



ILUMINAR  
**BRAND**  
IDENTITY MANUAL  
ILUMINAR

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# LOGO

# VARIATIONS

## PRIMARY LOGO



**LOGO**  
VARIATIONS

SECONDARY LOGO

ILUMINAR®

ILUMINAR®

ILUMINAR®

# ILUMINAR TYPOGRAPHY

## MEGRIM

LOREM IPSUM DOLOR SIT AMET,  
CONSECTETUER ADIPISCING ELIT, SED DIAM  
NONUMMY NIBH EUISMOD TINCIDUNT UT  
LAOREET DOLORE MAGNA ALIQUAM ERAT  
VOLUTPAT.

LOREM IPSUM DOLOR SIT AMET,  
CONSECTETUER ADIPISCING ELIT, SED  
DIAM DOLORE MAGNA ALIQUAM ERAT  
VOLUTPAT.

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

1 2 3 4 5 6 7 8 9 0

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# ILUMINAR®

# TYPOGRAPHY GUIDELINES

Futura BK BT Book

*Futura BK BT Book Italic*

Futura Medium

*Futura Medium Italic*

**Futura Bold**

Futura Medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

## Futura BK BT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM DOLORE MAGNA ALIQUAM ERAT VOLUTPAT.

## Futura Medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM DOLORE MAGNA ALIQUAM ERAT VOLUTPAT.

## Futura Bold

**Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.**

**LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM DOLORE MAGNA ALIQUAM ERAT VOLUTPAT.**

# TYPOGRAPHY FAMILIES

Futura Bold

# HEADLINES

Futura Medium

## SUB HEADLINE

Futura BK BT

Lorem ipsum dolor sit amet,  
consectetuer adipiscing elit, sed  
diam nonummy nibh euismod  
tincidunt ut laoreet dolore magna  
aliquam erat volutpat.

## HEADLINES SUB HEADLINE

*Lorem ipsum dolor sit amet,  
consectetuer adipiscing elit, sed  
diam nonummy nibh euismod  
tincidunt ut laoreet dolore magna  
aliquam erat volutpat.*

## HEADLINES SUB HEADLINE

Lorem ipsum dolor sit amet,  
consectetuer adipiscing elit, sed  
diam nonummy nibh euismod  
tincidunt ut laoreet dolore magna  
aliquam erat volutpat.

## HEADLINES SUB HEADLINE

Lorem ipsum dolor sit amet,  
consectetuer adipiscing elit, sed  
diam nonummy nibh euismod  
tincidunt ut laoreet dolore magna  
aliquam erat volutpat.

# COLOR VALUES

## PRIMARY COLORS

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**WEB:** #5fb358

**C:** 66%    **R:** 95  
**M:** 0%    **G:** 179  
**Y:** 81%    **B:** 88  
**K:** 0%

## PRIMARY COLORS

---

**WEB:** #000000

**C:** 75%    **R:** 0  
**M:** 68%    **G:** 0  
**Y:** 67%    **B:** 0  
**K:** 100%

## PRIMARY COLORS

---

**WEB:** #ffffff

**C:** 0%    **R:** 255  
**M:** 0%    **G:** 255  
**Y:** 0%    **B:** 255  
**K:** 0%

## SECONDARY COLORS

---

**PANTONE:** 354C

**L:** 60  
**A:** -77  
**B:** 40

## SECONDARY COLORS

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**WEB:** #383737

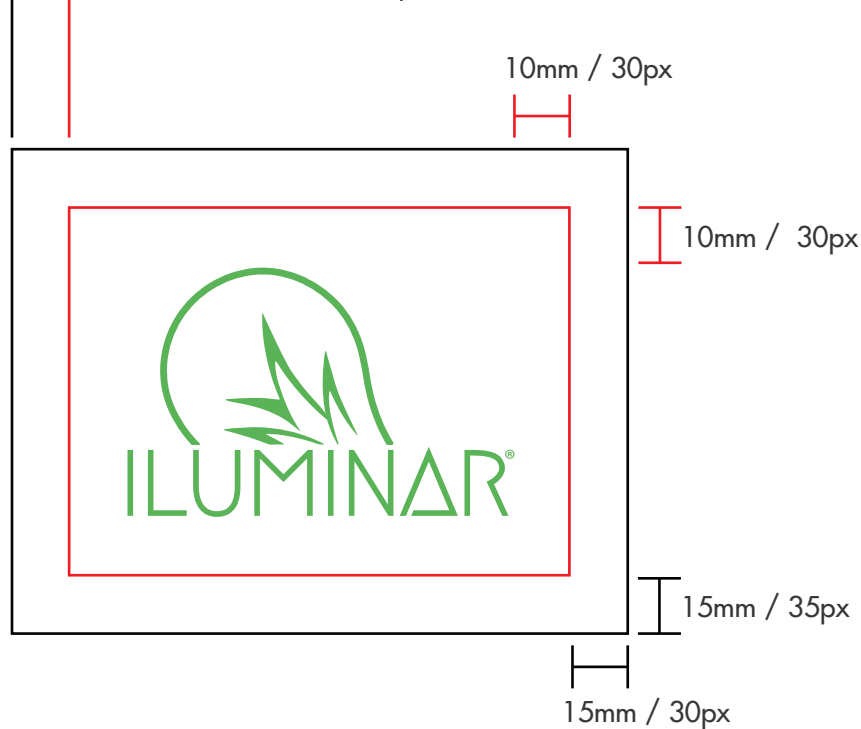
**C:** 67%    **R:** 56  
**M:** 59%    **G:** 55  
**Y:** 55%    **B:** 55  
**K:** 63%



# MINIMUM SIZE & CLEAR SPACE

**Black zone:** Caution area

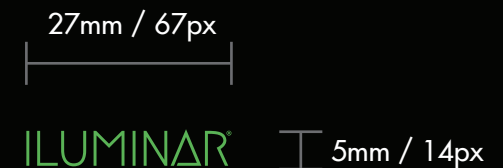
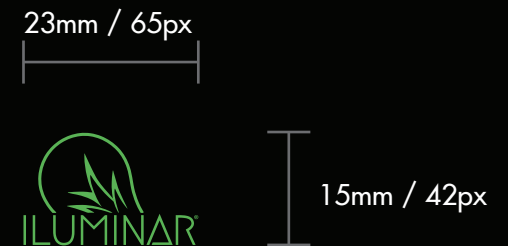
**Red zone:** Unacceptable area



SAME RESTRICTIONS APPLY FOR BOTH VARIANTS

Please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.

Respect the minimum size of our logo. On rare occasions, smaller sizes for print may be necessary. Legibility is a top priority. Ensure the <sup>TM</sup> symbol are clearly visible.



# ILUMINAR PRODUCTS



## THE ILUMINAR FAMILY



HPS



CABLES & CORDS



CONTROLLERS



CMH

# WEB SITE



ILUMINAR  
PROFESSIONAL GROW LIGHT SYSTEMS

LED HID ALL PRODUCTS SHOP

info@iluminar.com 1.877.560.5388

FREE LIGHT LAYOUT

## GROW SMARTER

Indoor Horticultural Lighting that goes the distance. Enjoy state-of-the-art LED and DE Grow Lighting with the lowest failure rate in the industry.

FREE LIGHT LAYOUT

INCREASE  
YIELD

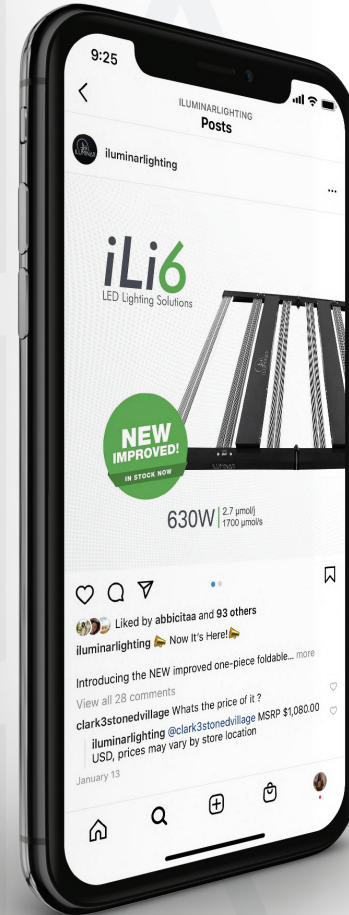
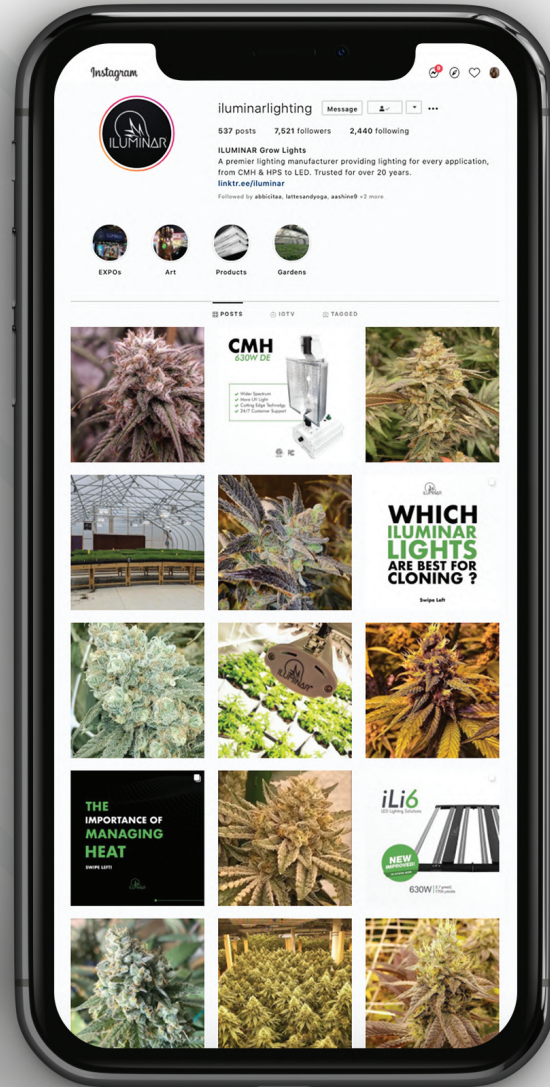
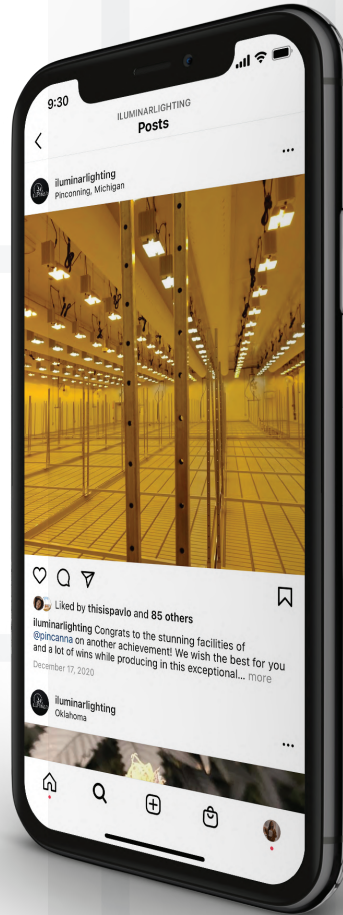
MORE  
BIOMASS

RICHER  
TERPENES

## WHO DO YOU TRUST

The industry is seeing a massive growth in Grow Lighting companies, many claiming inflated efficacies, it's hard to see through all the propaganda.

# SOCIAL MEDIA



ILUMINAR

ILUMINAR



ILUMINAR