

NVC LIGHTING BRAND GUIDELINES



VERSION : 1.0

UPDATE : 2022

DESIGN : BRAND MARKETING
TEAM

The Brighter Choice



NVC Lighting is an internationally renowned commercial lighting supplier. With products installed in more than 30 countries, its solutions include internal and external lighting for a wide variety of industry sectors and applications as well as a range of emergency lighting and control systems. The company has strong R&D and manufacturing capabilities enabling its customers to rely on innovative and high-quality products backed by excellent support from enquiry to installation and beyond.

End User – The focus of the branding project is on the demand side of the business. The primary aim is to project a coherent and convincing brand proposition to the end customers. They want efficient, high-performing products that provide value.

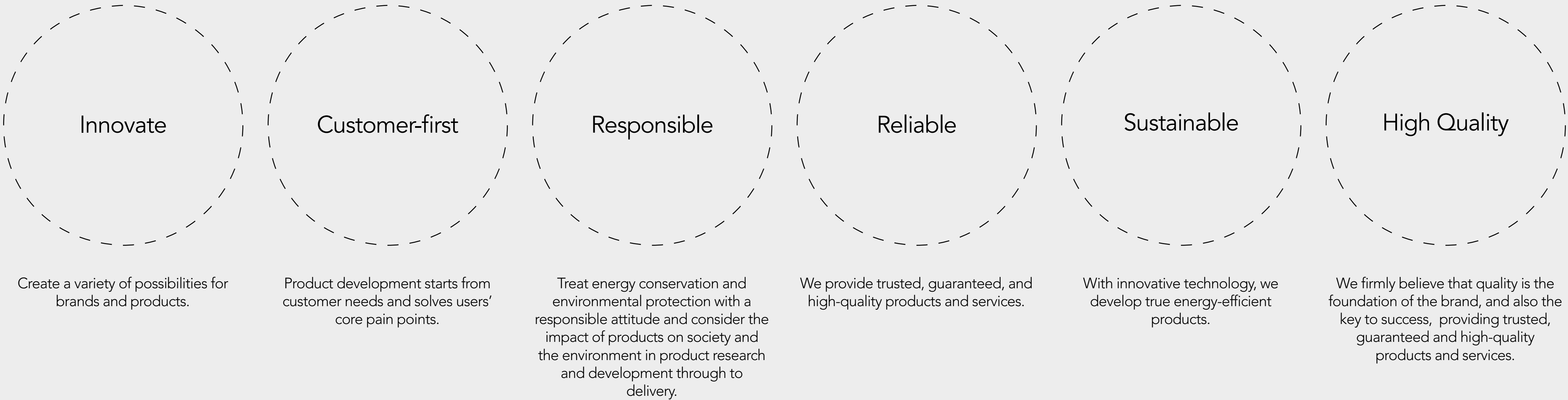
Reseller/Distributor – In some markets, these are important to reaching the end customers. They want high stock availability, fast delivery and low failure rates.

Installer Small – value/reliability/ease of installation/wide availability.

Installer Medium – All the above needs but starting to focus on performance/function – can be “up sold” into value-added product ranges – wants to access lighting design services in some cases and local NVC representation – interested in relevant project case studies.

Installer Large/Project – All the above, but there’s a due diligence element that can include company, accreditations such as ISO and other specific warranties and sustainability credentials. They are highly focussed on relevant case studies and will ask “what other 5 star hotels/stadiums/shopping centres etc have you done”. NVC Lighting will almost always be displacing a pre-existing specified brand – bid documents – technical submissions in this area.

Specifier – Client/corporate owner/developer, D+B contractors, consultants, lighting designers and architects are looking for brand awareness, performance, aesthetic and standards compliant.



Through sustainable innovation, we will create a
brighter and more efficient world to live and work in.

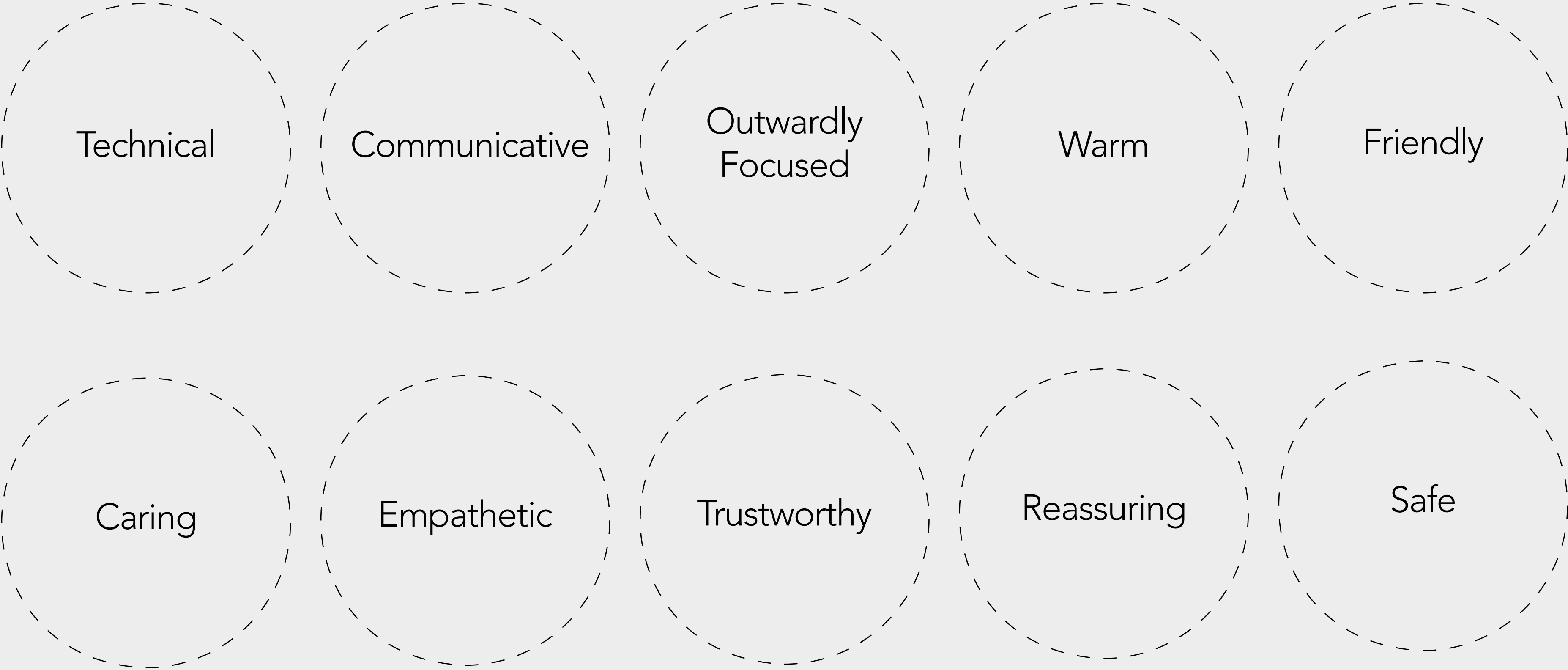
We deliver high-quality, energy-efficient lighting solutions that meet customers’ needs and help them to make brighter choices.

Good Value: The combination of high-precision technology and avant-garde design highlights the high value of the product.

Trustworthy: Excellent product quality and exquisite craftsmanship lay the foundation for customer trust.

High Quality: The high quality of the products ensures a high brand value.

Excellent Service: Professional and meticulous service attitude expands brand influence, so that customers can choose our brand with confidence and have no worries.



Through the corporate visual identification manual for issuing visual specifications, we clarify the style and tone of issuing documents and regulate their restrictions.

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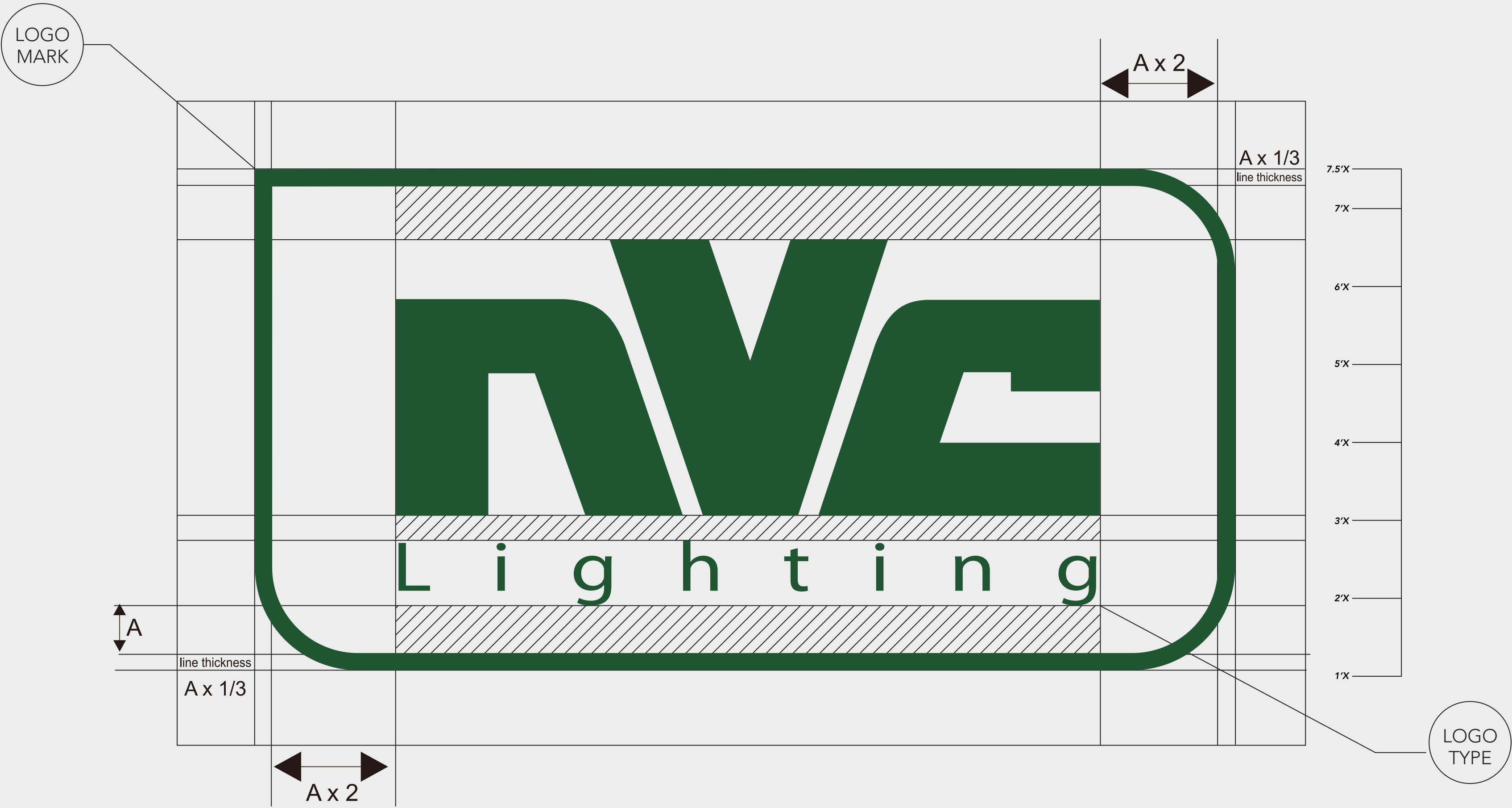
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Combination with brand slogan

This page shows the correct ratio of the NVC LIGHTING logo. The shape, structure and proportion shall not be changed during use. Consistent use of brand logo helps maintain brand unity and makes the brand more recognizable.

Please do not create or change the logo by yourself. The combination of brand logo and brand slogan must be designed using the electronic document template provided by NVC LIGHTING.



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Restricted areas

In order to communicate the brand logo clearly and effectively, the brand logo must maintain a minimum size of blank space around the brand logo, this space is called the restricted area, no words, symbols and other graphic elements in this area.

Set the width from the leftmost edge to the right edge of the icon, which is the limit area for horizontal combination and vertical combination of the brand logo. When the logo size changes, the limit area size will change accordingly.



Offline usage

In the offline market brand activities, in order to ensure the printing effect and unity of the logo, the logo must use the printing color client version provided on this page. Prohibit the use of other versions of the logo.



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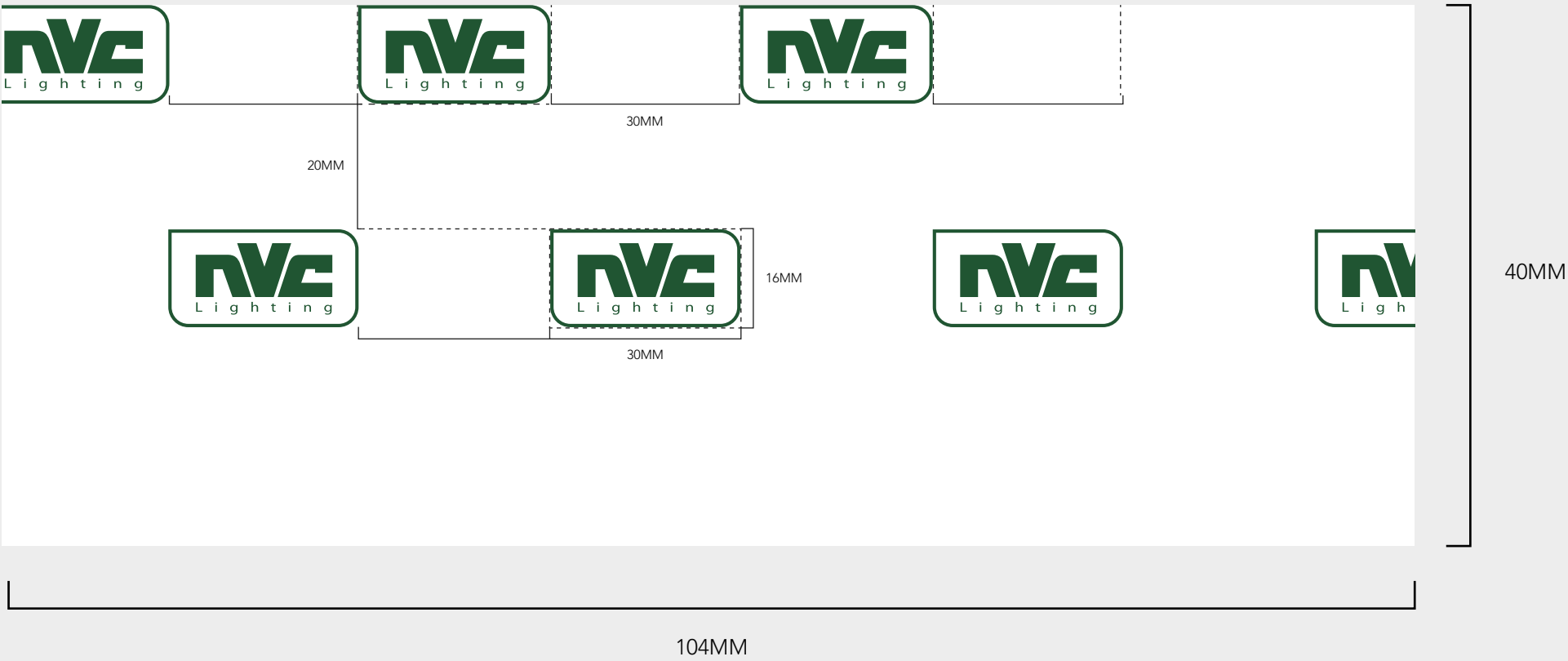


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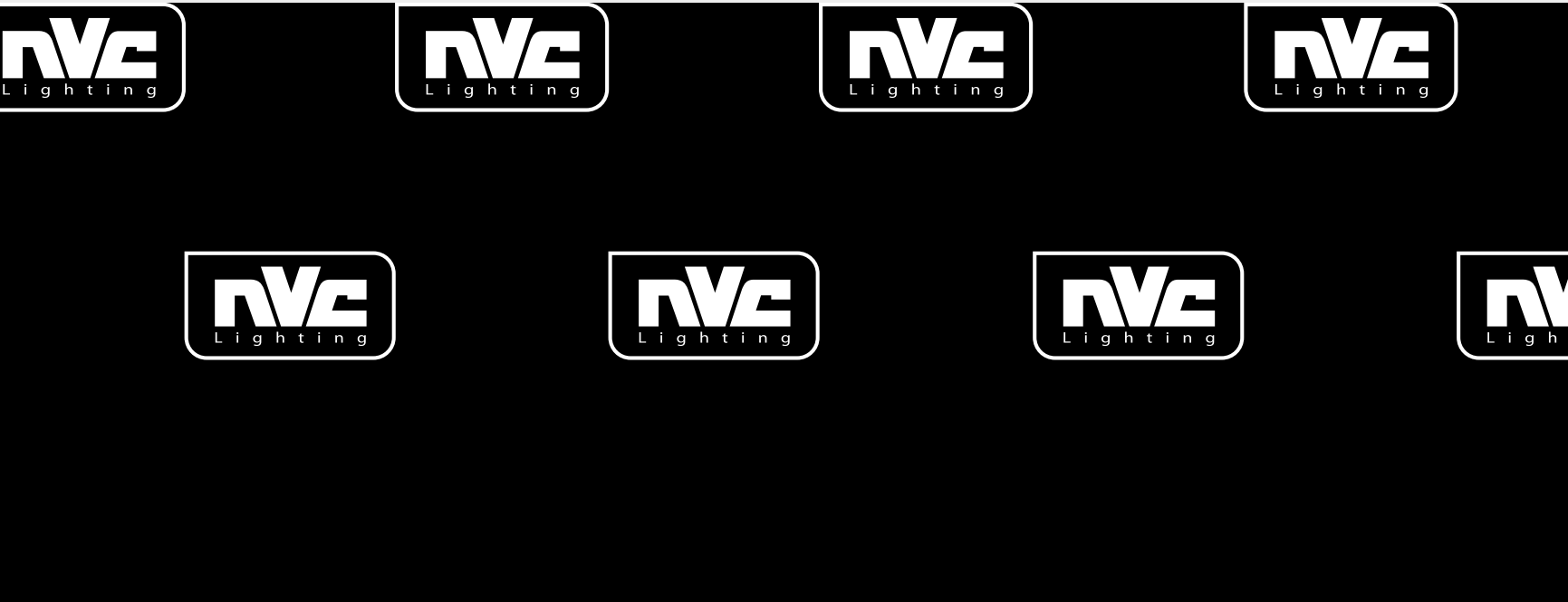
Offline usage

In the offline market brand activities, in order to ensure the printing effect and unity of the logo, the logo must use the printing color client version provided on this page. Prohibit the use of other versions of the logo.

The actual size



Tile pattern (dark or other color background)



PART 1_02

Incorrect usage

In the offline market brand activities, in order to ensure the printing effect and unity of the logo, the logo must use the printing color client version provided on this page. Prohibit the use of other versions of the logo.

The actual size



Do not change the scale of the flag elements



Do not arbitrarily change the font of the text logo



Do not tilt or rotate the sign



Don't change the color of the logo



Don't outline signs



Do not add a year to the logo



Don't use vague/low quality logos



Do not stretch the flag in one direction



Do not add a shadow at the bottom of the logo

DARK GREEN

R26G86B50

HEX1A5632

LIGHT GREEN

R135G189B60

HEX87bd3c

GREEN

R112G169B100

HEX70A964

GREEN

R140G198B63

HEX8cc63f

GREEN

R26G86B50

HEX1A5632

GOLDEN

R26G86B50

HEX1A5632

SILVER

R26G86B50

HEX1A5632

BLACK

R0G0B0

HEX000000

WHITE

R255G255B255

HEXFFFFFF

Printing color

The color adjusted version for printing is suitable for offline printing scenarios.



Logo and brand slogan combination



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