

FLUX
LIGHTING

Graphic charter 2020
Visual identity
www.flux-lighting.com

Logo

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Logo colours

Black, gray, white

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Black 100%
c : 0% / m : 0% / y : 0% / b : 100%

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Shades of gray 38%
c : 0% / m : 0% / y : 0% / b : 38%

Focus font is slightly reworked (thickness / spacing)

Focus is a font with **simple & contemporary** form.

Minimalist design font follows the style of Sans Serif, Futura & Neutraface fonts.

They have classical proportions & geometric forms.



White 100%
Reserved out

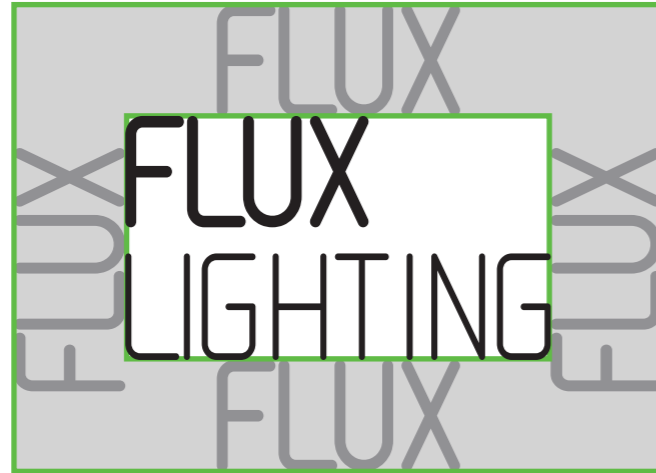
ABCDEFGHIJK
MNOPQRSTUVWXYZ
XYZ

License: free for personal & commercial use.

Created by Egidio Filippetti <http://www.egidiofilippetti.it>

The layout

White surround



Annotation: We advise a white surround use with the FLUX logo height. It must be applied on all layouts.
Any intrusion into this space will disturb readability & balance of the logotype.

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The layout

Minimum size

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← For product marking

Annotation: We advise a minimal size of 10 mm for the height of the logotype, except for exceptional cases (gift object, micro-documentation, labelling, small product marking...).
The signs of «LIGHTING» must to be more fat for a product marking use.

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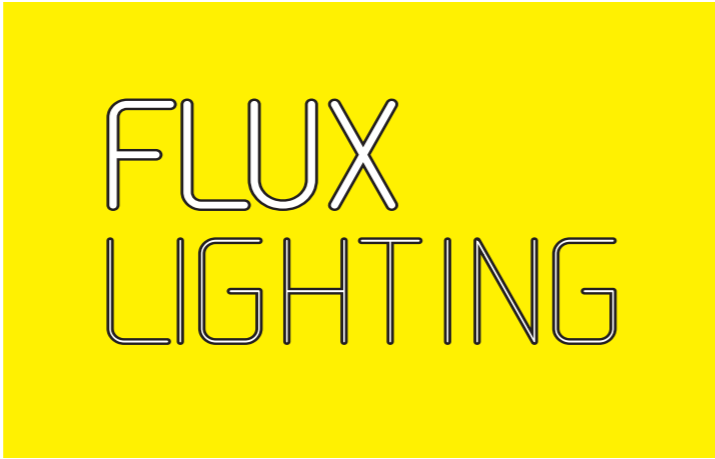
Forbidden

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Possibilities

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Annotation: Use of 2 colours, a border on a swath of colour, when the logotype is pointing downwards. Picture-in-picture inside the logotype that does not correspond to the FLUX LIGHTING company. Skewed position, 90° clockwise...



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FLUX

FLUX

Annotation: we can put the logotype above a picture, in transparency, reserved out on a swath of colour. Caution, these suggestions must take into account the different media (paper, digital, metal...). It's possible to use only «FLUX».

Typography: Cuprum

For print media

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Cuprum - Regular

One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections.

Cuprum - Italic

“The bedding was hardly able to cover it and seemed ready to slide off any moment. His many legs, pitifully thin compared with the size of the rest of him, waved about helplessly as he looked”

Cuprum - Bold

One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections.

Cuprum - Bold italic

“The bedding was hardly able to cover it and seemed ready to slide off any moment. His many legs, pitifully thin compared with the size of the rest of him, waved about helplessly as he looked”

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Typography: Raleway

For print or web media

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Raleway - Thin

One morning, when Gregor Samsa woke from troubled dreams.

Raleway - ExtraLight

One morning, when Gregor Samsa woke from troubled dreams.

Raleway - Light

One morning, when Gregor Samsa woke from troubled dreams.

Raleway - Regular

One morning, when Gregor Samsa woke from troubled dreams.

Raleway - Medium

One morning, when Gregor Samsa woke from troubled dreams.

Raleway - SemiBold

One morning, when Gregor Samsa woke from troubled dreams.

Raleway - Bold

One morning, when Gregor Samsa woke from troubled dreams.

Raleway - ExtraBold

One morning, when Gregor Samsa woke from troubled dreams.

Raleway - Black

One morning, when Gregor Samsa woke from troubled dreams.

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abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Raleway - Thin Italic

“The bedding was hardly able to cover it.”

Raleway - ExtraLight Italic

“The bedding was hardly able to cover it.”

Raleway - Light Italic

“The bedding was hardly able to cover it.”

Raleway - Italic

“The bedding was hardly able to cover it.”

Raleway - Medium Italic

“The bedding was hardly able to cover it.”

Raleway - SemiBold Italic

“The bedding was hardly able to cover it.”

Raleway - Bold Italic

“The bedding was hardly able to cover it.”

Raleway - ExtraBold Italic

“The bedding was hardly able to cover it.”

Raleway - Black Italic

“The bedding was hardly able to cover it.”

E-mail signature

Meilleures salutations
Best Regards

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Logotype & icons colour: Black 100%

Current text font: Tahoma Regular

Main current text: 10 pts

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Business card

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Paper format: 55x85 mm, without full-bleed

Colour : Black 100%

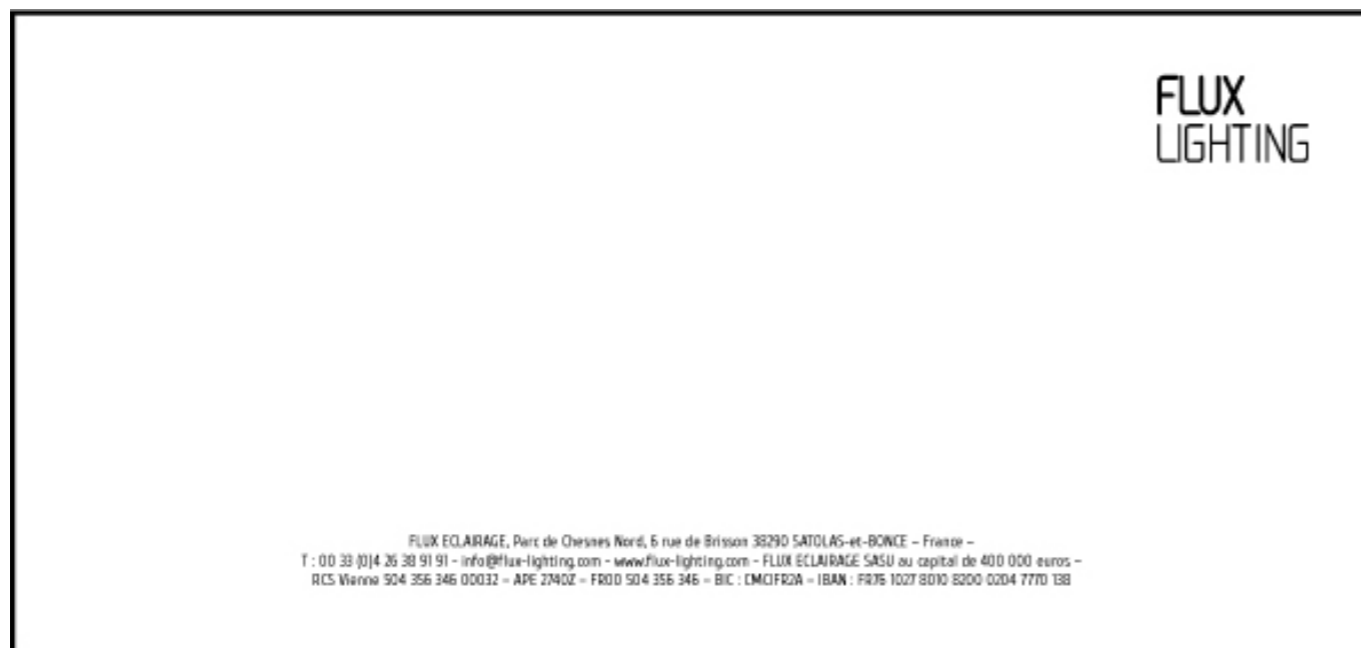
Current text font: Cuprum Regular

Main name text: 10 pts

Main current text: 8 pts

Card & letter of correspondence

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Card of correspondence format: 210x100 mm, without full-bleed

Letter of correspondence format: 210x297 mm, without full-bleed

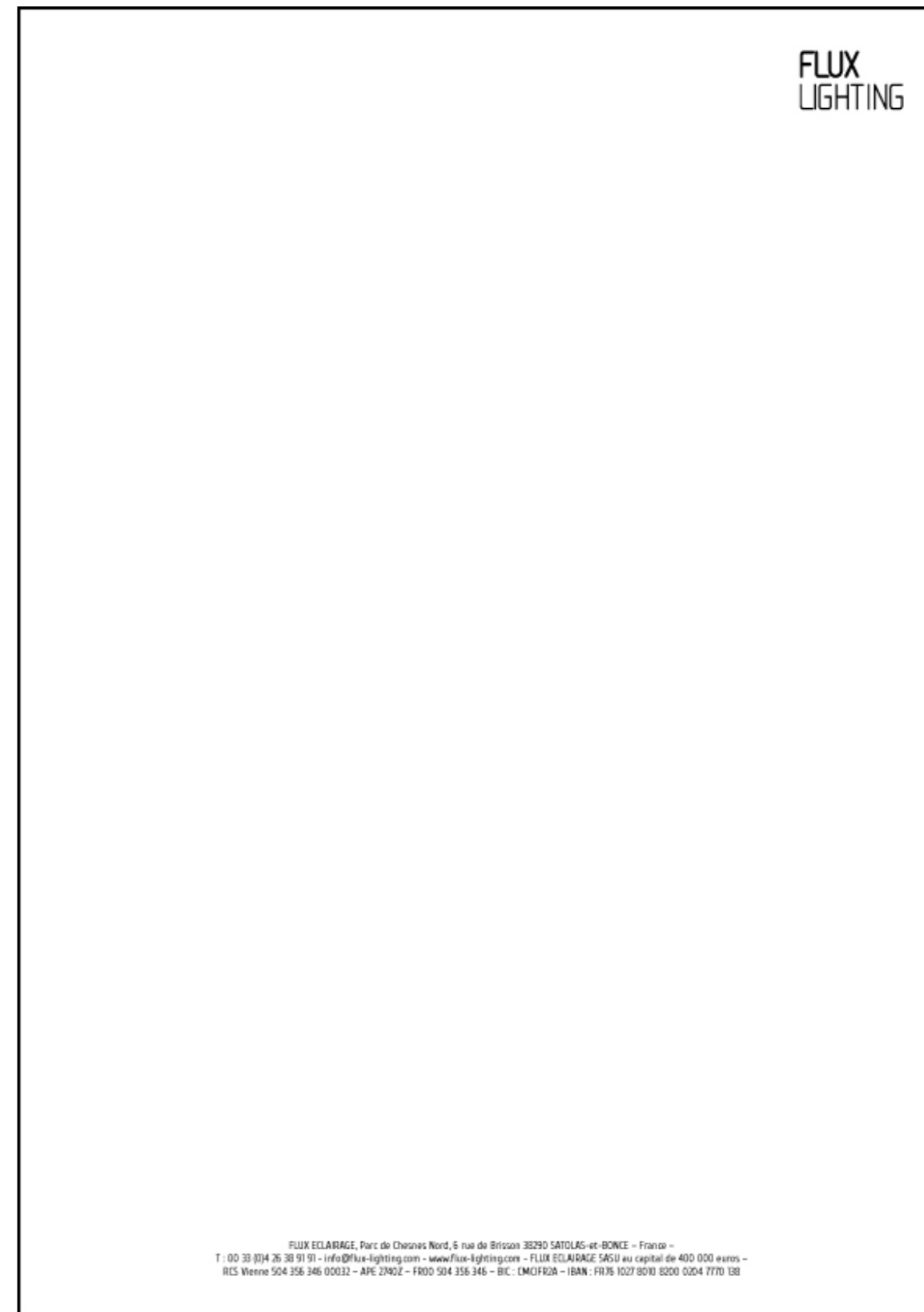
Logotype & text colour: Black 100%

Current text font: Cuprum Regular

Main current text: 7 pts

Card & letter of correspondence

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Corporate name

Capital letters allowed

FLUX
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« **FLUX LIGHTING** est une société spécialisée dans les techniques d'éclairage innovantes... »

« **FLUX** est une société spécialisée dans les techniques d'éclairage innovantes... »

Corporate name

Lowercase letters not allowed

FLUX
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« ~~Flux Lighting~~ est une société spécialisée dans les techniques d'éclairage innovantes... »

« ~~Flux~~ est une société spécialisée dans les techniques d'éclairage innovantes... »

« ~~flux lighting~~ est une société spécialisée dans les techniques d'éclairage innovantes... »

« ~~flux~~ est une société spécialisée dans les techniques d'éclairage innovantes... »

FLUX LIGHTING

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