

**LEDiL<sup>®</sup>**

**Brand book**



# 01

## **The LEDiL Story**

Where we come from and where we want to go.

*'Creating real benefit for the customer  
is at the core of everything we do'  
– Tomi Kuntze LEDiL founder*

#### WHY LEDiL?

Nobody understands optics like LEDiL. We apply the art and science of light across the full spectrum of possible applications. Whatever your needs, we have the experience and the technological know-how to achieve extraordinary results.

Our light laboratory and exceptional optical knowledge means there is no guesswork; our optics hit the target every time with shaped and directed beams that maximise output and minimise cost. And because we do the science ourselves, we guarantee the results, both in optical performance and long-term durability.

## Creating right light with bright minds

Our goal is simple; to help our customers create amazing lighting solutions by being the brightest minds in the industry. We know optics and take pride in our technological expertise, sharing this knowledge with our clients so they can outshine the competition. Outshine by creating lighting with less lumens, less watts, less space, less energy and less costs, to create light that is right. But above all, what we value most is the relationship we have with our customers.

We are LEDiL, creating light that is right.





# 02

## **Brand elements**

Our identity toolkit.

**LEDiL<sup>®</sup>**

*Primary version of LEDiL Logo.*



*White logo on black background*



*Yellow logo on white background*



*Black logo on white background*



*Yellow logo on black background*



*The safety zone for the empty space around the logo is the width of the L as shown above.*

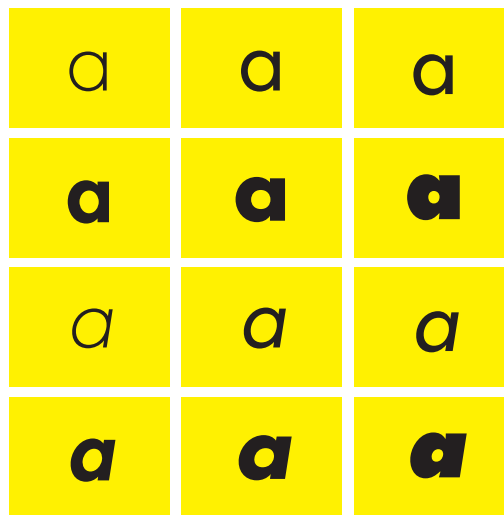
*Minimum size of the LEDiL text logo is a width of 12 mm, or 33 px.*



## TYPOGRAPHY



LEDiL's brand font is Adobe Systems Futura STD. Use Arial when using MS Office. Arial should be used in all applications where the Futura STD font family cannot be used. Cyrillic font is PT Sans.



Designed by *Paul Renner* in 1927, Futura is the classic example of a geometric sans serif type. Its original concept was based on the Bauhaus design philosophy that form follows function. Futura uses basic geometric proportions with no weight stresses, serifs, or frills, with long ascenders and descenders that give it more elegance than most sans serif typefaces.

The wide range of weights plus condensed faces provide a variety of ways to set short text blocks and display copy with a strong, no-nonsense appearance.

## FUTURA STD by Adobe

Futura STD Light

*Futura STD Oblique*

Futura STD Book

*Futura STD Oblique*

Futura STD Medium

*Futura STD Oblique*

**Futura STD Heavy**

***Futura STD Oblique***

**Futura STD Bold**

***Futura STD Oblique***

**Futura STD Extra bold**

***Futura STD Oblique***



LEDiL LIGHT

CMYK C 0. M 0. Y 100. K 0

RGB 255. 255. 0.

RAL 1026

PMS PMS 102

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LEDiL BLACK

CMYK C 0. M 0. Y 0. K 100

RGB 0. 0. 0.

RAL 9005

PMS SOLID COATED BLACK 6C