

suprabeam®

DESIGN MANUAL

INTRODUCTION

The Purpose of this design manual is to make it easy for all users of Suprabeam's graphic material to produce artwork with Suprabeam as sender and to ensure a uniform design and visual output.

The Design Manual contains instructions on how to use colours, fonts, logos etc.

All design materials are available on the Suprabeam Dealer Area under Download.

If you have any further questions or requests that lies beyond the limits of the design manual, please contact marketing@suprabeam.com.

COLOURS



SUPRABEAM ORANGE

PANTONE 143C



THE SUPRABEAM LOGO



BOTTOM LINE ON ALL PACKAGING SLEEVES

The Suprabeam Orange should be used as a Pantone Colour. If this is not possible, please use the following CMYK, RGB or Hex colours:

C: 3 %
M: 32 %
Y: 92 %
K: 0 %

R: 244
G: 178
B: 51

F4B233

FONTS

century gothic pro regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456790!@#\$%^&*()

Century Gothic Pro Regular is used for in the Suprabeam Logo. Always used in lower case

Example:



FONTS

CPMono_v07 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456790 !@#\$%^&* []

CPMono_v07 Bold is used for all productnames.

Example:

Q7

FONTS

Adobe Caslon Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456790!@#\$%^&()*

Adobe Caslon Pro Italic in lower case is used for extensions to productnames.

Example:

Q7 xr

FONTS

Klavika Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456790!@#\$%^&*()

Klavika Light is used for body text.

Example:

High-Performance torch.

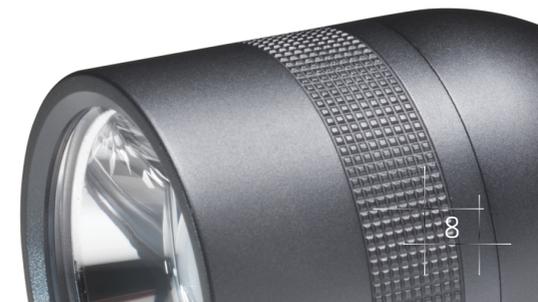
Equipped with High-Capacity Li-ion cells, constant current control electronics, latest High-Power LED-Chip and combined with our Hyperfocus™ optical system this torch offers incredible light output. Q7xr is delivered with 2 rechargeable batteries and an external charger, enabling you to use the torch continuously without having to wait for recharging.

The ultimate illumination experience!

Body: Anodized
High Strength Aluminium

Switch: Solid Silicone button with Touch
function at rear

ILC*: Boost, High, Medium, Low and Strobe



LOGO

The margin around the logo should always be at least equal to the size of ®

SUPRABEAM Logo



Alternative versions of the Suprabeam logo



White Logo - Black Text



Black Logo - Black Text



Orange Logo - White Text

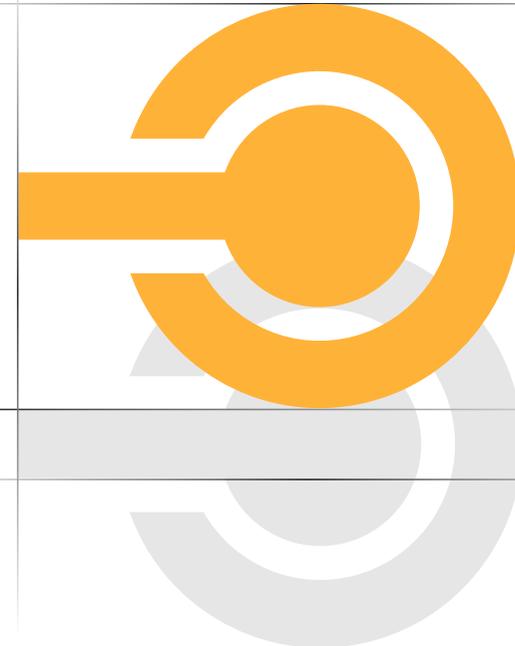


White Logo - White Text



Black Logo - White Text

Stand alone Logo



The margin around the Stand alone logo should always be at least equal to the width of line in the logo



Orange

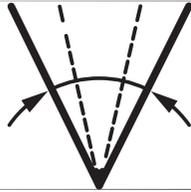
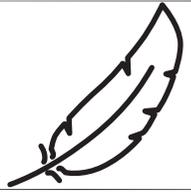


Black

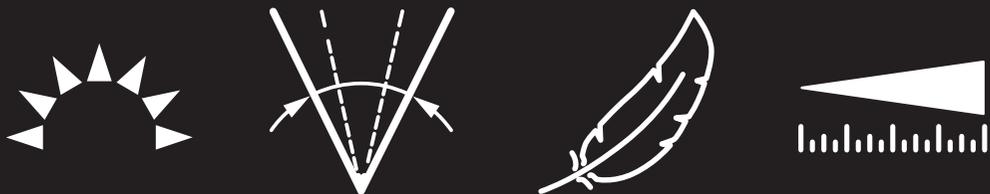


White

ICONS

	LUMENS	LIGHT ANGLE	WEIGHT	DISTANCE
BLACK				
	400 lm	5° - 60°	139 g	275 m

WHITE



Use Klavika Regular for defining lumens, weight etc.

Use the following shorts in lower case and centered underneath the icons:

- Lumens = lm
- Degrees = °
- Grams = g
- Meters = m