

**BOOK OF
VISUAL
IDENTIFICATION**

● LIRALIGHTING®

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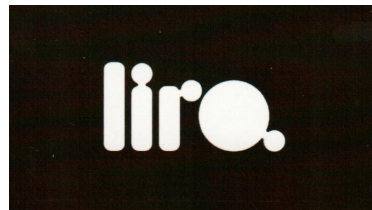
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Lira



lira.



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GENESIS

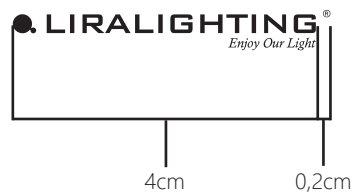
Our search for the right logo began in the 90s. Many metamorphoses went through many times and finally took on the form we desired.

**BASIC
LOGO
VERSION**

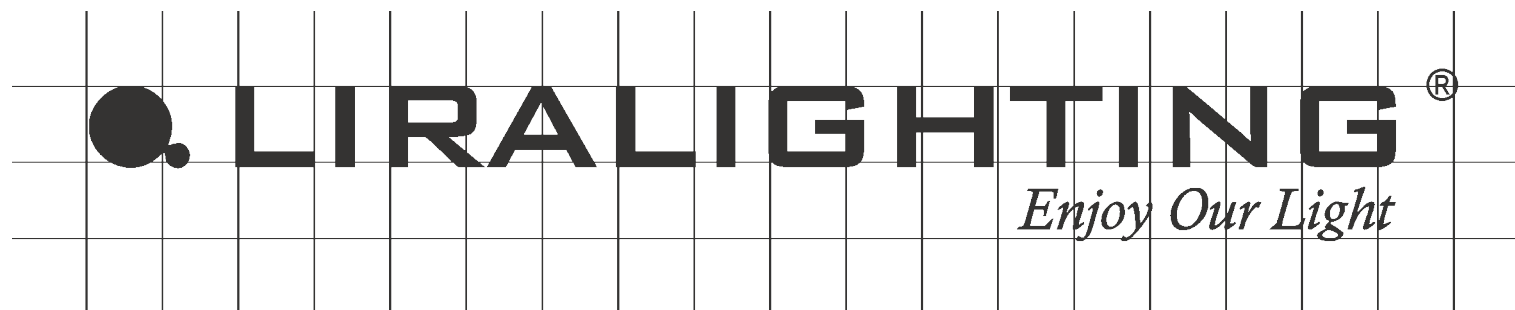
**ALTERNATIVE
LOGO
VERSION**



Minimal
logo size



Minimal
logo size



Grid proportion character is housed in a module the size of 1cm.

COLOR

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CMYK
100% - K

RGB
0
0
0

COLOR

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CMYK
0%

RGB
255
255
255

PROTECTIVE FIELD



To describe the protective field of the sign, the size „x” was used, x = height of the character element.

The protective field defines the minimum area assigned to the sign. It is also a protection of the mark against deformations and ensures a good visual reception.

 **LIRALIGHTING**®

BankGothic Md BT Medium

Light: -5%

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Calisto MT Italic

**UNACCEPTABLE
MODIFICATIONS**

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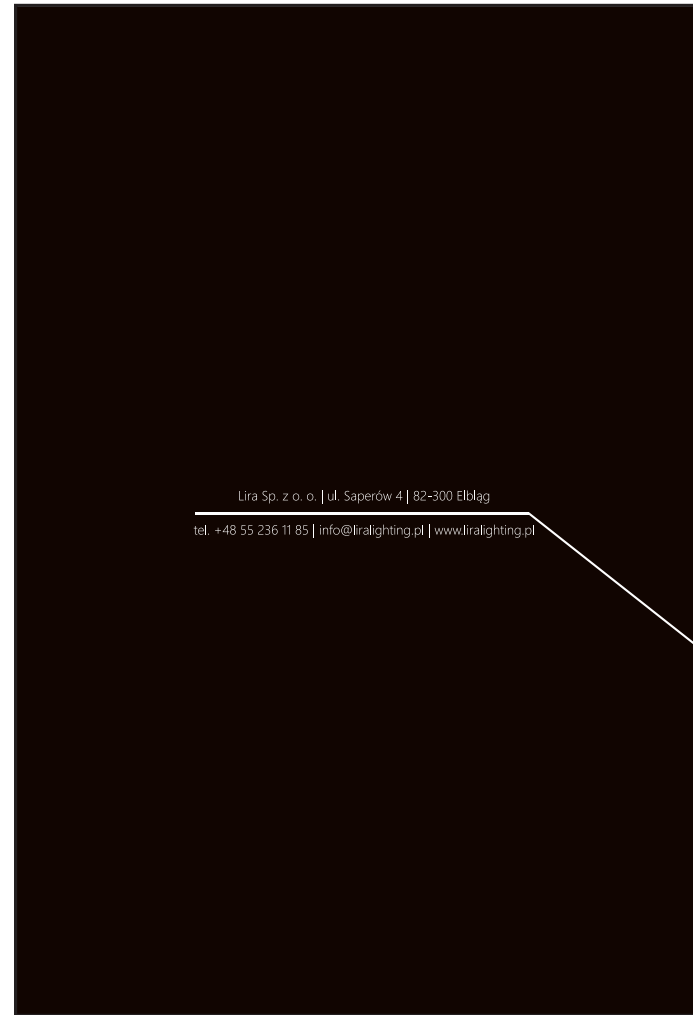
LIRALIGHTING[®]

●. LIRALIGHTING[®]
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To preserve the coherence of identification, the rules contained in the book of the mark for the use and reproduction of the mark should be followed.

Any deviation from the established rules and independent modifications have a negative impact on the overall visual image of the identification.



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tel. +48 55 236 11 85 | info@liralighting.pl | www.liralighting.pl

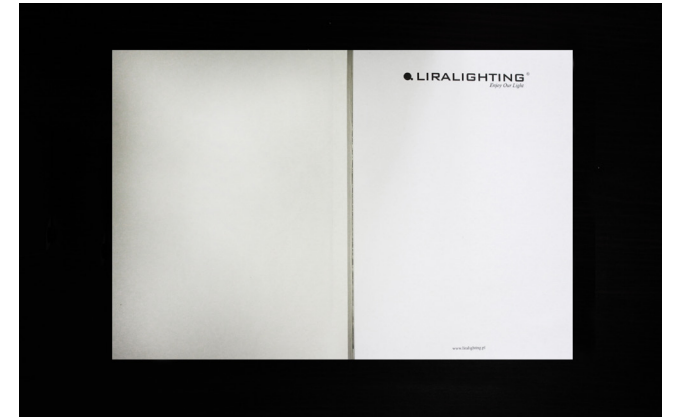
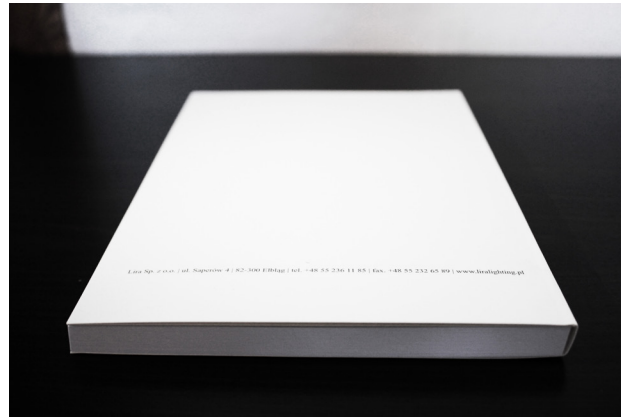
USE IN
ADVERTISING
MATERIALS

CALENDAR
FORMAT A5



USE IN ADVERTISING MATERIALS

**NOTEBOOK
FORMAT A5**



USE IN
ADVERTISING
MATERIALS

FOLDER
FORMAT A4

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TORO lux



PEN

nadruk:

wielkość nadruku:

kolor:



35 x 4,7 mm

PANTONE 877 C



49,6 x 7 mm

PANTONE 877 C

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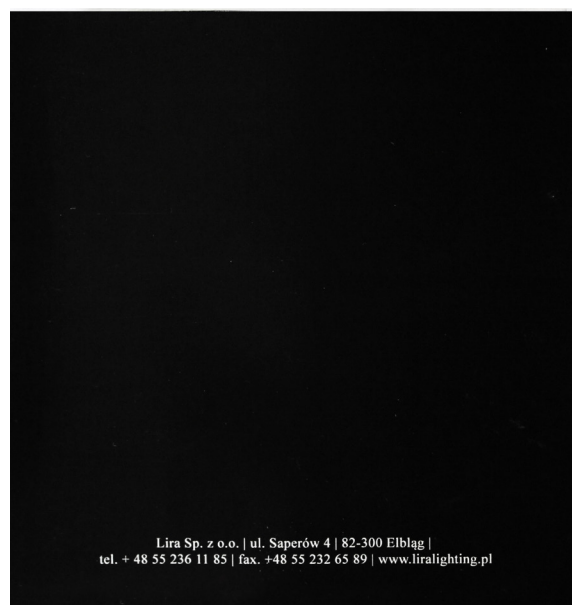


Unia Europejska
Europejski Fundusz
Rozwoju Regionalnego



**USE IN
ADVERTISING
MATERIALS**

CD





**USE IN
ADVERTISING
MATERIALS**

PENDRIVE





**USE IN
ADVERTISING
MATERIALS**

T-SHIRT



**USE IN
ADVERTISING
MATERIALS**

CAR

The business car:
45cm (side)
28cm (back)

The business car of
the managers:
30cm (side)
20cm (back)