



LIGHT & MOTION

LOGO STYLE GUIDE

An inspiring design, that swirls into your imagination, will find itself in the confluence between inspiration and action, blurring the boundaries between night and day, nudging one to fully realize the more playful side of the outdoors. It's about flaunting unpredictability and charging one's soul.

In order to best solidify the eccentric nature and associations of the design, it is important that it's presentation remains consistent.



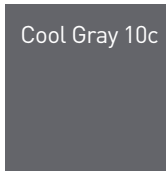
BEYOND BRIGHT

LIGHT & MOTION | COLOR GUIDELINES

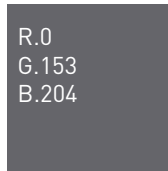
LOGO TYPE



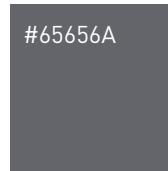
Four Color Process



Spot Color



RGB



Web Safe

LIGHT &
MOTION

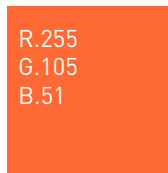
ORANGE LIGHTDANCE



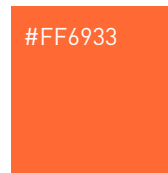
Four Color Process



Spot Color



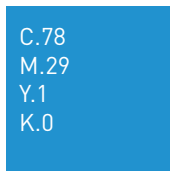
RGB



Web Safe



BLUE LIGHTDANCE (DIVE)



Four Color Process



Spot Color



RGB



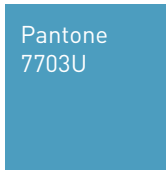
Web Safe



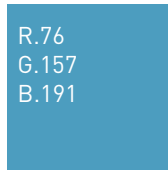
SECONDARY BLUE



Four Color Process



Spot Color



RGB



Web Safe

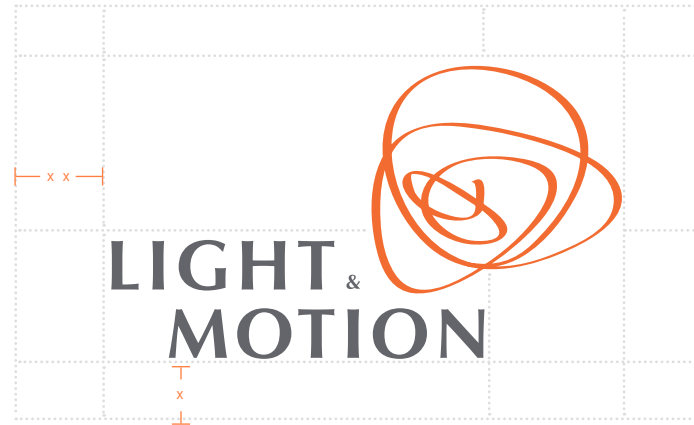
LIGHT & MOTION | LOGO GUIDELINES

CLEAR SPACE AND SIZING

The spacing should have a line height's width above and below the logo and two line's height width to each side in any application.

Minimum online sizing should be no smaller than 175 pixels without prior approval.

Minimum print sizing should be no smaller than .5 inches.



LIGHT & MOTION | LOGO GUIDELINES

CORRECT USAGE

Building the Light & Motion brand is about convincing people to take their favorite outdoor activities into night's arena. This requires an element of trust that has to be built over time. With correct and consistent application of the brand's logo, we can better anchor the symbol within the various outdoor communities. The logo can be an instantly recognizable symbol with a powerful emotional charge.



Use white text versions on black background to maximize contrast and visual impact



Use Gray Logotype version with text version on white backgrounds to maximize contrast and visual impact



For one-color logo, change the lightdance to either black or white, matching the text color, contrasting to the background.



Logos can overlay images with clean, open sections that do not compete with the logo.

LIGHT & MOTION | LOGO GUIDLINES

IMPROPER USAGE

Consistent and clear presentation of the logo is an important aspect of the brand's identity. Please do not modify the logo without contacting us first.



Don't use unauthorized colors.



Don't apply drop shadow.



Don't outline the wordmark.



Don't distort the aspect ratio.



Don't substitute with other fonts.



Don't present the logo tilted.



Don't overlay logo in a busy image.



Don't move, resize or modify without prior approval.



Don't frame white text version in black color on white background.