

# LINDY BRAND & DESIGN NAVIGATOR

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USE OF LOGO  
USE OF COLOURS

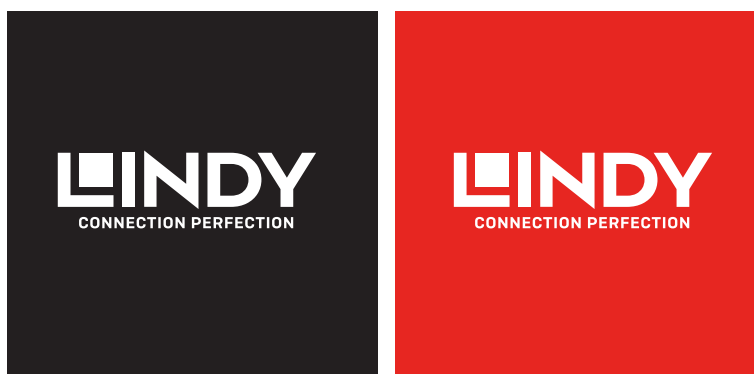
JUNE 2024



**LINDY**  
 CONNECTION PERFECTION




**LINDY**  
 CONNECTION PERFECTION



**THE LINDY LOGO IS  
 AVAILABLE IN THREE  
 DIFFERENT VERSIONS**

- black/red
- white/red
- monochrome

The logo variants are used depending on the application, as follows:

The logo in black/red or white/red for stationery and all printed materials that are printed in colour, and 4C ads. The monochrome logo (black or white) is used only on a red background, or if a 4-color printing is not possible.

LINDY Logo on dark background

LINDY Logo in one colour (Logo in monochrome black or monochrome white)

LINDY Logo in one colour on dark or red background



Size 7cm width



Size 5cm width



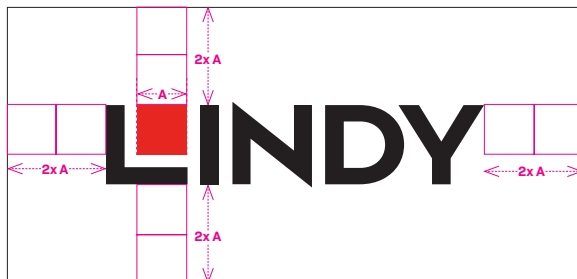
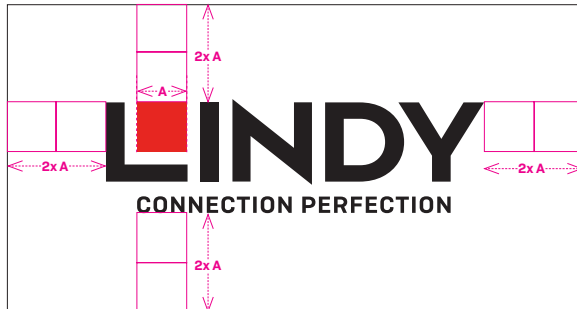
Size 3cm width



Size 2.5cm width



If the Logo is smaller than 2.5cm width, use it without claim

**BUFFER ZONE**

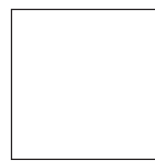
So that the logo can be clearly perceived in his environment, a minimum clearance must be maintained around the logo. This space usually corresponds to two times the size of the red square.

If the Logo is smaller than 2.5cm width, use it without claim

**LINDY**  
CONNECTION PERFECTION



**LINDY**  
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<b>PANTONE COLOUR</b>	Pantone Hexachrome Black	Pantone 2035 C	White
<b>FOUR COLOUR / PROCESS</b>	C65 M50 Y50 K100	C0 M97 Y100 K3	C0 M0 Y0 K0
<b>RGB COLOUR</b>	R0 G0 B0	R214 G0 B28	R255 G255 B255
<b>HTML CODE</b>	#0a0a0d	#d6001c	#ffffff
<b>RAL COLOURS</b>	RAL 9005 Tiefschwarz	RAL 3020 Verkehrsrot	RAL 9016 Verkehrsweiss
<b>HKS COLOURS</b>	Black	HKS 14	White

#### COLOUR REFERENCES FOR LINDY LOGO

For high-quality prints that are produced in the 5-colour printing process, the red square in Logo is printed in Pantone red.

Lindy products should be printed with 2-colour logo, black/red or white/red – if possible. Only in exceptional cases can be used to the monochrome version here.

For the website and all online advertising the logo in RGB or HTML code should be used.

RAL colours are used for buildings indoor and outdoor.



Colored variation (black/red) on white background



Colored variation (white/red) on black background



Unicolor variation (black) on white background



Unicolor variation (white) on black background



Colored variation (black/red) on bright background



Colored variation (white/red) on dark background

Colored variation (black/red) on bright picture.  
Make sure that the background behind the brand logo is calmedColored variation (white/red) on dark picture.  
Make sure that the background behind the brand logo is calmed

Unicolor variation (black) on coloured background



Unicolor variation (white) on coloured background

### RULES FOR USING THE LINDY LOGO

When using the Lindy brand logo, it must be ensured that a maximum contrast is added to the background.

For this, only the predefined colours of the brand logo may be used, depending on the printing process. Other colours are not permitted for the brand logo. If the logo is positioned on an image, make sure that the background behind the brand logo is calmed.



Unicolor logo in black and white mixed



Claim different colour than LINDY character



Square in „L“ outline



Square in „L“ outline in small logo (smaller than 25mm)



Unicolor logo, square in gray scales



Unicolor logo white, square in black - and reverse

Coloured variation (black/red) on bright picture.  
Make sure that the background behind the brand logo is calmedColoured variation (white/red) on dark picture.  
Make sure that the background behind the brand logo is calmed

Scale the claim smaller or larger



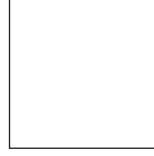
A minimum distance from the edge must always be respected

### RULES FOR USING THE LINDY LOGO – DONT'S

To convey a clear and powerful image of the Lindy brand, comply with the following rules: The colours, artwork and construction of the logo are inseparable and must not be modified in any way.

To ensure the greatest possible consistency in the use of this identity, it is essential to use the files of the logo as provided and never attempt to recreate it.

## Main colours

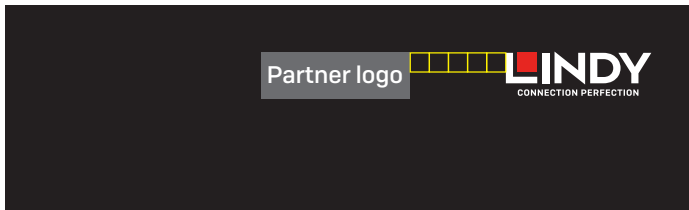


<b>PANTONE COLOUR</b>	Pantone Hexachrome Black	Pantone 2035 C	White
<b>FOUR COLOUR / PROCESS</b>	C65 M50 Y50 K100	C0 M97 Y100 K3	C0 M0 Y0 K0
<b>RGB COLOUR</b>	R0 G0 B0	R214 G0 B28	R255 G255 B255
<b>HTML CODE</b>	#0a0a0d	#d6001c	#ffffff
<b>RAL COLOURS</b>	RAL 9005 Tiefschwarz	RAL 3020 Verkehrsrrot	RAL 9016 Verkehrsweiss
<b>HKS COLOURS</b>	HKS 89	HKS 14	White

### MAIN COLOURS

Lindy's graphic identity is based on three colours. Red, black and white. Red is the genetic colour of Lindy, it is a strong colour and draws attention to itself. Black visualized strength, power and status, white is clear and sober and evokes openness.





## USE OF PARTNER LOGOS IN COMBINATION WITH LINDY LOGO

The term „co-branding“ includes activities in which Lindy co-operates with other companies and organizations. In the case of these partnerships, care must be taken that all the logos of involved characters are shown in the same size.

Typically, the characters are displayed side by side on a horizontal line. If Lindy comes up with one or more partners, the Lindy company logo is to the right of the partner.

The company logo and the affiliate mark are communicated and aligned on a common horizontal axis. The horizontal distance to the partner characters should be at least 5x the square in the „L“.

When the logos are aligned vertically, they are centred at a distance of at least 4x square in the „L“.

In the case of vertical alignment of the logos, eg on narrow-format styles, these are arranged centrally among each other. There should also be a spacing of at least 4x square in the „L“ between the signs. The Lindy company logo is also at the forefront of this design option.

The Lindy company logo is usually depicted in white / red on black or dark gray background. In special cases the Lindy logo can also be in black / red on white or light background.

The size of the Lindy company logo depends on the predefined conditions and must be adapted optically to formats, room sizes, etc. The minimum distance to side edges and other design elements must be observed (buffer zone).

The representation of the Lindy company sign and the partner signs must be adapted to the spatial conditions (eg room height, light situation, etc.).