

Limar

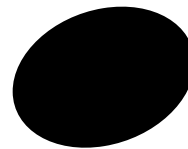
Logo guidelines

REVISION 09/09/2016



Primary Colour Palette

The Limar brand's primary colour palette is decisive and strong and reflects the brand's personality. The primary colour palette consists of 3 colours: black, bright red and dark red. Black is used for the Limar logotype, bright red is used for the background of the Arrow icon and dark red is used for the hairline contour of the arrow.



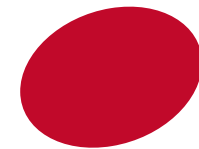
Black

Pantone Process Black
C0 M0 Y0 K100
R0 G0 B0



Bright Red

Pantone 185
C0 M100 Y93 K0
R200 G0 B45



Dark Red

Pantone 200
C16 M100 Y87 K7
R165 G9 B50

Logo Formats

The Limar brand has two main logos: the **Limar Cycling logo** and the **Limar Eyewear logo**. The Limar Cycling logo consist of the Arrow icon, the Limar logotype and the tag-line “The Helmet Specialist”. The Limar Eyewear logo consists of the Arrow icon, the Limar logotype and the Limar Eyewear logotype.

Both logos can be used in two different formats. First, the **standard logo format** in which the Arrow icon is centred above the Limar logotype. Second, the **horizontal logo format** in which the Arrow icon is positioned to the left of the logotype.

The logos must always be reproduced using either the standard logo or the horizontal logo formats.



Arrow icon



Limar Cycling horizontal logo



Limar Cycling standard logo



Limar Eyewear horizontal



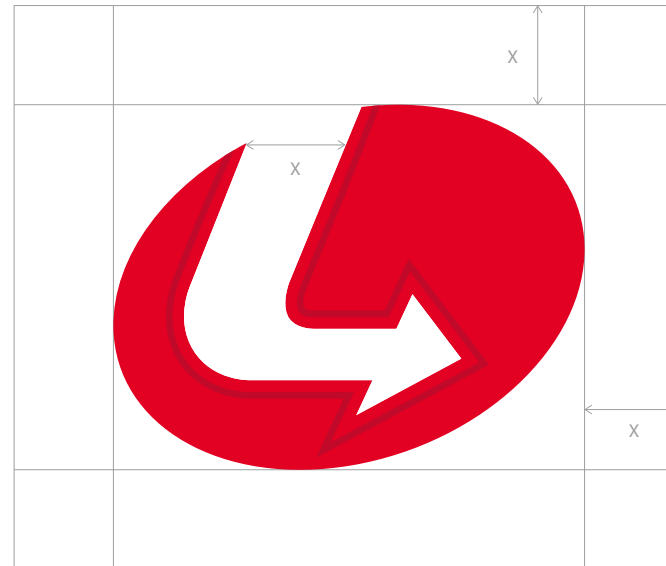
Limar Eyewear standard logo

Limar Arrow Icon

Clearspace and minimum size requirements

The Arrow icon is immediately recognizable and emphasizes strong brand association.

It is acceptable to use the icon alone when constructing layouts. However, it is important to respect the established clearspace and minimum dimension.



Clearspace

X is the clearspace unit of measurement and is equal to the width of the white arrow inside the red oval shape.



Minimum dimension

When being reproduced the Arrow icon's minimum width should not be smaller than here indicated.

Limar Cycling logo

Clearspace and minimum size requirements

The **Limar Cycling logo** can be reproduced in either the standard format or the horizontal format. Each format uses the same unit of measurement to determine the clearspace.

The two logo formats have different minimum dimensions. This is because the proportions between the elements that make up each logo are not the same.



Clearspace

The cap height of the L – in the Limar logotype – is the clearspace unit of measurement.



Minimum dimensions

Both logo formats have different minimum dimensions. The minimum dimension established always refers to the width of the logo.

Limar Eyewear logo

Clearspace and minimum size requirements

The **Limar Eyewear** logo can be reproduced in either the standard format or the horizontal format. Each format uses the same unit of measurement to determine the clearspace as the Limar Cycling logo.

However, it is important to point out that the actual dimensions of the Limar Eyewear logos are different than the Limar Cycling logos due to the varied dimension of the Eyewear logotype.



Clearspace

The cap height of the L – in the Limar logotype – is the clearspace unit of measurement.

Minimum dimensions

Both logo formats have different minimum dimensions. The minimum dimension established always refers to the width of the logo.

Colour Variations

Limar Cycling logo and Limar Eyewear logo

The Limar logos can be reproduced in only in two colour variations. Both variations use the primary colour palette.

The first variation, in which the Limar logotype is black, should be used whenever possible. If the background is too dark, the second variation, in which the Limar logotype is coloured white, should be used.

It is important that the Limar Cycling logo and the Limar Eyewear logo are easily legible.



LIMAR Deutschland GmbH
Gräsiger Weg 5 – 65719 Hofheim/Ts.
Telefon: +49 6122 53 33 766
Fax: +49 6122 53 33 621
info@limar.de – www.limar.de

LIMAR S.r.l.
via Landri, 4 - 24060 Costa di Mezzate (BG) - Italy
Phone: +39 035 683550 - Fax: +39 035 681150
info@limar.com - www.limar.com