

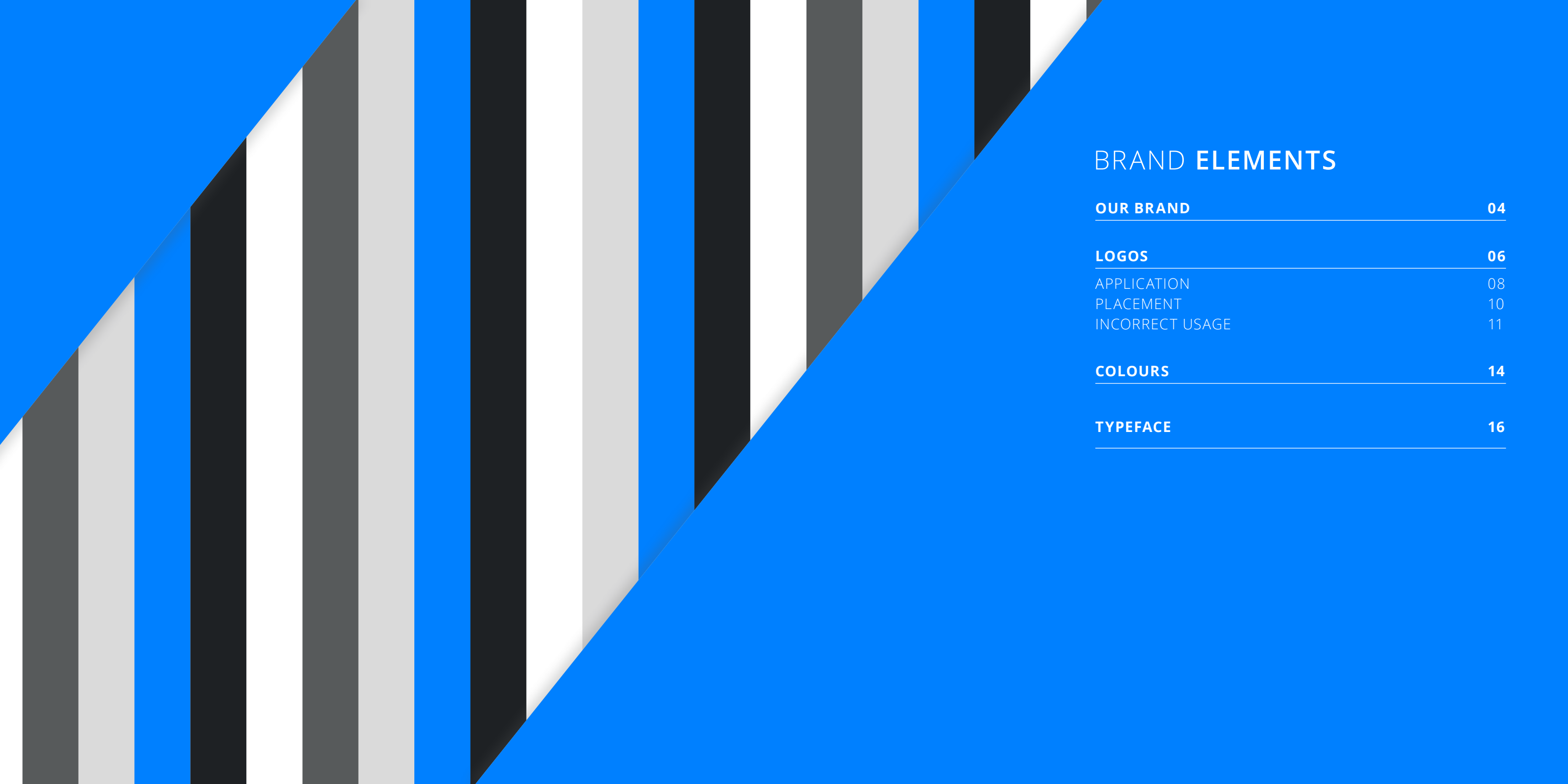


A GUIDE ON THE CORRECT USAGE OF THE PHAROS LOGO

BRAND IDENTITY GUIDE

Version 1.1





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OUR BRAND

Our brand is one of our most valuable assets. We've put these guidelines together so you may help us protect it through the correct usage of our logo.

If you would like to include our logo - on your website, the wall graphics of your tradeshow stand, or on any marketing materials - in order to communicate to your customers that you work with and/or sell Pharos products, please follow the simple rules set out in this guide.

If you're unsure about how to apply any of these rules, and need some help, please contact:
marketing@pharoscontrols.com

LOGOS

Our Pharos logo is our most valuable brand asset. It is a visual representation of who we are.

The primary logo should always be the default choice. On dark backgrounds, we would recommend using the white logo to provide contrast. This logo comes in two versions, one with a blue glyph, one with a white glyph. Preference should always be given to the blue glyph version except where Pharos Blue is used as the background, in which case the default choice would be the all-white logo. Where the logo must be reproduced in a monochrome format, the black logo should be used.

In special circumstances, where a partner has put together a curated solution that includes Pharos as the lighting control element, it may be relevant to use our ‘Controlled by Pharos’ logo. Please speak your Sales representative to discuss your proposal in more detail.

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PRIMARY VARIANT
Default choice

WHITE VARIANT WITH BLUE GLYPH
Default choice for dark backgrounds

WHITE VARIANT WITH WHITE GLYPH
Default choice for Pharos Blue backgrounds and an alternative choice for dark backgrounds

BLACK VARIANT
Where the logo must be in monochrome

PHAROS



CONTROLLED BY PHAROS

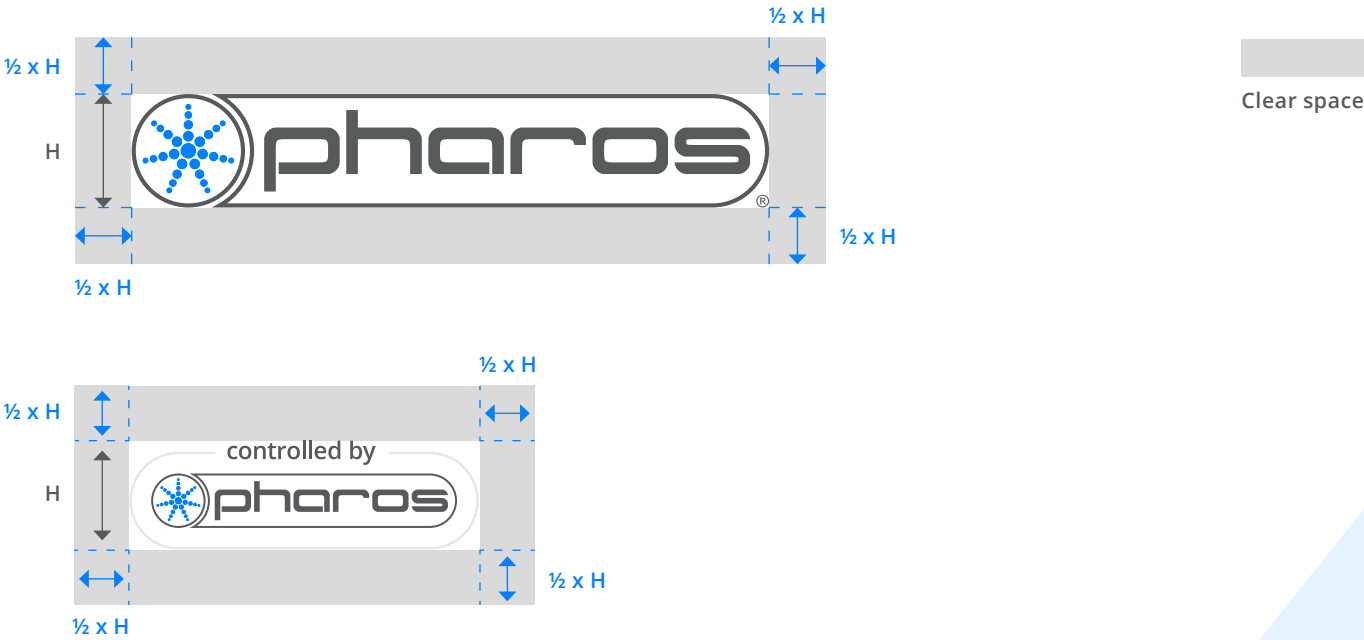


APPLICATION

Clear space – ½ x H

Always maintain a minimum amount of clear space around the logo. This clear space isolates the logo from competing graphics or text that may divert attention. Clear space is always equal to half the height of the tallest part of each logo. This is also the minimum distance the logo can be from the edges of a document, whether digital or print.

Merchandise: Pharos logo only



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Minimum sizes

To maintain the legibility of the logo, a minimum size must be adhered to as set out below.

Digital H: 26px Minimum	
Print H: 7mm Minimum	
Digital H: 32px Minimum	
Print H: 7mm Minimum	

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Merchandise: Pharos logo only

In exceptional circumstances, such as when reproducing our Pharos logo on merchandise or promotional items like pens or USB sticks – and with the express permission of the Pharos marketing department – the minimum size can be reduced to 3mm.

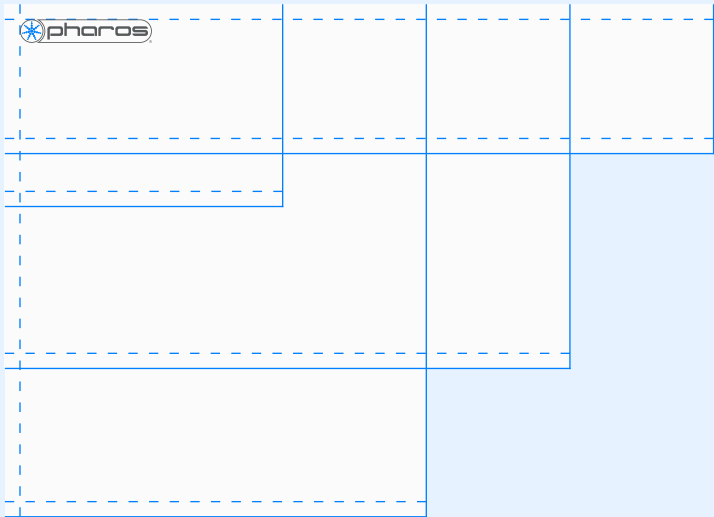
Note: The 'Controlled by Pharos' logo should never be used on merchandising.

H: 3mm

PLACEMENT

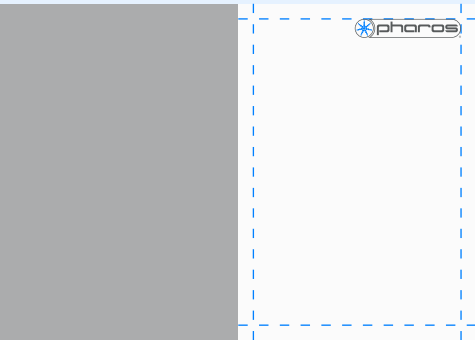
Preferred

Wherever possible, logos should be positioned in the default location at the top left-hand corner of any digital or print application.



Alternative 1

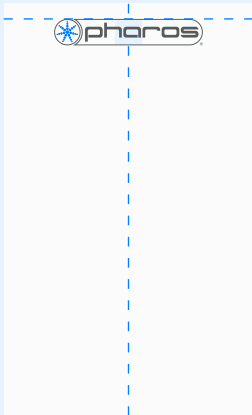
Where it makes more sense to do so, our logos can be positioned at the top right-hand corner of the application.



Exception

Alternative 2

In some instances the logo can be placed in the centre of the application if this complements the design and helps optimise visibility.



Rare occasion

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INCORRECT USAGE

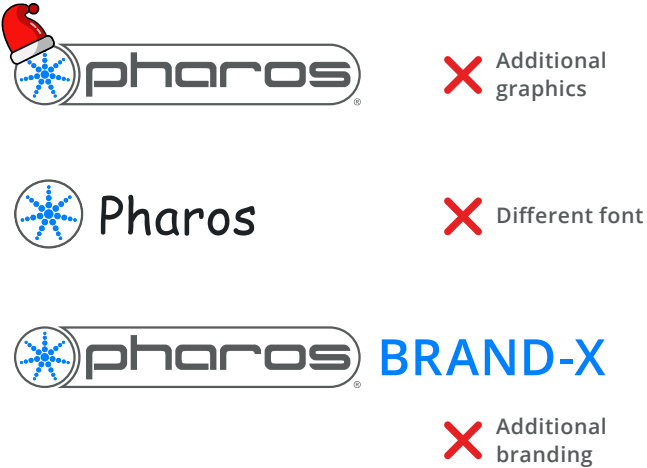
Proportions

Do not resize out of proportion, distort, or reshape logos in any way.



Re-creation

Do not attempt to recreate, redraw or modify the logo in any way. Do not add any graphical elements or text to the logos.



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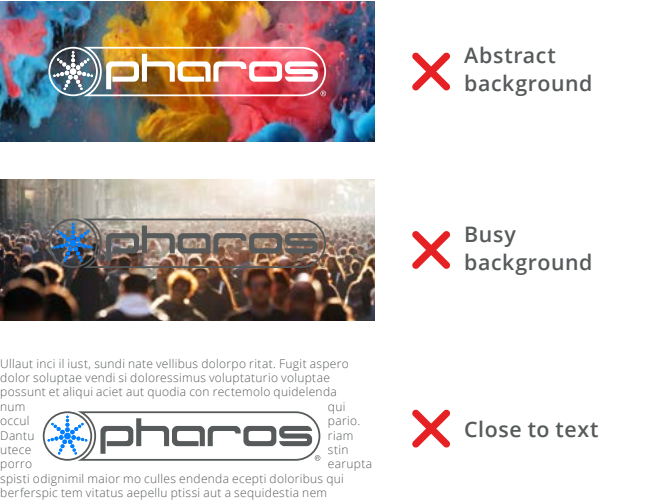
Colour

Do not alter the colours of logos. Always use the version that provides the best contrast to the background.



Legibility

Do not place the logo on busy backgrounds or images. Print textures such as Spot-UV are permitted.

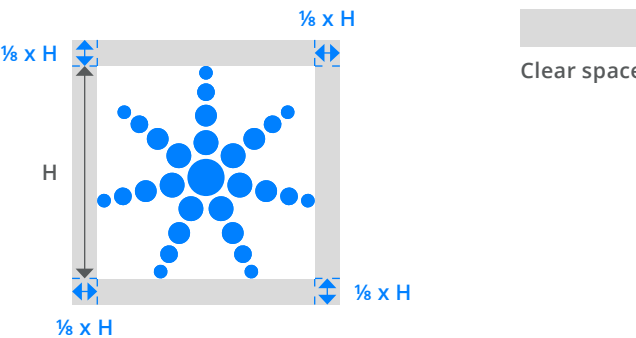


GLYPHS

PHAROS GLYPHS

Clear space – 1/8th x H

Always maintain a minimum amount of clear space around the Pharos glyph when it is fully visible. This clear space isolates the glyph from competing graphics or text that may divert attention. Clear space is always equal to 1/8th of the height of the glyph. This is also the minimum distance the glyph can be from the edge of a document when it is fully visible.



Scale and proportion

The Pharos glyph works well at many sizes, and can be used in many ways, from a small bullet point to a large graphical element on a tradeshow stand wall. However, the glyph must never be rotated or distorted.

- * Example A
- * Example B
- * Example C
- * Example D



Bullet points



Squashed



Stretched



Rotated

Minimum size – H: 26px | 7mm

To maintain the legibility of the Pharos glyph, a minimum size must be adhered to. For digital applications, a height of 26px is the recommended minimum.

For print applications, a height of 7mm is the recommended minimum. In exceptional circumstances, such as when reproducing our logos on merchandise or promotional items like pens or USB sticks – and with the express permission of the Pharos marketing department – the minimum size can be reduced to 3mm.

H: 26px



H: 7mm



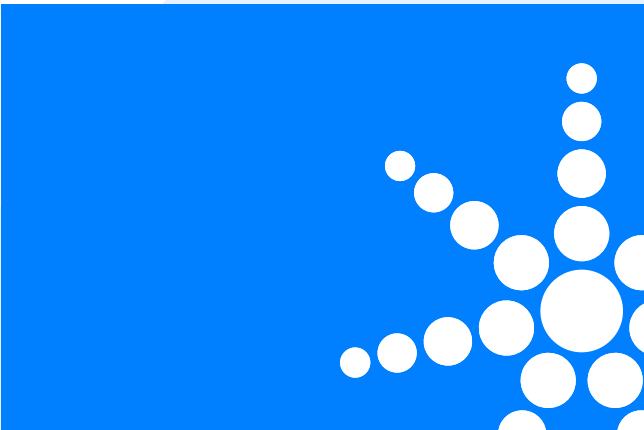
H: 3mm



Crop and position

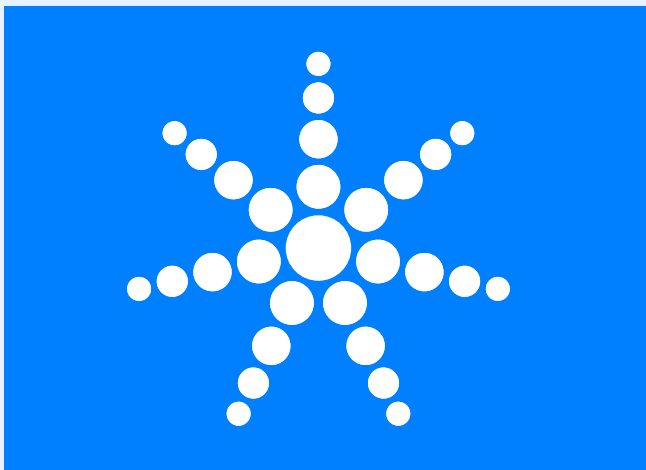
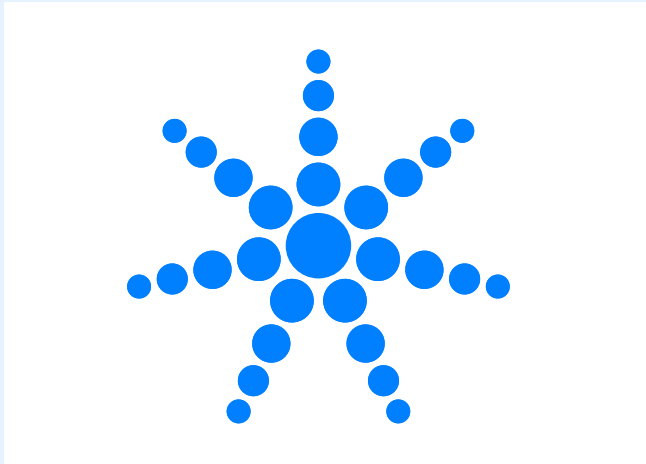
The Pharos glyph can be cropped, so only part of it is visible, but on two strict conditions:

1. The remaining 'visible' part of the glyph is always positioned off the edge of: a page, an image or a coloured background. A cropped 'partial glyph' must never look like it's floating freely.
2. The glyph is never cropped by more than 50%.



Colours and translucency

Only two colour versions of the Pharos glyph can be used: a Pharos blue glyph on a white background, or a white glyph on a Pharos blue background. The glyph must always be 100% solid colour – no translucent or gradient treatments are permitted but print textures, such as Spot-UV are permitted.



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COLOURS

Colour choice is very important to all our brands. Consistency in the selection and use of colours contributes to a strong visual identity. For each brand, a main colour is assigned and the use of other colours are secondary.

Brand Palette

Pharos Blue
RGB: 0, 128, 255
HEX: #0080FF
CMYK: 100, 28, 6, 1
Pantone: Process Blue C

White
RGB: 255, 255, 255
Hex: #ffffff
CMYK: 0, 0, 0, 0

Pharos Light Grey
RGB: 218, 218, 218
Hex: #dadada
CMYK: 17, 12, 13, 0
Pantone: Cool Gray 1 C

Pharos Grey
RGB: 87, 90, 91
HEX: #575a5b
CMYK: 61, 49, 47, 39
Pantone: 425 C

Express Grey
RGB: 30, 33, 36
HEX: #1e2124
CMYK: 80, 67, 58, 76
Pantone: 419 C

Product Palettes

Cloud

Primary Colour

Secondary Colours

Designer

Primary Colour

Secondary Colours

Express

Primary Colour

Secondary Colours

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TYPOGRAPHY

Primary typeface

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@£\$%&

Open Sans is our primary typeface, providing a distinctive, clean and modern look. It should be used for **all digital** and **print** applications.

Typeface weights and styles

- Open Sans Light
- Open Sans Light Italic*
- Open Sans Regular
- Open Sans Italic*
- Open Sans Semibold**
- Open Sans Semibold Italic***
- Open Sans Bold**

The full Open Sans family can be downloaded from: fonts.google.com

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Secondary typeface

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@£\$%&

Arial is our preferred font where only system fonts are available.

Typeface weights and styles

- Arial Regular
- Arial Italic*
- Arial Bold**
- Arial Bold Italic***

The Arial family by default is installed on both Windows and MacOS machines.

Type Scaling

XL Heading

= Y x 3

L Heading

= Y x 2

S Heading

= Y x 0.25

Body Copy

= Y

Type should always be legible with a clear visual hierarchy to guide users through content quickly and efficiently through the use of a type-scale.

Above is an example for use in general print. When using the type-scale; begin with a body copy size of no smaller than '9pt' and increase the scale of additional headings as appropriate. When four levels of a type-scale are not required, information should use the lowest levels of the above scale.

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Type Scaling Example

Pharos Controls

Our Products

Designer

Our original and award-winning LPC was where it all started. Now, with the Designer range boasting a wide selection of controllers to suit any DMX, eDMX and DALI lighting project, comprehensive show control capabilities, and free software that enables you to design and build your installation, the possibilities are endless.

Express

Benefit from Pharos expertise in dynamic architectural lighting with an all-new, practical, and straightforward control solution centred around a single, reliable set-and-forget controller.



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