

LUCAS

B R A N D B O O K

GUIDELINES FOR VISUAL IDENTITY - 01.06.2017

LOGOTYPES_____ 3

LUCAS

- Coloured version
- Greyscale
- Uses over different backgrounds

LUCAS ROBOTICS DISTRIBUTOR

- Coloured version
- Greyscale
- Uses over different backgrounds

COMMON

- Measures and margins
- Reproduction size related to other Logo

BRAND IDENTITY_____ 12

- Letter paper
- Business card
- Envelops
- Panels and plates
- Multimedia
- Electronic signature

ANNEX_____ 20

- Fonts
- QR code

I N D E X

L O G O T Y P E S

LUCAS

PANTONE



185 C solid coated



Black C solid coated

CMJN



C : 0% M : 92% J : 92% N : 0%



C : 0% M : 0% J : 0% N : 100%

RGB



R : 230% G : 39% B : 32%



R : 29% G : 29% B : 27%

HEXADECIMAL



#E62720



#1D1D1D

LUCAS

CMJN



C : 49% M : 39% J : 92% N : 25%



C : 77% M : 68% J : 63% N : 78%

RGB



R : 122% G : 122% B : 122%



R : 26% G : 26% B : 26%

HEXADECIMAL



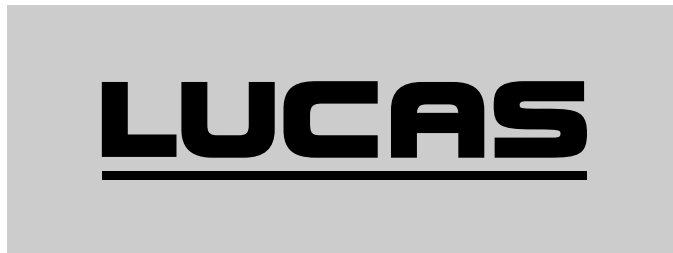
#7A7A7A



#1D1C1C



White Logotype over solid dark background



Black Logotype over solid neutral background



White Logotype over solid color background



White Logotype over picture and white color background



White Logotype over picture
with at least 60% transparent black background



PANTONE



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RGB



R : 122% G : 122% B : 122%



R : 26% G : 26% B : 26%

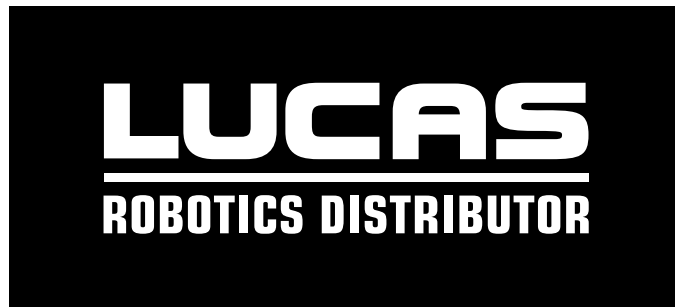
HEXADECIMAL



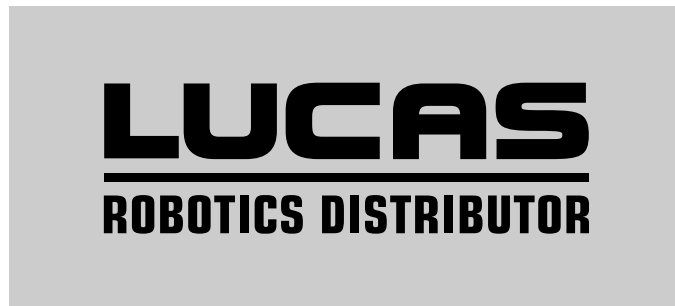
#7A7A7A



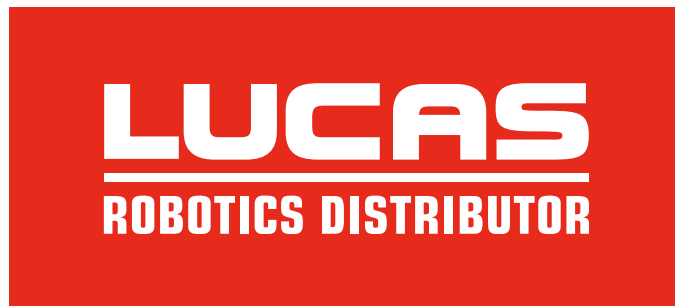
#1D1C1C



White Logotype over solid dark background



Black Logotype over solid neutral background



White Logotype over solid color background



White Logotype over picture and white color background

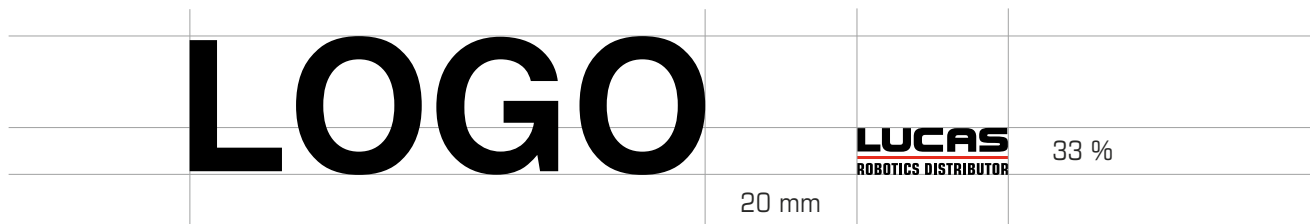


White Logotype over picture
with at least 60% transparent black background



Minimum space around the logotypes :
Height and width of de the C of LUCAS

Minimum Reproduction Size



In any case, the company's logo of the partner may be used as you can see in this examples.

The same width of Logo Robotics Distributor must be used as distance between the 2 different logos independently by the size.

B R A N D I D E N T I T Y

LOGO

Company

Adress

xxxxxxxxxxxxxxxxxxxx

Phone: xx xx xx xx

Fax: xx xx xx xx

www.domain.com

LUCAS
ROBOTICS DISTRIBUTOR

LOGO

Company

Adress xxxxxxxxxxxxxxxxxxxx

Phone: xx xx xx xx - Fax: xx xx xx xx - www.domain.com

LUCAS
ROBOTICS DISTRIBUTOR

The Logo Robotics Distributor should be applied in the footer of the page, in alignment to the distributor's Logo.
If the distributor's Logo is centered or aligned in different way, the Logo Robotics Distributor should be applied in the footer of the page, with right alignment.

LOGO

Name

Position

Company

Adress XXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX

Phone: XX XX XX XX

Fax: +39 011 0000000

www.domain.com - contact@domain.com

LUCAS
ROBOTICS DISTRIBUTOR

LOGO

LUCAS
ROBOTICS DISTRIBUTOR

Name

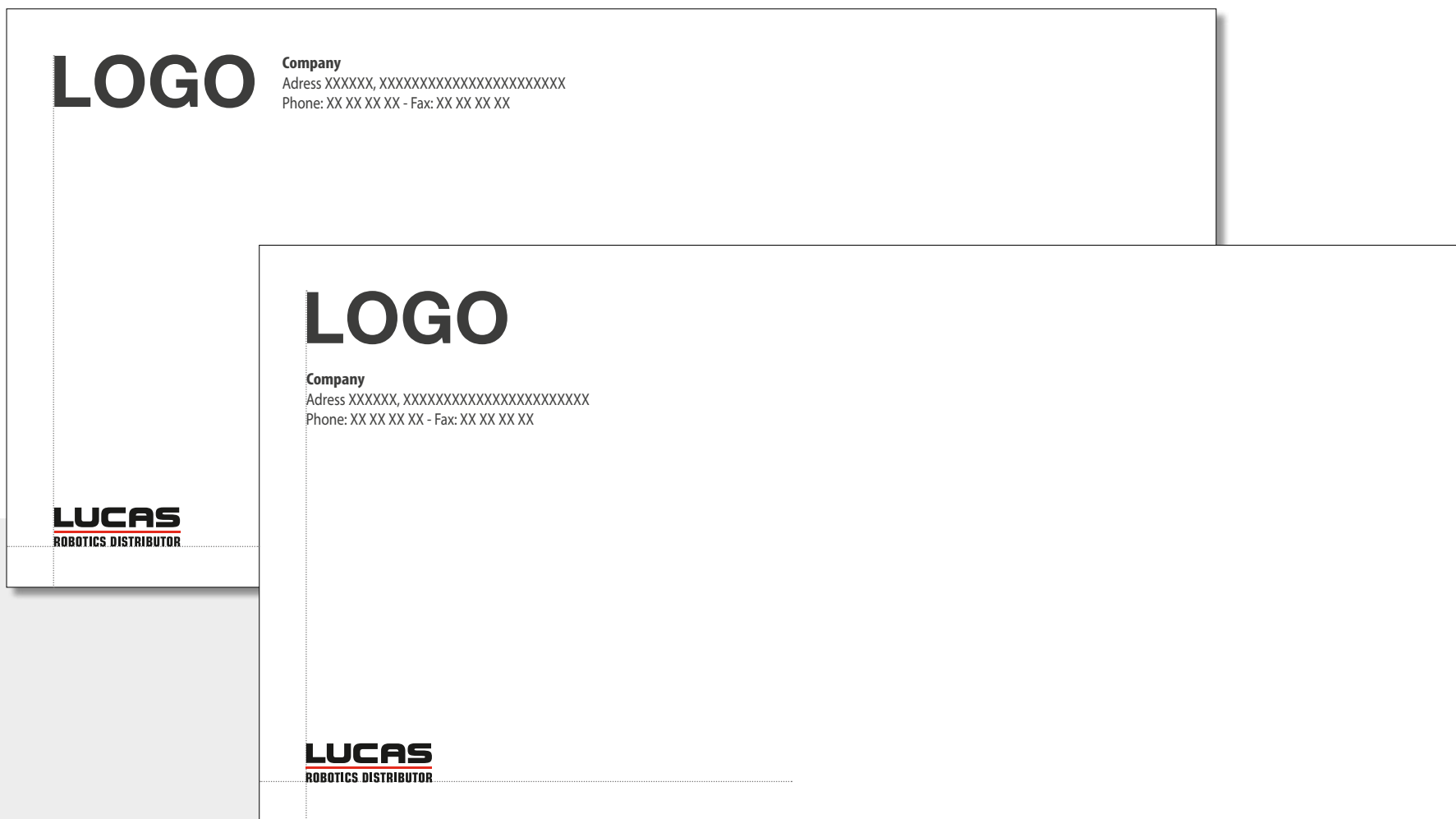
Position

Company

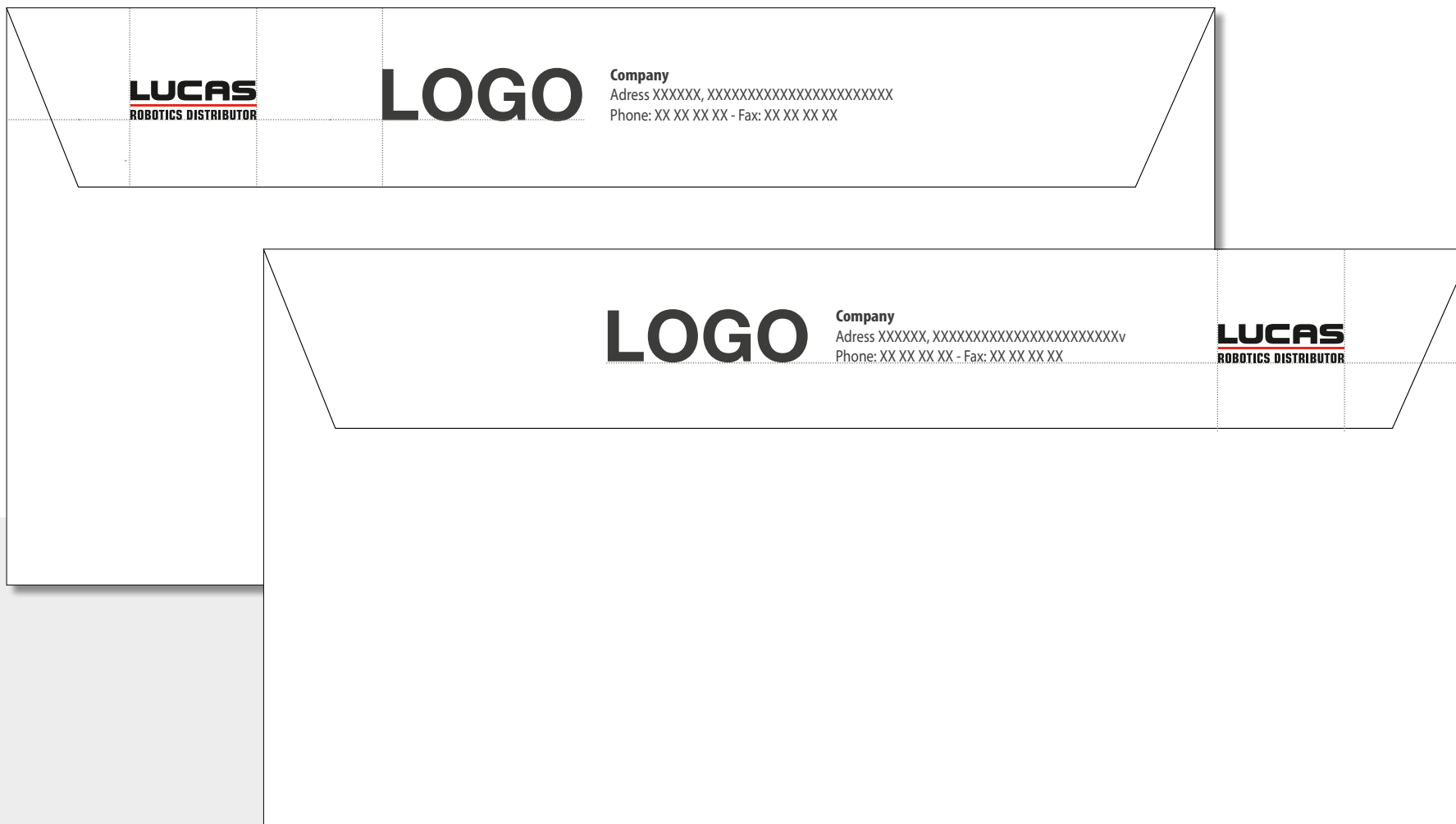
Adress XXXXXXXXXX, XXXXXXXXXXXXXXXXXXXX
Phone: XX XX XX XX - Fax: XX XX XX XX

www.domain.com - contact@domain.com

The Logo Robotics Distributor should be applied in the footer of the card, in alignment to the distributor's Logo. If the distributor's Logo is centered or aligned in different way, the Logo Robotics Distributor should be applied in the top of the card, with right alignment.



The Logo Robotics Distributor should be applied in the footer of the envelope, in alignment to the distributor's Logo.



The Logo Robotics Distributor should be applied in alignment to the distributor's Logo in both side.



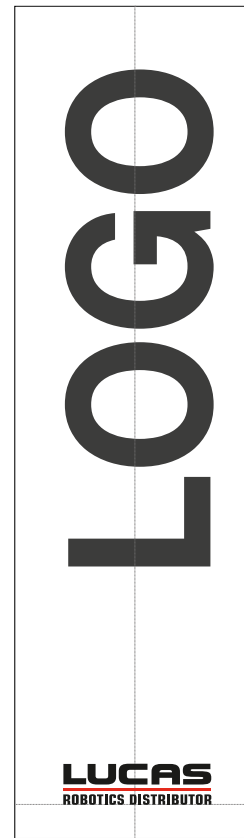
Ex 1



Ex 2

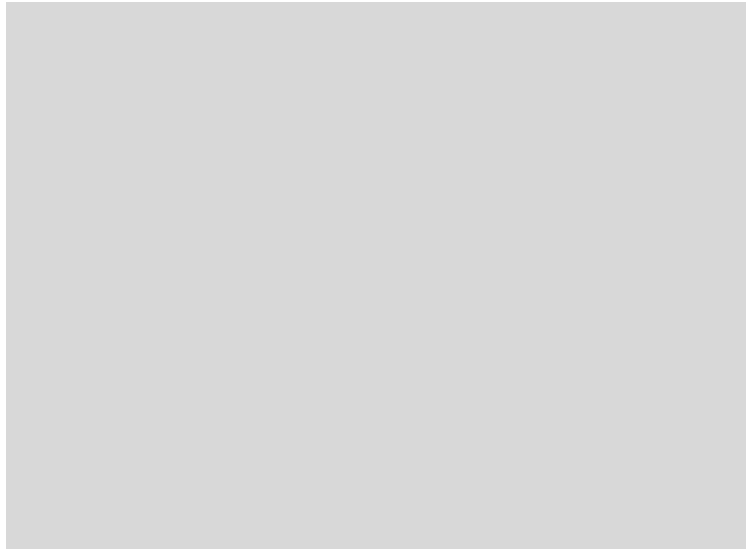


Ex 3



Ex 4

For horizontal panels and plates the Logo Robotics Distributor has to be applied at the bottom with right alignment (Ex1) or on top with the same alignment (Ex.2), but also at bottom with left alignment (Ex.3). For vertical panels and plates the Logo is applied at the bottom centred (Ex.4).

LOGO**Lorem Ipsum****LUCAS**
ROBOTICS DISTRIBUTOR

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec quis placerat tellus. Aliquam erat volutpat. Nullam sodales mollis metus in pulvinar. Quisque at arcu libero. Suspendisse non sem non massa semper laoreet. Suspendisse luctus sem sed quam fringilla placerat. Suspendisse facilisis, nisi et ultrices posuere, turpis ipsum cursus est, vel blandit urna massa in risus.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Phasellus vulputate vestibulum eros, vel cursus felis auctor et. Ut mattis, ante at maximus tincidunt, nulla purus sollicitudin nibh, non venenatis turpis risus eu massa. Nunc dapibus lacinia aliquet. Aenean ac libero nec neque ultricies auctor eu eget ligula. Fusce in dignissim sem. Duis ultricies enim vitae dapibus lacinia. Nam non elit lacus. Vivamus malesuada iaculis urna, in facilisis arcu vulputate at. Ut consectetur vulputate tincidunt. Aliquam erat volutpat. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Aliquam vehicula volutpat tellus sit amet aliquam. Donec malesuada interdum nisl, eu mattis magna viverra sed. Cras porttitor ex eu erat fermentum aliquam. Donec ac nulla ac tellus porttitor maximus id sed metus.

Mauris luctus varius turpis. Phasellus ac nulla urna. Vestibulum vel lobortis nibh, eget mollis elit. Sed laoreet erat purus, ac vestibulum velit lobortis nec. Fusce sed eleifend massa. Morbi tincidunt, libero et iaculis eleifend, ipsum purus laoreet nunc, eget elementum arcu ligula a eros. Aliquam finibus ut est eget feugiat. Ut molestie odio ac porta pretium. Integer pretium sapien ut erat finibus tempor. Phasellus vestibulum porttitor venenatis.

LUCAS
ROBOTICS DISTRIBUTOR

For multimedia uses, the Logo Robotics Distributor is applied in the footer, aligned on the left to the distributor's Logo (1), or in the heading at the right, aligned to the bottom of the distributor's Logo (2).

First name Last name
Position

LOGO

Company

Address: XXXXXXXXXXXXXXXXXXXXXXXXXX

Phone: XX XX XX XX XX

Fax: XX XX XX XX XX

Mobile: XX XX XX XX XX

e-mail: firstname.lastname@domain.com

LUCAS Robotics Distributor

LUCAS Robotics Distributor can be used in worda as a last caption of the Distributor's electronic signature.

A N N E X

ABCDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcdefghijklmnopqrstuvwxyzžÂÊÔâêô
1234567890'?"'!"(%)[#{@}/&<-+÷×=>
®©\$£¥¢::,,.*

Eurostyle

Used for: print

Regular

Condensed

Bold Condensed

Extended 2

Bold Extended 2

ABCČĎDĎEFGHIJKLMNOPQRSŠTUVWX
 YZŽabcčćdďefghijklmnopqrsštuvwxyzžA
 БВГГДЂЕЁЄЖЗСИІЙЈКЛЉМНЊОПРС
 ТЋУЎФХЦЧЏШЩЪЫЬЭЮЯабвггдђеёе
 жзсиіійјклљмнњопрстћуўфхцчџшщъы
 ьэюяΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩα
 βγδεζηθικλμνξοπρστυφχψωάΆέΈέΉίϊΐ
 όΌύϋϋΎΎΩǺǺÊÔŮǻǻêôșı1234567890'
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Roboto

Used for: web, mobile and applications

Thin

Thin Italic

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

Bold

Bold Italic

Black

Black Italic

Google web font:

fonts.google.com/specimen/Roboto



The QR code can be used instead of or
in complement of the url:

www.lucas-robotic-system.com

LUCAS

LUCAS FRANCE

ZA de Guillème - 33430 BAZAS - FRANCE

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contact@lucas-france.com - www.lucas-france.com