

Corporate Identity Manual

lantek

lantek



This manual responds to the need to assure the correct use of the elements in the visual corporate identity of **Lantek**. It is developed through a studied and planned design program, in order to translate **Lantek**, brand personality, providing it with its own visual representation easy to differentiate.

Following the guidelines provided in this manual when creating Lantek communications will enable preserving Lanteks brand visual identity and increasing the visual memory degree of each elements on it. An adequate use of the logo in all communications is fundamental in order to achieve a strong and lasting image. ■

Logo

1.0.

Logo Definition

The identification name of **Lantek** is constituted by the specific writing of the word **Lantek**.

Regarding the graphic resolution the basic typography is "Trebuchet" except for the letter "e" that is written in "Gisha" lower case letters. This mainly constitutes its personal characteristic, therefore there is no need for a symbol. Its proportions and construction are unique and unchangeable.

The typographic characters used are simple and easy read, avoiding misuse of the name.

Its application to any kind/all forms of communication constitutes the signature of the brand/company and for that reason its characteristics should be rigorously respected and followed.

The brand itself is understood by **Lantek** logo keeping the constant features of size, distance and proportionality. All this sets up a constant and indivisible unit that contributes to propagate and consolidate **Lantek** visual entity.

consolidar la entidad visual de **Lantek**.

The name of the product associated to the brand should always go in lower case letters and thus its characteristics should be rigorously respected.■

The logo consists of the word "lantek" in a lowercase, teal-colored, sans-serif typeface. The letters are bold and closely spaced, with a distinctive 'e' that has a unique, rounded shape.

For big scale enlargements, the constructive scheme provided below should be followed.



The minimum width when reproducing the brand should always be 20mm. ■



1.3. Logo Variations

The standard use of **Lantek** logo should always be in horizontal orientation except in the cases mentioned in point 1.8. ■

Horizontal version

lantek

The **Lantek** logo protection area is constructed taking the measure of the name as point of reference. (See construction in protection area).

The width of the perimetral band that configures the **Lantek** logo protection area must be a quarter of the height of the logo (reference "A", see graticule), as specified below in point 1.5.

Therefore, any graphic element that shares space with **Lantek** logo, whether it is a text, an image or a color density among others, won't be able to invade the area delimited by the mentioned Protection Area.

The protection area of the **Lantek** logo outlines the brand and delimits the security zone by means of a rectangle that cannot be invaded by any object.



The protection area won't be able to get invaded by any other graphic element, whether it is a text, ornament or any drawing that could distort or modify the universal perception of the logo.

EXAMPLE WITH IMAGE



EXAMPLE WITH TEXT



EXAMPLE WITH GRAPHIC DESIGN



1.5. Protection Area Construction

Lantek logo construction is based on two constant features of reproduction that should be scrupulously respected and followed. ■



In order to reproduce the name of **Lanteks** brand Pantone 3282 C will be used ■

■ **Pantone 3282 C**
Colors PANTONE

■ ***Cuatricomía 3282 C***
Colours FOUR COLOR PROCESS



CMYK

Cyan:	100%
Magenta:	0%
Yellow:	47%
Black:	8%

The different usage possibilities of the brand depending on the quantity of inks used are detailed below. ■

two inks version

Pantone 3282 C

The word "lantek" is written in a bold, lowercase, sans-serif font in a teal color.**one ink version**

Black.

The word "lantek" is written in a bold, lowercase, sans-serif font in black.**negative version**The word "lantek" is written in a bold, lowercase, sans-serif font in white, set against a solid black rectangular background.

We refer to the use of **Lanteks** logo in determined communications, whether it is a printed application or other kind of graphic communications. The following specifications should be followed:

1º The logo should always be applied in horizontal orientation.

2º Only in exceptional cases when the communication medium or the dimensions used hinder the horizontal application of the Logo (0º) will the vertical orientation be applied at an angle of 90 degrees and ascending reading. Other positions will not be accepted.

The use of **Lantek** Logo in horizontal whether vertical level will have to stick to the authorised versions described in this manual ■

horizontal version

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vertical version



In this case, we display the elements used until now.

Different graphic elements enclosed to the logo.



When making subtle references to **Lantek** products and logos are not required.



"Products" icons and the line attached to the logo.



Diverse elements attached to long or important texts.



Corporate Typography

Selected typography for the logo: Trebuchet MS except for the letter “e” that goes in Gisha. Compressed character spacing of: 9pt.

As complementary typography for corporative printings, Arial Font will be used ■

typography

Trebuchet MS

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n ñ o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 @

complementary typography

Arial

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n ñ o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 @

Examples of Typographic Application

2.2.

For catalogs, reports, etc. The typographies displayed below will be used. The preferential color of the text will be 70% black, although the use of other colors will be allowed for commercial or advertising purposes.

The word Lantek will always go in bold Helvetica, and whenever required in its corporative color .

The font Helvetica Neue will also be allowed in texts in its italic version, as well as expanding the text (until 20%) for higher visual or creative impact purposes .

Titles. Trebuchet

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n ñ o p q r s t u v w x y z

Paragraph title. Helvética neue light

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n ñ o p q r s t u v w x y z

Lantek and relevant product names. Helvética negrita.

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n ñ o p q r s t u v w x y z

Continuous text. Helvética light.

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n ñ o p q r s t u v w x y z

3.1. Standard Letterhead

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