

The relationships between the various elements of the LOGO have been carefully planned. These elements and their relationships must remain intact or the visual impact of the LOGO is lost. Therefore, the LOGO / ICON / IDENTIFIER must never be altered in any way. LOGOs / ICONs / IDENTIFIERS for reproduction and enlargement grids are supplied in the Repro Art Section of this guide.

Placement and area of isolation:

The Sea Gull Lighting LOGO / ICON / IDENTIFIER should never be used in or near trademarks, words, phrases, or sentences as a substitute for the company trade name, Sea Gull Lighting Products, Inc., as represented in this guide. The LOGO / ICON / IDENTIFIER (or Sea Gull Lighting) must not be altered, embellished, or distorted in any way.

To assure a high standard of consistency, care must be exercised to maintain an adequate amount of space surrounding the LOGO / ICON / IDENTIFIER. This is referred to the area of isolation.

A general rule has been established to provide sufficient background area to avoid a crowded, confined or poorly balanced appearance. The manner in which secondary elements such as type, ruled lines, or charts are placed in relationship with the LOGO / ICON / IDENTIFIER is critical.

Use the height of the LOGO and IDENTIFIER as the measure for areas of isolation from type and design elements. Use the width for the measurement when the ICON is concerned, or when the IDENTIFIER appears underneath and aligned with the ICON. (See examples on this page). No element should be placed closer than 1/4 (25%) of the height (or width) dimensions. See examples and use the safety area proportion guide whenever the LOGO / ICON / IDENTIFIER is either enlarged or reduced in size.

Area of Isolation:

1/4 height =
Area of Isolation

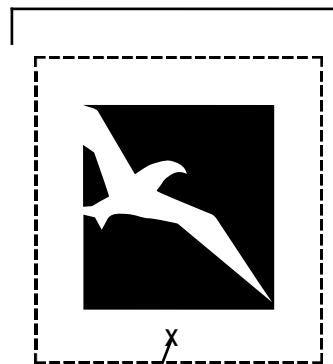


Area of Isolation

1/4 height =
Area of Isolation



1/4 width = Area of Isolation



Area of Isolation

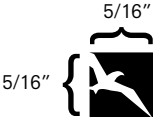
Size and design relationship:

Good judgement must be exercised in determining the ideal size of the LOGO / ICON / IDENTIFIER in a particular design situation.

If it becomes necessary to use a very small LOGO / ICON / IDENTIFIER, do not reproduce a size smaller than 2" x 5/16" for the LOGO / IDENTIFIER or 5/16" x 5/16" for the ICON. When the ICON is used with the IDENTIFIER below, the smallest size the ICON may appear is 5/16" x 5/16". Any LOGO / ICON / IDENTIFIER smaller in size will result in poor, and possibly illegible, reproduction.

Minimum size for reproduction

ICON



IDENTIFIER



LOGO



STACKED LOGO



The Sea Gull Lighting Logo is a specially designed graphic. It is strong, distinctive and unique. It has been created by Sea Gull Lighting Products, Inc. to lend corporate identity to all Sea Gull Lighting properties, products, services, literature and forms.

As such, the logo is the most important element of Sea Gull Lighting's Corporate Design Program.

The Sea Gull Lighting logo is a registered trademark of Sea Gull Lighting Products, Inc. It is protected by law in the United States and virtually all foreign countries.

A new, fresh, contemporary image:

Over the years, the appearance of the Sea Gull Lighting logo has gradually changed. The present logo is designed to represent Sea Gull Lighting Products, Inc. with a fresh, contemporary image. When the Sea Gull Lighting ICON (the image of a bird in a box) and the Sea Gull Lighting IDENTIFIER (the words "Sea Gull Lighting" in conjunction with the registration mark ®) appear together as one unit, we refer to this assembly as the Sea Gull Lighting LOGO. The ICON and IDENTIFIER may appear together as a LOGO or separately, as will be specified later.*

ICON must appear prominently:

The ICON must appear prominently at least once on all Sea Gull Lighting products, advertising and printed materials.

*See logo sheet for further instructions.

Acceptable ICONS



Acceptable IDENTIFIERS



Acceptable LOGOS



Acceptable LOGOS



Color Consistency when printing on coated and uncoated stocks:

A major strength of the Sea Gull Lighting ICON is the choice of the brilliant blue color. On all paper stock, use Pantone PMS 295 Blue.

When gray is the color choice, use Pantone PMS 423 Gray on paper stocks.

Should the need arise to create the Sea Gull Lighting LOGO/IDENTIFIER/ICON in using 4-color process (CMYK), use the chart below to determine the percentages of colors for each acceptable use.

BLUE	PMS 295	Cyan	100%
		Magenta	56%
		Yellow	0%
		Black	34%
GRAY	PMS 423	Cyan	0%
		Magenta	0%
		Yellow	0%
		Black	47%

With 4-color printing, the LOGO / ICON / IDENTIFIER may appear in 100% Black, 100% Pantone PMS 295 Blue, 100% Pantone PMS 423 Gray, or it may knock-out white, whichever is most compatible with the background color. 100% Pantone PMS 295 Blue is the most preferred of these choices. Ideally, this should be taken into consideration before a background color is chosen. Caution must be taken to ensure that the background color and the color of the LOGO / ICON / IDENTIFIER do not clash.

Pantone PMS 295 Blue must always be used whenever a blue is indicated for the LOGO / ICON / IDENTIFIER and Pantone PMS 423 Gray must always be used whenever a gray is indicated for the LOGO / ICON / IDENTIFIER. Changes in hue or tone are unacceptable. Refer to Repro Art Section for samples of Sea Gull Lighting Products, Inc. Blue and Gray on coated and uncoated stock.

The Sea Gull Lighting LOGO / ICON / IDENTIFIER must print 100% of whichever color choice is selected (Black, Pantone PMS 295 Blue, or Pantone PMS 423 Gray), or it may knock-out white. No other percentage of these colors may be used.

The LOGO/ ICON/ IDENTIFIER is not to be printed in any other color or fashion as specified herein. Remember — The complete LOGO/ ICON/ IDENTIFIER must stand out prominently against whatever background it is used with.

PMS = Pantone Matching System - A trademark of Pantone, Inc.

Acceptable Colors



Acceptable ICONS



Acceptable IDENTIFIERS

sea gull lighting®

100% Black

sea gull lighting®

100% PMS 295

sea gull lighting®

100% PMS 423

Acceptable LOGOS



100% Black



100% PMS 295



100% PMS 423

Acceptable LOGOS



**Sea Gull Lighting
LOGO / ICON / IDENTIFIER
on a Black Background:**

In this particular case, the LOGO / ICON / IDENTIFIER must knock-out white.

Light or dark backgrounds:

Proper use of background color is as important to the total visual identity as the proper handling of the LOGO / ICON / IDENTIFIER.

When the background is light, the Sea Gull Lighting LOGO / ICON / IDENTIFIER must appear in the most prominent way possible. Knocking-out white on a light background is not advised and should be avoided.

When the background is dark, or when it is necessary to print the LOGO / ICON / IDENTIFIER over a photographic background, the LOGO / ICON / IDENTIFIER should appear knocked-out white. If the designer feels that representing the LOGO / ICON / IDENTIFIER in a 100% Pantone PMS 295 Blue, 100% Pantone PMS 423 Gray or 100% Black will make the LOGO / ICON / IDENTIFIER appear more prominently, it is at his discretion to do so. Remember to maintain an area of isolation when printing over a photographic image.

The image of the Sea Gull bird inside its box (ICON) and the area around the words "Sea Gull Lighting" may appear the color of the background or paper stock. Artwork is supplied in the Repro Art Section.

Acceptable Use On Dark Or Color Backgrounds

