Ligthing Metropolis   Visual identity guidelines

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These guidelines explains how the basic elements that creates the visual identity of Lighting Metropolis are used correctly.

Correct application of the basic elements is essential to maintain the integrity of Lighting Metropolis' visual identity. Consequently, the guidelines must be followed closely as any deviation will weaken the overall image.
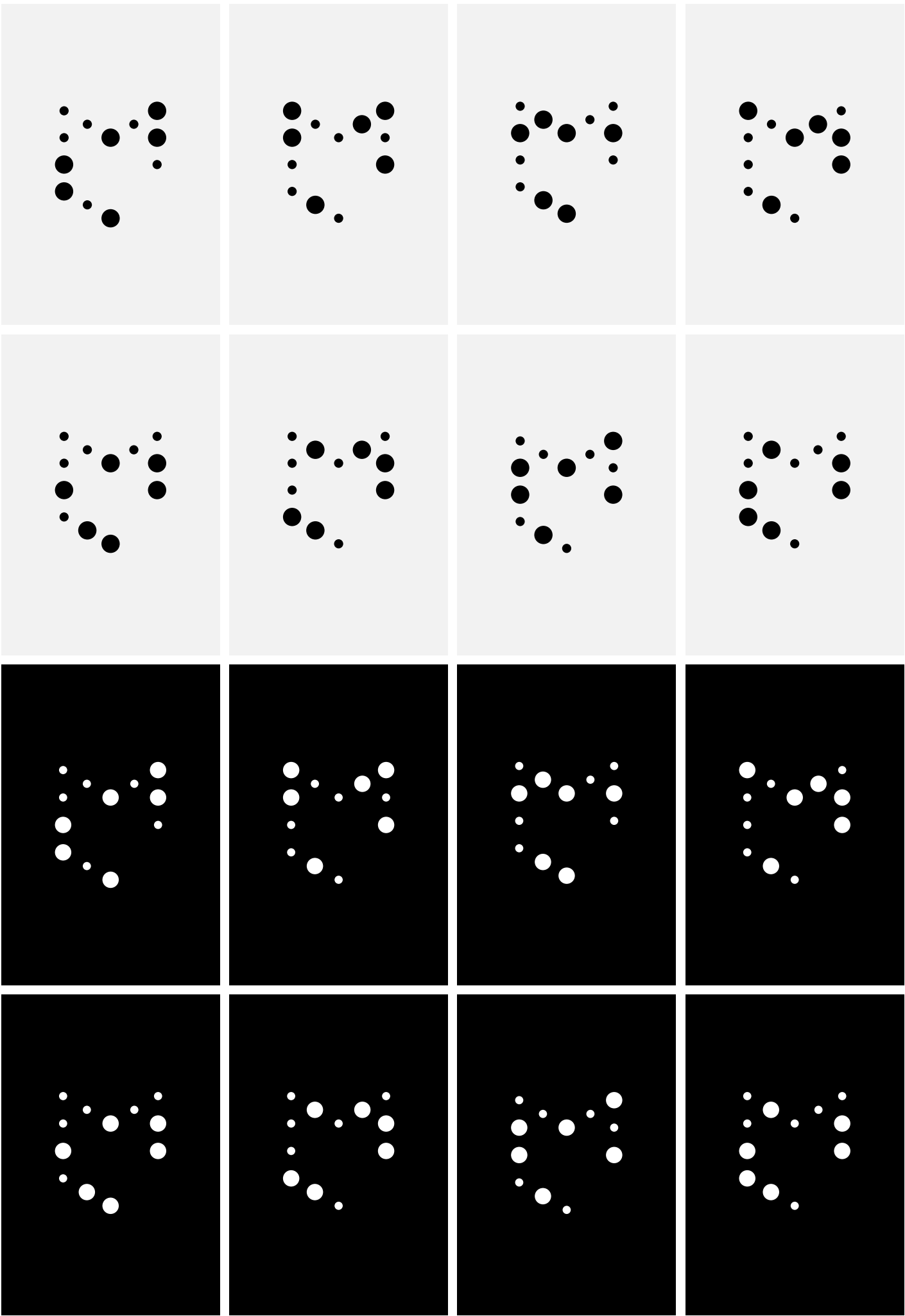
Lighting Metropolis

The mark is the cornerstone of the visual identity.

The mark is based on dots displayed in two sizes placed in a 3-dimensional grid in which they build the letters LM.

The mark is available in eight different versions to create a dynamic expression. Please use as many different versions as possible throughout any type of implementation. It can be used alone or together with the logotype, either freely or in a fixed combination (see page 6).

The mark may not be edited or altered in any way and may only be used according to the these guidelines.

The mark is available in a positive and a negative version. Please use the correct version in relation to the background.

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The logotype is specially drawn for Lighting Metropolis. It can be used alone or together with the mark, either freely or in a fixed combination (see page 6).

The logotype may not be edited or altered in any way and may only be used according to these guidelines.

The logotype is available in a positive and a negative version. Please use the correct version in relation to the background.

Lighting
Metropolis

Lighting
Metropolis

The logo is the fixed combination of the mark and logotype.

The logo are available in eight different versions to create a dynamic expression. Please use as many different versions as possible throughout any type of implementation.

The logo may not be edited or altered in any way and may only be used according to these guidelines.

The logo is available in a positive and a negative version. Please use the correct version in relation to the background.

The Lighting Metropolis logo/mark/logotype each have a defined clear space area that indicates the minimum of clear space around them in which text, graphics and other elements not can be placed.

It is defined as a absolute minimum, more clear space is encouraged when possible.
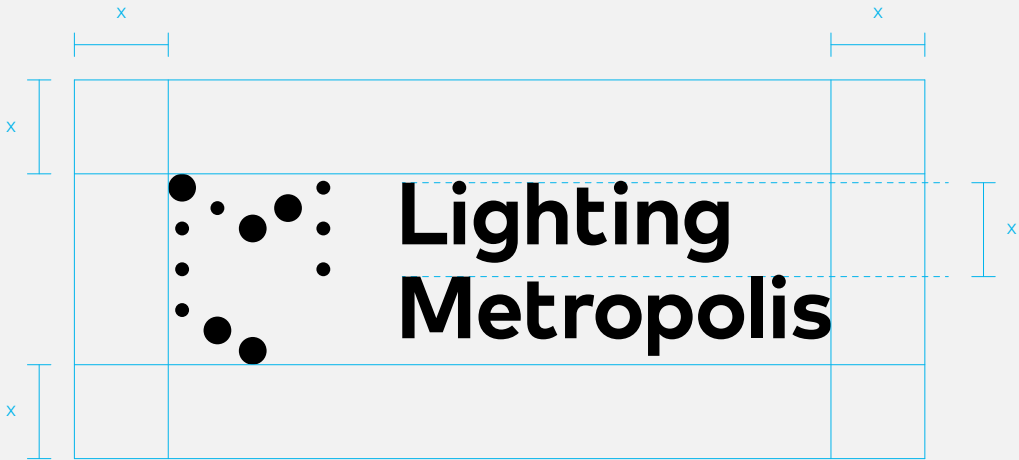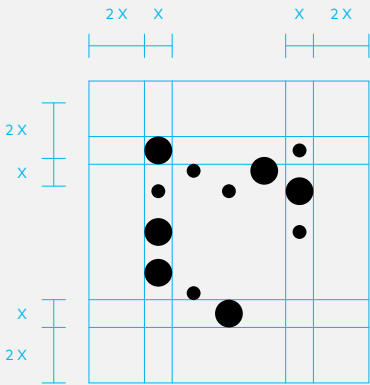
FF Mark
The primary typeface of Lighting Metropolis' visual identity is FF Mark.

FF Mark is a sans serif typeface. It was born from the idea to create an up-to-date typeface rooted in 1920's German geometry, it is designed by Hannes von Döhren and Christoph Koeberlin.

It is used in four weights (Light, Regular, Medium and Bold) in both normal and italic. It is intended to use them in two groups, Regular + Bold and Light + Medium, depending on what background they ar displayed on.

Positive
FF Mark Regular and FF Mark Bold

Negative
FF Mark Light and FF Mark Medium

FF Mark plays a significant part in the brand identity and must be used consistently when possible.

Arial
In cases where FF Mark is unavailable please use the secondary typeface Arial.

Abc

FF Mark Regular
ABCDEFGHIJKLMOPQRSTUVWXYZÆØÅ
abcdefghijklmopqrstuvwxyzæøå
0123456789,.!¨^&*?

FF Mark Italic
ABCDEFGHIJKLMOPQRSTUVWXYZÆØÅ
abcdefghijklmopqrstuvwxyzæøå
0123456789,.!¨^&?*

Abc

FF Mark Bold
ABCDEFGHIJKLMOPQRSTUVWXYZÆØÅ
abcdefghijklmopqrstuvwxyzæøå
0123456789,.!¨^&*?

FF Mark Bold Italic
ABCDEFGHIJKLMOPQRSTUVWXYZÆØÅ
abcdefghijklmopqrstuvwxyzæøå
0123456789,.!¨^&*?

Abc

FF Mark Light
ABCDEFGHIJKLMOPQRSTUVWXYZÆØÅ
abcdefghijklmopqrstuvwxyzæøå
0123456789,.!¨^&*?

FF Mark Light Italic
ABCDEFGHIJKLMOPQRSTUVWXYZÆØÅ
abcdefghijklmopqrstuvwxyzæøå
0123456789,.!¨^&?*

Abc

FF Mark Medium
ABCDEFGHIJKLMOPQRSTUVWXYZÆØÅ
abcdefghijklmopqrstuvwxyzæøå
0123456789,.!¨^&*?

FF Mark Medium Italic
ABCDEFGHIJKLMOPQRSTUVWXYZÆØÅ
abcdefghijklmopqrstuvwxyzæøå
0123456789,.!¨^&?*

Colors

Black/aubergine/yellow

The brand identity has three primary colors, black, aubergine and yellow. They can all be used in all possible tints.

Gradients going from aubergine to yellow and the other way around can also be used. The colors of the gradients can be used in all possible tints.

Black
CMYK 0/0/0/100
Pantone Process Black
RGB 0/0/0

Aubergine
CMYK 60/90/30/10
Pantone 259
RGB 120/50/105

Yellow
CMYK 0/0/100/0
Pantone Process Yellow
RGB 249/227/0

Black
100%

Black 90%	Black 80%	Black 70%	Black 60%	Black 50%	Black 40%	Black 30%	Black 20%	Black 10%

Aubergine
100%

Aubergine 90%	Aubergine 80%	Aubergine 70%	Aubergine 60%	Aubergine 50%	Aubergine 40%	Aubergine 30%	Aubergine 20%	Aubergine 10%

Yellow
100%

Yellow 90%	Yellow 80%	Yellow 70%	Yellow 60%	Yellow 50%	Yellow 40%	Yellow 30%	Yellow 20%	Yellow 10%

Gradient (example)
Aubergine 30%
Yellow 60%

Gradient (example)
Aubergine 60%
Yellow 30%

Gradient (example)
Aubergine 30%
Yellow 30%

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