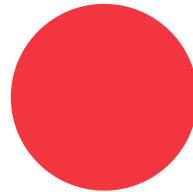


LightFair Abbreviated Brand Guidelines

Color Palette

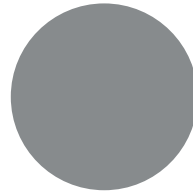
Our primary colors have been carefully selected to reflect the innovative spirit of LightFair and to distinguish our brand from others in the competitive landscape.

It is rare to find colors that can easily (or accurately) convert from Pantone to RGB to Hex and vice-versa, so the color breakdowns defined here are meant to capture the emotional intent of the colors and maintain their relationship across print and digital applications.



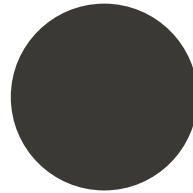
PMS 032

C: 00 | M: 86 | Y: 63 | K: 00
R: 239 | G: 51 | B: 64
Hex/HTML: EF3340



PMS 423

C: 22 | M: 14 | Y: 18 | K: 45
R: 137 | G: 141 | B: 141
Hex/HTML: 898D8D



PMS Black 7

C: 38 | M: 35 | Y: 33 | K: 92
R: 13 | G: 13 | B: 13
Hex/HTML: 212121

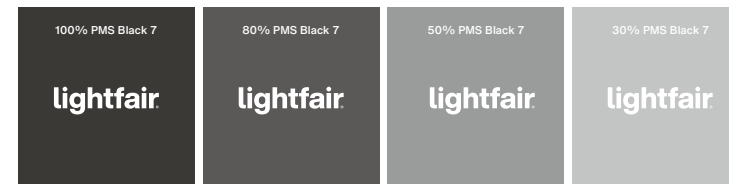
Logotype

The LightFair logotype should always be shown in the right proportions. It should never be skewed or distorted. The logo should not be redrawn—the original artwork for the logo should always be used.

The logotype can be placed in any of the three primary colors of the corporate palette. Color choice should be determined by the context. Red will always draw more attention, so it should be used judiciously.

The positive version of the logotype may be placed on any color background as long as it provides sufficient contrast and the logotype is legible.

The reverse or “negative” version of the logotype is for use on medium and dark colored backgrounds.



The white version of the LightFair logo can be used on backgrounds where there is sufficient contrast.

Social Media

This “abbreviated visual” has been created exclusively for use as an application icon, social media badges or favicon (URL icon). This should not be adopted in any other graphic applications as it is important to always use the entire LightFair logo.



Typeface: Helvetica NOW

Helvetica Now comprises 48 fonts, consisting of three distinct optical sizes: Micro, Text and Display. Each one has been carefully tailored to the demands of its size. The larger Display versions are drawn to show off the subtlety of Helvetica and spaced with headlines in mind, while the Text sizes focus on legibility.

Helvetica NOW | Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica NOW | Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica NOW | Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica NOW | Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica NOW | Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890