

Daylight Company Brand Guidelines



Introducing the brand

Introducing the brand

About us

Daylight is the most underrated tool in the world. Light is a natural resource that most of us take for granted, giving little thought to wattage, kelvins or ergonomics.

However, quality of light is about far more than flicking a switch and allowing your bulbs to glow. In fact, through careful adjustment it is possible to create light that improves efficiency and performance for many different tasks, whilst also reducing stress and tiredness.

By listening to our loyal customers, we have built a custom made range of lamps that refract and shine in a way that makes people lives and work so much better.

Priding ourselves on being specialists, we have worked hard to understand our client's craft and how we can help create their perfect environment.

As part of this deliberate process, we encourage feedback; allowing us to stay in touch with the needs of our clients and continually improve. From those with visual impairments, to artist, craftsmen and manufacturers, all the way through to beauticians on the move, we have bespoke lighting that is sure to improve and enhance any daily routine.

Our brand elements

Our Daylight logo

Our logo



The Daylight logo

The Daylight symbol

The Daylight wordmark

The Daylight tagline

Our logo colours



**Daylight logo
Blue**

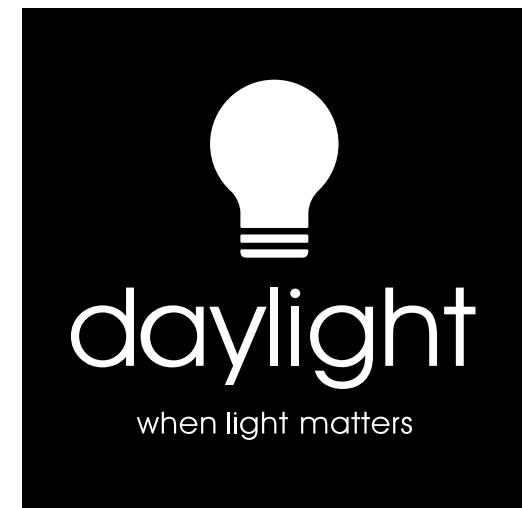
Pantone 3005C
CMYK: 100/35/0/0
RGB: 0/131/202
Hex: #0083CA



**Daylight Logo
Black**

CMYK: 0/0/0/90
RGB: 60/60/59
Hex: #3c3c3b

Our logo versions



Our logo size usage

Minimum size:



It is essential that our logo is clearly visible. It should always be used correctly and consistently in all communications.

The Daylight logo has been designed as a unit and should be resized proportionately at all times.

The logo elements - that's the symbol, wordmark and tagline should never be separated or used independently of each other.

For A4 use:



When our tagline 'when light matters' is not a legible size, it is acceptable to use the logo without our tagline.

In exceptional circumstances it is acceptable to just use the wordmark 'daylight' by itself. Such instances include our responsive Daylight website on mobile and tablet.

For A3 use:



Clear Zone

The diagram below shows the preferred 'clear zone' for the Daylight logo.

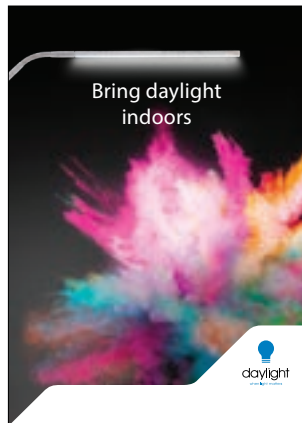


Our logo placement

Lorem ipsum

Our positive logo version should always be used where possible, encased within our white 'S' Curve shape. It can be used stacked above product characteristics as shown on our packaging, or on it's own - with the 'S' Curve edge running around it, as shown on our brochure example.

Brochure



Fact sheet



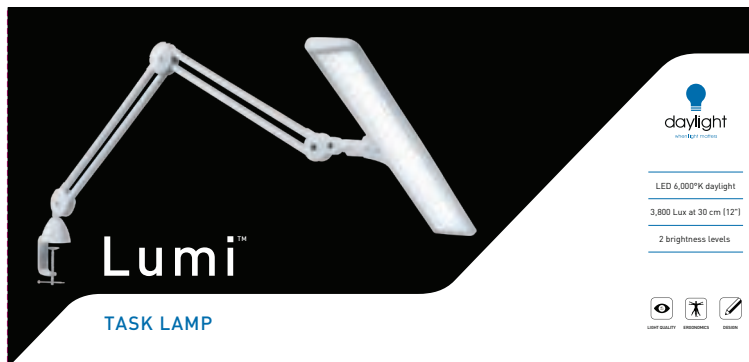
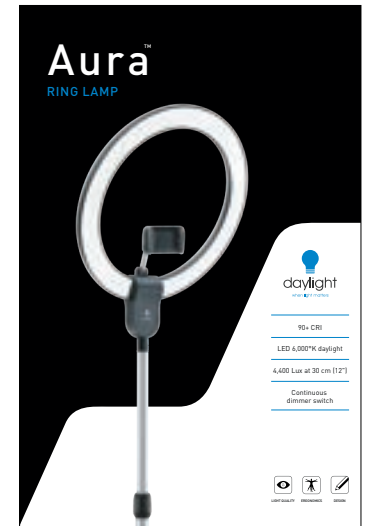
Portrait packaging



Slim Portrait packaging



Portrait packaging



Landscape packaging



Our logo – do's and don't's

		The Daylight logo should only be reproduced using the official Daylight colours.			The official Daylight colours should NEVER be replaced on the Daylight logo.
		When used on a dark background with adequate contrast, the Daylight logo should be used reversed out.			The full colour Daylight logo should NEVER be used on a dark background with inadequate contrast. In this situation, the negative version should be used.
		The Daylight logo should only be used in black when the use of colour is not possible.			The Daylight logo should NEVER be sized disproportionately.
		When our tagline 'when light matters' is not a legible size, it is acceptable to use the logo without our tagline.			The Daylight logo should NEVER be rotated.
		In exceptional circumstances it is acceptable to just use the wordmark 'daylight' by itself, such as mobile phone and tablet.			The Daylight logo should NEVER be given a drop shadow.
					The Daylight logo should NEVER be put into a box.



Our colour palette

Primary colours



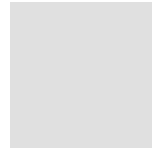
Daylight Blue

Pantone 3005
CMYK: 100/35/0/0
RGB: 0/131/202
Hex: #0083ca



Daylight K90

(For logo and
writing emails)
Pantone 426
CMYK: 0/0/0/90
RGB: 60/60/59
Hex: #3c3c3b



Daylight K10

Pantone Cool Grey 1
CMYK: 0/0/0/10
RGB: 237/237/237
Hex: #ededed

Product category colours



Arts & Graphics

Pantone 186
CMYK: 19/99/73/6
RGB: 192/0/32
Hex: #C00020



Sewing & Crafts

Pantone 368
CMYK: 54/7/99/1
RGB: 116/175/13
Hex: #74AF0D



Health & Beauty

Pantone 232
CMYK: 0/72/100/0
RGB: 255/71/0
Hex: #FF4700



Sight Loss

Pantone 3275
CMYK: 100/0/47/0
RGB: 0/162/136
Hex: #00A288



Industry & Inspection

Pantone 465
CMYK: 24/39/59/13
RGB: 167/121/74
Hex: #A7794A

Our typography

Print

DIN Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DIN Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DIN Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Digital

Arial Regular - size 10.5

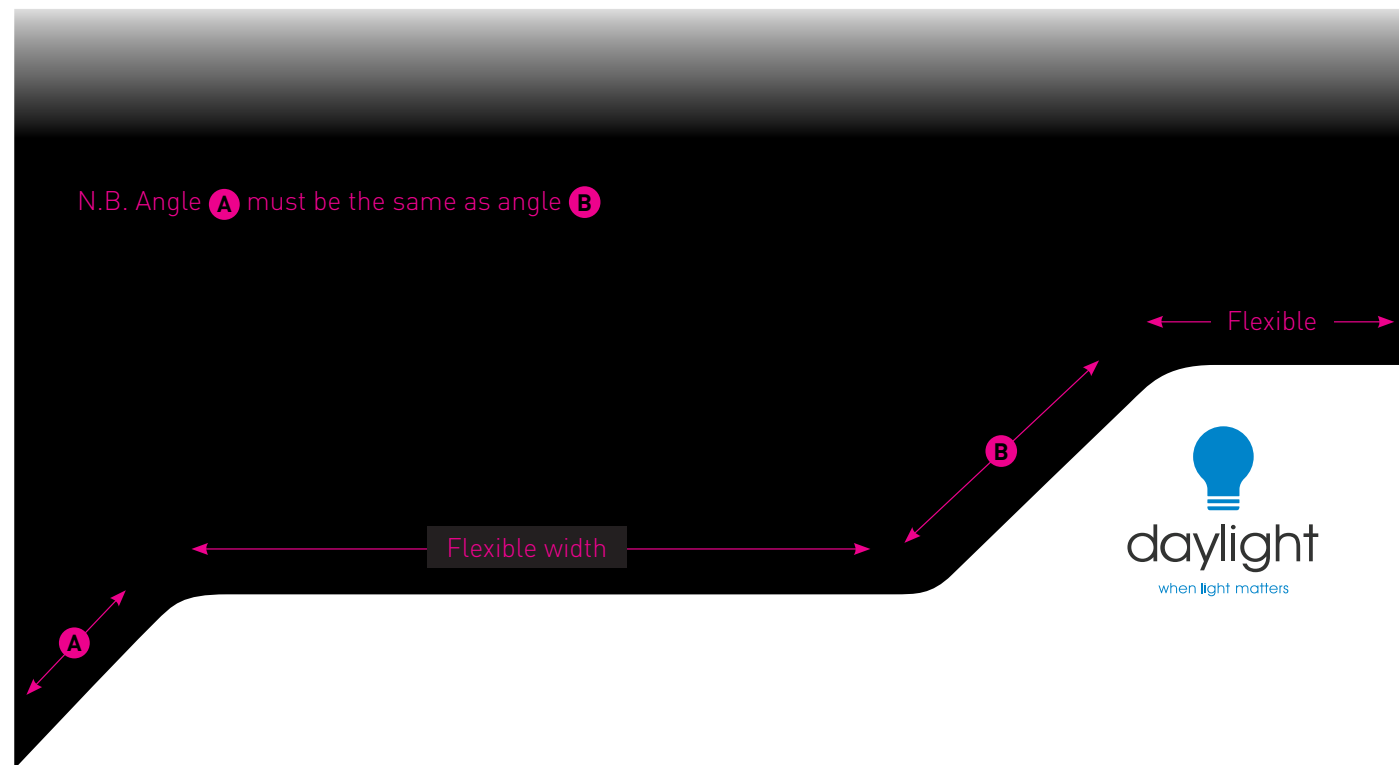
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Our 'S' Curve brand mark

Our 'S' Curve brand mark is easily identifiable with Daylight. It forms an important part of our brand and should be used in partnership with our logo. It reflects our ergonomic product design and suggests flexibility, whilst reinforcing our ability to 'Bring Daylight Indoors' with its clean black and white curves.



Both horizontal edge widths are flexible in order to meet varying widths and formats.

Both verticle edges **A** and **B** MUST have the same angles, and visually follow the curve of our Daylight bulb logomark.

Our 'S' Curve brand mark usage



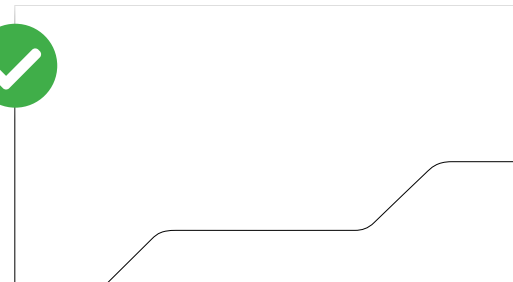
When used on literature and packaging, our 'S' Curve should always be placed at the bottom. If used width-edge-to-width-edge, our 'S' Curve should end directly in the bottom left-hand corner.



Our 'S' Curve should never finish 'just short' of the left hand corner. It must be directly in the corner, or at least 1/4 of the page away from the corner.



It is acceptable to use our 'S' Curve as a crop but must maintain the integrity of the shape.



It is acceptable to use our 'S' Curve as an outline, preferably with a 0.5pt stroke width at A4 size.



It is acceptable to use our 'S' Curve away from the lower left hand corner - but it must be at least 1/4 of the page away from the corner, as illustrated.

Our product benefit icons

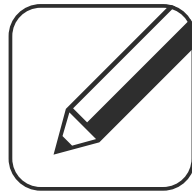
Our product benefit icons



Quality of Light



Ergonomics



Design

Our product benefit icons reflect the premium qualities Daylight products provide.

They must **NOT** be reversed out except in extreme circumstances.

They must always be used in that order.

Icon placement - packaging



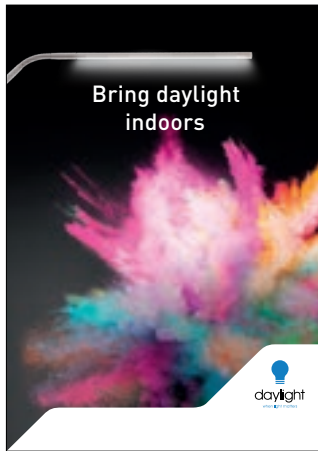
Our icons are preferably placed bottom-right on any packaging and literature on a white or neutral background as a 90% Black tint.

Our brand design application

Our brand design application

Literature design examples

Corporate brochure



Our brand design application

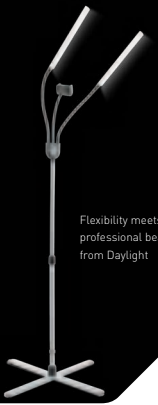
Literature design examples continued

Premium range - fact sheet

Gemini™

FLOOR LAMP

Fact Sheet



Flexibility meets stability with the new professional beauty treatment lamp from Daylight

Daylight Gemini delivers high contrast and accurate colour matching, whilst keeping cool. It's dual shade flip to wherever you need them to shine. With a slim structure and upscale design, Gemini is also lightweight yet stable. Flexible yet holds any position.





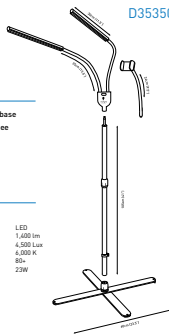
daylightcompany.com

LED 6,000°K daylight
4,500 Lux at 30cm (12")
4 brightness levels

Gemini™

FLOOR LAMP

Fact Sheet



FEATURES

- Flexible & removable mobile phone holder
- USB port
- Telescopic stand
- Flat and stable base
- 2 years guarantee

SPECIFICATIONS

Product information		Light output	
Height	135cm (53")	Light source	LED
Width	90cm (35")	Lumens	1,400 lm
Depth	57cm (22")	Lux at 30cm (12")	4,500 Lux
Weight	2.4kg (5.3lb)	Colour temperature	6,000°K
Colour	silver/black	CRI	95+
Cable length	3.5m	Energy consumption	23W

Packaging information

Height	61.5cm (24")
Width	31.5cm (12.4")
Depth	9cm (3.5")
Packed weight	2.8kg (6.2lb)
Products per master carton	4

CARRY-BAG



0800 055 77 11 | info.uk@daylightcompany.com





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when light matters

Professional range - fact sheet

Quadra™

ESD MAGNIFIER

Fact Sheet



Quadra ESD & UV has 6 features in 1: full ESD compliance, extra wide rectangular lens, daylight 6,000°K LED & UV-A LED. High tech carbon-fibre and special conductive coatings guarantee full ESD compliance. An extra wide, 3 dioptres (1,700) optical quality glass lens provides a superb panoramic view. LEDs on both sides of the lens give shadow-free magnification, or alternatively, each side can be independently turned on or off to give 3D magnification. With integrated UV-A (365nm) LEDs, for inspection of conformal coatings.





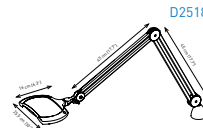
daylightcompany.com

LED 6,000°K daylight
4,500 Lux at 15 cm (6")
2 brightness levels

Quadra™

ESD MAGNIFIER

Fact Sheet



FEATURES

- ESD safe
- 3 dioptres (1.75X)
- 12 dioptres (4.0X) swing arm lens
- Rectangular lens 20.3 X 12.7 cm (8 X 5")
- LED & UV-A LED for conformal coating inspection
- Independent right and left switches

SPECIFICATIONS

Product information		Light output		Packaging information	
Weight	4.2 kg (9.4lb)	Light source	LED	Height	66 cm (26.4")
Colour	Black	Lumens	324 lm	Width	52 cm (20.6")
Cable length	2.5m (78")	Lux at 15 cm (6")	4,500	Depth	19 cm (7.5")
		Colour temperature	6,000°K	Packed weight	5.5kg (12.1lb)
		CRI	95+	Products per master carton	2
		Energy consumption	11W		

ACCESSORIES

D42003 Xtra-Lens 4D&4D

Pack of 2 additional section lenses with 4 dioptres (2.0X) and 6 dioptres (2.5X)



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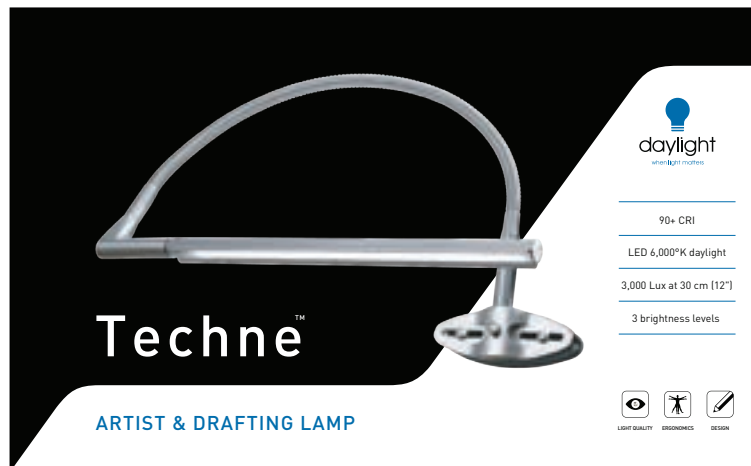


daylight
when light matters

Our brand design application

Packaging design examples

Landscape



Portrait



Our brand design application

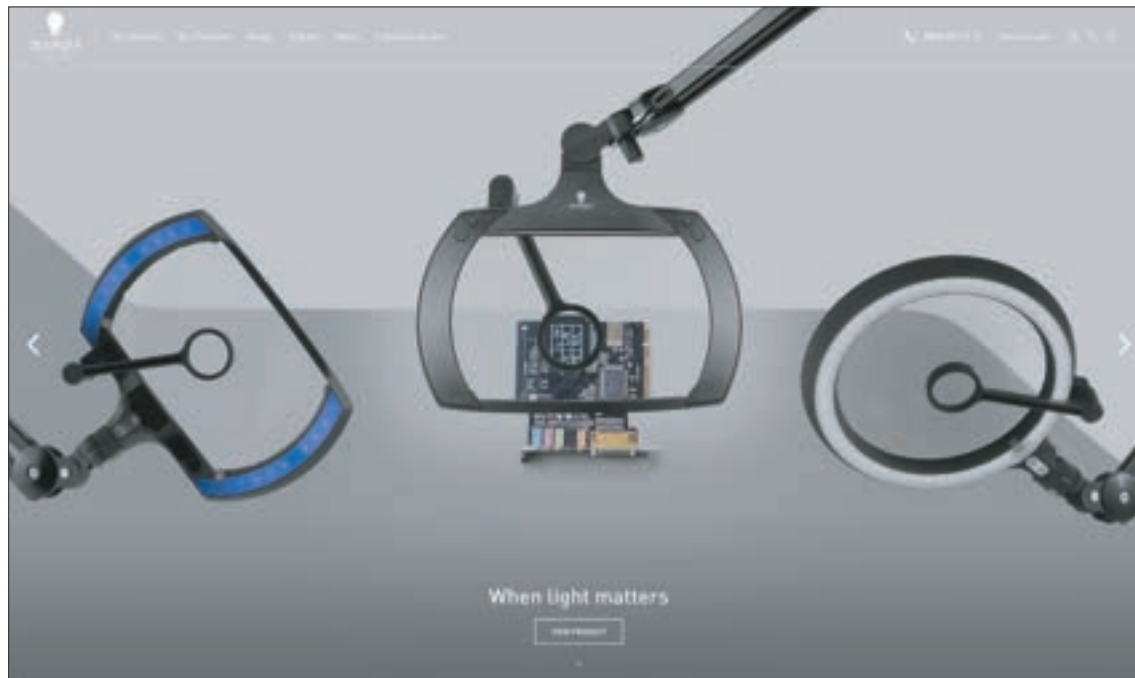
Exhibition design examples



Our brand design application

Digital design examples

Desktop website



Mobile website



Our brand design application

Daylight Website URL and Social Media

When communicating our social media pages and handles please refer to the below:

Daylight URL

www.daylightcompany.com

Facebook

@daylightcompanyeuropa

@daylightcompanyusa

Instagram

@daylightcompany

@daylightcompanyusa

Handles

Always use **#daylightcompany** followed by **#namelamp**

eg.

#slimlinelamp

#geminilamp

Our product categories

Product categories colours



Arts & Graphics



Sewing & Crafts



Health
& Beauty



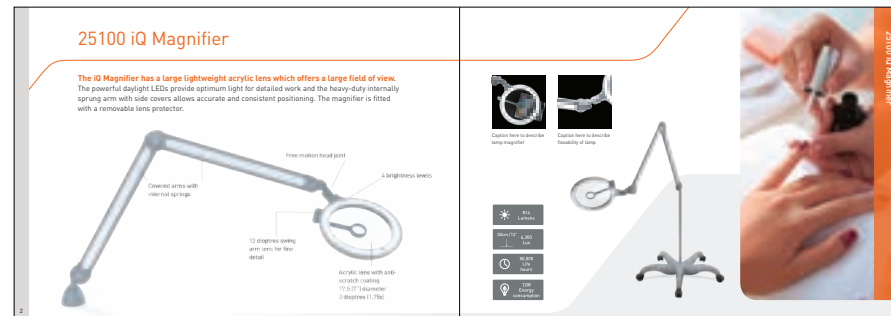
Sight Loss



Industry & Inspection

Product category brochures

Health & Beauty category



Our packaging

Our packaging

Portrait packaging

Product name with TM
 Colour: **WHITE**
 Typeface: **DIN**
 Case: U/L

Product Subtitle e.g. TABLE LAMP
 Colour: **Blue** PMS 3005, CMYK 100,35,0,0
 Typeface: **DIN**
 Case: U/C

Product line drawing
 with dimensions

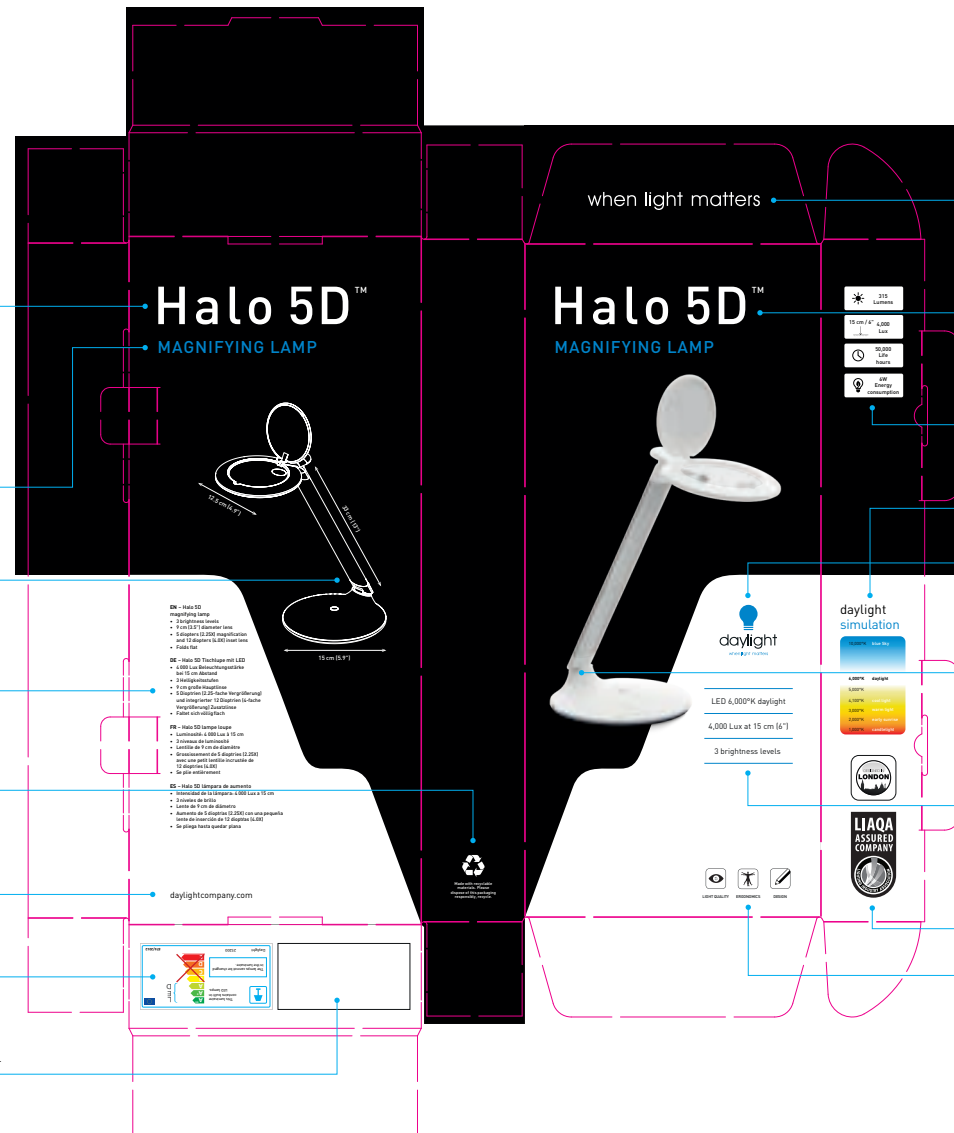
4 Languages (EN, DE, FR, ES)
 placed on the white s-curve

Recyclable materials text & logo

Web address:
daylightcompany.com
 placed on the left at bottom of pack

EU Energy Label

Rectangular outline for our product barcode label



Our tag line **"when light matters"**
 placed on black panel

Product name with TM

Product feature boxes

Daylight simulation with
 colour temperature graphic

Daylight logo with tag line

Product image
 Placed on black, but can cross
 over onto white 'S' Curve

Key features (max 3 lines)
 Separated by blue lines

We use this space to display:
 Design in London badge,
 Lighting Industry association badge,
 EU Energy label (LED)

Our 3 product benefit icons

Our packaging

Landscape packaging

4 Languages (EN, DE, FR, ES)
placed on the white s-curve

Product name with TM
(rotated -90°) on back

Our tag line “when light matters”

Product image
Placed on black

Our 3 product
benefit icons

Product name with TM

Product Subtitle e.g. TABLE LAMP

Rectangular outline for our product label

Recyclable materials text & logo

EU Energy Label (LED)

Web address:
daylightcompany.com
placed on the left at bottom of pack

Product line drawing
with dimensions

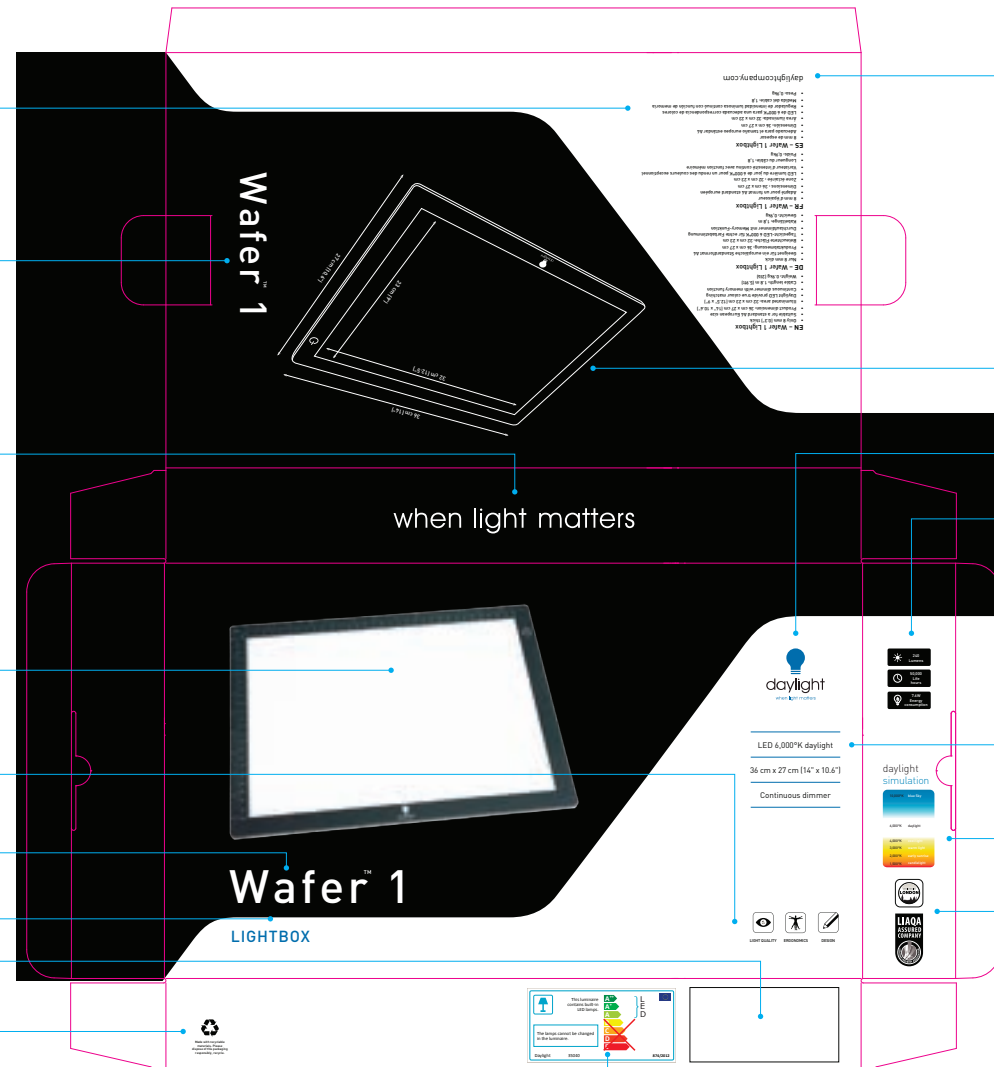
Daylight logo
with tag line

Product feature boxes

Key features
(max 3 lines)
Separated by blue lines

Daylight simulation with the
colour temperature graphic

We use this
space to display:
Design in London badge,
Lighting Industry
association badge,





daylight

when light matters