



ADAPTALUX

BRAND GUIDELINES

WHAT IS ADAPTALUX?

Adaptalux is a creative lighting company, founded by Samuel Granger. Sam launched a successful Kickstarter in 2015 to bring the Adapalux Studio to market. Adaptalux now continues to grow with a view to becoming a leader in the creative lighting industry.

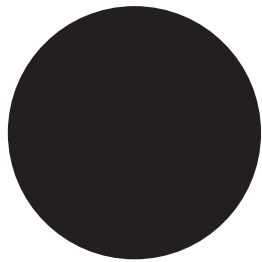
As a tech startup we strive for innovation, our products are designed from the ground up to solve problems, make life easier and bring premium product design into people's lives.

Our design aesthetic should be upheld in all applications. Adaptalux is a trade mark registered to Adaptalux Ltd.





BRAND ELEMENTS



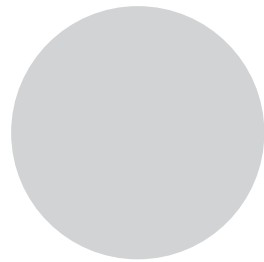
Charcoal

#231F20

R35 G31 B32

C70 M67 Y64 K74

PANTONE
Neutral Black C



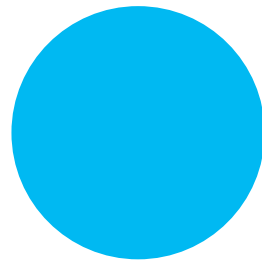
Ash

#d2d3d4

R210 G211 B212

C17 M12 Y12 K00

PANTONE 427 C



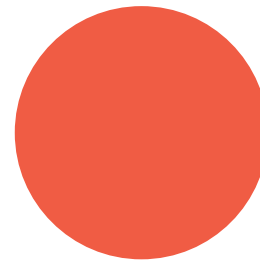
Soft Blue

#00b9f2

R35 G185 B242

C80 M00 Y00 K00

PANTONE 306 C



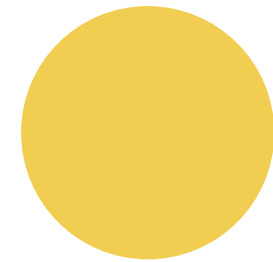
Soft Red

#f05c44

R240 G92 B68

C01 M79 Y78 K00

PANTONE 7625 C



Soft Yellow

#f1ce52

R241 G206 B82

C06 M16 Y80 K00

PANTONE 121 C

GILL SANS LIGHT

AaBbCcDdEeFfGgHhIijjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890-=[]\;',./~!@#\$%^&*()
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GILL SANS MT

AaBbCcDdEeFfGgHhIijjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
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GILL SANS LIGHT

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GILL SANS MT

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OoPpQqRrSsTtUuVvWwXxYyZz
1234567890-=[]\;',./~!@#\$%^&*()
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BRAND



ADAPTALUX

Our logo represents the Adaptalux brand for all products and ventures. You will always see our colours alongside the ADAPTALUX wordmark or alone in the logo where text would be restrictive or unnecessary.



The logo and the wordmark can also be placed side by side.



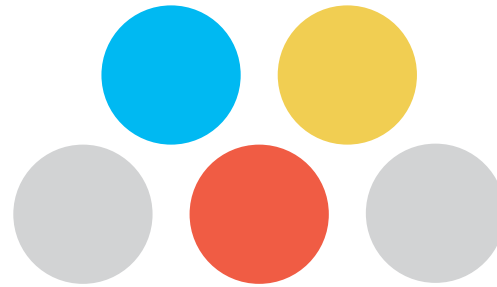
ADAPTALUX



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ADAPTALUX

STUDIO

Studio logo to be used in place of company logos when discussing only the studio product in isolation.



ADAPTALUX

STUDIO

