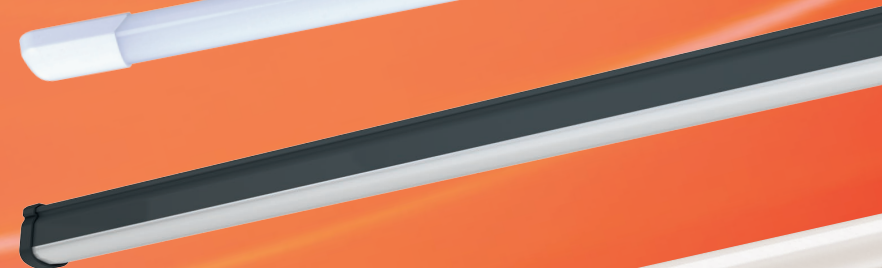




Brand guidelines

version 2019-1



INTRODUCTION

PILA is our global B brand for those customers who are looking for affordable, yet reliable LED products. We offer and promote PILA in those cases where there is a high pressure on price and the customer is looking for a cost effective alternative with basic technical specifications.

To reinforce the PILA brand values, it is important that all our communications have a clean and simple look that reflects the promise of reliability at an affordable price. With this in mind, we have created a set of brand guidelines for you to follow. They cover everything from using the PILA logo to applying our color palette and creating brochures and banner ads. The red illustrative style is used to illustrate that it is a B brand. You'll also find information on how to apply photography and graphics to create a consistent brand identity with a technological look & feel.

We hope you will find our guidelines clear and simple. If you have any questions or need more information, please do not hesitate to get in touch.

LOGO

Logo color

Our PILA logo always appears in red on a white background.

Logo size

The minimum size of the logo is 10 mm wide.

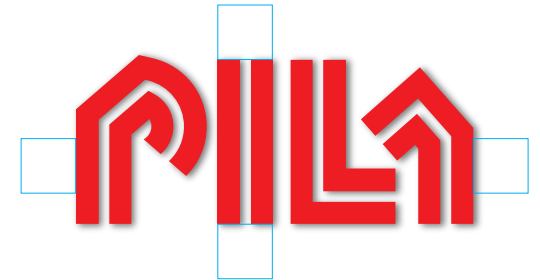
Clear zone logo

Our PILA logo always has a clear zone around it. The clear zone around the logo is equal to the width of the 'I' from the PILA logo. No text or symbols can appear in this area.

Examples

On the following pages you'll find guidelines on using the PILA logo.

Clear zone



NEVER DO THIS:



Never place the PILA logo on a colored background other than white.



Never use the PILA logo in white.



Only use our house colors.



Never reduce the PILA logo to less than 10 mm on print.



Do not italicize the logo.



Never delete the drop shadow from the PILA logo.



Never use the PILA logo in text.



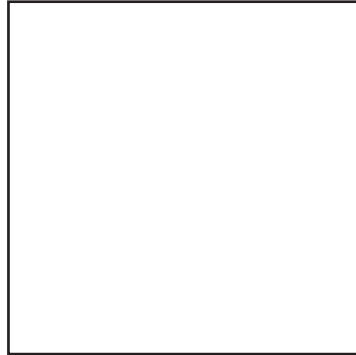
Never use black.

COLORS



Red

Pantone 485
CMYK 0.100.100.0
RGB 194.0.22
HEX #c20016



White



Blue

RGB 74.168.210
HEX #4aa8d2

Color use

Always use red or white.

Always use white text on a red PILA pattern background.

Blue color is only to be used for call to action buttons.

TYPOGRAPHY Centrale Sans

We use the Centrale Sans family of fonts because it has a clean and bold look that matches PILA's graphic style. Some rules apply:

- For **headlines** we use Medium or Bold. However, when a headline is divided into two sentences, you can set one of them in Light. The leading is always 110% of the font size.
- **Intro texts** are 2x the size of body copy and appear in Centrale Sans Light. The leading is 120% of the font size.
- **Subheadings** appear in Bold. Use a bigger type size (155%) of the body copy. The leading is 155% of the font size.
- **Bodycopy** is set in 9pt (based on an A4 layout) and appears in Book. The leading is 155% of the font size.
- The Book font is also used in diagrams and tables.

Centrale Sans Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@€£\$%&*()?

Centrale Sans Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@€£\$%&*()?

Centrale Sans Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@€£\$%&*()?

Centrale Sans Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@€£\$%&*()?

PHOTOGRAPHY

The products must be used freestanding and without a drop shadow.

Products can be placed on three backgrounds: white, PILA pattern and red.

Only use 3D renders if no photography is available.



PILA PATTERN

The PILA pattern can be used as a background.

We never use solid blocks of color as a background.

Should you want to highlight text or would prefer a colored background, always use this pattern.

You can use it everywhere it looks good, from cover pages and back pages, to panels for headers and text.



BROCHURE COVER

The following example shows the layout grid for an A4 cover.



6-column grid

1 Grid

Our cover grid is based on 6 vertical columns with 11.694 mm margins left, right, top and bottom. (the width of the 'l' of the logo). The gutter widths are 4.233 mm.

2 Logo

The logo is placed in the top left corner, with clear space around it.

3 Headline cover

The headline appears in Centrale Sans Medium. The size of the text is variable and is always placed in the middle of the white panel.

4 LED logo

The width of the LED logo is the width of the 'P' of the logo. Distance between logo and LED logo is 40% of the clear space.

5 PILA pattern

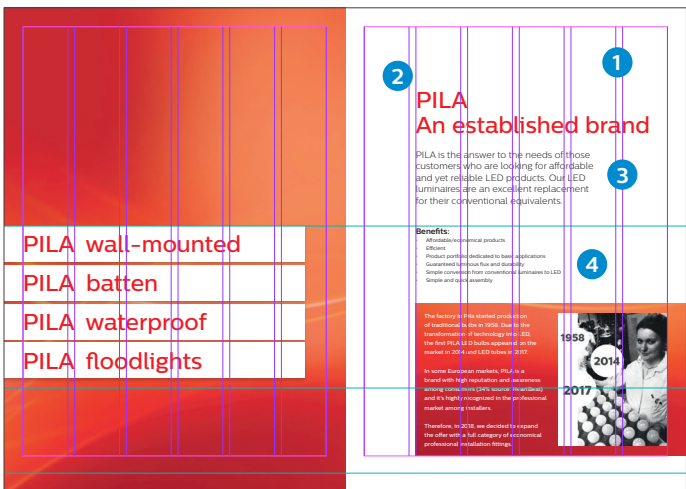
The PILA pattern is placed on the background.

6 Products

Product placed on the PILA pattern.

BROCHURE SPREAD

The following example shows the layout grid for an A4 double-page spread.



6-column grid

PILA wall-mounted			PILA batten		
Specifications			Specifications		
PILA WL007C LED145/740 PSU CIVIL WH			PILA BL007C LED325/840 PSU L2200		
Product description	PILA WL007C LED145/740 PSU CIVIL WH	PILA WL007C LED145/740 PSU CIVIL WH	Product description	PILA BL007C LED325/840 PSU L2200	PILA BL007C LED325/840 PSU L2200
Light output (lm)	4000	3000	Light output (lm)	2000	2000
Power (W)	30	30	Power (W)	30	30
CT (K)	4000	4000	CT (K)	4000	4000
Main voltage	220-240V / 50-60Hz	220-240V / 50-60Hz	Main voltage	220-240V / 50-60Hz	220-240V / 50-60Hz
Lifetime	30,000 hrs	30,000 hrs	Lifetime	30,000 hrs	30,000 hrs
CE	CE	CE	CE	CE	CE
Connection	Screen terminal	Screen terminal	Connection	By wire (2-pin)	By wire (2-pin)
IP rating	IP65 / IP54 (M20 version)	IP65 / IP54 (M20 version)	IP rating	IP20	IP20
Power factor	> 0.9	> 0.9	Power factor	> 0.9	> 0.9
Safety class	Class II	Class II	Safety class	Class I	Class I
Housing material	Polycarbonate	Polycarbonate	Housing material	Polycarbonate	Polycarbonate
Color	White	White	Color	White	White
SKU	37916330000	37916330017	SKU	37916330000	37916330017
DMC	37916330012	37916330012	DMC	37916330012	37916330012
Benefits wall-mount oval ► Wall and ceiling mounted ► Energy efficient			Benefits wide application range ► Energy efficient		

1 Grid

Our cover grid is based on 6 vertical columns with 11.694 mm margins left, right and top. The bottom margin is 21.2 mm. The gutter widths are 4.233 mm.

2 Headline

The headline appears in Centrale Sans Medium. The leading is 110% of the point size. The size of the text is variable.

3 Intro

For the intro use Centrale Sans Light 16 / 20 pt.

4 Body text

For the body text use Centrale Sans Book 9 / 14 pt.

5 Page number

Page numbers appear in Centrale Sans Medium, 10 pt. Place them on the outside of the page.

6 Specifications and benefits

Headlines are Centrale Sans Bold, other text is Centrale Sans Medium. The size of the text is variable.

7 Table

Use Centrale Sans Bold and Book, 9 pt. Table lines are red 0.5 pt. Only horizontal table lines are visible.

BROCHURE BACK PAGE

The following example shows the layout grid for an A4 back page.



6-column grid

- 1 Grid**
Our back page grid is based on 6 vertical columns with 11.694 mm margins left, right, top and bottom. The gutter widths are 4.233 mm.
- 2 Logo**
Same position and dimension as on the cover.
- 3 URL**
URL appears in Centrale Sans Bold and Book 9 / 10.8 pt.
- 4 Disclaimer**
Disclaimer appears in Centrale Sans Book 7 / 9 pt.
- 5 LED logo**
Same position and dimension as on the cover.

LAMP PACKAGING

The following example shows a lamp packaging. For a more detailed description see the packaging guidelines PDF.



1 Color

Packaging is build in CMYK colors.

2 Product

Product placed on the PILA pattern.

3 EEL label

The label should be place on the side panel to the right, in line with the logo stroke. For very small sizes use as big as possible.

4 Wattage block

The wattage information block is connected to the lamp.

Icons

Use relevant icons on the side panel.

Company information, URL and EAN code

On the side panel there will be the company information, the URL and the EAN code. These must be kept together on the bottom panel.

LUMINAIRE PACKAGING

The following example shows a luminaire packaging. For a more detailed description see the packaging guidelines PDF.



1 Color

Packaging is build in CMYK colors.

2 Product

Product placed on the PILA pattern.

3 EEL label

The label should be place on the side panel to the right, in line with the logo stroke. For very small sizes use as big as possible.

Product information

Product information and legal text.

ROLL-UP BANNER

The following example shows the specifications for an 800 x 2000 mm roll-up banner.



- 1 Grid**
Our grid has 47.361 mm margins top, left and right (1x the width of the 'I' of the PILA logo).
- 2 Logo**
The logo is placed in the top left corner, with clear space around it.
- 3 Headline**
The headline appears in Centrale Sans Medium. The size of the text is variable and is always placed in the middle of the white panel.
- 4 LED logo**
The width of the LED logo is the width of the 'P' of the logo. Distance between logo and LED logo is 40% of the clear space.
- 5 PILA pattern**
The PILA pattern is placed on the background.
- 6 Products**
Products placed on the PILA pattern.

POSTER A3

The following example shows an A3 poster.



- 1 Grid**
Our poster grid has 11.694 mm margins left, right and top. (1x the width of the 'I' of the logo). Bottom has 15 mm margin.
- 2 Logo**
The logo is placed in the top left corner, with clear space around it.
- 3 Headline**
The headline appears in Centrale Sans Medium. The size of the text is variable and is always placed in the middle of the white panel.
- 4 LED logo**
The width of the LED logo is the width of the 'P' of the logo. Distance between logo and LED logo is 40% of the clear space.
- 5 PILA pattern**
The PILA pattern is placed on the background.
- 6 Products**
Products placed on the PILA pattern.

Please use the PowerPoint template as provided.

Calibri may be used when Centrale Sans is not available.



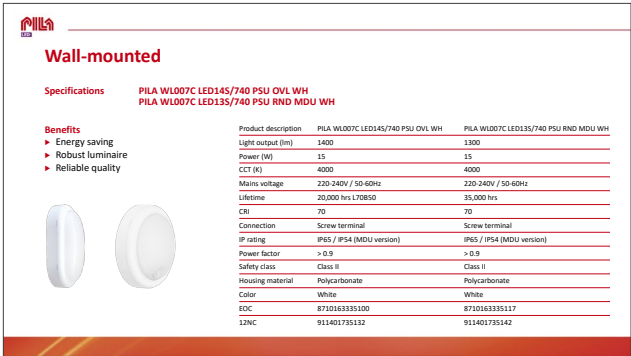
Title slide



Intro slide



Intro slide



Specification slide



End slide

BANNERS

The following examples show the specifications for 300 x 250 px banner ads.



1 Grid

Our banner grid is based on 9.612 px margins.

2 Logo

Logo is placed in the upper left corner.

3 Headline

The headline appears in Centrale Sans Bold 32 pt on 35,2 pt leading. Leading is point size x 1.1. (32 pt x 1.1 = 35.2 pt). The size of the text is variable with a minimum of 14 pt.

4 Header bar

Applied in white, no opacity.

5 PILA pattern

The PILA pattern is placed on the background.



ONLINE NEWSLETTER

The following example shows the specifications for an online newsletter.



- 1 Grid**
Our grid is based on 4 vertical columns with a 40 px margin on all sides.
- 2 Logo**
The logo appears twice. On the top left and centered at the bottom.
- 3 Header**
The header should feature the PILA pattern with the headline in the middle. The headline appears in Centrale Sans Bold. The size of the text is variable with a minimum of 20 pt.
- 4 Body text**
For the body text use Centrale Sans Book. The size of the text is variable with a minimum of 12 pt.
- 5 Call to action buttons**
These appear centred with white text on a blue background.
- 6 Footer**
The footer is the place for the logo and any disclaimers.

WEBSITE

The following example shows the layout grid for a website.

Please contact Digital Marketing Support to create a localized version of the website for your country.



1 Grid

Our grid is based on 4 vertical columns with a width of 960 px. It is based on the web components of philips.com

2 Logo

The logo appears twice. On the top left in a white roundel and centered at the bottom on the white background.

3 Header

The header bar is applied in white, no opacity with the headline in the middle. The headline appears in Gill Sans Bold. The size of the text is variable with a minimum of 30 pt.

4 Body text

For the body text use Gill Sans Regular. The size of the text is variable with a minimum of 14 pt.

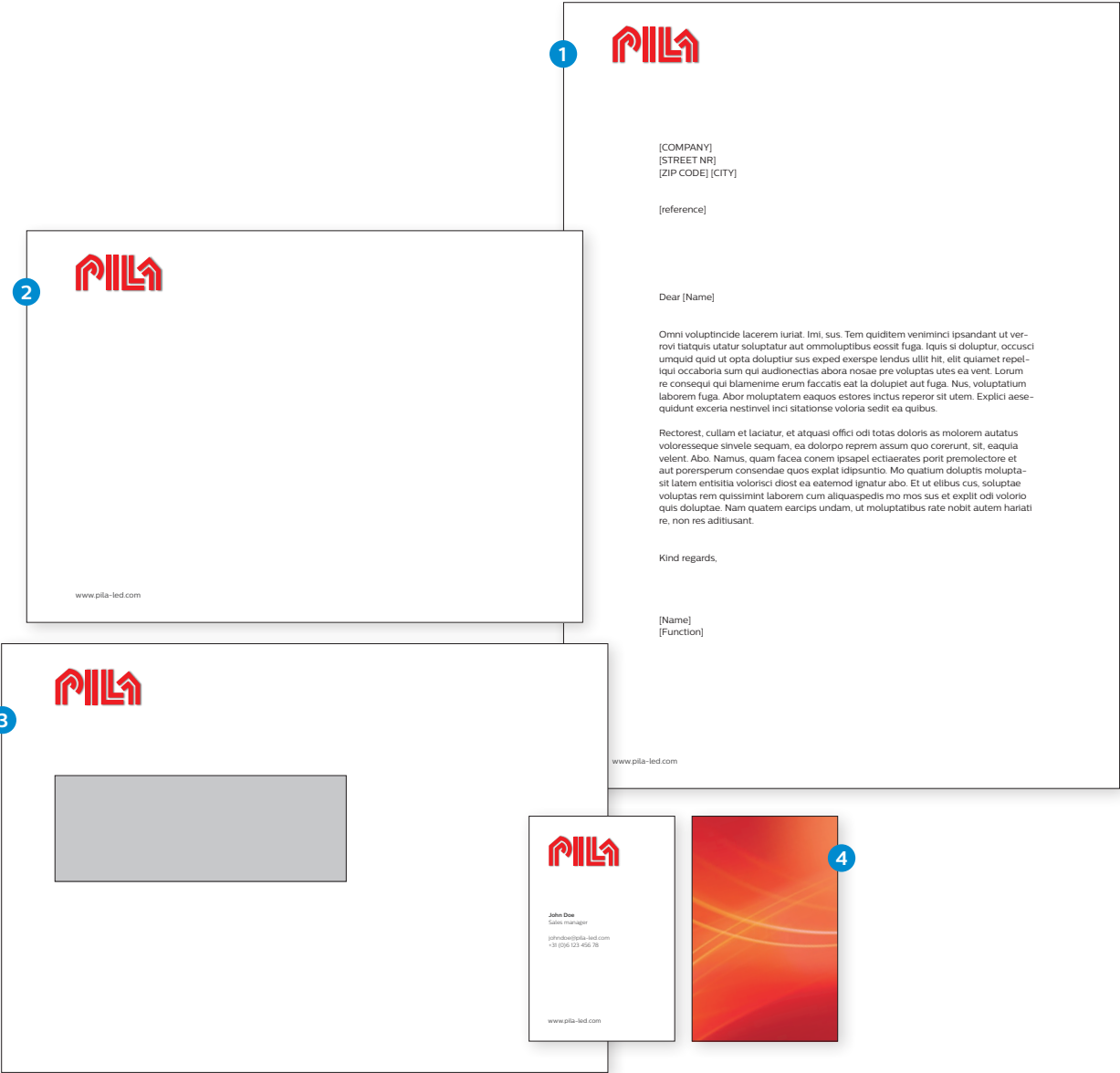
5 Call to action buttons

These appear centred with white text on a blue background.

6 Footer

The footer is the place for the logo and any disclaimers.

STATIONERY



- 1 A4 letter
- 2 Compliment slip
- 3 C5 envelope
- 4 Business card (55 x 85 mm)



©2019 Signify Holding. All rights reserved. The information provided herein is subject to change, without notice. Signify does not give any representation or warranty as to the accuracy or completeness of the information included herein and shall not be liable for any action in reliance thereon. The information presented in this document is not intended as any commercial offer and does not form part of any quotation or contract, unless otherwise agreed by Signify.

www.pila-led.com