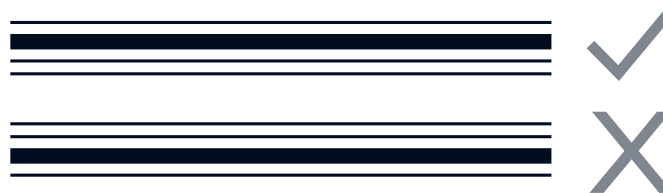
Left side ending with straight lines
Top side angled lines are cropped

Coolicon Racing Stripes:

The 4 Coolicon Racing Stripes are used to separate sections. When used, their proportions follow these of the logo.



When used horizontally, the thickest line must be the second line from the top.



The spacing between the logo and the Racing Stripes can vary, as long as it respects the following rules: When cropped, the angle of the 4 Coolicon Racing Stripes should always be parallel to the outline of the logo.



The individual stripes must not be cut in a corner.



The spacing between the logo and the Racing stripes must be consistent.



COLOURS & TYPOGRAPHY

Primary Colours:

In addition to white and a rich CMYK black, the following colours can be used.



Coolicon Blue

RGB 0 13 30
CMYK 93 43 0 95
Pantone 5395 U and 5395 C
HEX #000d1e



Coolicon White

RGB 240 245 247
CMYK 4 0 0 4
Pantone 7541 U and 7541 C
HEX #e0e5e7

Secondary Online Colour:



Coolicon Gold

RGB 150 78 34
HEX #964e22

Used online when the gold foil texture cannot be used, for example on titles.

Primary Font:

Gill Sans Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gill Sans Nova Medium

Used for: Main titles
Subtitles
Body titles
highlighting text elements in body copy

Gill Sans Nova Light

Used for: Body copy

Gill Sans Nova Light Italic

Used for: Products names in body copy
Copyright text

Content hierarchy:

MAIN TITLE - IN CAPS

SUBTITLE - IN CAPS

Body title - in sentence case

Body - in sentence case

DISPLAYS

Pendant sets:

We recommend:

- **Porcelain** pendant sets for the **Contemporary palette**
- **Industrial** pendant sets for the **Classic palette**
- **Brass** pendant sets with the **Select palette**
- **Brass** with the **Craftsmans** products



UK ONLY

Retail displays can display the Craftsmans and Underground collections and the Select palette from the Standard collection. Should not display the Classic or Contemporary palettes as these should only be ordered if specified by a customer for a palette. The swatches of the Classic and Contemporary palette should not be used for public display – the swatches should be used with the customer when specifying bespoke or project solutions.

Trade displays can display the Standard, Craftsmans and Underground collections in the showroom. Swatches, showing the full palette range, can be used with the customer when specifying a project.

EXPORTS ONLY

Communication:

The main focus of the display should be to communicate the colours and the collections.

The Standard, Craftsmans and Underground collections can be displayed in the showroom.

The Swatches, showing the full palette range, can be used with the customer when specifying a bespoke or project solution.

DISPLAYS

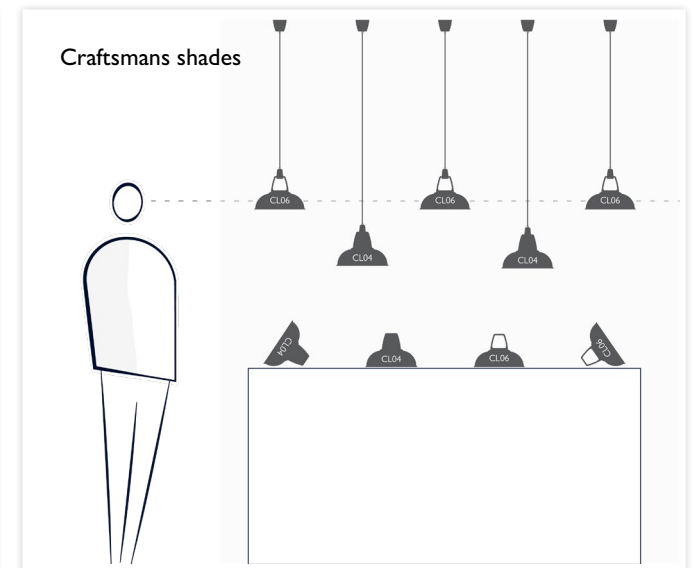
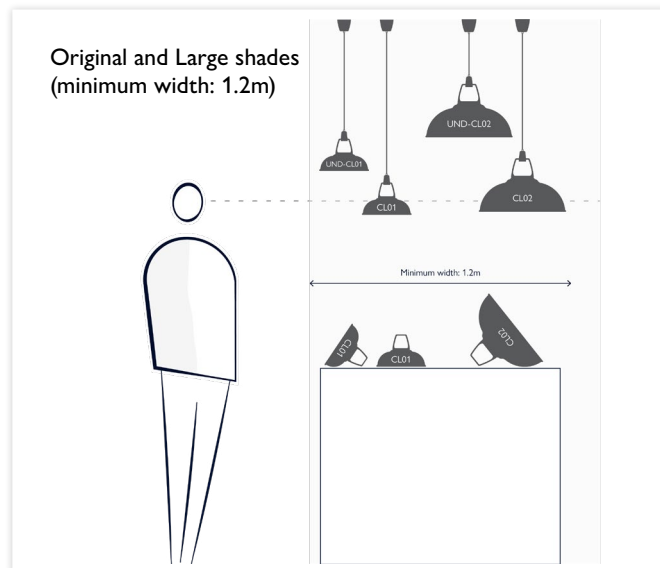
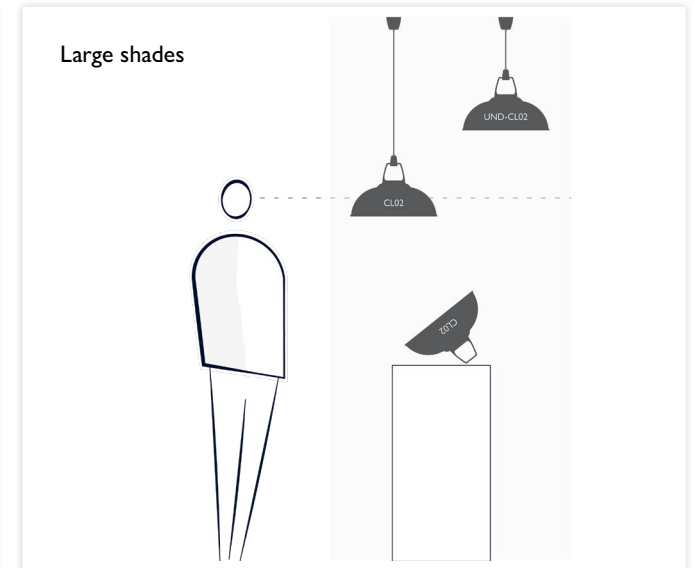
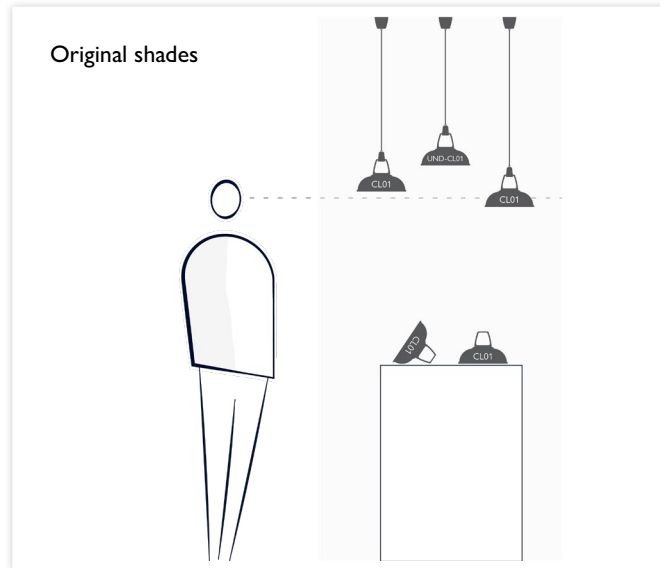
Groupings:

The products should be displayed in groupings/clusters. They can be displayed as a singular product when it's as a focal point i.e. centrepiece of a window.

For larger spaces (over 1.2m wide), create groupings with both Original and Large shades. For smaller spaces, the groupings can be of either Original or Large shades, or a mix of both.

For the Craftsmans shades, they should be displayed in clusters of 3 or more where possible.











The products should be accompanied by brand graphics or brand representation i.e. catalogue.



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ONLINE ADVERTISEMENT

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	Classic Palette	Contemporary Palette	Select Palette	Underground Collection	The Craftsmans
Accent colour	 <p>Blue RGB 79 78 74 HEX #152149</p>	 <p>Sky RGB 182 201 212 HEX #b6c9d4</p>	 <p>Metropolitan RGB 68 35 52 HEX #442334</p>	 <p>Green RGB 49 64 48 HEX #314030</p>	 <p>Terracotta RGB 147 84 59 HEX #93543b</p>
Background colour	 <p>White RGB 225 225 225 HEX #e1e1e1</p>	 <p>Latte RGB 216 204 191 HEX #d8ccbf</p>	 <p>Selvedge RGB 62 73 84 HEX #3e4954</p>	 <p>Cream RGB 224 218 186 HEX #e0daba</p>	 <p>Silhouette RGB 221 214 211 HEX #ddd6d3</p>

S O C I A L M E D I A & P R E S S R E L E A S E S

Instagram:

[instagram.com/cooliconlights](https://www.instagram.com/cooliconlights)

Instagram is our main platform. We regularly share visual content with deeper insider information.

We encourage our partners to share relevant Coolicon images on their accounts. When doing so, use the [#cooliconlights](#), [#cooliconlighting](#) and [#originalcoolicon](#) on photos featuring our products. You can also tag us using [@cooliconlights](#)

Please only use the Coolicon name or hashtags on photos featuring our products.



The photo displays the Coolicon shade in a lifestyle setting.



The photo is lacking context and interest.

Twitter:

twitter.com/CooliconLights

Twitter is our secondary platform. We retweet content from other accounts that add value to the brand or points of interest. We also use Twitter for quick fire information, such as updating our opening hours and changes of service.

If you share content that reflects our values, feel free to let us know, and we can promote it.

Facebook:

facebook.com/CooliconLights

We use Facebook as an exhibition window. Our main aim is to engage with customers and showcase our products to create general interest.

Press releases:

When featured in newspapers or magazines, please use the words “from” or “available from” and the name of your business. Do not use “by” unless preceding “Coolicon Lighting”.

Please note:

We ask any planned photo shoot to be run past us prior to the date. We are happy to help support the shoot where possible. All photos needs to be signed off by Coolicon® before brand endorsement.

Contact hello@cooliconlighting.com for brand endorsement approval.

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