



Brand refresh style guide



Intro

One of the key strengths of the LLumar® global network is consistency: consistent quality, consistent innovation, and a consistent, premium image in the marketplace. To ensure that this image is maintained, it is vital that all graphics in promotional materials are consistent.

This document contains easy-to-follow guidelines on the proper use of LLumar branding elements in some of the most common applications. Please consult this guide and follow these guidelines exactly when any pieces that represent the LLumar brand are produced.

Please be aware that the Brand Refresh Style Guide is the property of Eastman Chemical Company. Your right to access this Guide is based upon your/your company's relationship with us and you may not share it with others outside your company without our written permission. The LLumar name and LLumar logo are registered trademarks and may be displayed only with our permission. Misuse of this Guide and its contents is a violation of international copyright and/or trademark laws, which may subject the infringer to substantial monetary penalties.

Color

These are the new brand colors and their equivalents. One of the best ways to ensure a consistent LLumar® Red is to employ the Pantone Matching System (or PMS) colors; these numbers are the standard color reference throughout much of the printing industry. When PMS numbers can be specified, please use Pantone 1795 and Pantone Black.

Please note the LLumar red has changed its value.

When Pantone colors cannot be specified, please use the formulas for the equivalents.



PMS 143c

CMYK (2, 32, 92, 0)
RGB (247, 179, 52)



PMS 158c

CMYK (2, 66, 100, 0)
RGB (194, 107, 17)



PMS 1795c

CMYK (9, 98, 93, 1)
RGB (217, 39, 46)



CMYK (0, 0, 0, 85)

CMYK (0, 0, 0, 85)
RGB (77, 77, 79)



CMYK (0, 0, 0, 30)

CMYK (0, 0, 0, 30)
RGB (188, 190, 192)



CMYK (75, 5, 20, 0)

CMYK (75, 5, 20, 0)
RGB (0, 179, 201)

Use of color

Whenever possible, please adhere to these guidelines. It is ideal to use Pantone colors in most instances. However, when Pantone colors are combined, they produce a dull, gray tone. For this reason, LLumar® uses CMYK for all gradients in the brand standard. We have provided the corresponding Pantone colors for instances where the solid color is used.



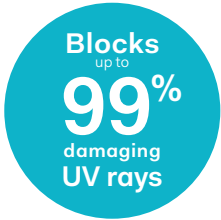
PMS 143c PMS 158c PMS 1795c

Primary colors
(always use CMYK for gradients)



PMS 1795c CMYK
(0, 0, 0, 85)

Headline and copy colors
See usage example above for how headline and copy should appear in printed materials.



CMYK CMYK
(75, 5, 20, 0) (0, 0, 0, 30)

Secondary colors
CMYK 75,5,20,0 for use as call to action and accent color



Pantone White

Color / gradient

- Three circles with gradient from red to light orange (use CMYK for all gradients to avoid dull and greying shades)

Red - CMYK (9, 98, 93, 1)

Orange - CMYK (2, 66, 100, 0)

Yellow - CMYK (2, 32, 92, 0)

- Differing transparency (72%, 80%, 84%)
- All three circles use multiply effect
- Whole group of circles does not use additional effect
- Avoid overlaying the circles on any elements that are not white or images in order to keep color integrity

Attention

There is a white shape placed underneath the orange shapes so that a correct color field is created in the middle of the circle group. Make sure that this shape is present when overlaying the circles on an image.



Color / gradient



When circles are used as stand alone elements:

- Avoid showing any pink in the overlapping transparencies. Ensure the selection of the circle includes the LLumar® red, orange, and yellow
- Always adjust the gradient to ensure the LLumar red is the visible base color in the design on the left or bottom of the circle element

A large, semi-circular graphic at the bottom of the slide, showing a gradient from dark red on the left to bright orange on the right. The text "Window film" is written in white on the right side of this graphic.

Window film

Logo use

The LLumar® logo is the most important graphic element of the LLumar visual identity. Accordingly, it should be present in all visual communications, and should be reproduced with complete consistency. (Please remember, however, to use it no more than once on each page, ad, panel, etc.) The brand mark and word mark should always appear together. Never separate the two elements and never stretch the logo.

The minimum clear area around the logo should be the height of the wordmark “r”. No art work should fall within this space unless the logo is used on top of an image. The logo should never be reproduced any smaller than .75 inches in width.

Please refer to the visual representations for different ways the logo may appear.

Minimum clear area



LLumar sun
(brand mark)
Color: PMS 1795



LLumar word mark
Color: Pantone Black



Minimum
size .75 in.



Full color logo

On all full-color communications, the two-color version of the logo should be used on a white (or light) background.



Full color reversed

Use a “reversed” version with white text and red symbol set against a black (or very dark) background.



Black & white logo

When full-color printing is not available, the LLumar logo should be reproduced in high contrast – and always in black.



Reversed or
negative

The “negative” or “reversed” version may be used when the logo is set against a black background.

Improper logo use

To avoid type-related problems, use the entire logo as provided and do not typeset the LLumar® name separately. Do not wrap type around the logo, or use the logo inside headlines or body copy. Never position the logo so close to another company name that they appear to be related.

- Do not distort the logo in any way
- Do not place the logo in holding shapes
- Do not add effects to the logo, such as drop shadows
- Do not place the logo on unauthorized colored backgrounds or on top of complex imagery
- Do not apply gradients or solid arbitrary colors to any part of the logo
- Do not outline the logo
- Do not separate any part of the logo and use it individually
- Do not change the orientation of the logo



Fonts

LLumar® Fakt Pro is the LLumar brand's very own typeface. Based on the regular OpenType font Fakt Pro, this typeface is a highly functional and well-developed sans serif with a unique look. The typeface contains small caps, table and old-style figures, ligatures, and a wide range of special characters.

At this stage, LLumar Fakt Pro consists of three styles, varying in weight. LLumar Fakt Pro Semibold is only used for headlines and highlighting. LLumar Fakt Pro Blond is mostly used for copy and headlines. LLumar Fakt Pro Light is mostly used for copy and captions.

For small technical copy, disclaimers and other instances where a tighter, more condensed font is needed, Helvetica Neue Light Condensed is used.

LLumar Fakt Pro Semibold

LLumar Fakt Pro Semibold is only used for headlines and highlighting.

LLumar Fakt Pro Blonde

LLumar Fakt Pro Blonde is mostly used for copy and headlines.

LLumar Fakt Pro Light

LLumar Fakt Pro Light is mostly used for copy and captions.

Helvetica Neue Light Condensed

Helvetica Neue Light Condensed is only used for small technical copy and disclaimers.

Typography

These are the guidelines for typography and the brand:

- Headlines can be written in either LLumar® Fakt Pro Semibold or Blond, however it is recommended for longer headlines that the Blond weight should be used, in some instances, a combination of the two can be the most effective way to proceed
- Subheadlines (always written in sentence case) are at least three points more than the body copy and written with LLumar Fakt Pro Blond in PMS 1795 or equivalent on light fields and written in white on dark fields
- In the instance where there is a subheadline a level below the first subheadline, the text should be written in the same weight as the body copy, in PMS 1795c or equivalent and with a 5° skew (there are no italic versions of the font)
- Body copy on light fields is always 85% black LLumar Fakt Pro Light or Blond, and body copy on darker fields is always in white LLumar Fakt Pro Blond
- Bullets should be CMYK (75, 5, 20, 0) or equivalent rgb

LLumar® window films combine energy efficiency with comfort and beauty.
Experience the amazing benefits for yourself.

DELUXE SERIES | DL05G SR CDF (Warm Gray)

One body
copy return



Tat es et re por reperibus mo qui vellore iundam

Ipsani adisit voluptaquat offic tota voluptatur, ommo tem nust, quam iusae. Nam dis molore oc-cum ex etur moluptatibus maio toribus ad quamus idelessimpor apitae dellessequi aut as il illaut dolorepro tem quat.

Iciet explitorist apid ut que perum doluptate sunt, occus mo que nonecto bercia simaior uptius-cius veliqui derferit omnisqu assumqu atibus magnis se corem.

No body
copy returns



Tat es et re por reperibus mo qui vellore iundam

Ipsani adisit voluptaquat offic tota voluptatur, ommo tem nust, quam iusae. Nam dis molore oc-cum ex etur moluptatibus maio toribus ad quamus idelessimpor apitae dellessequi aut as il illaut dolorepro tem quat.

Two body
copy returns



Tat es et re por reperibus mo qui vellore iundam

Ipsani adisit voluptaquat offic tota voluptatur, ommo tem nust, quam iusae. Nam dis molore oc-cum ex etur moluptatibus maio toribus ad quamus idelessimpor apitae dellessequi aut as il illaut dolorepro tem quat.

LLumar[®] in copy

When the word “LLumar” is included in a text document, it should always appear with two uppercase LL’s as shown. Please take care to ensure that this format is not altered by your word processing program’s “spell-check” function.

Always avoid hyphenating the LLumar name.

Do not use LLumar in a possessive form (“LLumar’s”). Instead, re-phrase your statement to eliminate the possessive wording. (For example, write “the quality of LLumar window film” rather than “LLumar’s quality window film.”)

At the first mention of LLumar on a page be sure to include the registered mark “®” after the word LLumar[®].

Correct

Incorrect

LLumar

Llumar

LLUMAR

llumar

lLumar

LluMar

LLuMar

LLu-mar

The voice of LLumar®

These are simply the words, phrases, and characteristics that set a brand apart. When creating marketing materials for LLumar, it's important to adhere to the voice established within the brand framework and messaging. This helps ensure that all the communications our audiences “hear” sound and feel the same.

In general, make sure you:

- **Stay away from tech speak.** Use words that the average consumer understands versus industry jargon.
- **Talk to your audience.** Use familiar versus formal words.
- **Keep it concise.** Avoid verbose sentences and complex paragraphs.

Voice

Voice can be a very powerful tool in helping to bring our brand to life. The way our audience “hears” our brand can cause them to gravitate toward or against it. LLumar is approachable, smart, trusted, confident and adventurous.

Voice personified

If the LLumar was a person, it would be your trusted, worldly 45-year old uncle, brother-in-law or cousin.

When seeking advice, you've often turned to and trusted his opinion. Smart, upbeat, confident, and adventuresome, he gets the most out of life. He is drawn to the open road and loves exploring the world around him – from discovering a new beach nearby to travelling hundreds of miles with his family to camp in a National Park. Curious and innovative, he tries things before anyone else. He figures out how things work, what's good, and how those can make a difference in the lives of those he cares about. He likes nothing better than to share his discoveries so others can enjoy more of life as well. Never one to lecture or present boring facts, he talks about all that's good in an enthusiastic and entertaining way. He's a great storyteller that draws you in. He never fails to delight and surprise with interesting factoids. He's true to his word and never sends you in the wrong direction. You trust and believe in him 100%. We all wish we had an uncle like this. With the LLumar brand, everyone does.

Provided photographic imagery

Photography has played a vital part in the launch of every new LLumar® product. Our photographic imagery helps to differentiate our products in the mind of the consumer, helps convey distinct attributes of the product, and helps to maintain the premium image of the LLumar brand.

We encourage you to always utilize manufacturer-provided photos in your local promotions. As you select photos, please bear in mind that these images represent the LLumar brand and should not be used to represent any other brand.



Stock photographic imagery do's

It is important to show natural compositions with authentic people in natural and surrounding daylight. Therefore they should not look directly at the camera, in order to avoid staged sceneries. The view on their face must be clear, their posing must not appear too staged or acted. They enjoy life and must not appear cheerless or stressed.

Our products stand for an engaged and seamless view on the world. The surrounding must appear friendly and inviting rather than rundown, diffused or too vague. Therefore, the lighting must not be aggressive, grey or overexposed, but warm and natural. Reflections, harsh backlighting and blurring effects must be used cautiously.

Spaces have to be inspiring, open and generous, not too dark or busy. The sceneries must not appear stressful or set in cramped conditions in artificial lighting. The colors are warm and natural rather than desaturated, dark or monochrome.

Additional stock images that fit the new LLumar® imagery and the brand philosophy

People



Automotive



Architecture



The new LLumar imagery

- Vibrant, inspiring composition
- Warm, emotional light
- Natural setting
- No staged posing

Stock photographic imagery don'ts

When selecting a stock image not provided by LLumar®, do not use cliché or image metaphoric photography. Additionally, do not blend imagery or use photography that feels staged.

Additional stock images that do not fit the new LLumar imagery and the brand philosophy

People



Automotive



Architecture



The new LLumar imagery

- Vibrant, inspiring composition
- Warm, emotional light
- Natural setting
- No staged posing

Photoshoot guidelines

Authentic optimism - the LLumar® imagery reflects a life full of vibrant diversity and optimistic surprises – it shows people exploring the purity of light and emotion and the possibility of experiencing real moments and authentic situations. It's about enjoying the moments of an exciting life with an optimistic outlook on the future.

The LLumar imagery is defined as optimistic, engaged, authentic, innovative and vibrant – with natural settings and no staged posings. The motifs show the emotional, inspiring, and inspired side of life in a natural and authentic way with warm, colorful, surrounding light.

Although the product may not be visible in every picture, the LLumar brand is closely connected to light and the associated positive emotions. Therefore warm, natural yet emotional light is the key element of every motif.



Photoshoot guidelines

The right place

The architecture segment covers a wide range of different window films. The area of application ranges from large corporate headquarters to personal and individual homes. Our customers include builders and owners, architects and contractors, experts and non-professionals. Each object shows a senseful play with light, either from the inside or from the outside. The exterior is clearly visible, not blown out by harsh backlighting and spaces are open, uncluttered and generous. The architectural style is modern but not impersonal. The composition is exciting, open and generous. For ambient lifestyle images, people can be integrated harmoniously into the setting. For more technical illustration, the set up is a pure architecture shot.

The buildings can be real or imaginative testimonials. Copyrights and restrictions have to be clarified in advance.



Open and flexible usability

Every location has to be appropriate for purpose, region and target group. It must be clearly visible if the surrounding is about business and working or about home and living. At best, each location provides optimal conditions for interior and exterior shots, with neutral yet authentic interior, flexible in positioning.

Corporate locations should come with generous share of window areas with a clear view to the outside, an open and welcoming entrance area and with neutral and flexible office equipment.

Home and living locations should come as detached building with open and inviting living areas. The look and feel is modern, neutral, yet lively and welcoming.

Please note that the pictures shall not appear faked or photoshopped. The examples are meant to be an outlook and will be exchanged by real photography



Photoshoot guidelines

A noticeable improvement

LLumar® window films are integrated harmoniously into everyday life of our customers. Yet, there is a comprehensible improvement by using products and a clear difference of the customers view between “before” and “after”. Both stages need similar background and local conditions to show the difference. The examples have to be realistic and trustworthy, the effect can be emphasized in post-production in exceptional cases. Our customers have to trust in our products. The lighting stays warm and natural. Both stages (with and without window films) can be visualized by interior or exterior shots. The visual impact is enhanced by using effects like lens flares and close-ups. It is preferred rather showing the customers enjoying the result than showing them unhappy.



Please note that the pictures shall not appear faked or photoshopped. The examples are meant to be an outlook and will be exchanged by real photography

The right focus

Besides the visual effect of LLumar window films, it is important to demonstrate to our customers how the film will be installed by a LLumar expert. This field of LLumar imagery can have a more technical look and feel, yet it has to match the overall requirements for the LLumar imagery. Thus, the lighting is warm and natural. The setting is authentic and not staged.

The installation itself is illustrated in various steps. The depth of field can be varied, important areas always in focus. Close-ups are used for more detailed information. A more staged setting is possible in exceptional cases. Products are usually shown in use, but can also be shot as a lively still life.



Photoshoot guidelines

Preferred composing

- all motifs are in 4 color
- used both in portrait (1/1) and landscape format (2/1) (DIN-range)
- digital in appropriate quality (min. 300 dpi for DIN A2/ 594 x 420 mm) scalable digitally for larger formats
- international, general use with no regional & temporal restrictions
- it should be enough space at the borders for alternative positioning
- motifs should have calm spaces for positioning of secondary design elements and / or headlines



Legal

Please use this approved disclaimer when producing LLumar® branded window film materials. The EASTMAN logo is optional.



© 2014 Eastman Chemical Company. LLumar® and the LLumar® logo are trademarks of Eastman Chemical Company or one of its wholly owned subsidiaries. As used herein, ® denotes registered trademark status in the U.S. only. Visual renderings are for illustrative purposes only; actual appearance of windows treated with film may vary. Printed in U.S.A.

Assets

Please use these approved assets when creating pieces in order to save time and keep a uniform appearance across the brand.

When the size ratio for the gradient elements needs to be adjusted, avoid distorting the assets and instead crop and adjust the gradient accordingly.



Experience your world
in a whole new way



This element should only be used in 85% black or white

EASTMAN



© 2014 Eastman Chemical Company. LLumar® and the LLumar® logo are trademarks of Eastman Chemical Company or one of its wholly owned subsidiaries. As used herein, ® denotes registered trademark status in the U.S. only. Visual renderings are for illustrative purposes only; actual appearance of windows treated with film may vary. Printed in U.S.A. (01/14) LXXXX

— B2C Footer
(Use appropriate legal)



EASTMAN

LLumar.com

© 2014 Eastman Chemical Company. LLumar® and the LLumar® logo are trademarks of Eastman Chemical Company or one of its wholly owned subsidiaries. As used herein, ® denotes registered trademark status in the U.S. only. Printed in U.S.A. (01/14) LXXXX



— B2B Footer
(Use appropriate legal)

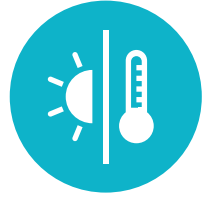
Assets/icons

Please use these approved icons when graphic depiction of benefits is needed. They should assist in conveying an idea but should not be the sole representation of it.

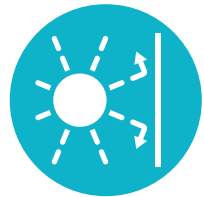
Icons are not meant to be illustrations and are not meant to have great detail. Remember to keep them small as they should not be the focus on the piece for which they are used.



Protect furnishings from fading



Reduce heat or improve comfort



Block UV



Generic protect



Reduce glare arch/home



Reduce glare auto

Asset usage

Here are some examples of how to use the provided assets.



When making a 2 color version only use one arc in red

Make sure that the arc in any call out on the editorials matches the arc above it

Accents should be done in grey



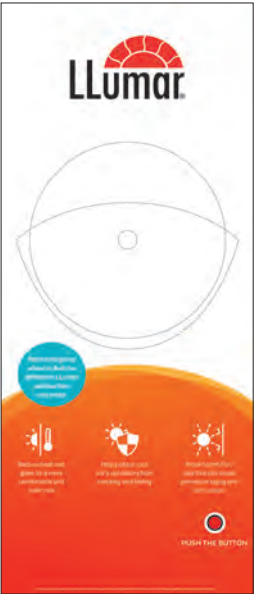
The arc can house white text



Avoid making the blue call out the center of the design



The “Experience” graphic should be the focal point



With minimal content, the arc is the best option to house it

Templates

These are the templates that have been provided,
page 1 of 4.

Full page magazine
auto consumer ad



Co-op full page
magazine auto
consumer ad



Full page magazine
home consumer ad



Quarter page
magazine auto
consumer ad



Half page magazine
auto consumer ad



Half page magazine
home consumer ad



Co-op quarter page
magazine auto
consumer ad



Co-op half page
magazine auto
consumer ad



Half page magazine
no photo ad



Templates

These are the templates that have been provided, page 2 of 4.

Tri-fold brochure



Folder



Co-op 11x17 auto consumer poster



Co-op 11x17 auto consumer poster



Co-op 11x17 home consumer poster



Co-op 11x17 home consumer poster



Templates

These are the templates that have been provided, page 3 of 4.

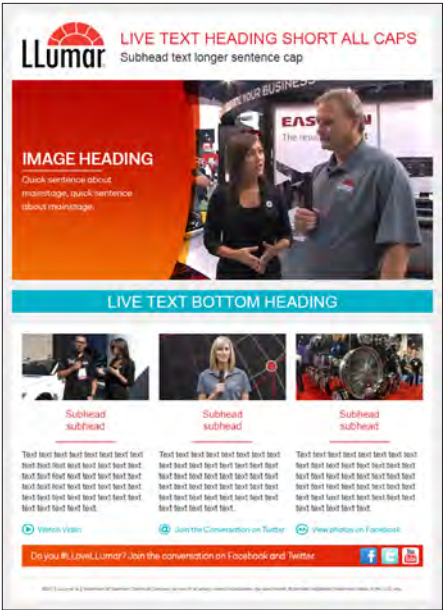
Full page editorial



Full page editorial
2 color



E-blast



Powerpoint



Web ads



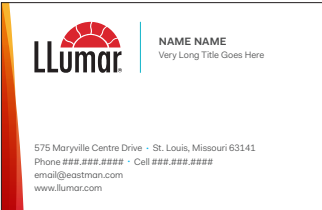
Templates

These are the templates that have been provided,
page 4 of 4.

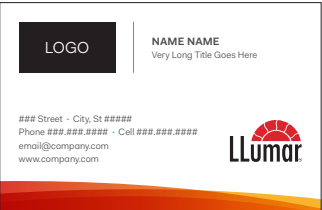
#10 envelope



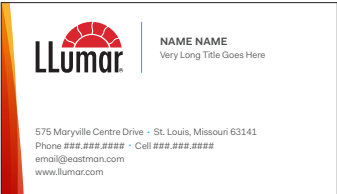
EU business card



EU dealer business card



US business card



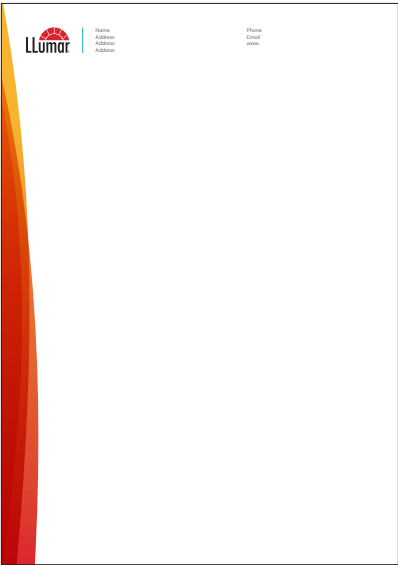
US dealer business card



C6 envelope



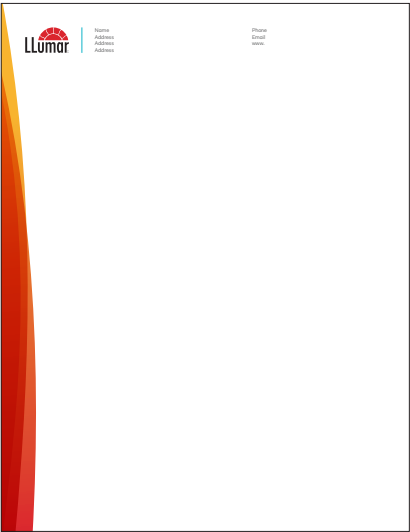
A4 letterhead



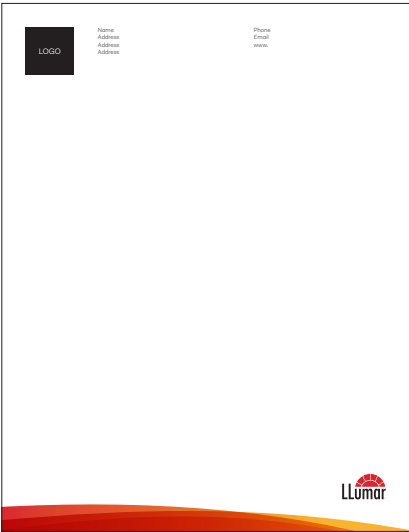
A4 dealer letterhead



8.5x11 letterhead



8.5x11 dealer letterhead



Trade show examples

These are examples of how to represent the brand at trade shows. Please use for guidance.



Booth example

Wall setup

