

BRAND GUIDELINES



Purpose

The purpose of this document is to provide some guidelines to use when applying the LUCID Vision Labs logo, name, and brand to your written, visual, press, and marketing materials.

Guidelines are provided in order to meet a minimum compliance standard when building your marketing assets to ensure consistent representation of the LUCID Vision Labs brand and trademarks.

Users of this brand guidelines booklet would include LUCID’s Partner Network, Distributors, Integrators, Original Equipment Manufacturers, Industry Sales & Marketing personnel, and members of the press.

Company Background

LUCID Vision Labs, Inc. designs and manufactures innovative machine vision cameras and components that utilize the latest technologies to deliver exceptional value to customers. Our compact, high-performance GigE Vision cameras are suited for a wide range of industries and applications such as factory automation, medical, life sciences and logistics. We innovate dynamically to create products that meet the demands of machine vision for Industry 4.0. Our expertise combines deep industry experience with a passion for product quality, technology innovation and customer service excellence. LUCID Vision Labs, Inc. was founded in January 2017 and is located in Richmond, BC, Canada with local offices in Germany, Japan, Greater China and Taiwan.

Website
thinklucid.com

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Logo color, display & clear space

Color

To the right are standard color guides for our logo. Pantone® color codes are Solid Coated equivalents to CMYK color codes, and may have some variation in color from the digital logo when printed.



RGB: (55,119,188)
CMYK: 80/50/0/0
Pantone®: 660 C



RGB: (0,166,81)
CMYK: 100/0/100/0
Pantone®: 7482 C



RGB: (236,32,39)
CMYK: 0/99/97/0
Pantone®: 485 C



RGB: (0,0,0)
CMYK: 75/68/67/90
Pantone®: Black C



RGB: (162,176,185)
CMYK: 10/0/0/33
Pantone®: 536 C

Display

For darker backgrounds, please use the logo with white letters; for light backgrounds use the logo with black letters. For color background please use your discretion to ensure lettering stands out and trimark colors do not get washed out by the background color.



Clear Space

Please make sure to provide enough clear space around the logo. A good measure to use is provide enough space that is equal to the "D" in "LUCID".



Improper Uses of the LUCID logo

Please avoid using the LUCID logo in the following ways:

Removing elements from the the logo mark



Changing the font



Rescaling elements in the logo



Distorting, stretching, squishing, or skewing the logo



Applying effects



Improper Uses of the LUCID logo

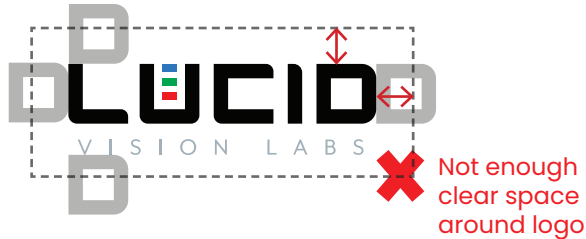
Changing the color of any logo element



Manipulating elements of the logo, such as the tri-mark (shown)



Not enough clear space around the logo. Space should be the same width as the letter "D" in LUCID



Placing the logo on backgrounds that look busy, making the logo hard to see



Using low-resolution, low quality images of the logo



Using LUCID Product Images

Please ensure that images used are high quality. See the examples below for applying images properly:

Ensure images are high quality and clear, not blurry



Avoid stretching, skewing, or squishing images



LUCID product images can be collected from our website by simply right-clicking and downloading an image. If you require high resolution images of LUCID products for print purposes, please contact us: press@thinklucid.com

Using LUCID Product Images

LUCID cameras vary in size, and images should reflect the proportional difference when adjacent to one another:

Camera images placed next to each other reflect actual camera proportions



Phoenix™
24 x 24



Triton™
29 x 29



Atlas™
55 x 55



Helios™
55 x 55



As an example, an image of the small Phoenix camera and larger Atlas camera should not be the same size when displayed next to each other



Co-branding

For placing the LUCID logo next to partner, contributor, sponsor and competitor logos, please look to the following guidelines:

Proportions

Please size LUCID logo proportionally to adjacent logos. If either logo is illegible when proportional, please make a reasonable effort to have both logos readable.

Enough Clear Space

Please allow for enough clear space, and an equal amount of clear space around and between the two logos.

Competitors

Please avoid placing the LUCID logo adjacent to a competitor's logo.



both logos are readable and proportional



Mentioning LUCID & Trademarks

Mentioning LUCID

When mentioning LUCID Vision Labs in writing, please spell the company name in the following way. The company can be mentioned as LUCID for short.

Trademarks

LUCID products should end with a trademark symbol as shown. The Trademark only needs to be mentioned once at the beginning of a document, article, or web-page.

Space

Ensure enough space between the Trademark symbol and the next word.

LUCID Vision Labs Inc.
LUCID Vision Labs
LUCID ✓

Lucid Vision Labs Inc.
Lucid Vision Labs
Lucid ✗

Helios™ Phoenix™ Atlas™ Triton™ Arena™ SDK

Helios™ Time-of-Flight Camera ✓
↑
space between
trademark symbol
and next word



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