



VERSA-LIGHT

LOGO GUIDELINES

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GPS COORDINATES: 26°8'38"S, 27°58'44"E

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J U S T
A B O U T
L I G H T I N G
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VERSA-LIGHT



MASTER LOGO

FORMATS

Certain formats are required for specific uses.

VECTOR

Printers and design houses will require vector formats of logos.

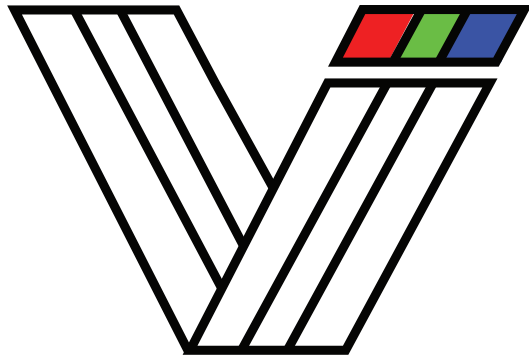
Vector formats are used for high-resolution print material like magazines, billboards, signage, etc.

These formats are usually produced as EPS or PDF

ELECTRONIC USE

Versa-light use does not require high-resolution imaging as the computer or TV monitor only reads 72dpi and no higher.

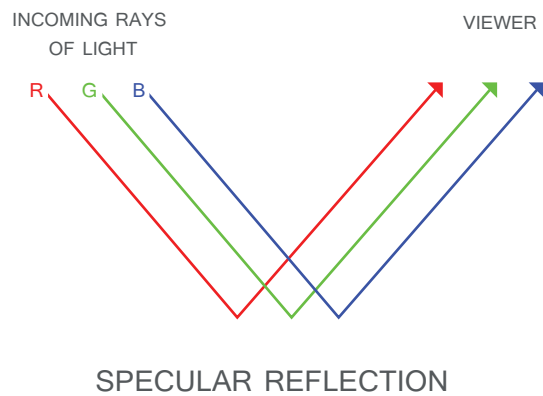
Logos and imaging for this use are usually produced as JPEG, PNG or GIF files.

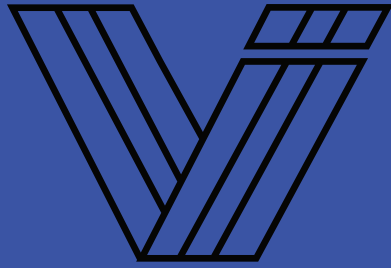


SYMBOL MEANING

SPECULAR REFLECTION

Specular reflection is the mirror-like reflection of light (or of other kinds of wave) from a surface, in which light from a single incoming direction (a ray) is reflected into a single outgoing direction.





VERSA-LIGHT

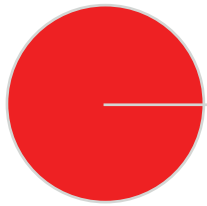


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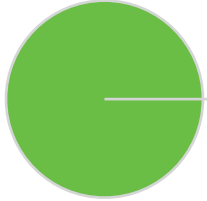
VERSA-LIGHT

LOGO VARIATIONS



PANTONE SOLID COATED 485 C

CMYK 0, 93, 92, 11
RGB 227, 16, 19
HEX #E31013



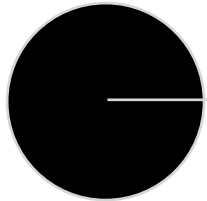
PANTONE SOLID COATED 368 C

CMYK 40, 0, 76, 29
RGB 109, 181, 44
HEX #66CC33



PANTONE SOLID COATED 2117 C

CMYK 60, 52, 0, 40
RGB 61, 73, 153
HEX #333399



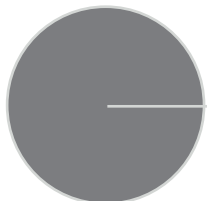
PANTONE PROCESS BLACK

CMYK 100, 100, 100, 100
RGB 0, 0, 0
HEX #000000



PANTONE WHITE

CMYK 100, 100, 100, 100
RGB 0, 0, 0
HEX #000000



PANTONE SOLID COATED COOL GRAY 8 C

CMYK 0, 2, 1, 49
RGB 131, 128, 130
HEX #999999

LOGO COLOURS

NOTE :

The logos are used in black, grey or white only. Colour boxes are used in red, green and blue.

Silver foil may be used for high quality materials.

MINIMUM 12MM ALL AROUND



LOGO SPACE

The Electrosonic identity should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

MINIMUM 6MM ALL AROUND



ARIAL

HEADERS AND BODY TEXT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ 123456789

-

CALIBRI

HEADERS AND BODY TEXT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ 123456789

-

TUNGA

HEADERS, BODY TEXT AND DESIGN

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ 123456789

-

HELVETICA FONT FAMILY

HEADERS, BODY TEXT AND DESIGN

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ 123456789

-

AQUA GROTESQUE

HEADERS, BODY TEXT AND DESIGN

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ 123456789

-

NEXA BOLD

LOGO STRAPLINE, HEADERS, BODY TEXT AND DESIGN

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ 123456789

TYPOGRAPHY

Use the font that works best with your design, and always be consistent throughout whatever you're working on.

For content in documentation and presentations, always use ARIAL or CALIBRI, as these are standard fonts which display on all devices.

PRODUCTS

PRODUCT BOX



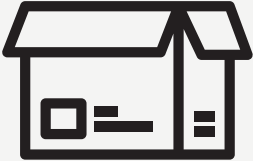
_____ PRODUCT NAME
_____ PRODUCT CODE
_____ SERIAL NUMBER

■ _____ BLACK ■ _____ SILVER

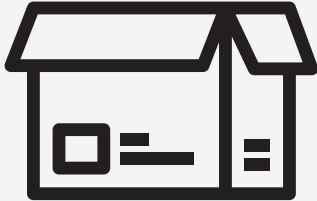
TESTED _____ BY _____ DATE _____



SMALL BOX - 180 X 50 MM



MEDIUM BOX - 220 X 60 MM



LARGE BOX - 300 X 100 MM

PRODUCT STICKERS

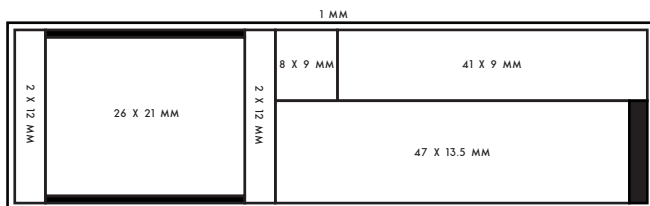


45 MM

13 MM



PRODUCT TAGS





BRANDED MERCHANDISE

ELECTROSONIC

PRO AV / LIVE EVENT PRODUCTS

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