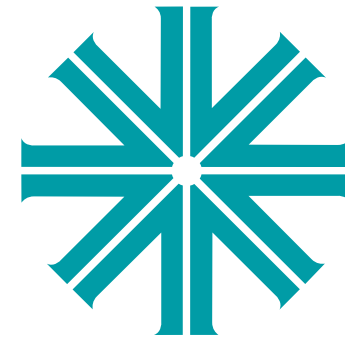VARI✳LITE

BRAND
GUIDELINES

LOGO | OVERVIEW

Brandmark

The main logo for all touch-points.

Brand icon

Reinforcement or
graphic element.

LOGO | COLOR

The logo can be used in three colors.

Use the color logo on white and any imagery that allows the color logo to still be legible.

Use the black logo for any black and white legal documents.

Use the white logo on imagery or dark backgrounds that the color logo doesn't work with. Ensure that there is a strong contrast of color; for the logo to stand out and for legibility.

Color logo

HEX #009CA6
RGB 0 / 156 / 166
CMYK 96 / 0 / 31 / 2
PANTONE 320 C

Black logo

HEX #000000
RGB 0 / 0 / 0
CMYK 0 / 0 / 0 / 100

White logo

HEX #ffffff
RGB 255 / 255 / 255
CMYK 0 / 0 / 0 / 0

VARI✳LITE

FULL COLOR
For a white or a lighter gray
background, only use full color.

VARI✳LITE

FULL COLOR
For a white or a lighter gray
background, only use full color.

VARI✳LITE

FULL COLOR
Full color is acceptable for use on dark backgrounds. When using with imagery,
ensure there is sufficient free space around the logo so there is clear space.

VARI✳LITE

BLACK
To be used only on white background
when printing in black and white.

VARI✳LITE

WHITE
To be used on any dark background where the full color logo
would be inappropriate, especially the Vari-Lite brand color.

VARI✳LITE

WHITE
The white logo can also be
used on top of an image as
long as logo is legible.

LOGO | RULES

Adhere to these rules when using the
Vari-Lite logo to ensure consistency.

Use only logos downloaded from the website.

Logo to only be used in
approved colors.

Do not rotate the logo at any
angle. The only exception is 90°
when on the spine of printed
materials.

Do not stretch or warp the logo in
anyway. Do not distort the logo in
anyway so it looks different from
the approved assets downloaded.

Do not overlay logo on any busy
imagery where legibility isn't clear.

LOGO | DO'S AND DON'TS

Do:

Do place the logo on swag if it is visible and abides by the logo rules.

Do place the logo in a visible place.

Do follow logo and color regulations.

Don't:

Do not place the logos at an angle other than 90 or 180 degrees.

Do not place the logo in a hard to read place or across a seam or zipper.

Do not rotate the angle other than 90 or 180 degrees.

These examples are used for presentation purposes only.

LOGO | CLEAR ZONES

Use the minimum clear zone when placing the logo on any touch point.

The clear zone measurement for Vari-Lite is the width of the character 'V'.

LOGO | SIZING

Although the logo can be increased on touch-points like front covers or banners to maximize visual impact, the logo should be measured by the height in order for you get to the correct, consistent size for each asset you create. See the rules below on how to work out the height of the logo.

Calculate the correct logo height as follows:

1. Scale the entire format by 50%, then repeat 4 times.
2. Scale the smallest shape by 75%.
3. Round the resulting figure to the nearest whole number (metric) or the nearest tenth (imperial): this is the height of the logo.
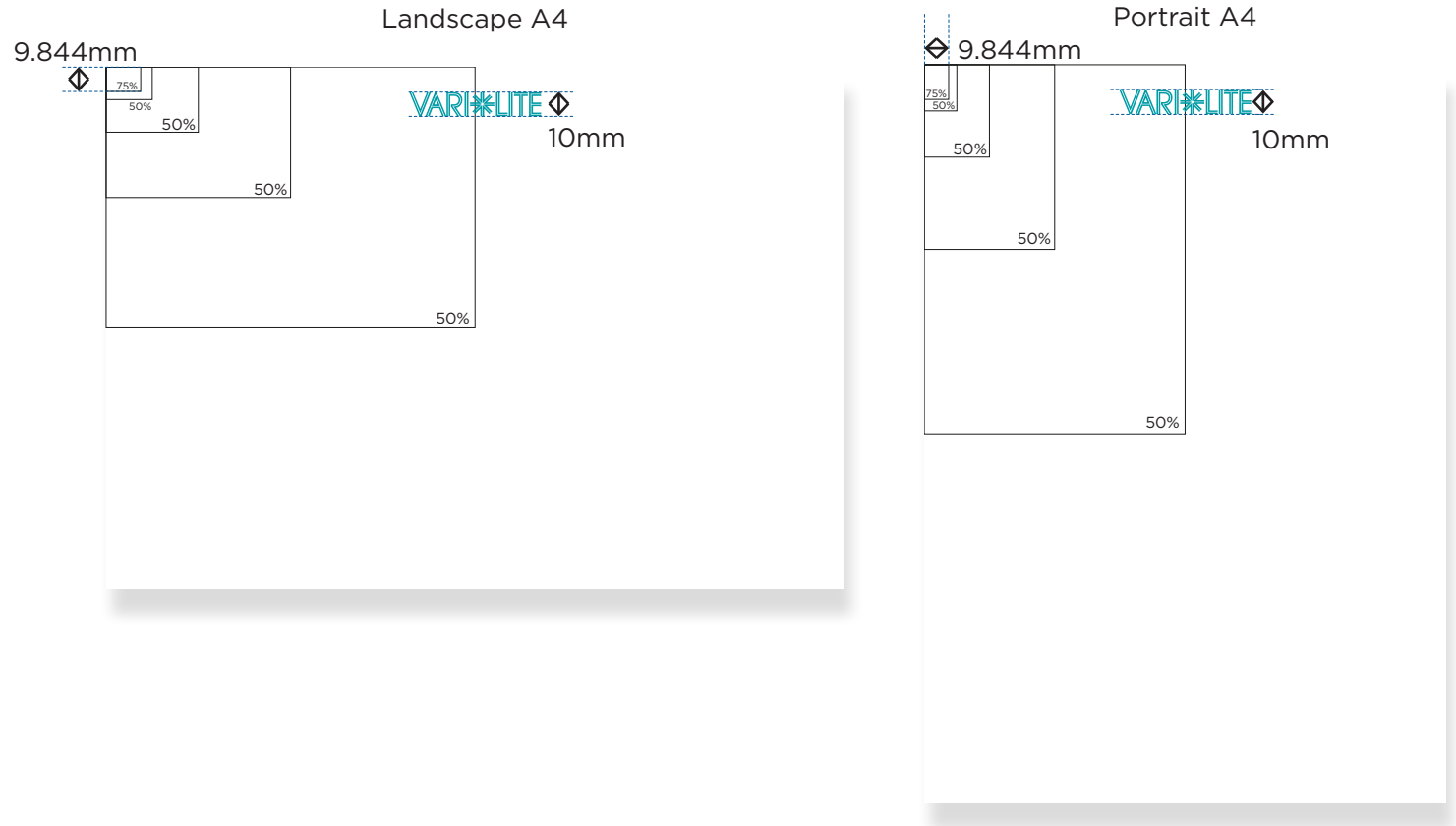
Landscape A4

9.844mm

75%
50%
50%
50%
50%

VARI✳LITE
10mm

Portrait A4

9.844mm

75%
50%
50%
50%
50%

VARI✳LITE
10mm

Preset sizes:

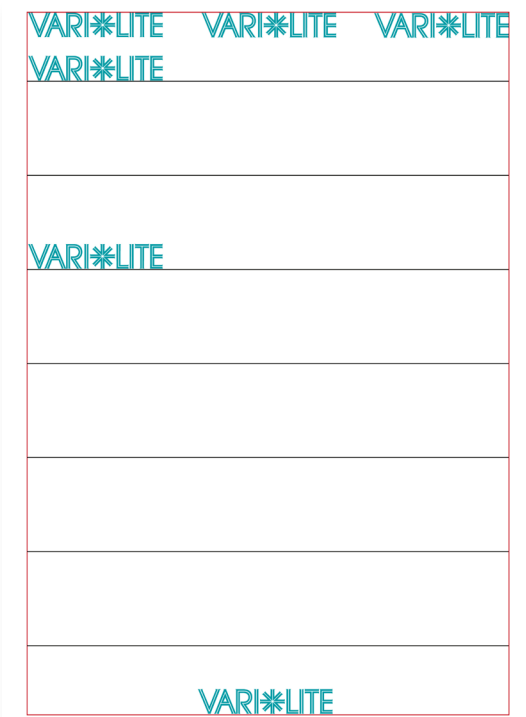| A-formats (mm):		US formats (in):	
A5:	7mm	Letter:	0.4in
A4:	10mm	Legal:	0.4in
A3:	14mm	Tabloid:	0.5in
A2:	20mm	Ledger:	0.5in
A1:	28mm	Junior Legal:	0.2in
		Half Letter:	0.3in

LOGO | POSITIONING

The positioning of the brand logo is quite flexible. So long as the logo is aligned inside the touch-points border, you can place it any corner, center top and bottom or left aligned to either 8 horizontal steps of your grid.

Landscape A4

VARI✳LITE VARI✳LITE VARI✳LITE
VARI✳LITE

VARI✳LITE

VARI✳LITE

Portrait A4

VARI✳LITE VARI✳LITE VARI✳LITE
VARI✳LITE
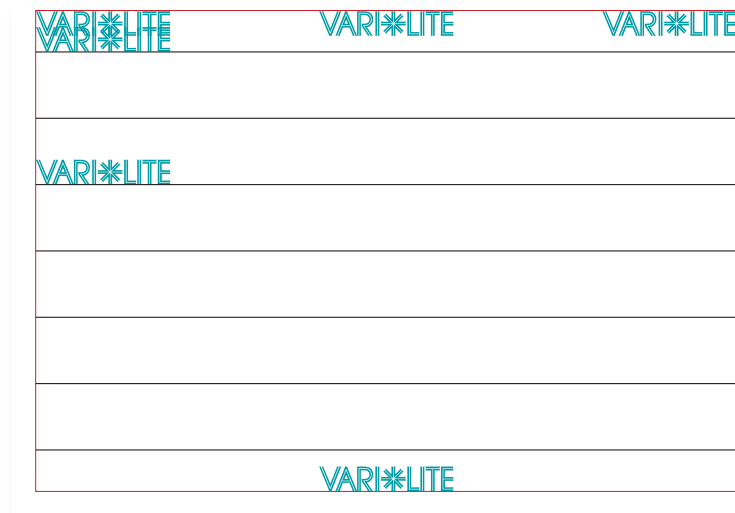
VARI✳LITE

VARI✳LITE

LOGO | POSITIONING FOR IMAGERY

Following the guidelines listed previously, the Vari-Lite logo can be placed over imagery in the allowed placements.

These examples are used for presentation purposes only.

BRAND ICON | OVERVIEW

The brand icon is useful as a shorthand for the full brand in situations where the full brand is known by context, and often used in materials and situations where the main logo is also represented in other locations within the document, video, venue, etc. The icon can be used as a design element. At least 50% of the icon and/or the center circle must be present.
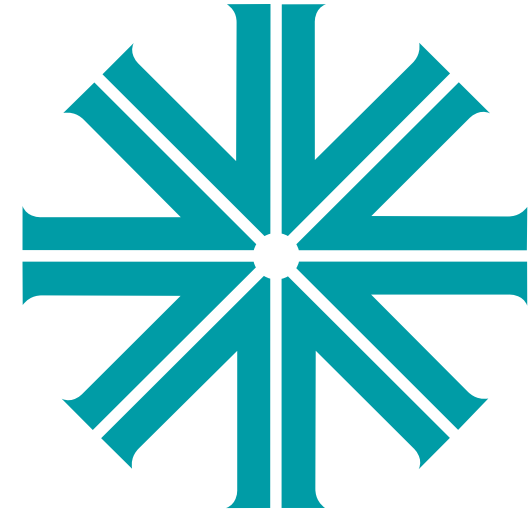
The Vari-Lite "star" icon is a set of interlocking V's. These V's meet at the center and fan outward, representing beams of light from a Vari-Lite luminaire.
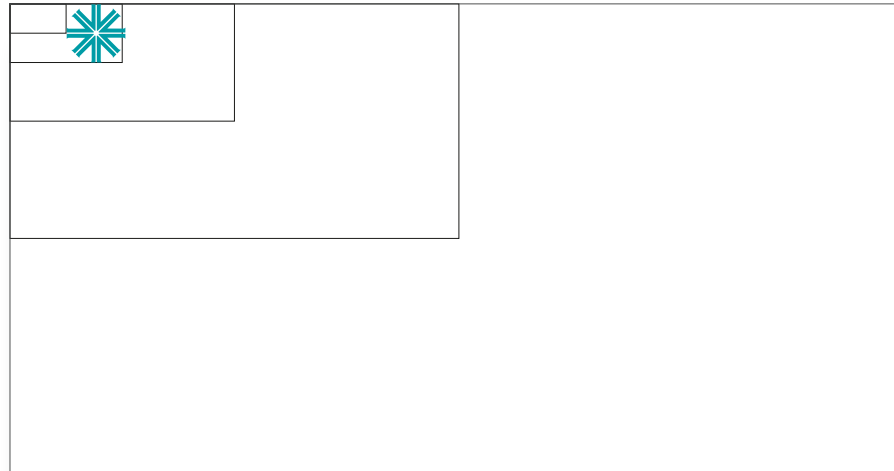
BRAND ICON | SIZING

Sizing the brand icon is very similar to how we size the full brand logo – it's determined by the height of the shape.
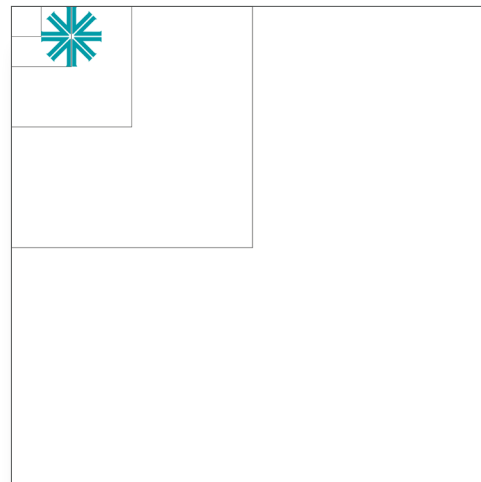
Calculate the correct logo height as follows:

1. Scale the entire format by 50%, then repeat 3 times.

2. Round the resulting figure to the nearest round number: this is the height of the logo.

Landscape A3

Square

BRAND | TAGLINES

Vari-Lite uses two different taglines to represent its brand identity for key verticals (production/event lighting and theatrical lighting). Either tagline is acceptable, but care should be taken to use the appropriate tagline for the target vertical whenever possible.

Use of official tagline lockup logos is highly recommended.

If both verticals apply or the design is not targeting one of the verticals specifically, use the Production/event lighting tagline.

PRODUCTION / EVENT LIGHTING
The tagline for Vari-Lite's production and event solutions is "Express yourself."

This tagline has long been used by Vari-Lite, and embodies our focus on maximizing designers' creative possibilities, empowering them to create bold and beautiful lighting designs.

Examples of markets where this tagline is appropriate include concert touring, house of worship, bars and clubs, cruise ships, stadiums, etc.

THEATRICAL LIGHTING
The tagline for Vari-Lite's theatrical lighting solutions is "Naturally beautiful."

First implemented as part of the VL1600 Profile advertising campaign, the "Naturally Beautiful" tagline emphasizes the focus on quality, smoothness, etc., that go into theatrical luminaires and controls by Vari-Lite.

Examples of markets where this tagline is appropriate include theatres, TV studios, education, houses of worship, etc.

VARI❋LITE
Express Yourself.

VARI❋LITE
Naturally Beautiful.

VARI❋LITE
Express Yourself.

VARI❋LITE
Naturally Beautiful.

COLOR PALETTE

Magenta
HEX #FF00FF | **RGB** 255 / 0 / 255 | **CMYK** 0 / 100 / 0 / 0
Used as an accent color.

Magenta 85% tint
HEX #EE4D9B | **RGB** 238 / 77 / 155 | **CMYK** 0 / 85 / 0 / 0
Used as an accent color.

20% tint
HEX #D3D3D3 | **RGB** 211 / 211 / 211 | **CMYK** 0 / 0 / 0 / 18

40% tint
HEX #A8A8A8 | **RGB** 168 / 168 / 168 | **CMYK** 0 / 0 / 0 / 36

60% tint
HEX #7C7C7C | **RGB** 124 / 124 / 124 | **CMYK** 0 / 0 / 0 / 54

80% tint
HEX #515151 | **RGB** 81 / 81 / 81 | **CMYK** 0 / 0 / 0 / 72

Dark gray
HEX #252525 | **RGB** 37 / 37 / 37 |
CMYK 0 / 0 / 0 / 90

Vari-Lite logo color
HEX #009CA6 | **PANTONE** 320 C
RGB 0 / 156 / 166 | **CMYK** 96 / 0 / 31 / 2

80% tint
HEX #33B0B8 | **RGB** 51 / 176 / 184 | **CMYK** 77 / 0 / 25 / 2

60% tin
HEX #66C4CA | **RGB** 102 / 196 / 202 | **CMYK** 58 / 0 / 19 / 1

40% tint
HEX #99D7DB | **RGB** 153 / 215 / 219 | **CMYK** 38 / 0 / 12 / 1

20% tint
HEX #CCEBED | **RGB** 204 / 235 / 237 | **CMYK** 19 / 0 / 6 / 0

Blue
HEX #005293 | **PANTONE** 301 C
RGB 0 / 82 / 147 | **CMYK** 100 / 54 / 4 / 19
Used as an accent color.

VARI✳LITE

WWW.VARI-LITE.COM