



VARI***LITE**

BRAND
GUIDELINES

LOGO | OVERVIEW

VARI*LITE

Brandmark

To be used in all touch-points except when used on small digital spaces.



Brand icon

Can be used as a graphic element. See page 24 for guidance.



LOGO | COLOR

The logo can be used in three colors.

Use the color logo on white and any imagery that allows the color logo to still be legible.

Use the black logo for any black and white legal documents.

Use the white logo on imagery or dark backgrounds that the color logo doesn't work with. Ensure that there is a strong contrast of color; for the logo to stand out and for legibility.



Color logo HEX #009CA6
RGB 0 / 156 / 166
CMYK 96 / 0 / 31 / 2
PANTONE 320 C



Black logo HEX #000000
RGB 0 / 0 / 0
CMYK 0 / 0 / 0 / 100



White logo HEX #ffffff
RGB 255 / 255 / 255
CMYK 0 / 0 / 0 / 0





FULL COLOR

For a white or a lighter gray background, only use full color.



FULL COLOR

For a white or a lighter gray background, only use full color.



FULL COLOR

Full color is acceptable for use on dark backgrounds. When using with imagery, ensure there is sufficient free space around the logo so there is clear space.



BLACK

To be used only on white background when printing in black and white.



WHITE

To be used on any dark background where the full color logo would be inappropriate, especially the Vari-Lite brand color.



WHITE

The white logo can also be used on top of an image as long as logo is legible.



BRAND LOGO

LOGO | RULES

Adhere to these rules when using the Vari-Lite logo to ensure consistency across all branded materials.

Only use logos downloaded from the branding desk.



VARI*LITE

Logo to only be used in approved colors - see page 32.

VARI*LITE

Do not rotate the logo at any angle. The only exception is 90° when on the spine of printed materials.

VARI*LITE

zero®

Do not use any outdated version of the Vari-Lite logo or the logo of a legacy brand.

VARI*LITE

Do not stretch or warp the logo in anyway. Do not distort the logo in anyway so it looks different from the approved assets downloaded.



Do not overlay logo on any busy imagery where legibility isn't clear.

zero®

Only use legacy Zero 88 logos for technical documentation (manuals).



LOGO | DO'S AND DON'TS

Do:



Do place the logo on swag if it is visible and abides by the logo rules.



Do place the logo in a visible place.



Do follow logo and color regulations.

Don't:



Do not place the logos at an angle other than 90 or 180 degrees.



Do not place the logo in a hard to read place or across a seam or zipper.



Do not rotate the angle other than 90 or 180 degrees.

These examples are used for presentation purposes only.



BRAND LOGO

LOGO | CLEAR ZONES

Use the minimum clear zone when placing the logo on any touch point.

The clear zone measurement for Vari-Lite is the width of the character 'V'.



LOGO | SIZING

Although the logo can be increased on touch-points like front covers or banners to maximize visual impact, the logo should be measured by the height in order for you get to the correct, consistent size for each asset you create. See the rules below on how to work out the height of the logo.

Calculate the correct logo height as follows:

1. Scale the entire format by 50%, then repeat 4 times.
2. Scale the smallest shape by 75%.
3. Round the resulting figure to the nearest whole number (metric) or the nearest tenth (imperial): this is the height of the logo.

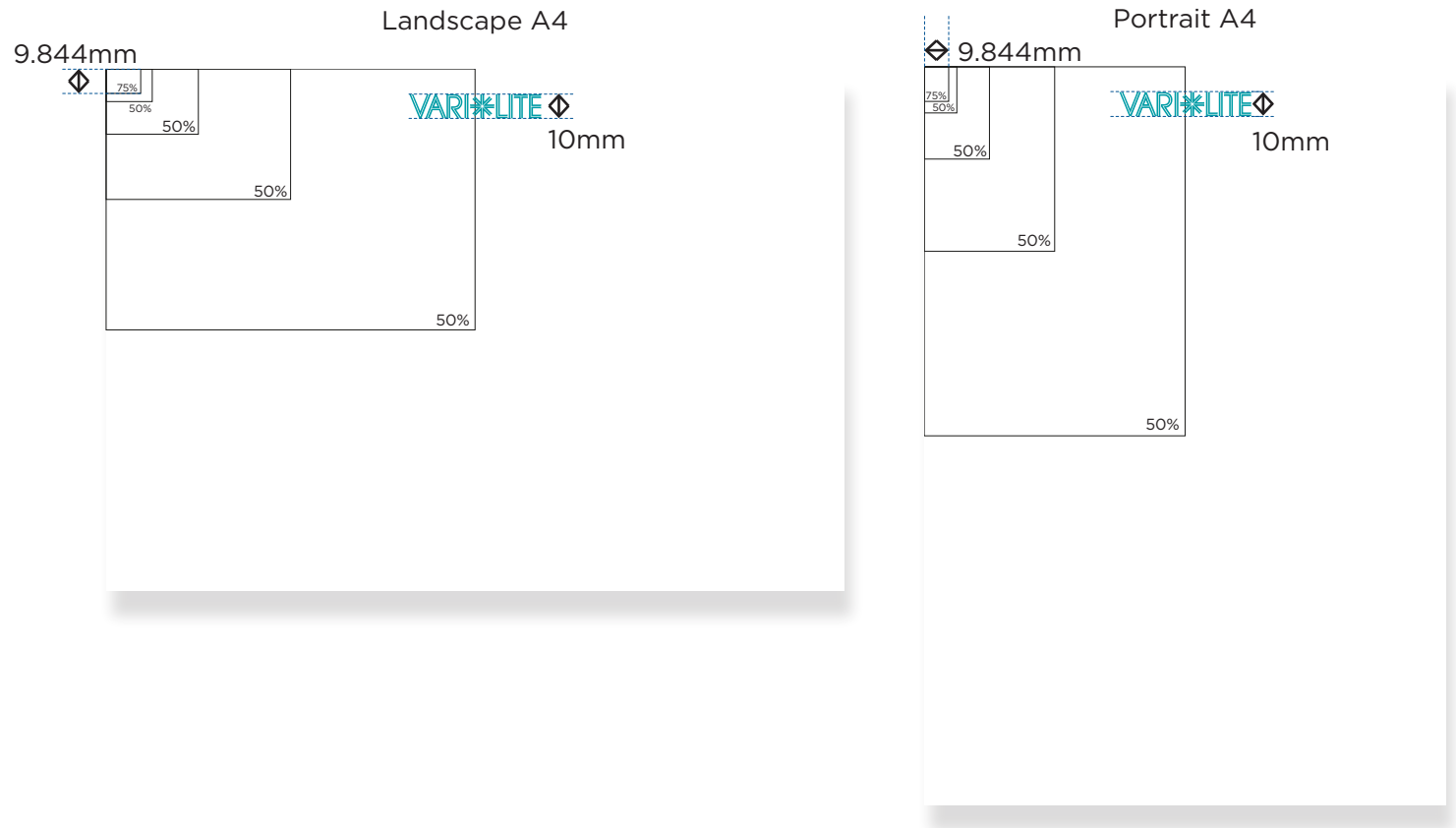
Preset sizes:

A-formats (mm):

A5: 7mm
A4: 10mm
A3: 14mm
A2: 20mm
A1: 28mm

US formats (in):

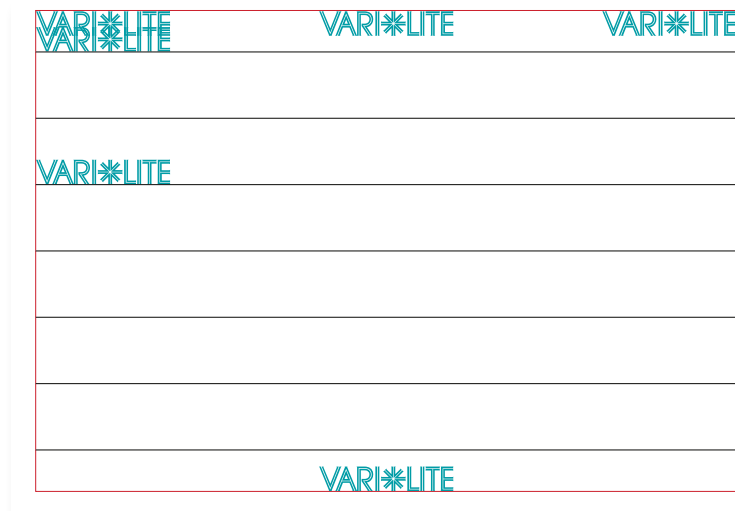
Letter: 0.4in
Legal: 0.4in
Tabloid: 0.5in
Ledger: 0.5in
Junior Legal: 0.2in
Half Letter: 0.3in



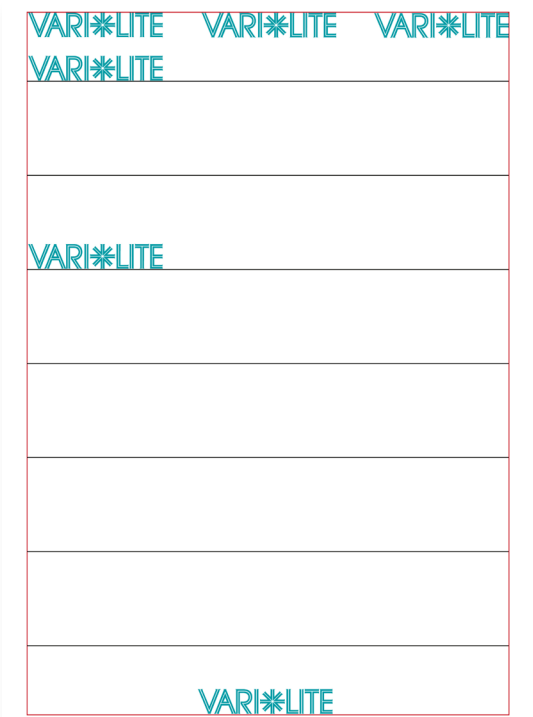
LOGO | POSITIONING

The positioning of the brand logo is quite flexible. So long as the logo is aligned inside the touch-points border, you can place it any corner, center top and bottom or left aligned to either 8 horizontal steps of your grid.

Landscape A4



Portrait A4



LOGO | POSITIONING FOR IMAGERY

Following the guidelines on page 17 and 21 the Vari-Lite logo can be placed over imagery in the allowed placements.



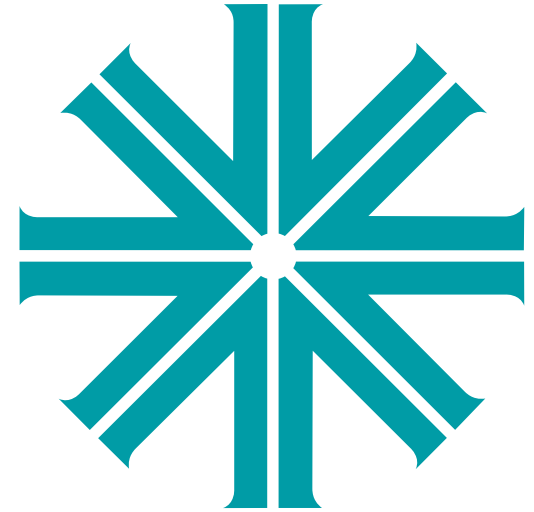
These examples are used for presentation purposes only.



BRAND LOGO

BRAND ICON | OVERVIEW

The brand icon is useful as a shorthand for the full brand in situations where the full brand is known by context, and often used in materials and situations where the main logo is also represented in other locations within the document, video, venue, etc. The icon can be used as a design element.



The Vari-Lite “star” icon is a set of interlocking V’s. These V’s meet at the center and fan outward, representing beams of light from a Vari-Lite luminaire.



BRAND ICON | SIZING

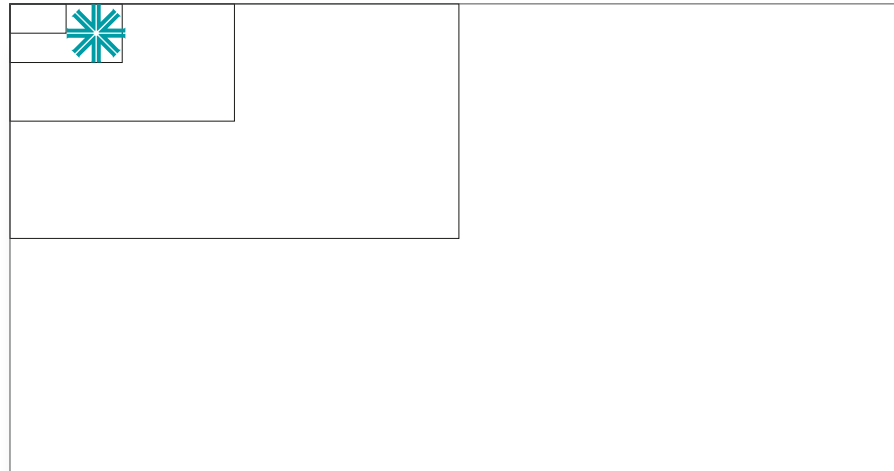
Sizing the brand icon is very similar to how we size the full brand logo - it's determined by the height of the shape.

Calculate the correct logo height as follows:

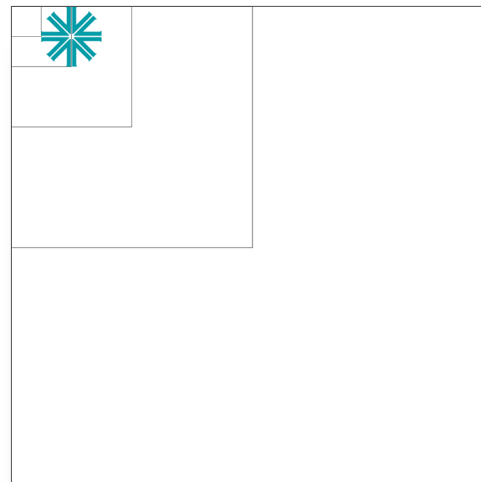
1. Scale the entire format by 50%, then repeat 3 times.
2. Round the resulting figure to the nearest round number: this is the height of the logo.

Positioning the brand icon is very similar to how the full logo is positioned. Using the grid guidelines (see page 35), find out your border width and grid. This will then enable you to position the icons in either corner, top, bottom or at each horizontal step of your grid.

Landscape A3

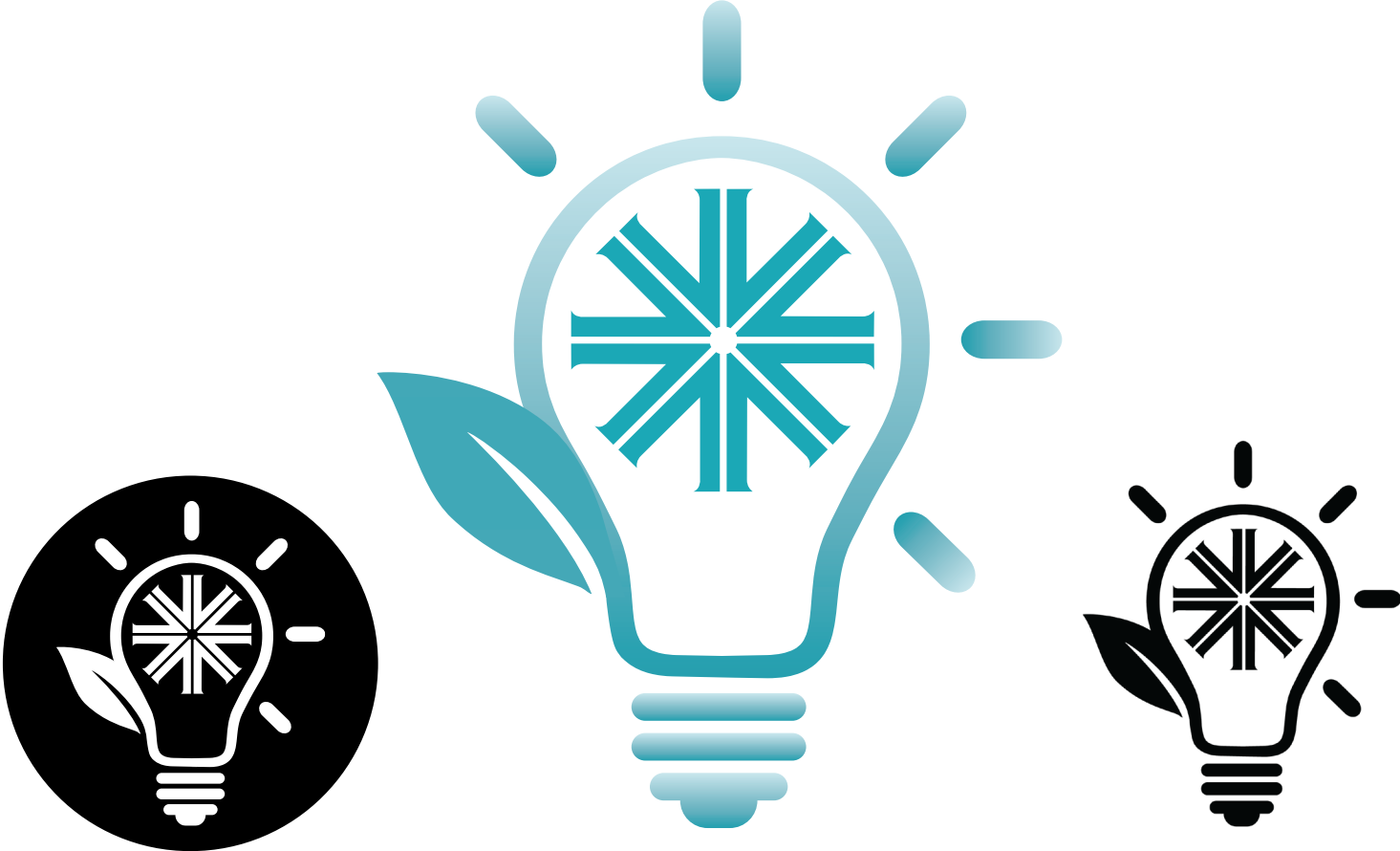


Square



BRAND SUSTAINABILITY ICON | OVERVIEW

The brand sustainability icon is designed to promote Vari-Lite’s sustainability leadership, including sustainable operations and products. The icon is useful in situations where the main logo is also represented in other locations within the document, video, venue, etc. The icon can be used as a design element on the product, literature, shipping packages, social posts, etc.



The Vari-Lite sustainability icon shows the Vari-Lite “star” icon in the center of a nature/lightbulb theme, representing our focus on being good global citizens.

BRAND | TAGLINES

Vari-Lite uses two different taglines to represent its brand identity for key verticals (production/event lighting and theatrical lighting). Either tagline is acceptable, but care should be taken to use the appropriate tagline for the target vertical whenever possible.

Use of official tagline lockup logos is highly recommended.

If both verticals apply or the design is not targeting one of the verticals specifically, use the Production/event lighting tagline.

PRODUCTION / EVENT LIGHTING

The tagline for Vari-Lite's production and event solutions is "Express yourself."

This tagline has long been used by Vari-Lite, and embodies our focus on maximizing designers' creative possibilities, empowering them to create bold and beautiful lighting designs.

Examples of markets where this tagline is appropriate include concert touring, house of worship, bars and clubs, cruise ships, stadiums, etc.

VARI*LITE

Express Yourself.



THEATRICAL LIGHTING

The tagline for Vari-Lite's theatrical lighting solutions is "Naturally beautiful."

First implemented as part of the VL1600 PROFILE advertising campaign, the "Naturally beautiful" tagline emphasizes the focus on quality, smoothness, etc., that go into theatrical luminaires and controls by Vari-Lite.

Examples of markets where this tagline is appropriate include theatres, TV studios, education, houses of worship, etc.

VARI*LITE

Naturally Beautiful.



COLOR PALETTE

Magenta

HEX #EC008C | RGB 236 / 0 / 140 | CMYK 0 / 100 / 0 / 0

Used as an accent color.

Magenta 85% tint

HEX #EE4D9B | RGB 238 / 77 / 155 | CMYK 0 / 85 / 0 / 0

Used as an accent color.

20% tint

HEX #D3D3D3 | RGB 211 / 211 / 211 | CMYK 0 / 0 / 0 / 18

40% tint

HEX #A8A8A8 | RGB 168 / 168 / 168 | CMYK 0 / 0 / 0 / 36

60% tint

HEX #7C7C7C | RGB 124 / 124 / 124 | CMYK 0 / 0 / 0 / 54

80% tint

HEX #515151 | RGB 81 / 81 / 81 | CMYK 0 / 0 / 0 / 72

Dark gray

HEX #252525 | RGB 37 / 37 / 37 |

CMYK 0 / 0 / 0 / 90

Vari-Lite logo color

HEX #009CA6 | PANTONE 320 C

RGB 0 / 156 / 166 | CMYK 96 / 0 / 31 / 2

80% tint

HEX #33B0B8 | RGB 51 / 176 / 184 | CMYK 77 / 0 / 25 / 2

60% tin

HEX #66C4CA | RGB 102 / 196 / 202 | CMYK 58 / 0 / 19 / 1

40% tint

HEX #99D7DB | RGB 153 / 215 / 219 | CMYK 38 / 0 / 12 / 1

20% tint

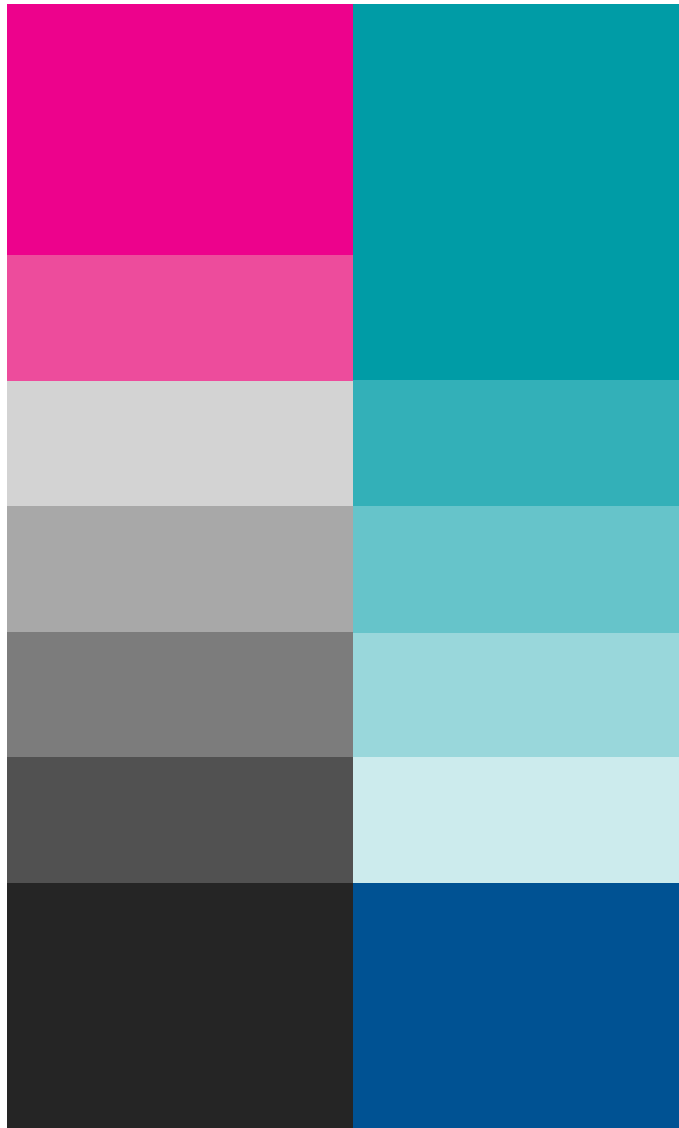
HEX #CCEBED | RGB 204 / 235 / 237 | CMYK 19 / 0 / 6 / 0

Blue

HEX #005293 | PANTONE 301 C

RGB 0 / 82 / 147 | CMYK 100 / 54 / 4 / 19

Used as an accent color.



VARI*LITE

WWW.VARI-LITE.COM