



Lighthance

The Brand Book

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History

Founded in 2023 in Tokyo, Lighthance was born from a passion for innovation and excellence in lighting. The founders, two lighting engineers and an interior designer, noticed a gap in the market for high-end lighting solutions. They decided to create a brand that combines modern technology with elegant design, meeting the expectations of the most demanding customers. With a focus on quality and innovation, Lighthance quickly gained recognition in the industry and became synonymous with luxury in lighting.

Tagline

The motto “Illuminate Elegance, Embrace Innovation” captures the brand’s ethos of combining aesthetic sophistication with technological progress. It reflects a commitment to stylish, innovative lighting solutions that enhance both form and function.

Mission

Lighthance’s mission is to provide exceptional lighting solutions that elevate living standards by offering both functionality and unparalleled beauty in every interior. We strive to ensure that each product is synonymous with innovation, quality, and aesthetics. Additionally, our goal is to consistently push the boundaries of design and technology in lighting. By doing so, we aim to meet the evolving needs and tastes of our discerning clientele, ensuring their special spaces are not only illuminated but transformed.

Vision

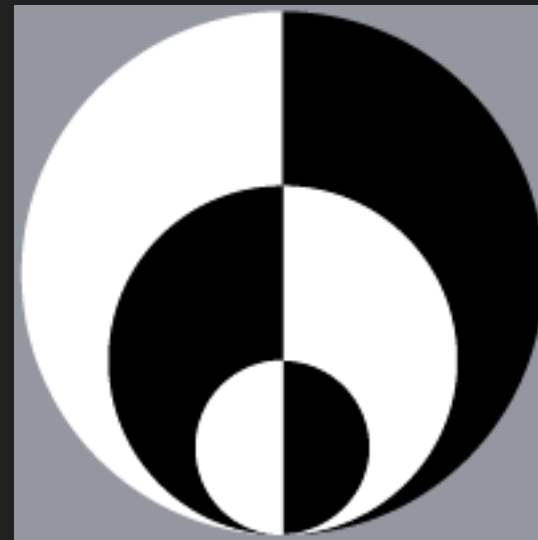
Lighthance’s vision is to be a world leader in setting lighting trends, inspiring bold thinking about space and light, and setting new standards in luxury lighting. We want our products to be chosen by designers and architects worldwide as the first choice when designing prestigious spaces.

Logo

The Lighthance logo features an abstract design where black and gold swirl dynamically, symbolizing light's transformative power piercing through darkness. This motif reflects the company's commitment to aesthetic excellence and innovative lighting designs that redefine space illumination.

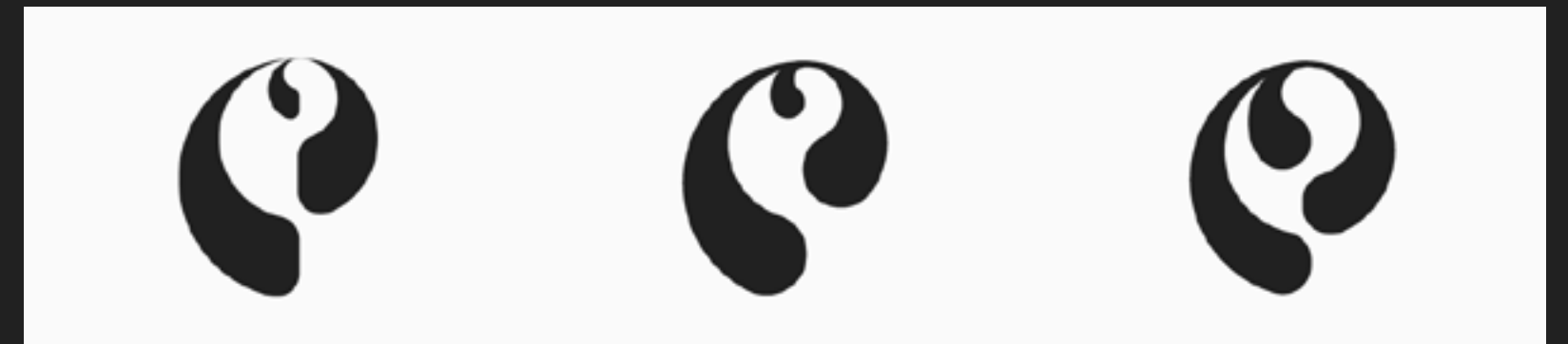
The Beginnings

The initial Lighthance logo featured a stark contrast between black and white, effectively embodying the brand's focus on the interplay of light and dark. However, it lacked the sense of movement and lightness that the company wanted to convey in its identity.



The Evolution

Throughout the evolution of the Lighthance logo, shapes have been refined to emphasize fluidity and transformation. Early versions explored the curvature and interlock of black and white segments, enhancing the depiction of light breaking through darkness.



None of the earlier iterations of the Lighthance logo captured the desired level of sleekness and elegance. Each version, while progressively closer, still fell short of embodying the refined sophistication essential to the brand's identity. This pursuit of perfection guided the continuous refinement until the ideal logo was achieved.

The Present Logo



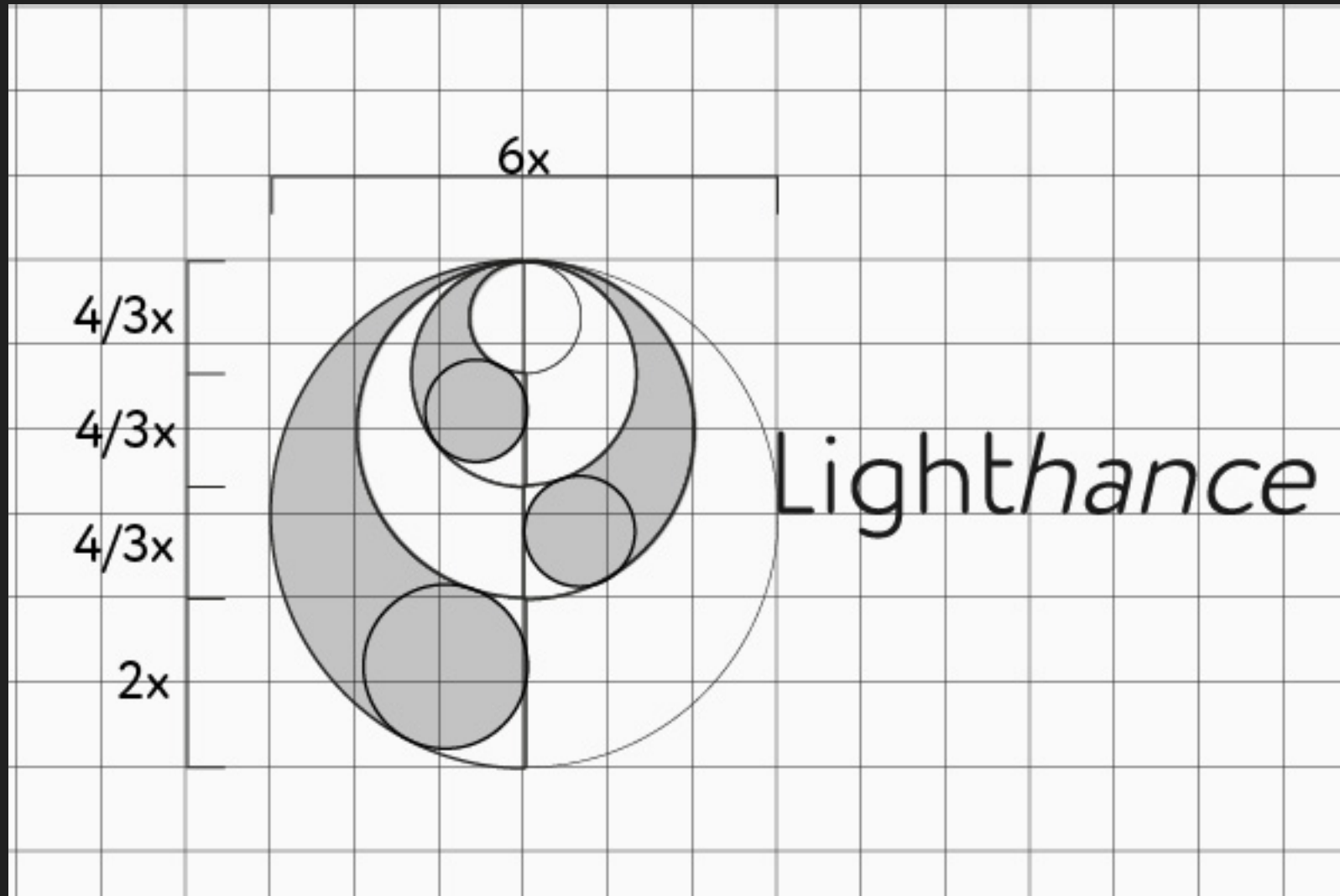
The updated Lighthance logo seamlessly blends motion and elegance, symbolizing the brand's strong commitment to cutting-edge and aesthetically pleasing lighting designs. Its fluid and dynamic design captures the essence of light as a transformative force in any space, enhancing environments.

In addition to the Golden Ember version, Lighthance offers a wide variety of alternative logo color variations to cater to diverse branding preferences and unique styles.



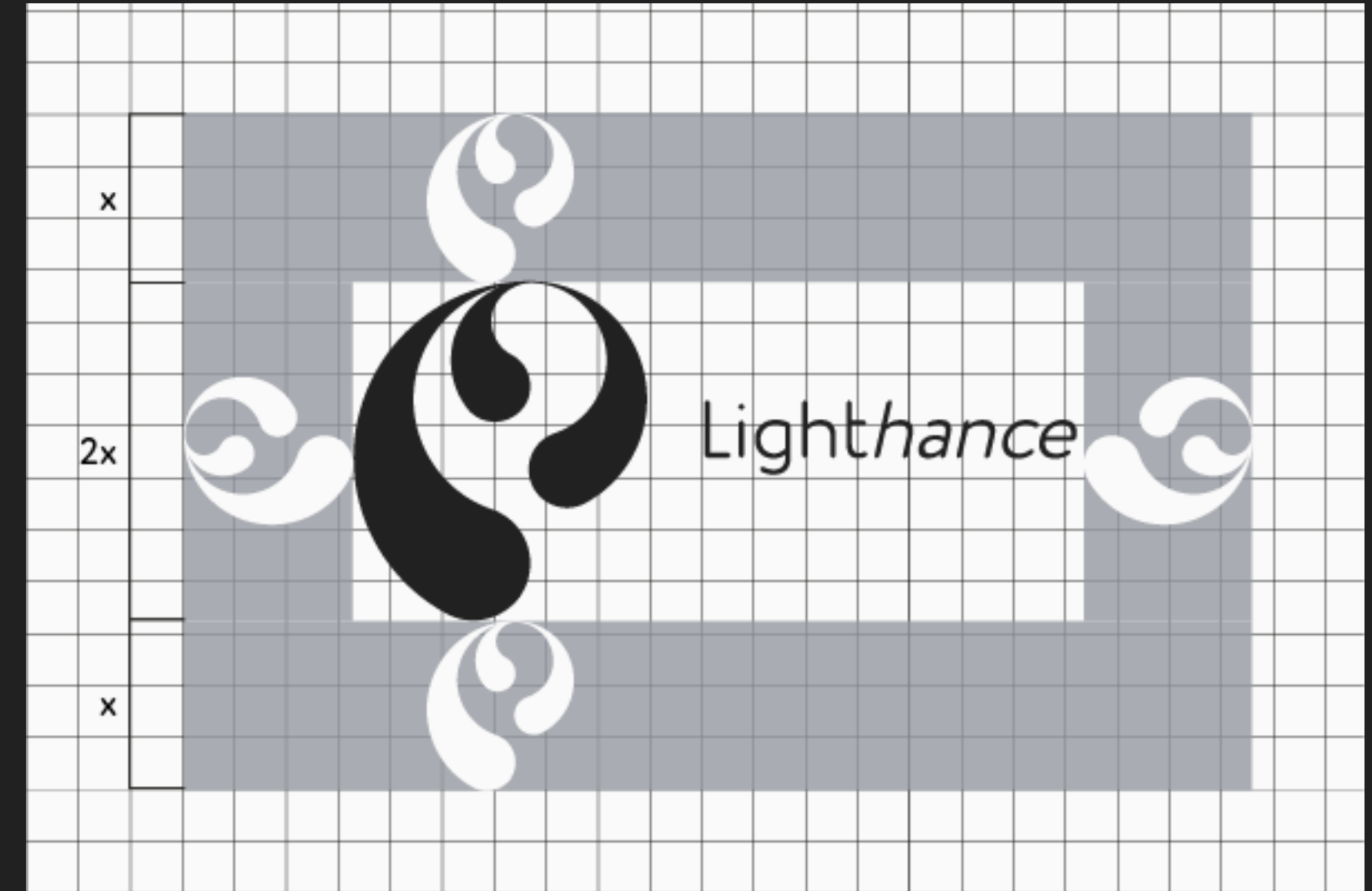
These include Pearl White and Lead Black, providing a range of options to suit various design needs, enhance aesthetic flexibility, and complement different environments.

Logo on the Grid



The grid system used in the Lighthance logo design defines the proportions of each element, with specific placements at 2x, 4/3x, and 6x intervals. This precise alignment ensures a balanced composition, aligning each circle and curve within these zones for a harmonious visual impact.

Logo Clearspace



The clearspace around the Lighthance logo is essential for preserving its visual clarity. The clearspace is defined as '2x' around the full-size logo and 'x' around the logo reduced by 50%. This spacing ensures the logo remains clear and distinct, enhancing its visibility across all branding platforms.

Incorrect Usage of the Logo

The pages presented here showcase incorrect uses of the Lighthance logo, highlighting examples of how not to implement the brand's emblem in various applications. This serves as a guide to maintaining the integrity and consistency of the brand's visual identity.



DO NOT
rotate any part
of the logo



DO NOT
use two different
variants of the logo
at once



DO NOT
change the color
of the logo



DO NOT
distort any part
of the logo



DO NOT
use effects (like glow)
of the logo



DO NOT
change the color
of the background

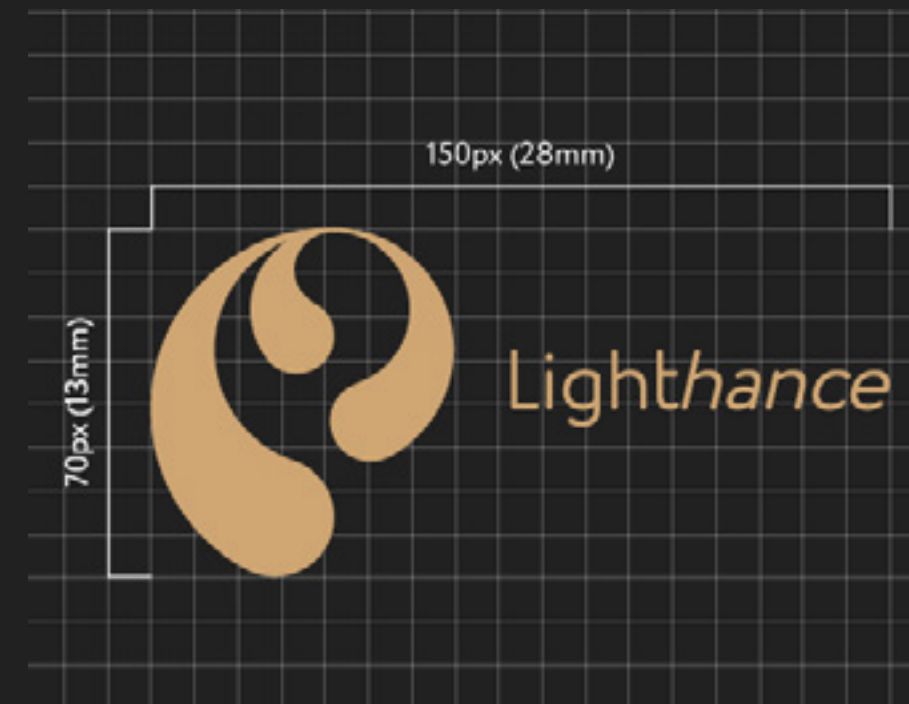


DO NOT
use gradients
on the logo



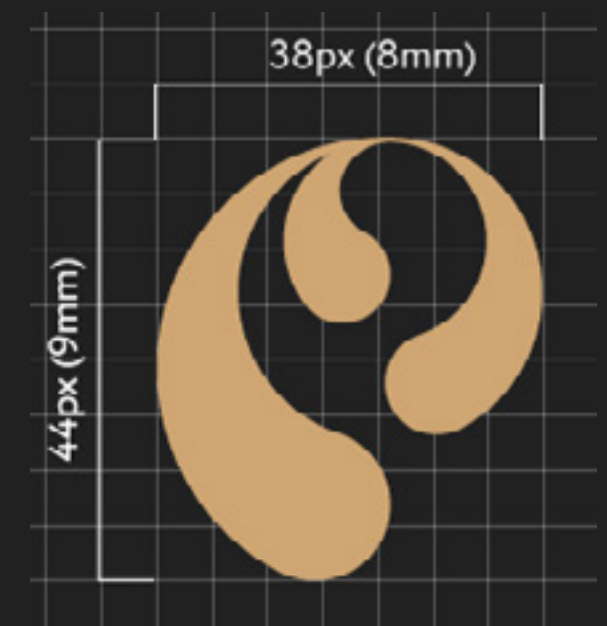
DO NOT
change the arrangement
of the logo

Size of the Logo



To ensure readability in smaller formats, adhere to the minimum size requirements for the Lighthance logo. For the full logo, including text, the minimum size should be at least 150x70 px (or 28mmx13mm in print).

If using just the emblem (symbol) alone, the minimum size should be 60x70 pixels (11.4mmx13mm in print). These guidelines help maintain the clarity and impact of the logo across various applications in both print and digital media.



Brand Colors

In the palettes of Lighthance, there's more than just pigments on a canvas. It's a symphony of elegance, a harmony between light and shadow, where every shade plays its part in crafting an unparalleled aesthetic experience. Sonic Silver, Pearl White, Deep Onyx - each color is a mystical dance between light and space, exuding subtlety and refinement. This palette not only illuminates spaces but transforms them into realms where luxury meets modernity, creating an atmosphere that delights the senses and sparks the imagination. It's not just lighting; it's art that showcases how color can alter our perception of space, accentuating the elegance and sophistication of every interior.



Pearl White
HEX: #FAFAFA
C: 1, M: 1, Y: 1, K: 0
R: 250, G: 250, B: 250



Sonic Silver
HEX: #9497A0
C: 31, M: 24, Y: 18, K: 20
R: 148, G: 151, B: 160



Golden Ember
HEX: #CFA673
C: 19, M: 34, Y: 61, K: 0
R: 207, G: 166, B: 115



Steel Blue
HEX: #474F5C
C: 73, M: 62, Y: 47, K: 29
R: 71, G: 79, B: 92



Lead Black
HEX: #212121
C: 72, M: 66, Y: 65, K: 73
R: 33, G: 33, B: 33

Color Combinations

In the Lighthance brand color scheme, pairs have been designated that, when combined, achieve a contrast ratio exceeding 4.5, ensuring striking visual clarity and aesthetic cohesion. This contrast standard is not only a testament to Lighthance’s commitment to accessibility but also enhances the visual impact of our branding across various mediums. It guarantees that our identity remains bold and distinct, true to our ethos of blending innovation with elegance.

Pearl White on Lead Black	Contrast: 15.43
Lead Black on Pearl White	Contrast: 15.43
Sonic Silver on Lead Black	Contrast: 7.92
Lead Black on Sonic Silver	Contrast: 7.92
Golden Ember on Lead Black	Contrast: 7.17
Lead Black on Golden Ember	Contrast: 7.17
Steel Blue on Lead Black	Contrast: 5.52
Lead Black on Steel Blue	Contrast: 5.52

Brand Typography

For the brand’s typography, Houschka Pro has been selected to emphasize its core values of simplicity and elegance. This font choice is a deliberate effort, aiming to mirror the brand’s commitment to clean and accessible design while maintaining a refined touch of sophistication. Houschka Pro’s rounded, geometric structure enhances readability and offers a modern aesthetic that aligns perfectly with the brand’s vision of being both contemporary and timeless. This font not only complements the visual identity but also reinforces the brand’s ethos in every textual representation.

Heading Font: Houschka Pro, Demi Bold

The heading font should be used for titles and headers to ensure they stand out and capture the audience’s attention. It is ideal for sections that require emphasis and hierarchical distinction within documents or presentations.

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9

Body Font: Houschka Pro, Light

The body font is designed for optimal readability in main text areas of documents and presentations. It should be used for paragraphs and other detailed content to ensure clarity and comfort for the reader.

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9

Accent Font: Houschka Pro, Thin Italic

The accent font, characterized by its delicate design, is perfect for highlights and special touches in your materials. Use it to draw attention to key points, captions, or any subtle details that require a touch of elegance.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

CALL TO ACTION FONT: HOUSCHKA PRO, LIGHT, SMALL CAPS

The call to action font is designed to be bold and eye-catching, making it ideal for buttons, banners, and promotional materials that require immediate attention. Use this font to effectively guide users towards desired actions and enhance engagement.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

HEADLINE

The motto of the brand

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Pulvinar neque laoreet suspendisse interdum consectetur libero id faucibus nisl. Sodales ut eu sem integer. Id volutpat lacus laoreet non curabitur gravida arcu. Dui nunc mattis enim ut tellus elementum sagittis vitae et. Volutpat consequat mauris nunc congue nisi vitae. Ut eu sem integer vitae justo eget magna fermentum.

CALL TO ACTION

Business Card



Corporate Stationery



Dare to Illuminate



Stage Stops



Dare to Illuminate

Stage Posts



Dare to Illuminate

Find out more at
Lighthance.com

