YOUR SOURCE FOR BESPOKE

LUXX
BESPOKE

CONTENTS

OUR LOGOS

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We have four logo types:

(1) MASTER LOGO

(2) PRIMARY LOGO

(3) X-BESPOKE LOGO

(4) X MARK

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MASTER LOGO

Our MASTER LOGO features the PRIMARY LOGO underneath our brand strapline. This logo is to be used on all front covers and main introductions such as on mailshots print advertising and websites.

PANTONE COLOURS: 7546C & 362C

MASTER LOGO ADAPTATIONS

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PANTONE: WHITE

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BESPOKE

PANTONE: 7541C

YOUR SOURCE FOR BESPOKE

LUXX
BESPOKE

PANTONE: 7546C

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BESPOKE

PANTONE: 7541C

MASTER LOGO full colour permissible backgrounds:
(PANTONE: WHITE - PANTONE: 7541C - PANTONE: 7527C)

MASTER LOGO reverse requires exchanging PANTONE: 7546 for PANTONE: WHITE and cannot be exchanged with any alternative colours.
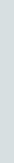Permissible background:
(PANTONE: 7546C)

MASTER LOGO 1 colour permissible pantones:
(PANTONE: WHITE - PANTONE 7546C)
Permissible backgrounds:
(PANTONE: 7546C - PANTONE: 7541C - PANTONE: 7527C - PANTONE: WHITE)

PRIMARY LOGO

The PRIMARY logo can feature on all assets, it is to be used if the MASTER LOGO cannot fit or be legible and it is to take priority over the the X-BESPOKE and X-MARK logos.

PANTONE COLOURS: 7546C & 362C

PANTONE: WHITE

PANTONE: 7541C

PANTONE: 7527C

PANTONE: 7546C

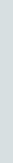PANTONE: 7541C

PANTONE: 7546C

PANTONE: WHITE

PANTONE: 7541C

PANTONE: 7527C

PRIMARY LOGO ADAPTATIONS

PRIMARY LOGO full colour permissible backgrounds:
(PANTONE: WHITE - PANTONE: 7541C - PANTONE: 7527C)

PRIMARY LOGO reverse requires exchanging PANTONE: 7546 for PANTONE: WHITE and cannot be exchanged with any alternative colours.
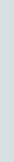Permissible background:
(PANTONE: 7546C)

PRIMARY LOGO 1 colour permissible pantones:
(PANTONE: WHITE - PANTONE 7546C)
Permissible backgrounds:
(PANTONE: 7546C - PANTONE: 7541C - PANTONE: 7527C - PANTONE: WHITE)

X-BESPOKE LOGO

Our X-BESPOKE logo provides a stacked alternative to the PRIMARY LOGO and can be applied to all printed media as well as product labels and web graphics

PANTONE COLOURS: 7546C & 362C

PANTONE: WHITE

PANTONE: 7541C

PANTONE: 7527C

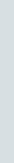PANTONE: 7546C

PANTONE: 7541C

PANTONE: 7546C

PANTONE: WHITE

PANTONE: 7541C

PANTONE: 7527C

LUXX BESPOKE

X-BESPOKE LOGO ADAPTATIONS

X-BEPOKE LOGO full colour permissible backgrounds:
(PANTONE: WHITE - PANTONE: 7541C - PANTONE: 7527C)

X-BESPOKE LOGO reverse requires exchanging PANTONE: 7546 for PANTONE: WHITE and cannot be exchanged with any alternative colours.
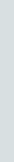Permissible background:
(PANTONE: 7546C)

X-BESPOKE LOGO 1 colour permissible pantones:
(PANTONE: WHITE - PANTONE 7546C)
Permissible backgrounds:
(PANTONE: 7546C - PANTONE: 7541C - PANTONE: 7527C - PANTONE: WHITE)

X-MARK

The X-MARK is only to be used if all the other logo assets either do not fit or are not legible due to embellishment restrictions or file sizes such as the use of a Favicon online.

PANTONE COLOURS: 7546C & 362C

X-MARK
ADAPTATIONS

PANTONE: WHITE

PANTONE: 7541C

PANTONE: 7527C

PANTONE: 7546C

PANTONE: BLACK

PANTONE: 277C

PANTONE: 638C

PANTONE: 2935C

PANTONE: 295C

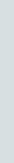PANTONE: 102C

PANTONE: 165C

PANTONE: 1795C

PANTONE: 201C

PANTONE: 223C

PANTONE: 233C

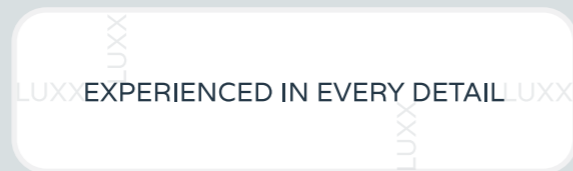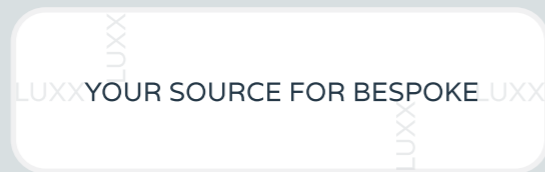The X-MARK is our most playful logo asset and can be applied in a far broader range of colours and differing background colours. Adjacent are some examples of playful use of colour on various backgrounds.
However, any full colour or reverse colour applications do need to comply with the following instructions that are in line with the other logo assets:

X-MARK full colour permissible backgrounds:
(PANTONE: WHITE - PANTONE: 7541C - PANTONE: 7527C)

X-MARK reverse requires exchanging PANTONE: 7546 for PANTONE: WHITE and cannot be exchanged with any alternative colours.
Permissible background:
(PANTONE: 7546C)

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WWW.LUXX-BESPOKE.COM

EXPERIENCED IN EVERY DETAIL

SPACING

Space around all the logo assets is important and can be measured by using the X MARK from the logo, placing it on all sides of the logo as illustrated creating a minimum proportionate boundary of the height of the X-MARK to ensure consistency.

For text assets, use the word LUXX in capitals and at the same size that you are typing to use as a guide as illustrated on the adjacent page.

PANTONE: 362C
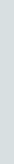
PANTONE: 7546C

PANTONE: 7541C

PANTONE: WHITE

PANTONE: BLACK

PANTONE: 7527C

OUR COLOURS

Our primary colours:

PANTONE: 7546C & 362C

Accent colours:
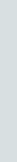
PANTONE: 7541C, WHITE, 7527C & BLACK

AUTHORISED DISTRIBUTORS LANDSCAPE LOGO

Our AUTHORISED DISTRIBUTOR logo is to be used when identifying involvement with the supply of LUXX BESPOKE products in territories serviced by an authorised distributor.

PANTONE COLOURS: 7456C, 362C, 7541C & WHITE

AUTHORISED DISTRIBUTORS STACKED LOGO

Our AUTHORISED DISTRIBUTOR logo is to be used when identifying involvement with the supply of LUXX BESPOKE products in territories serviced by an authorised distributor.

PANTONE COLOURS: 7456C, 362C, 7541C & WHITE

The reverse logo can only be applied to background colour 7456C and the 1 colour white logo to background colours 7456C & 7541C

FONTS

TEXT SIZE GUIDE:

HEADING

SUB HEADING

Body Text

SMALL COPY

CHARACTER MAP:

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
! ? > < & % £ $ ( ) " @ : ; | * , .

FONT NAME: VARELA

TEXT SIZES:
HEADING - 30
SUB HEADING - 10
BODY COPY - 8
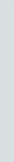SMALL COPY - 6

APPROVED PANTONE COLOURS: 7546C & WHITE

HEADER EXAMPLE
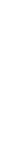
HEADER EXAMPLE

HEADERS AND COPY WRITING

Note the header examples on the adjacent page and the utilisation of a SUB HEADING, our vertical link Green (PANTONE: 362C) line leading to the HEADING underneath. This design is a unique feature of the LUXX BESPOKE corporate identity and is to be maintained on all assets, printed and digital. The header can either be featured in its 2 colour format (PANTONE: 7456C & 362C) or as a 1 colour asset in PANTONE: WHITE

Ensure when writing copy the text is in either PANTONE: 7456C or WHITE.

All headers and text is to be centred whenever possible and the use of CAPITAL LETTERS is preferred on headings, sub-headings and small copy.

(2) Image window:

(3) Colour indicator

(4) Website button

(5) Page number

7

(4) Pattern:

PATTERNS AND SHAPES

Our pattern and shape assets are derived from the X in our logo and can be used in many ways to enhance print or digital media. Here are some examples:

(1) Image window

(2) Website button

(3) Colour indicator

(4) Pattern

(5) Page number

DO NOT ALTER COLOURS

DO NOT ALTER LAYOUT

DO NOT INLCUDE PATTERNS NOT IN THE GUIDANCE

DO NOT ALTER TEXT OR FONTS
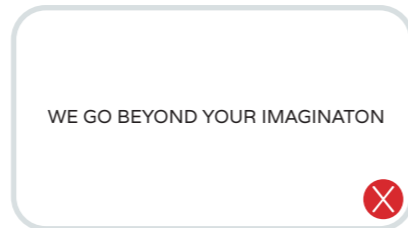
DO NOT ALTER PROPORTIONS
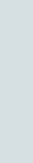
PANTONE: 7546C

DO NOT ADD ELEMENTS OR FEATURES

DO NOT COMBINE ELEMENTS

WE GO BEYOND YOUR IMAGINATON

DO NOT PRODUCE ALTERNATIVE STRAPLINES

THE DO NOT LIST

In order to retain the integrity and style of the LUXX BESPOKE brand it is strictly prohibited to alter or deviate in anyway from the guidance in this document.

On the adjacent page are examples of what is not permitted, these include but are not limited to:

DO NOT USE COLOURS OTHER THAN FROM THE PROVIDED LISTS
DO NOT ALTER LAYOUT
DO NOT INCLUDE PATTERNS OR SHAPES THAT ARE NOT IN THE GUIDANCE
DO NOT ALTER TEXT OR FONTS
DO NOT ALTER PROPORTIONS
DO NOT ROTATE ELEMENTS
DO NOT ADD ELEMENTS OR FEATURES
NOT NOT COMBINE LOGOS
DO NOT PRODUCE OTHER STRAPLINES

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BRAND GUIDELINES