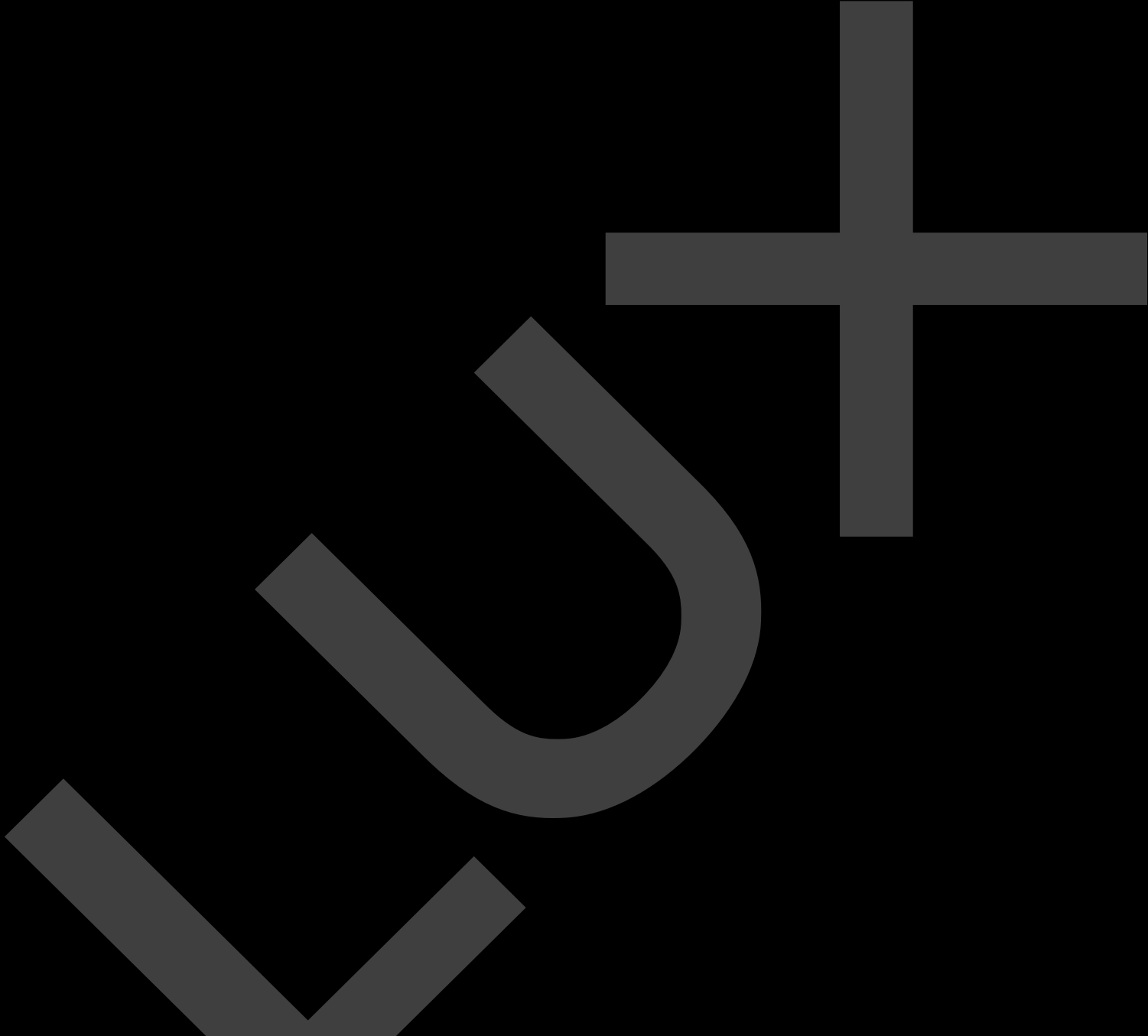

Lux Capital

Identity Guidelines



Introduction

The Lux identity is the cornerstone of our visual image. As such, we must treat it with the same respect we give our clients. It's up to all of us to ensure that every impression is consistent, positive, sophisticated, easy to understand and enjoyable.

This guide has been carefully developed to ensure that the Lux brand is presented in a uniform and consistent way. The following pages provide a set of guidelines detailing how to use our identity correctly. This manual should be shared with graphic designers, advertising agencies, printers, or anyone implementing an element of the brand.

Whenever you see the word PANTONE in this manual, means that the color will be matched to the system Pantone color. Pantone is a trademark of Pantone, Inc.

Contents

1.0	Brand elements	2.0	Application
1.1	Logotype	2.1	Business Card
1.2	Clear space	2.2	Letterhead
1.3	Minimum size	2.3	Envelope
1.4	Layout	2.4	Email Signature
1.5	Cropping	2.5	Presentation
1.6	Misusage	2.6	Collateral
1.7	Color Palette	2.7	Signage
1.8	Typography	2.8	Animation
1.9	Imagery	2.9	Publication
1.10	Pattern	2.10	Report
1.11	f(LUX)	2.11	Pattern wrap
		2.12	Use on images
		2.13	Social Media

1.0

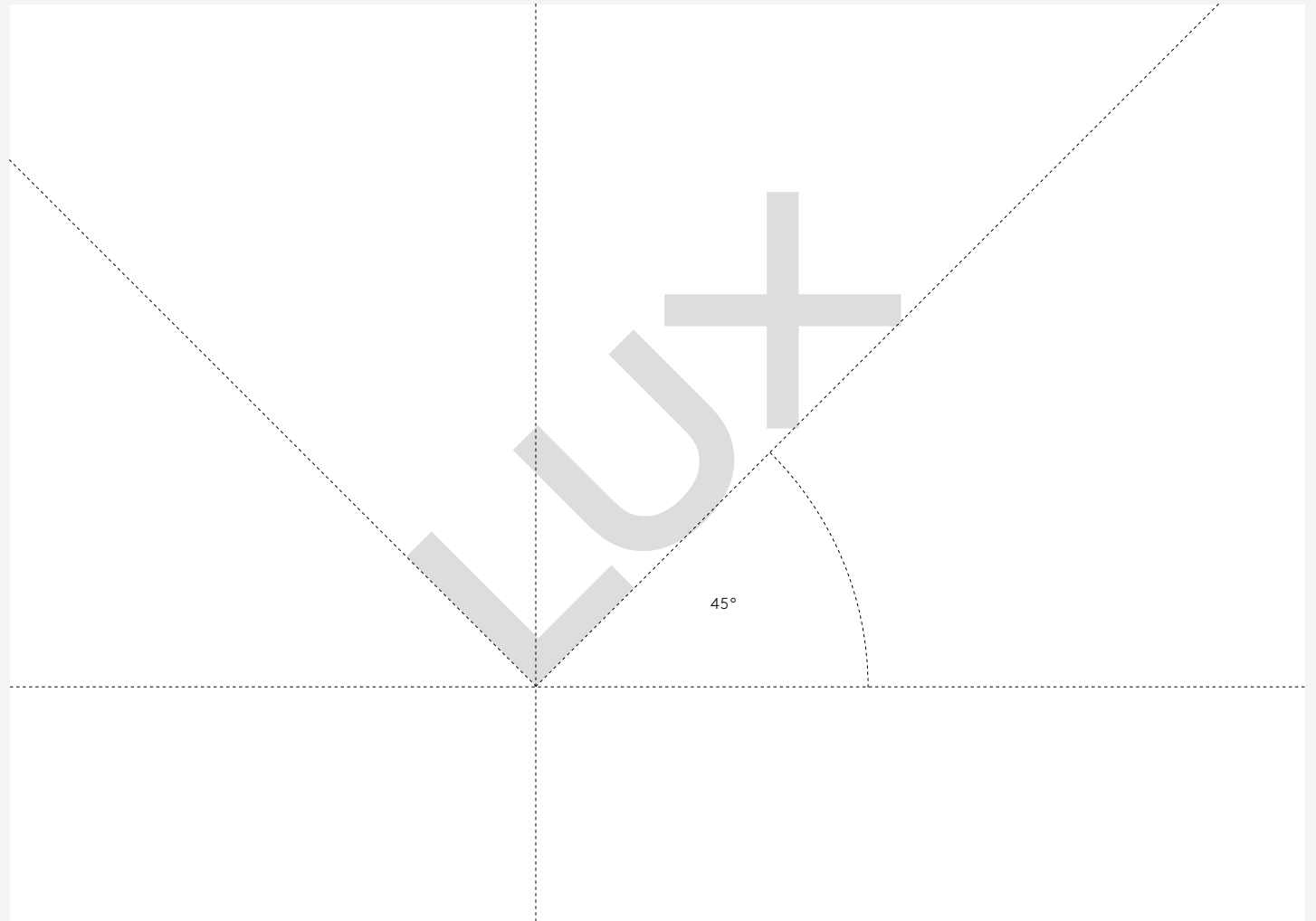
Brand Elements

1.1

Logotype

The Lux logotype is the company name set in capitals and rotated 45°.

The rotation allows the 'x' in Lux to also be read as a '+' sign. This acts a shorthand for 'capital', as well as symbolizing collaboration and growth.

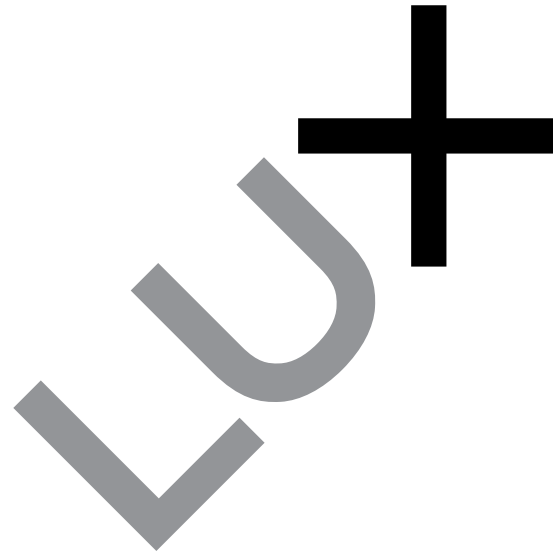


1.1

Logotype

This is the primary logotype for Lux (positive version).

This will appear as the official signature. Only use approved artwork and do not create other versions.

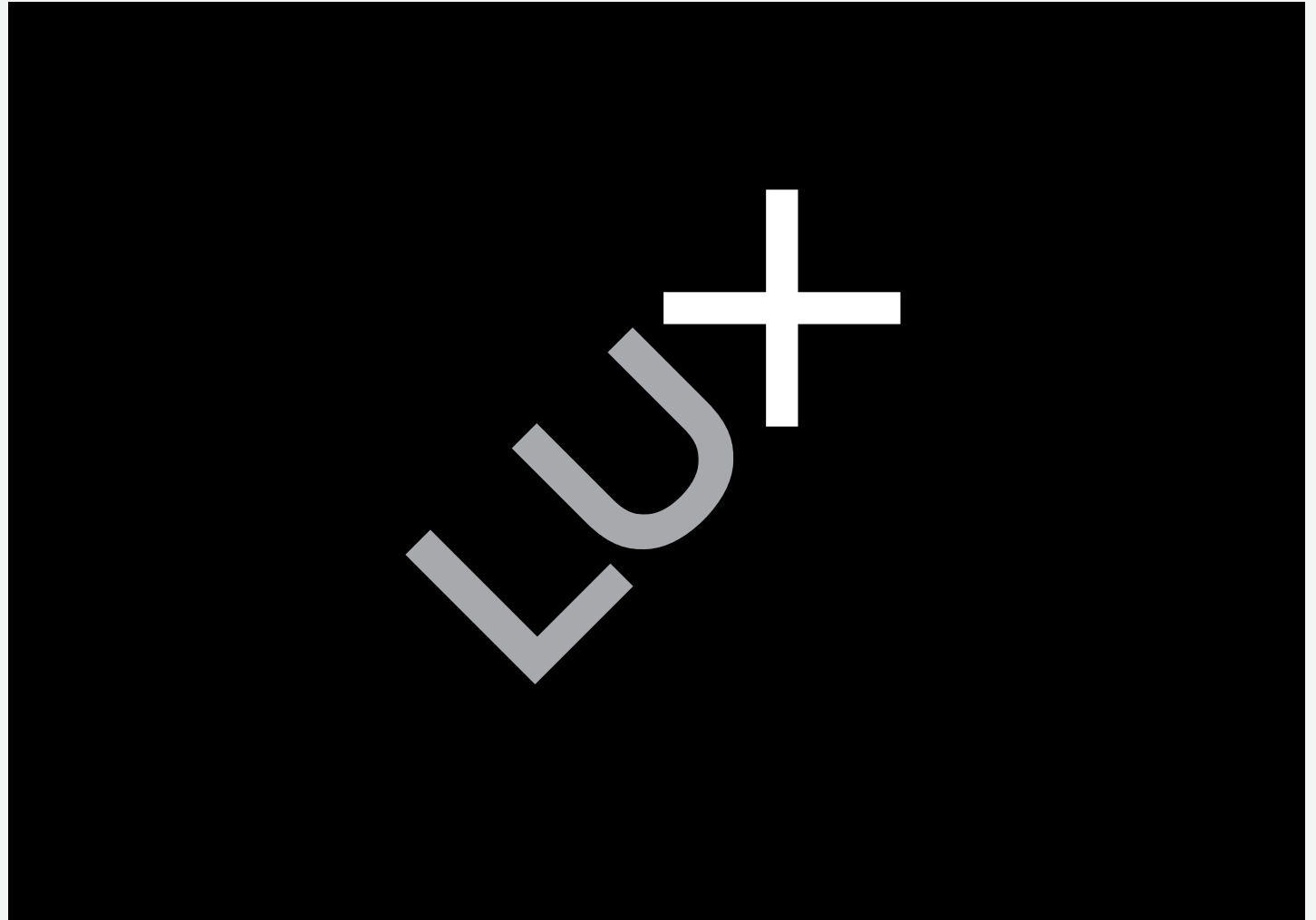


1.1

Logotype

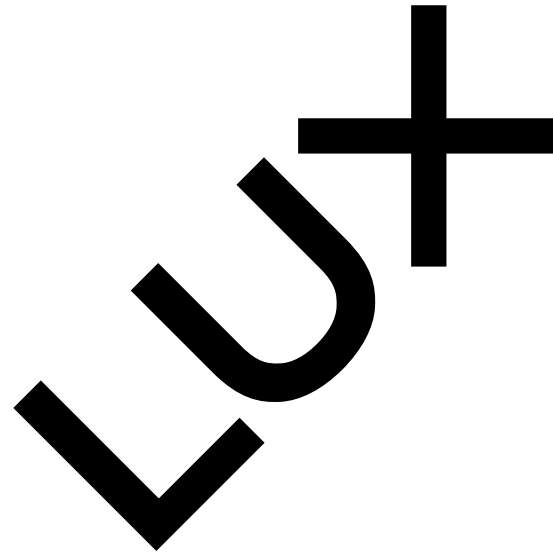
This is the primary logotype for Lux (negative version).

This will appear as the official signature. Only use approved artwork and do not create other versions.



This is the secondary single color logotype (positive version).

While the primary logotype should be used wherever possible, in some instances a single color logo may be required. This could be because of technical requirements such as printing or signage.

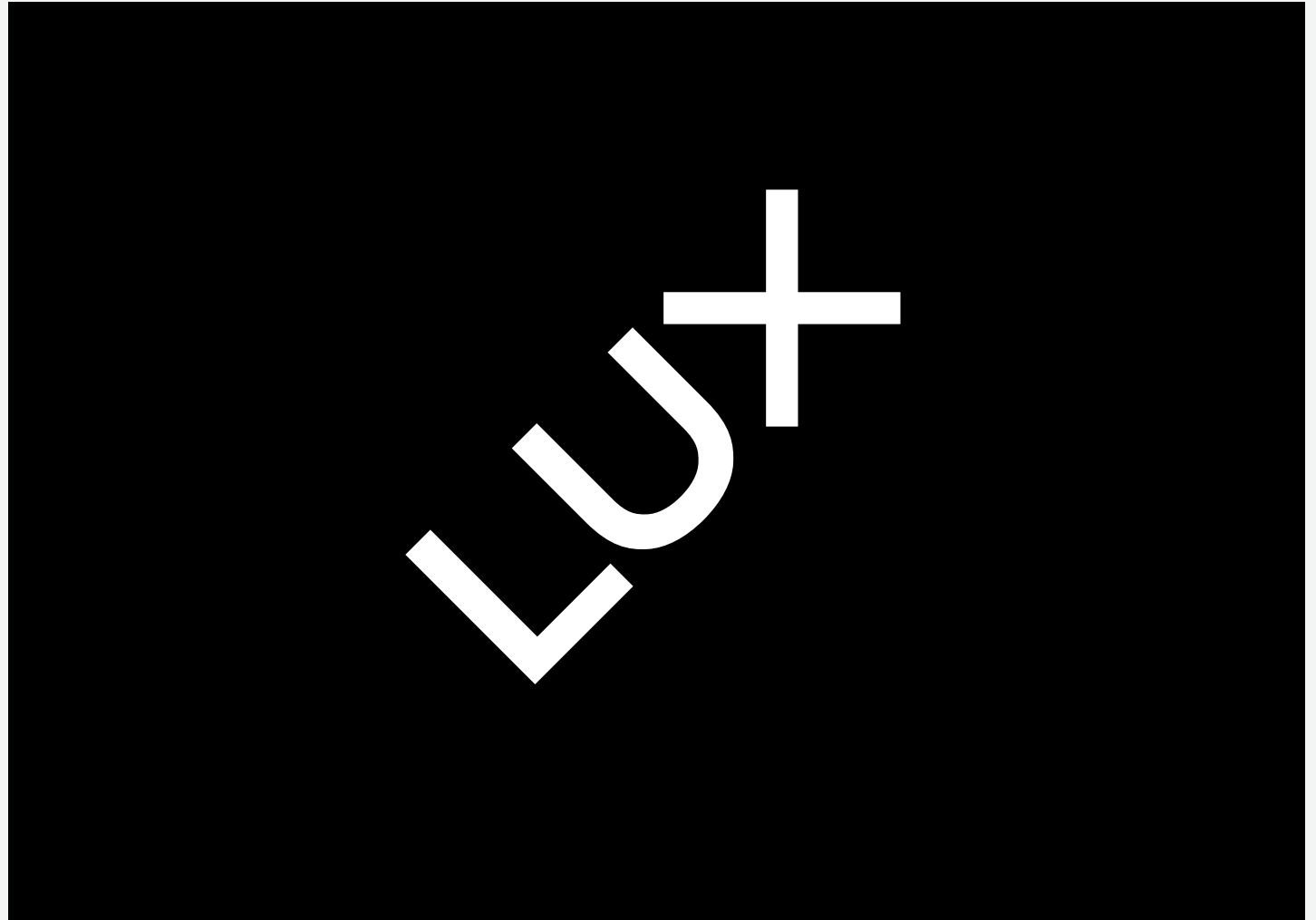


1.1

Logotype

This is the secondary single color logotype (negative version).

While the primary logotype should be used wherever possible, in some instances a single color logo may be required. This could be because of technical requirements such as printing or signage.

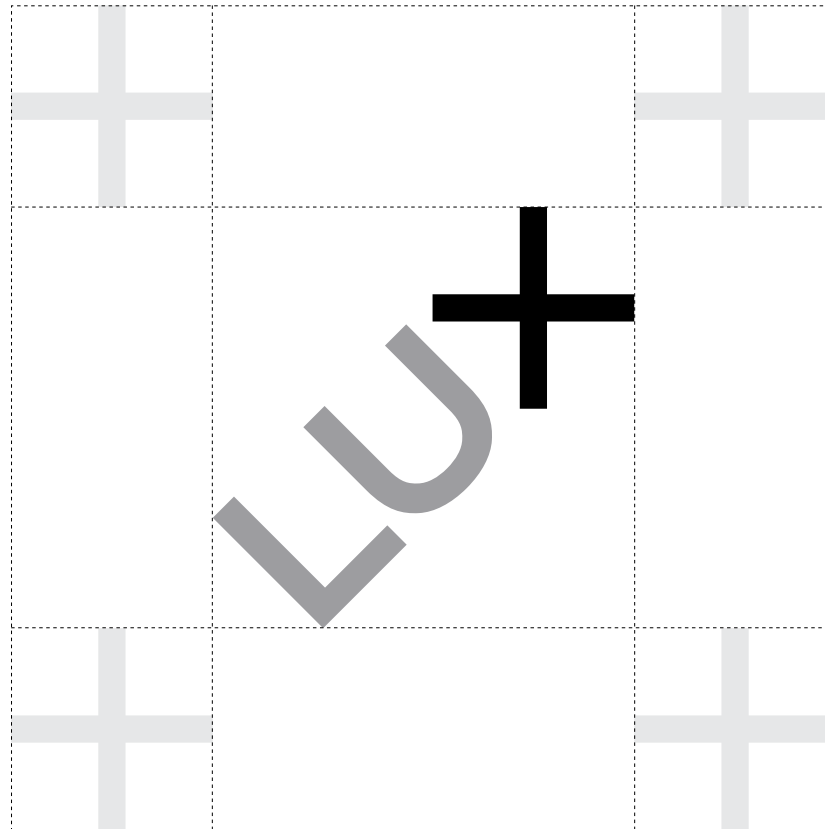


1.2

Clear Space

A minimum clear space must frame the Lux identity. No other design elements may be positioned within this space, including typography, photography, and illustration.

As shown, the minimum clear space for the mark is based on the '+' shape, and is measured from the top, right, left, and bottom of the logotype. More clear space is always preferred where possible.

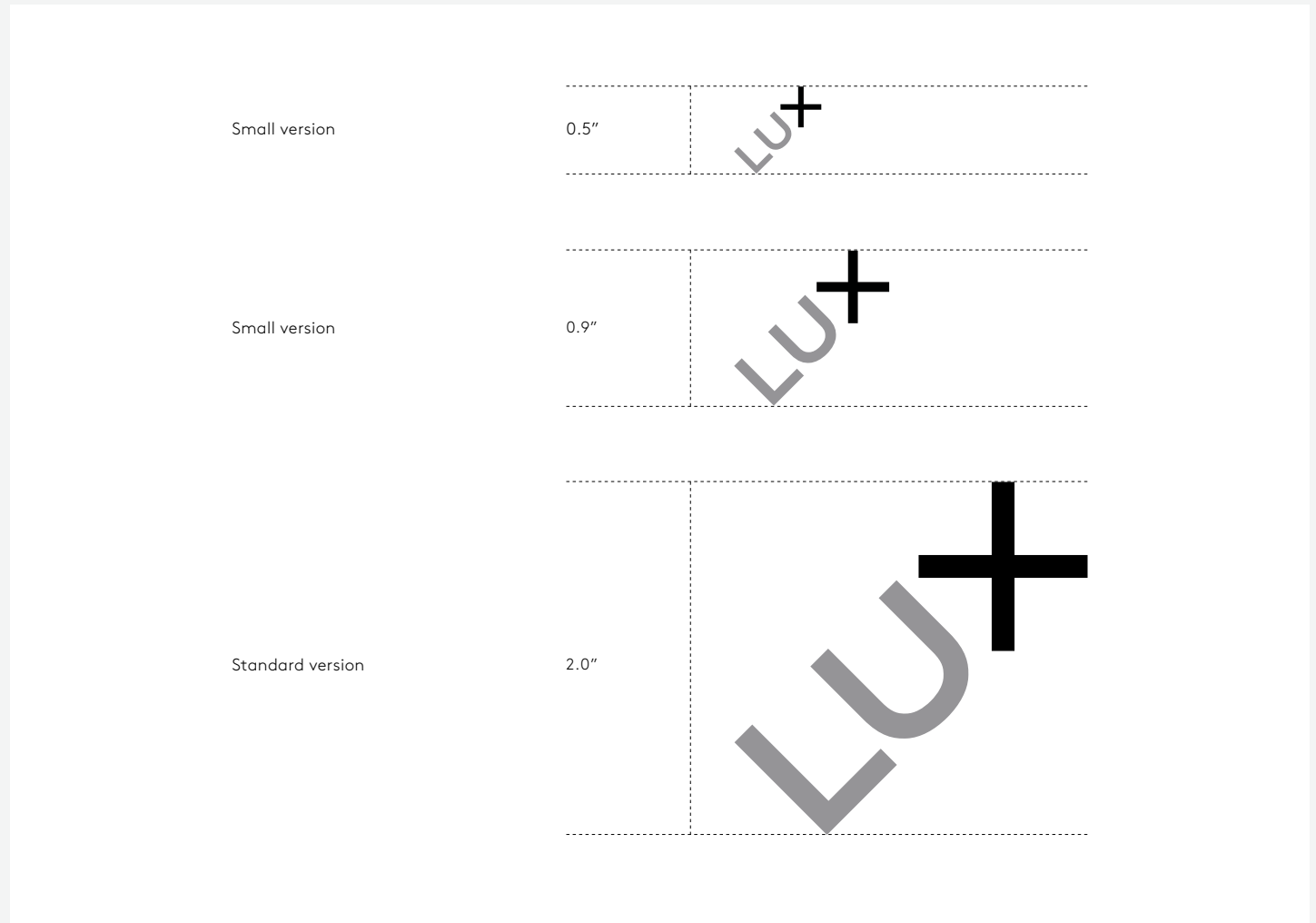


1.3

Minimum Size

With decreasing size the logo may begin to distort and become illegible. To avoid this risk a smaller version of the logotype has been designed.

This version should be used when the logotype is printed 0.9" or smaller. The logotype should not be used any smaller than 0.5" tall in print and 30px tall on screen.



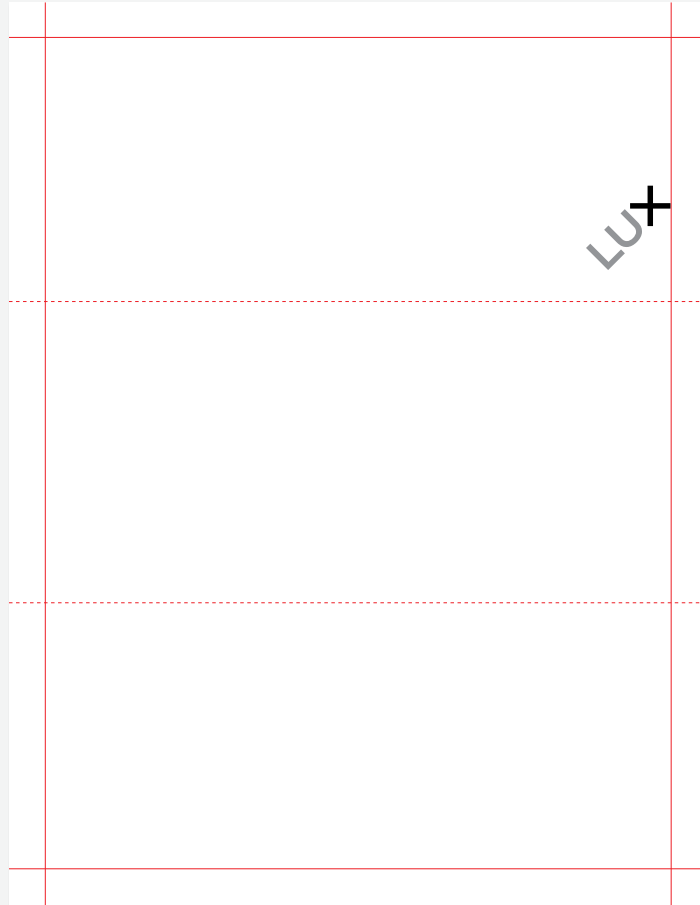
1.4

Layout

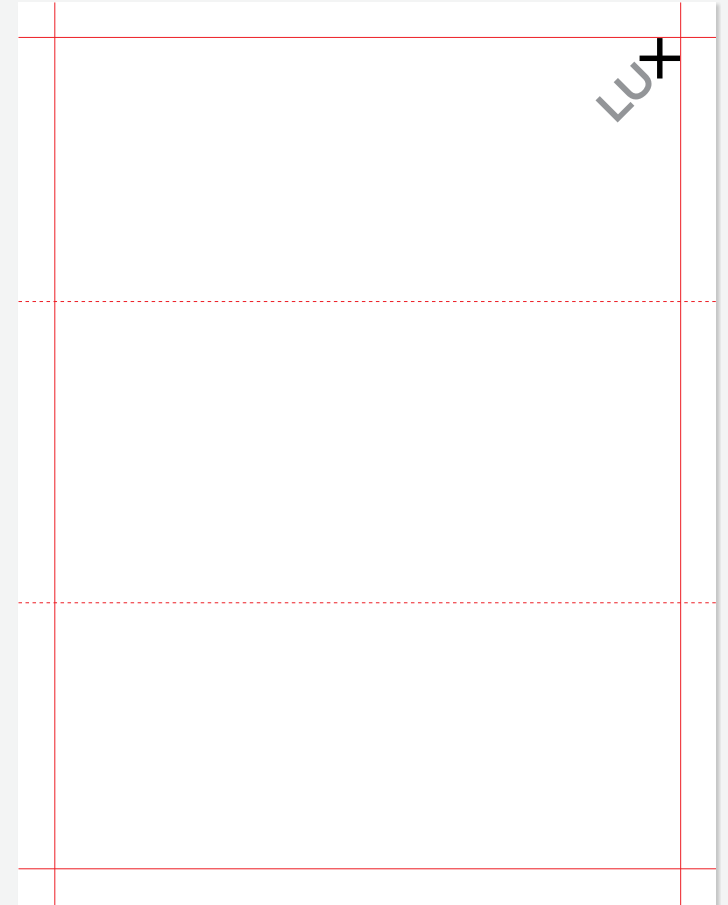
Application of the Lux logotype should be right aligned where possible, and in the top third of a layout (a).

If positioned at the top of a layout, it must have equal margins on all sides (b).

Dotted lines signify vertical thirds.
Solid lines signify equal margins.



a.



b.

1.5

Cropping

On occasion, the logotype can be cropped for graphic impact. This would be when the mark is treated as a supporting background element on applications such as presentations or banners.

Note that only the bottom corner of the L is cropped out. This is to ensure the mark can still be read. The '+' is never cropped out of frame.

When used as a background element, the logo can be reduced in opacity. The mark pictured is set to 25% opacity.



1.6

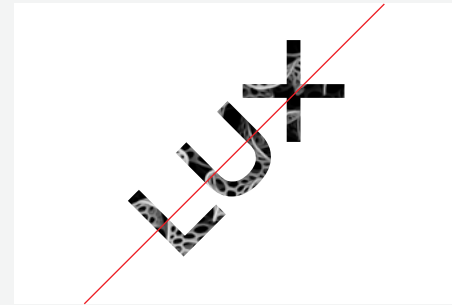
Misusage

Adherence to these guidelines will ensure that the integrity of the identity is maintained. The simplest way to follow these guidelines is to use the approved digital artwork for all variants of the logotype, and use good judgment in applying them.

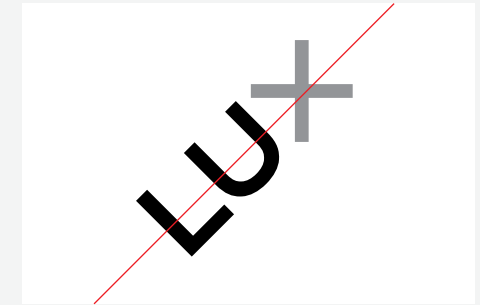
1. Never change the orientation of the mark
2. Never fill the mark with imagery
3. Never change the value of colors in the mark
4. Never use more than two colors in the mark
5. Never distort or extrude the identity
6. Do not outline the mark
7. Never change the opacity of the mark
8. Never use a background without enough contrast to the mark
9. Never place over images without enough contrast to the mark



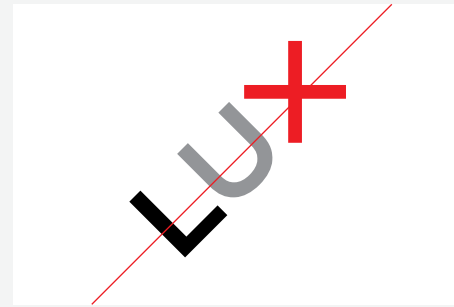
1



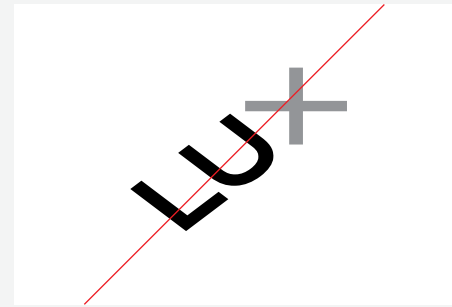
2



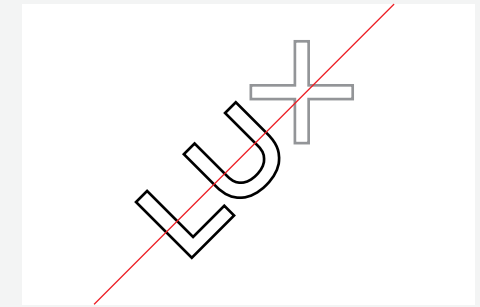
3



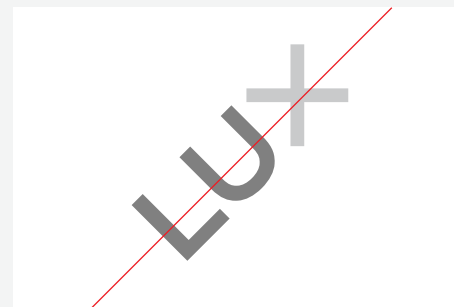
4



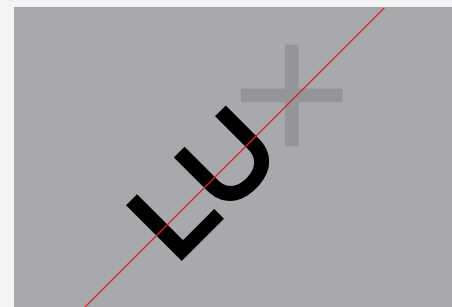
5



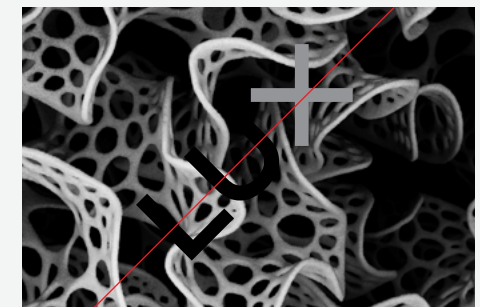
6



7



8



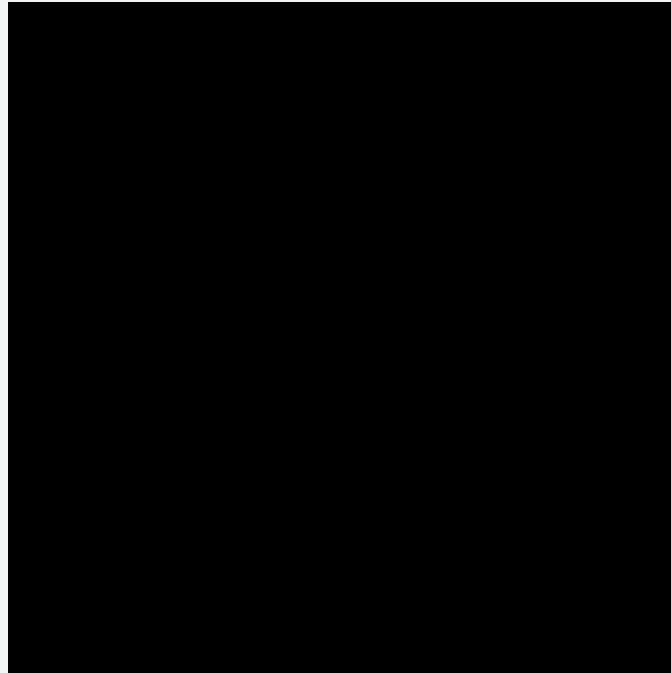
9

1.7

Color Palette

Color is essential and distinctive to the Lux brand. The Lux logotype is printed in two colors using Pantone Cool Grey 8 and Pantone Black. Pantone Red 485 U is treated as an accent color and should be used sparingly for best effect.

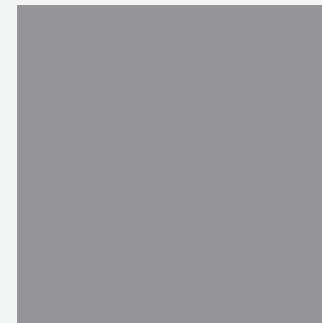
Differences in substrate and process can affect color. The CMYK, RGB and hexadecimal equivalents provided here are guidelines only and should not be considered to provide an exact match. Always proof carefully against the PANTONE Color Standard.



Pantone Black
C0, M0, Y0, K100
R0, G0, B0
#000000



Pantone 485 U
C0, M100, Y100, K0
R255, G28, B36
#FF1C24



Pantone Cool Gray 8
C48, M40, Y38, K3
R138, G138, B141
#8A8A8D

The primary typeface for print and digital applications is Brown.

Three weights are used for specific purposes and needs. These are Light, Regular and Bold. These weights are used to create contrast and hierarchy.

Brown Light is the primary typeface for body copy. Brown Bold is the primary typeface for headlines.

A large, bold, black 'A' followed by a large, bold, black 'a' in the Brown Bold typeface. The letters are set against a white background within a light gray rectangular frame.

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Three weights are used for specific purposes and needs. These are Light, Regular and Bold. These weights are used to create contrast and hierarchy.

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Brown Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$%&*~(){}<>,.?/-+**

Brown Regular

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$%&*~(){}<>,.?/-+**

Brown Light

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$%&*~(){}<>,.?/-+**

In situations where Brown is not available such as email, the preferable system font to use is Arial.

Arial can be used in two weights: Bold and Regular.

Arial Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$%&*~(){}<>,.?/-+**

Arial Regular

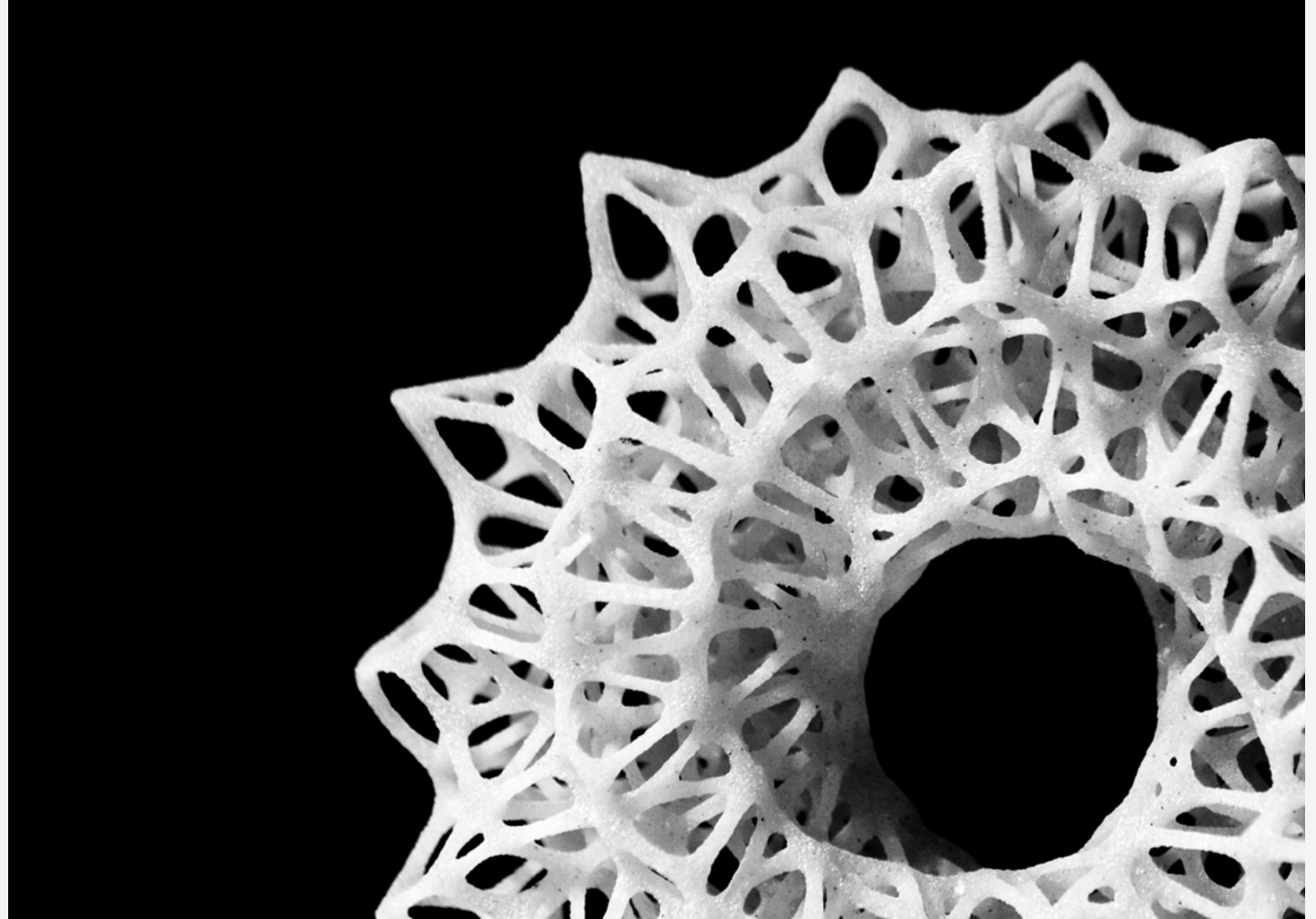
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$%&*~(){}<>,.?/-+

1.9

Imagery

Imagery should be beautiful, and treated in a bold and clear manner.

For scientific and technical imagery, high contrast black and white is preferable for impact.

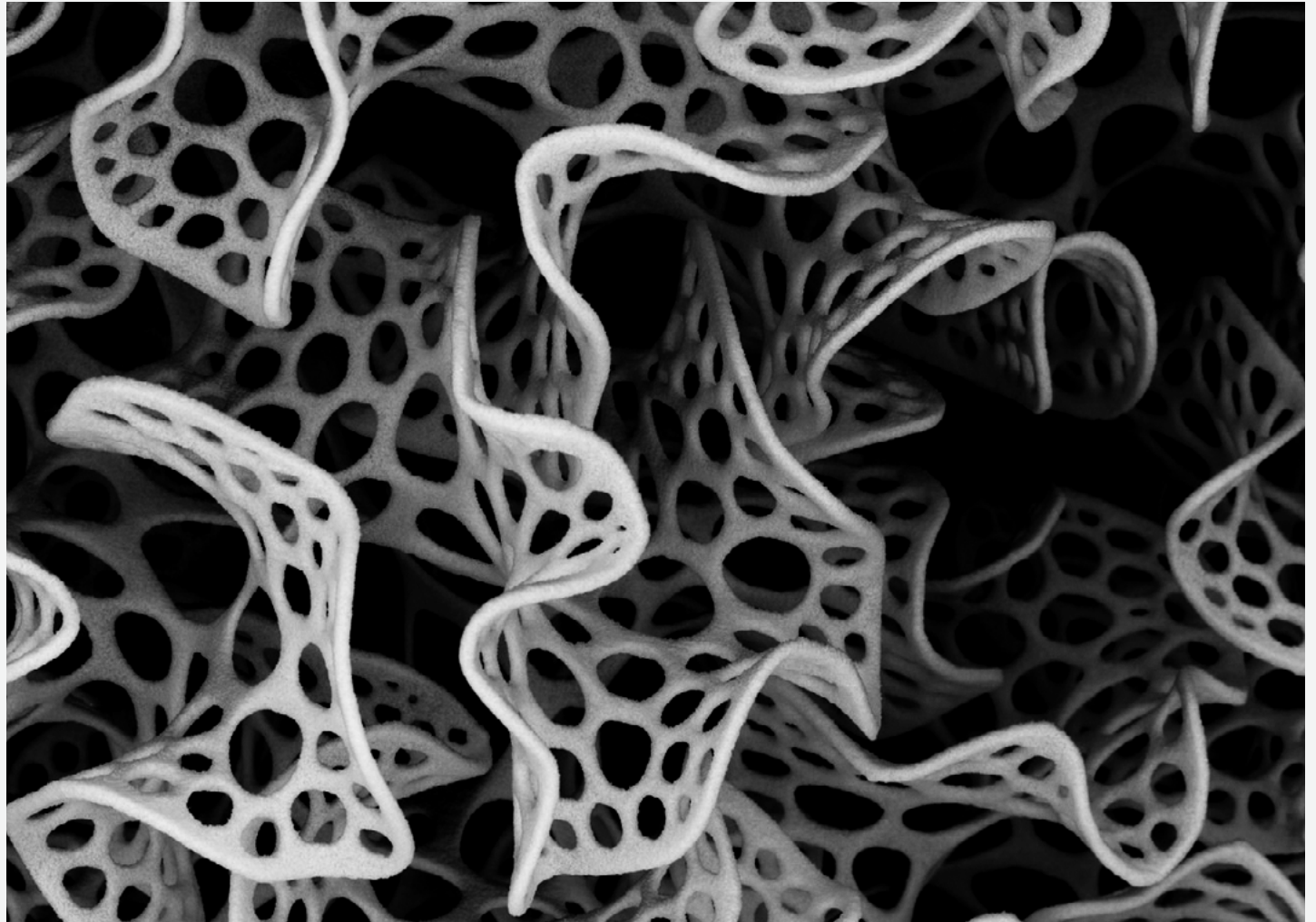


1.9

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Imagery

Color imagery is also important to the Lux brand. When selecting imagery, look for images that have a clear focus and strong composition.



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It also helps to have clear areas in the image which will provide flexibility in layouts. In this image, the open sky allows elements to be added without clashing.



1.9

Imagery

Color imagery is also important to the Lux brand. When selecting imagery, look for images that have a clear focus and strong composition.

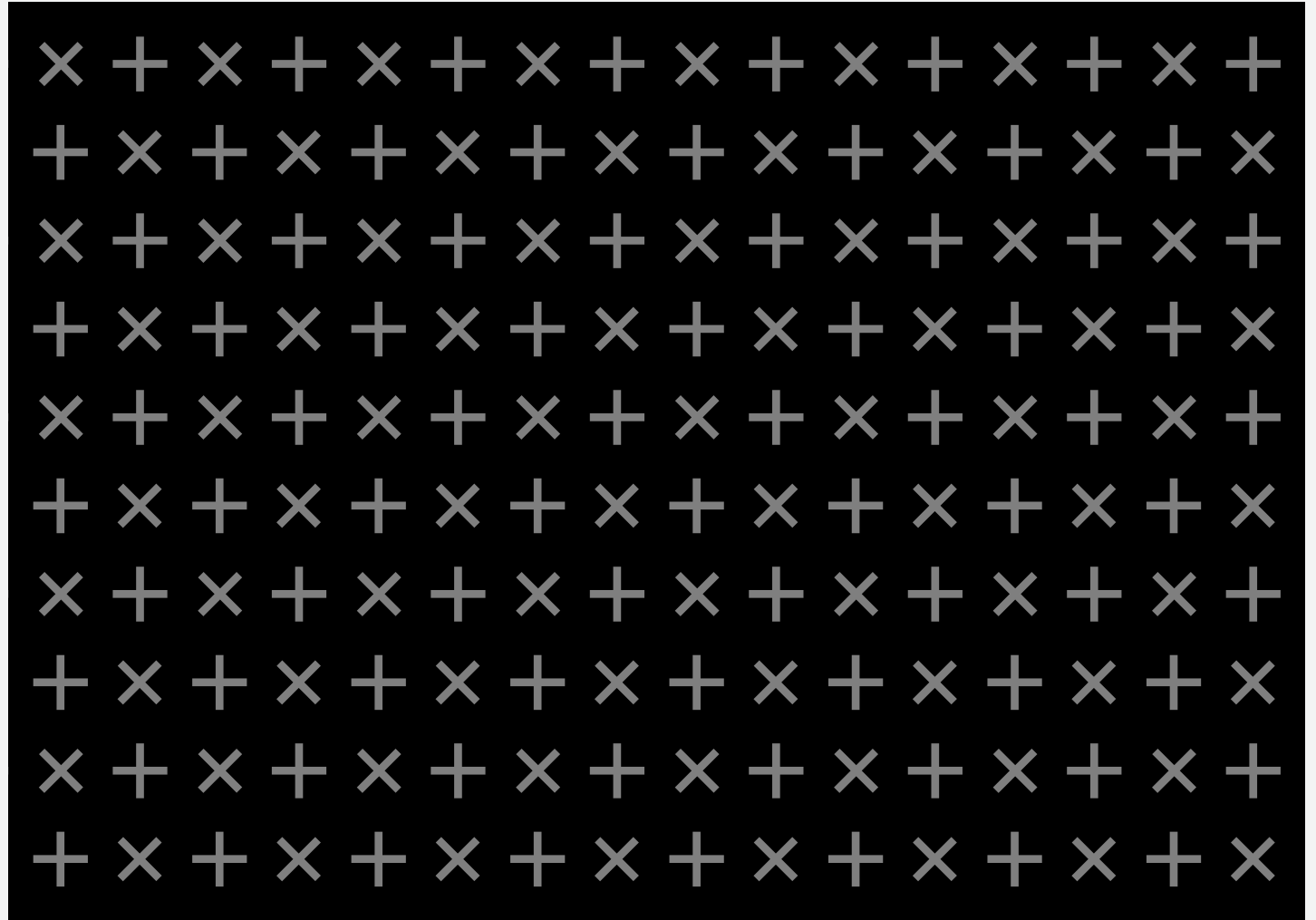
It also helps to have clear areas in the image which will provide flexibility in layouts. In this image, the open sky allows elements to be added without clashing.



1.10

Pattern

A graphic pattern created from the '+' in the Lux logotype. The '+' is repeated, rotated 45° each time.



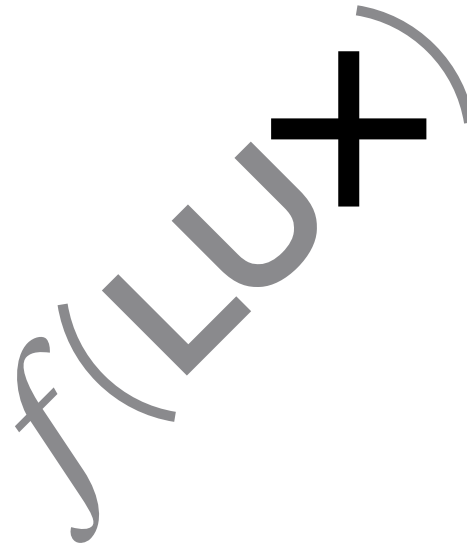
1.11

f(LUX)

A variation of the Lux logotype has been developed for f(LUX) – a series of events run by Lux. The positive version is pictured.

It takes the existing logotype and adds brackets and a function symbol to create the effect of an equation.

The same usage and application rules apply to this variation as the primary logotype.



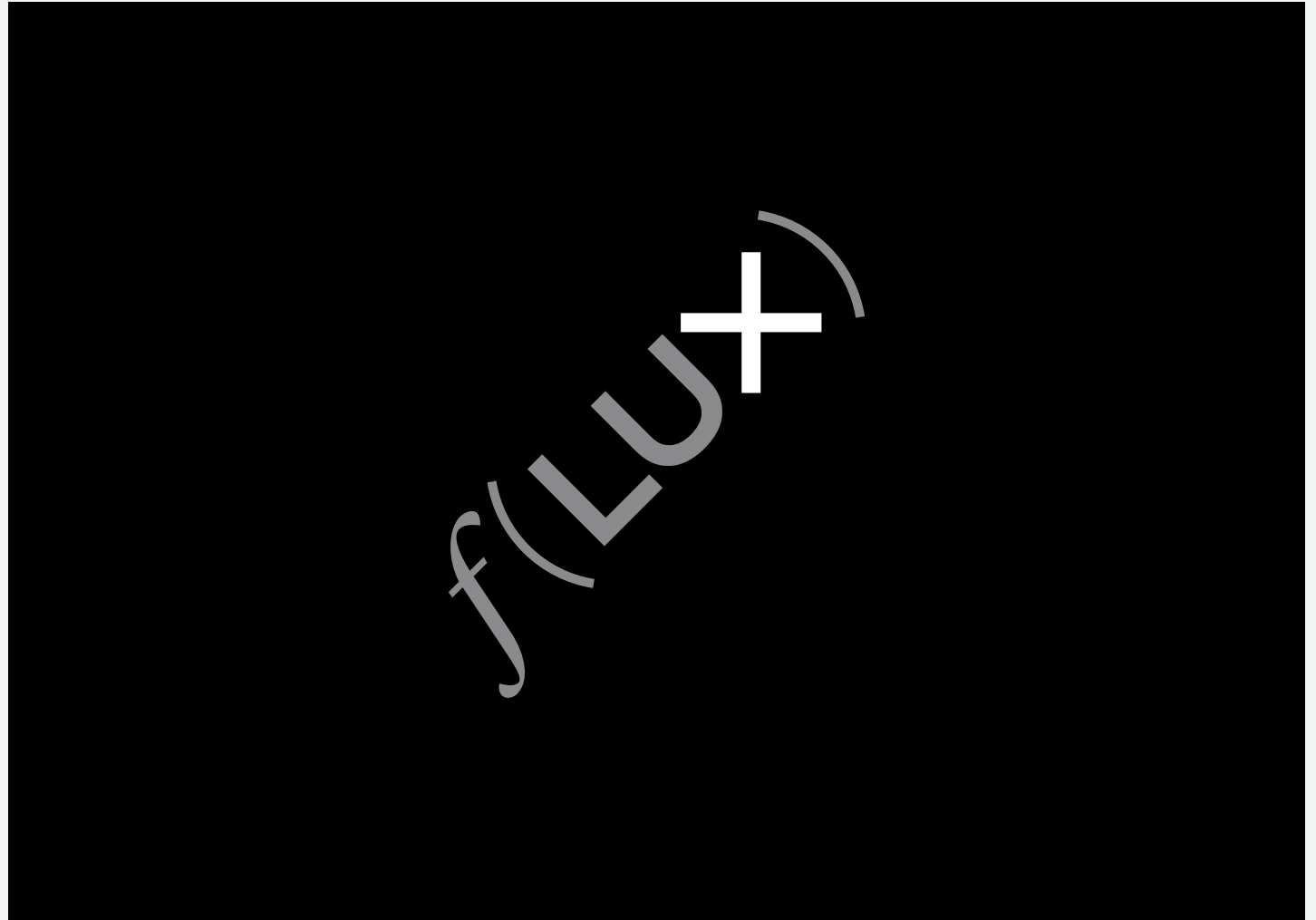
1.11

f(LUX)

A variation of the Lux logotype has been developed for f(LUX) – a series of events run by Lux. The negative version is pictured.

It takes the existing logotype and adds brackets and a function symbol to create the effect of an equation.

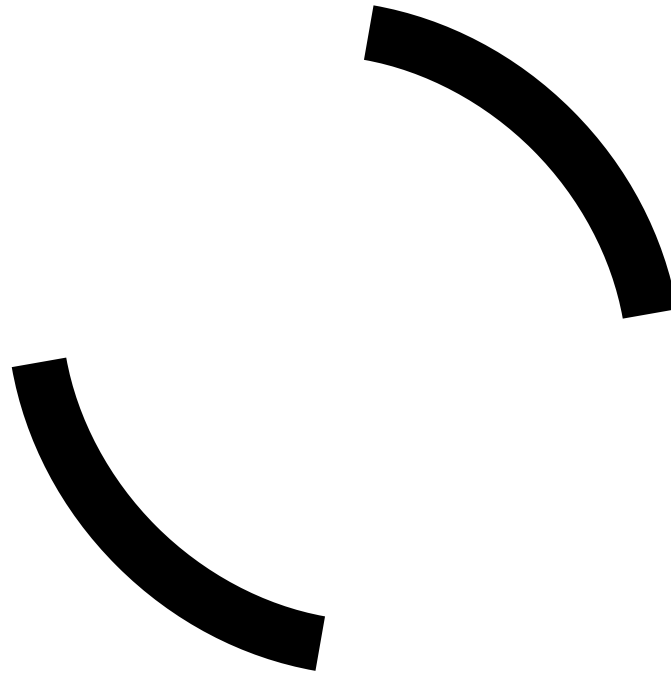
The same usage and application rules apply to this variation as the primary logotype.



1.11

f(LUX)

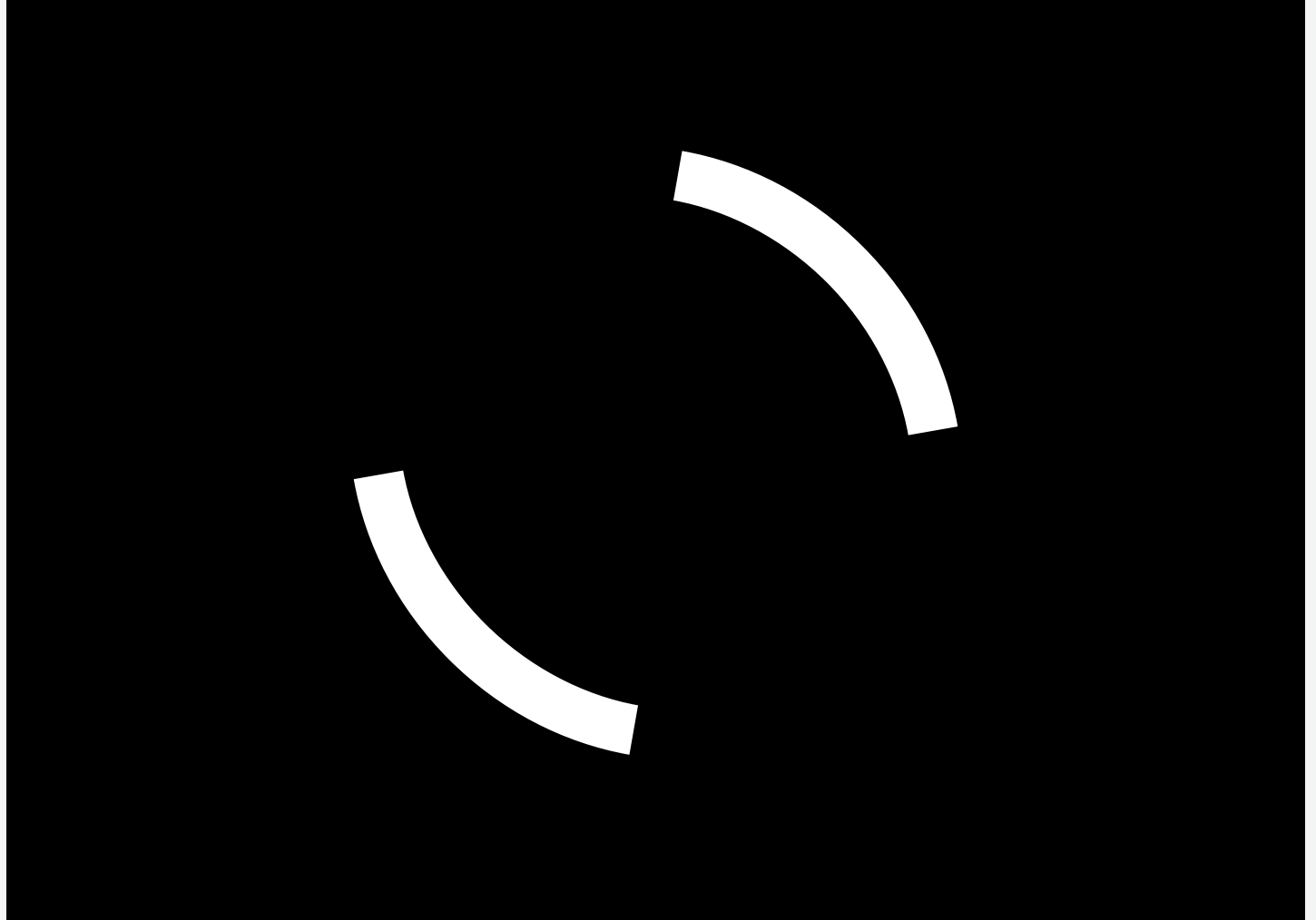
To accompany the logotype, a pair of bold brackets, set on a 45 degree angle, has been designed to identify f(LUX) events. The positive version is pictured.



1.11

f(LUX)

To accompany the logotype, a pair of bold brackets, set on a 45 degree angle, has been designed to identify f(LUX) events. The negative version is pictured.

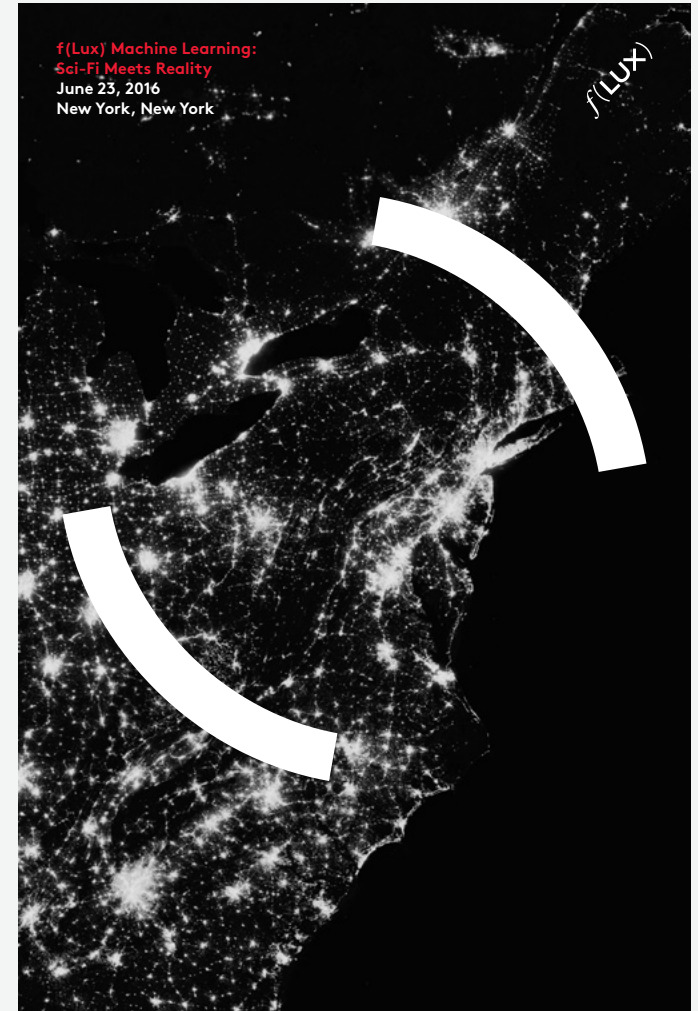


1.11

f(LUX)

Poster template.

The brackets are designed to be used large and confidently over imagery, illustration or other content relevant to each f(FLUX) event.



1.11

f(LUX)

Email template.

Example f(LUX) title

f(LUX)



**Ra solluptatis sitiis dollent quam accuscitem
evendit et ex eatur? Em santi odi que consequi.**

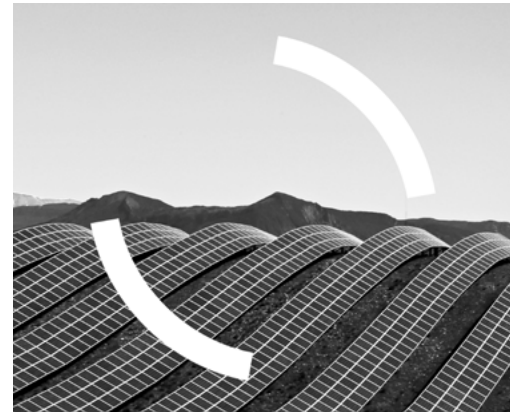
**405 Spring Street
New York, New York
Nov 10, 2016
18.00 – 21.00**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean nec condimentum nibh. Nam fringilla justo non metus scelerisque rutrum. Maecenas sit amet ultrices mauris. Donec ut lacus in massa gravida hendrerit. Cras dapibus imperdiet est. Donec posuere, leo fermentum rutrum tempor, ligula tortor ultricies orci, aliquet varius est ex non dui. Etiam porta sagittis risus, eu facilisis ante venenatis eget. Morbi scelerisque, erat sit amet laoreet lobortis, ipsum lectus consequat augue, non maximus nunc mauris finibus erat. Nulla sagittis libero lectus, sit amet dictum tortor sagittis eu. Proin laoreet sagittis eros a sollicitudin.

[Click here to RSVP](#)

Example f(LUX) title

f(LUX)



**Ra solluptatis sitiis dollent quam accuscitem
evendit et ex eatur? Em santi odi que consequi.**

**405 Spring Street
New York, New York
Nov 10, 2016
18.00 – 21.00**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean nec condimentum nibh. Nam fringilla justo non metus scelerisque rutrum. Maecenas sit amet ultrices mauris. Donec ut lacus in massa gravida hendrerit. Cras dapibus imperdiet est. Donec posuere, leo fermentum rutrum tempor, ligula tortor ultricies orci, aliquet varius est ex non dui. Etiam porta sagittis risus, eu facilisis ante venenatis eget. Morbi scelerisque, erat sit amet laoreet lobortis, ipsum lectus consequat augue, non maximus nunc mauris finibus erat. Nulla sagittis libero lectus, sit amet dictum tortor sagittis eu. Proin laoreet sagittis eros a sollicitudin.

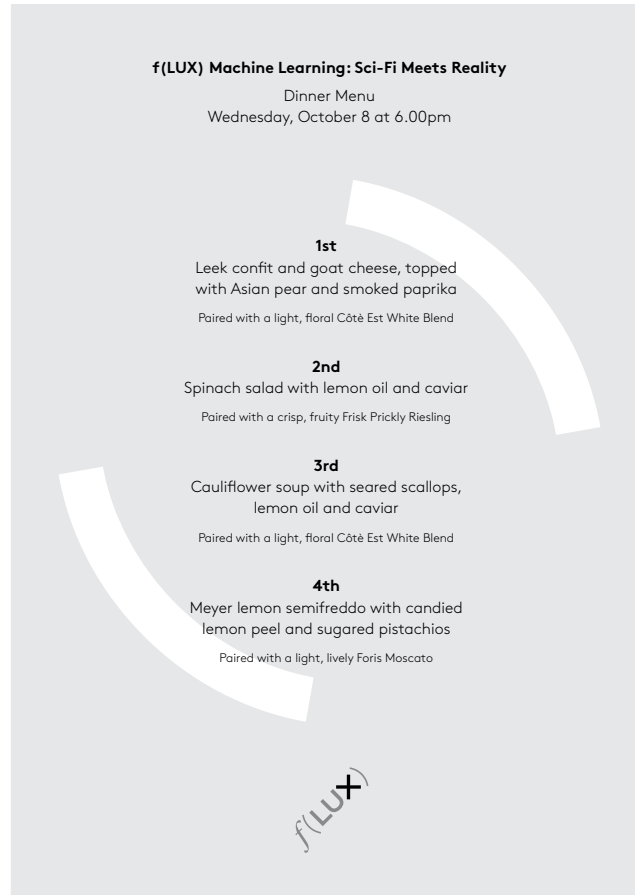
[Click here to RSVP](#)

1.11

f(LUX)

Menu template.

The brackets can also be used as a background element, where they can sit beneath content such as menu information.



2.0

Application

2.1

Business Card

This page shows the business card in the Lux stationery system. The cards are printed on 165Lb Classic Crest Solar White Smooth cover. The cards have printed Pantone Red 485 edges.

Lux logotype

0.85" x 0.85"

Pantone Black U

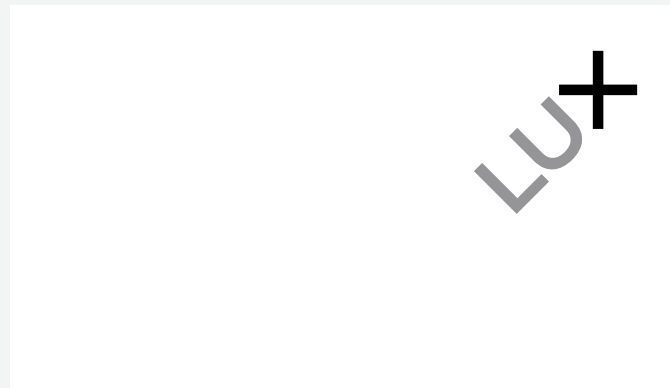
Pantone Cool Gray 8 U

Cardholder name

Pantone 485 U

Contact details

Pantone Cool Gray 8 U



Josh Wolfe

Co-Founder &
Managing Partner

T 415 214 3507
josh@luxcapital.com

Lux Capital
295 Madison Avenue
24th Floor
New York, NY 10017

2.2

Letterhead

This page shows the letterhead in the Lux stationery system. They are printed on 100lb Classic Crest Solar White Smooth.

The red line signifies folding thirds.

Contact details

Pantone 485 U

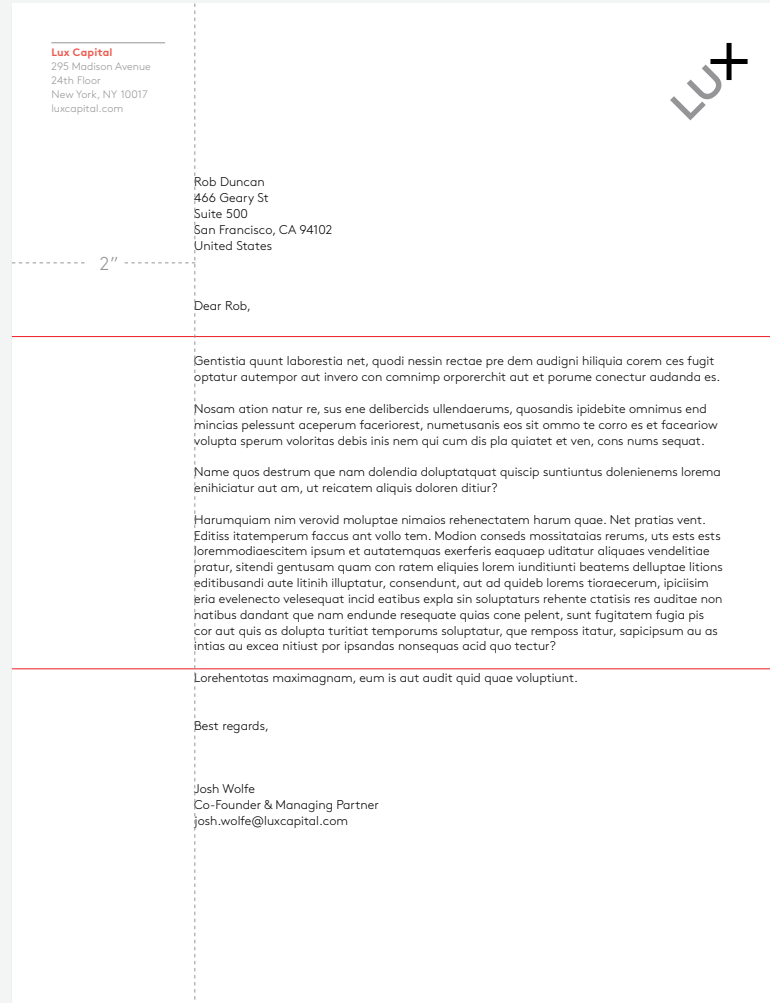
Pantone Cool Gray 8 U

Lux logotype

0.85" x 0.85"

Pantone Black U

Pantone Cool Gray 8 U



2.3

Envelope

This page shows the envelope in the Lux stationery system. It is made using Classic Crest Solar White Smooth 80Lb.

Lux logotype

0.85" x 0.85"

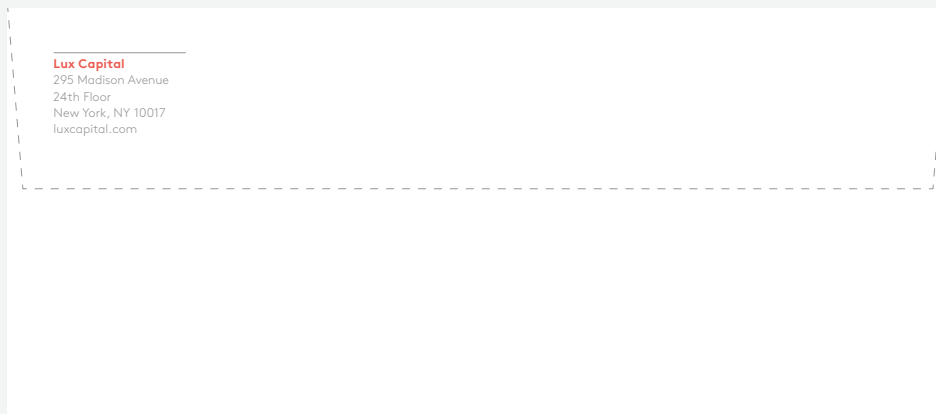
Pantone Black U

Pantone Cool Gray 8 U

Contact details

Pantone 485 U

Pantone Cool Gray 8 U



2.4

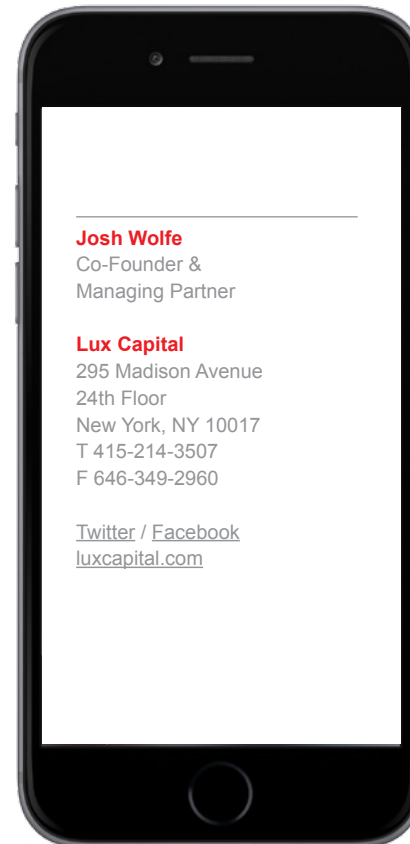
Email Signature

The Lux email signature uses the system font Arial so it displays correctly across all screens and devices.

A 1px rule is set above the author's name to separate the signature from email content.

The font is set to system standard, size 12. The person's name and company name are set in Lux red, Bold, #DB3832. All other text is set in Lux grey, Regular, #8A8A8D.

Keep all links at the bottom of the signature, underlined and separated by a forward slash.



2.5

Presentation

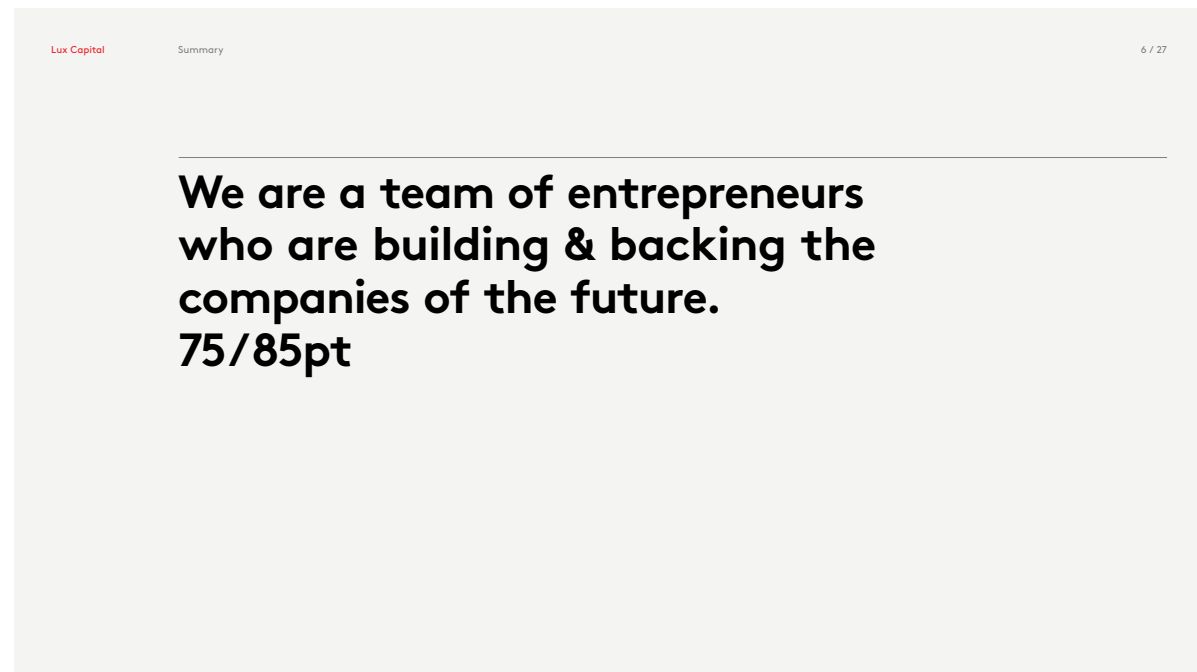
Select title page.



2.5

Presentation

Select general page.



2.5

Presentation

Select case study page.

Lux Capital Investment Example

Shapeways

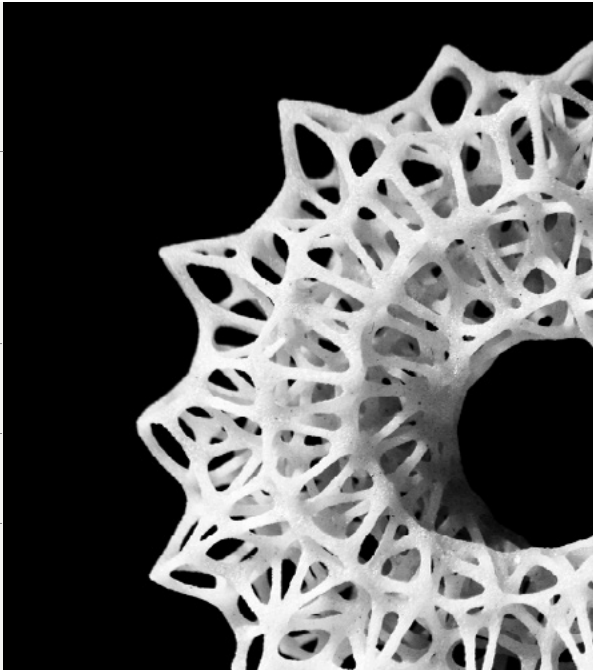
Shapeways is a leader in 3D printing, allowing anyone to make, buy and sell customized, 3D printed objects.

Key stats

\$11.5M
Lux Investment

12.4%
Lux Ownership

\$106M
Enterprise Value



2.5

Presentation

Select general page.

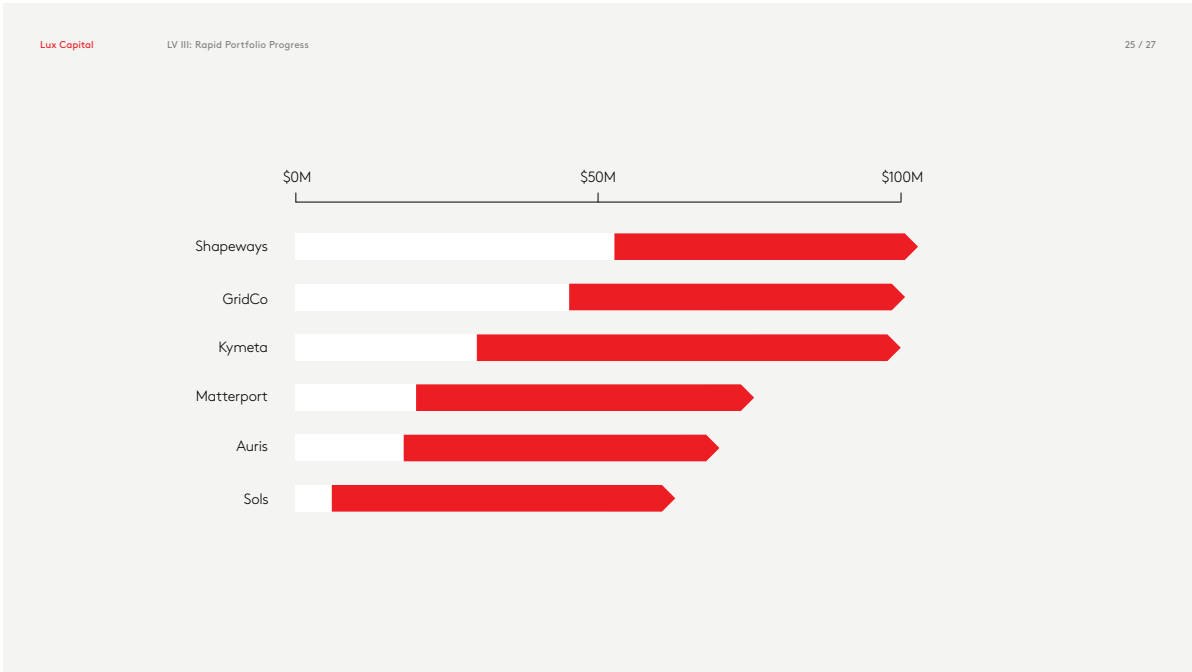
The screenshot shows a presentation slide with the following content:

- Lux Capital** (top left)
- Lux Sources Deals In 10 Unique Ways (top center)
- 23 / 27 (top right)
- Co-Founding 50/63pt**
Creating companies from inception
- Venture Partners**
Referrals & recommendations
- Top-Down**
Sector theses & industry-wide monitoring
- Lux Research**
1700 companies under ongoing coverage
- University Labs**
Walking the halls for new breakthroughs
- Forbes**
Access to business leaders & entrepreneurs
- Large Corporations**
Division & technology spinoff opportunities
- Serial Entrepreneurs**
Unearthing successive new concepts to refine & build
- Corporate LPs**
Referrals & new technologies
- Syndicates**
Introductions from top-tier co-investors

2.5

Presentation

Select infographic page.



2.6

Collateral
Messenger Bag

Single color logotype screenprinted onto messenger bag.



2.6

Collateral

Phone cases

- a. Logotype applied to the back of a phone case.
- b. Logotype incorporated into embossed Lux pattern.



2.6

Collateral
Tshirt

Single color black screenprint onto black tshirt.



2.6

Collateral
Tote Bag

Single color black screenprint onto black tote bag.



2.6

Collateral Lamp

Letters cut from concrete.



2.7

Signage

Outdoor

Single color logo reversed from mounted black square. Backlit '+'. Pictured in daytime.



2.7

Signage

Outdoor

Single color logo reversed from mounted black square. Backlit '+'. Pictured at night.



2.7

Signage

Indoor

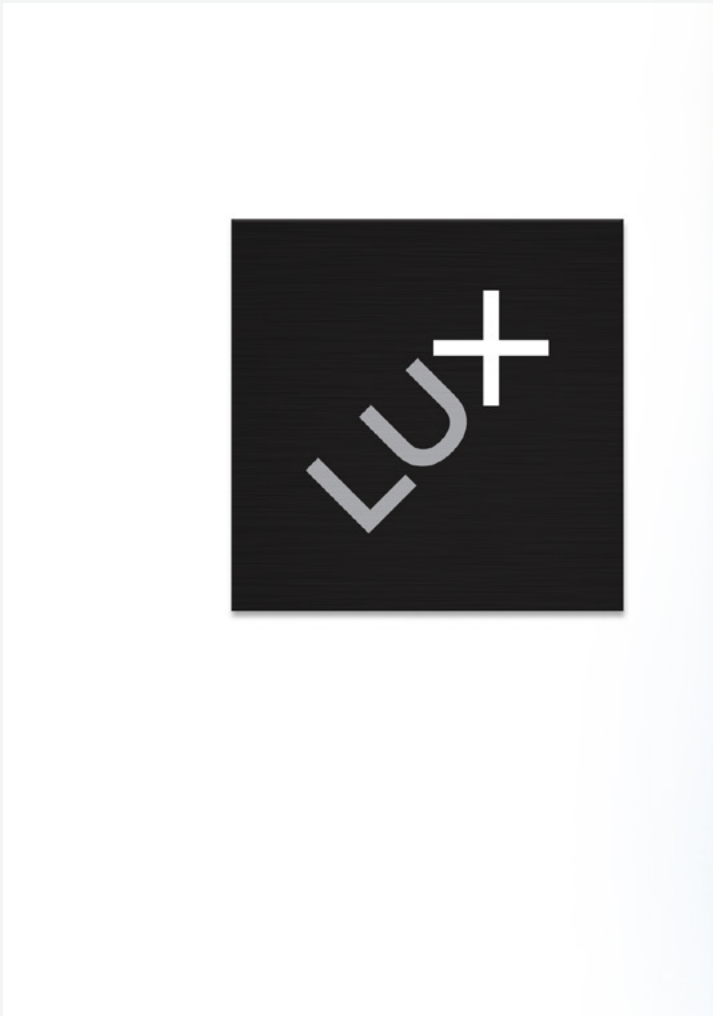
Extruded lettering.



2.7

Signage
Indoor

Extruded black square sign.



2.7

Signage

Indoor

Glass frosting.



2.7

Signage
Indoor

Glass frosted pattern.



2.7

Signage Banners

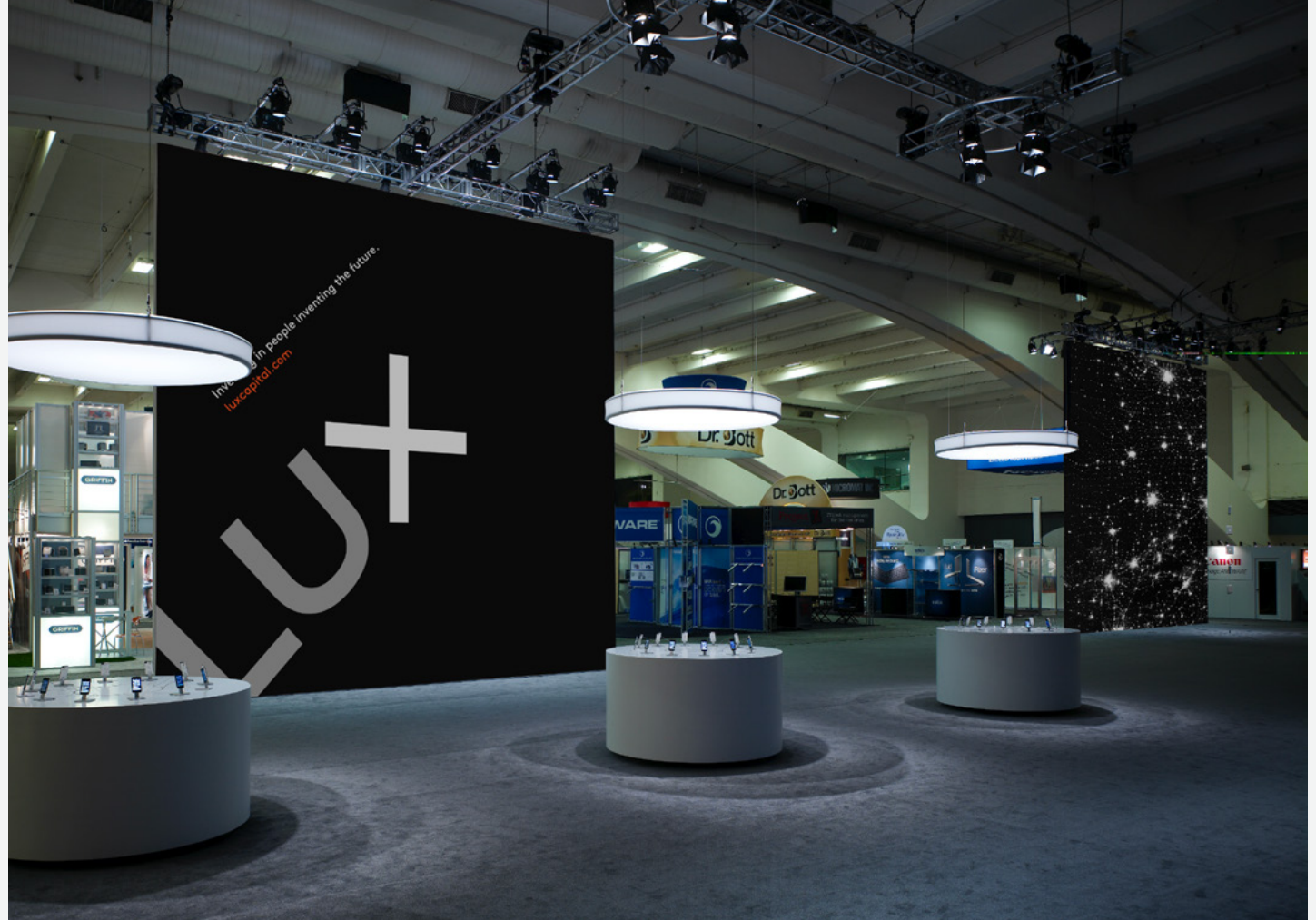
Example of a black square tradeshow banner with cropped logotype.



2.7

Signage Banners

Example of a black square tradeshow banner with cropped logotype.



2.8

Animation

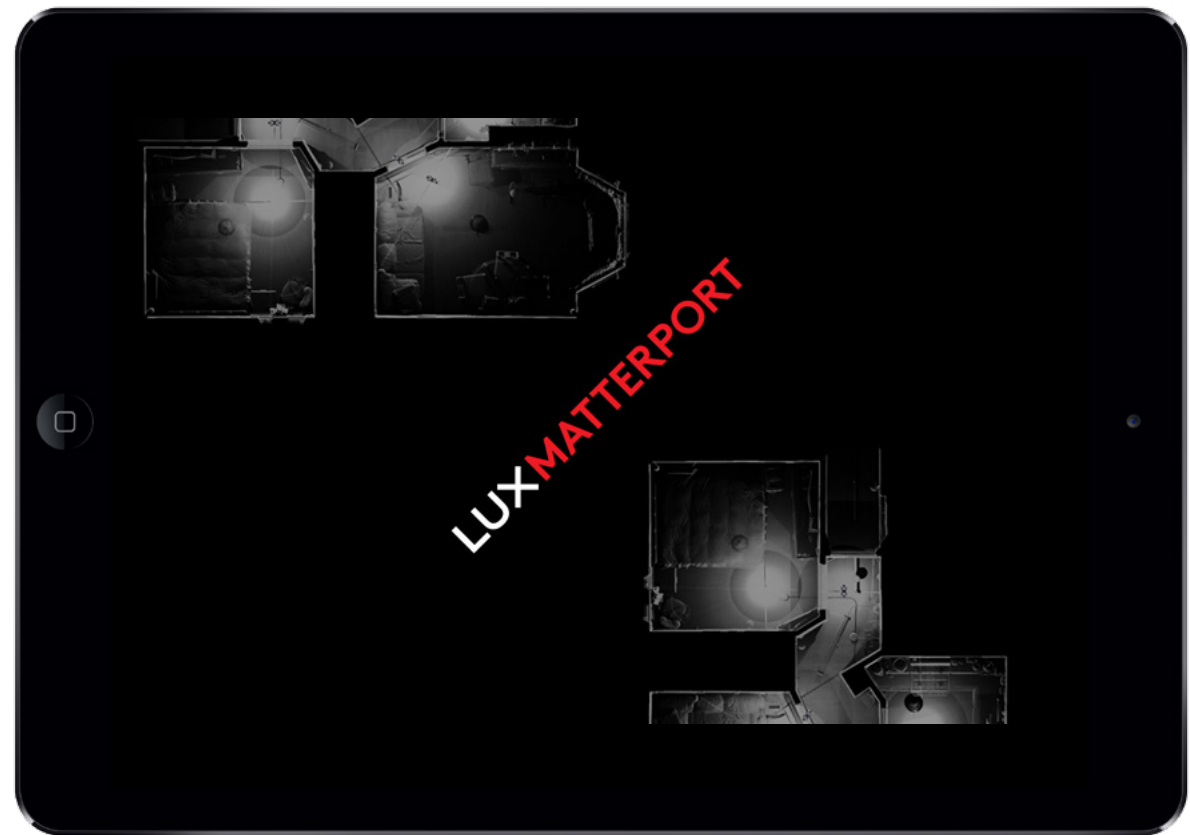
Names of Lux clients are animated emerging from the Lux logotype.



2.8

Animation

Names of Lux clients are animated emerging from the Lux logotype.



2.8

Animation

Names of Lux clients are animated emerging from the Lux logotype.



2.9

Publication Book

Example publication using black and white imagery, Lux Red and 45° angled typography.



2.9

Publication

Brochure

Black printed onto black brochure.
The '+' is debossed and foiled.



2.10

Report
Print

Example report using the single color negative and cropped Lux logotype.



Lux Capital 295 Madison Avenue 24th Floor New York, NY 10017 luxcapital.com	Point of Contact Adam Kalish General Partner (646) 723-0162 adam.kalish@luxcapital.com
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2.10

Report Digital

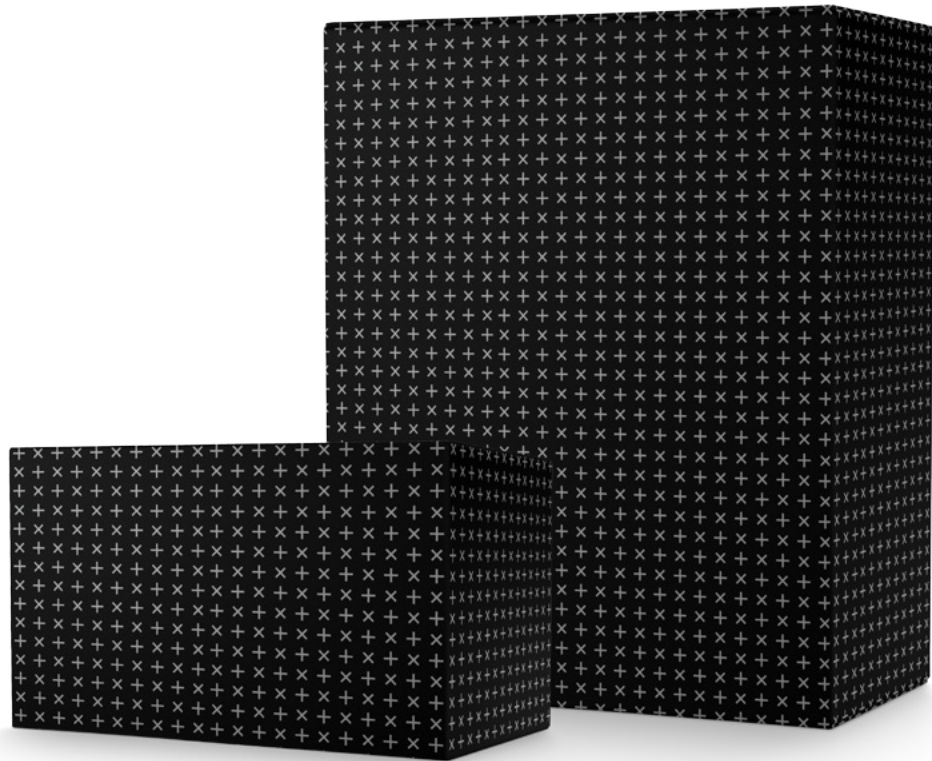
Example digital report covers using the single color negative and cropped Lux logotype.



2.11

Pattern wrap

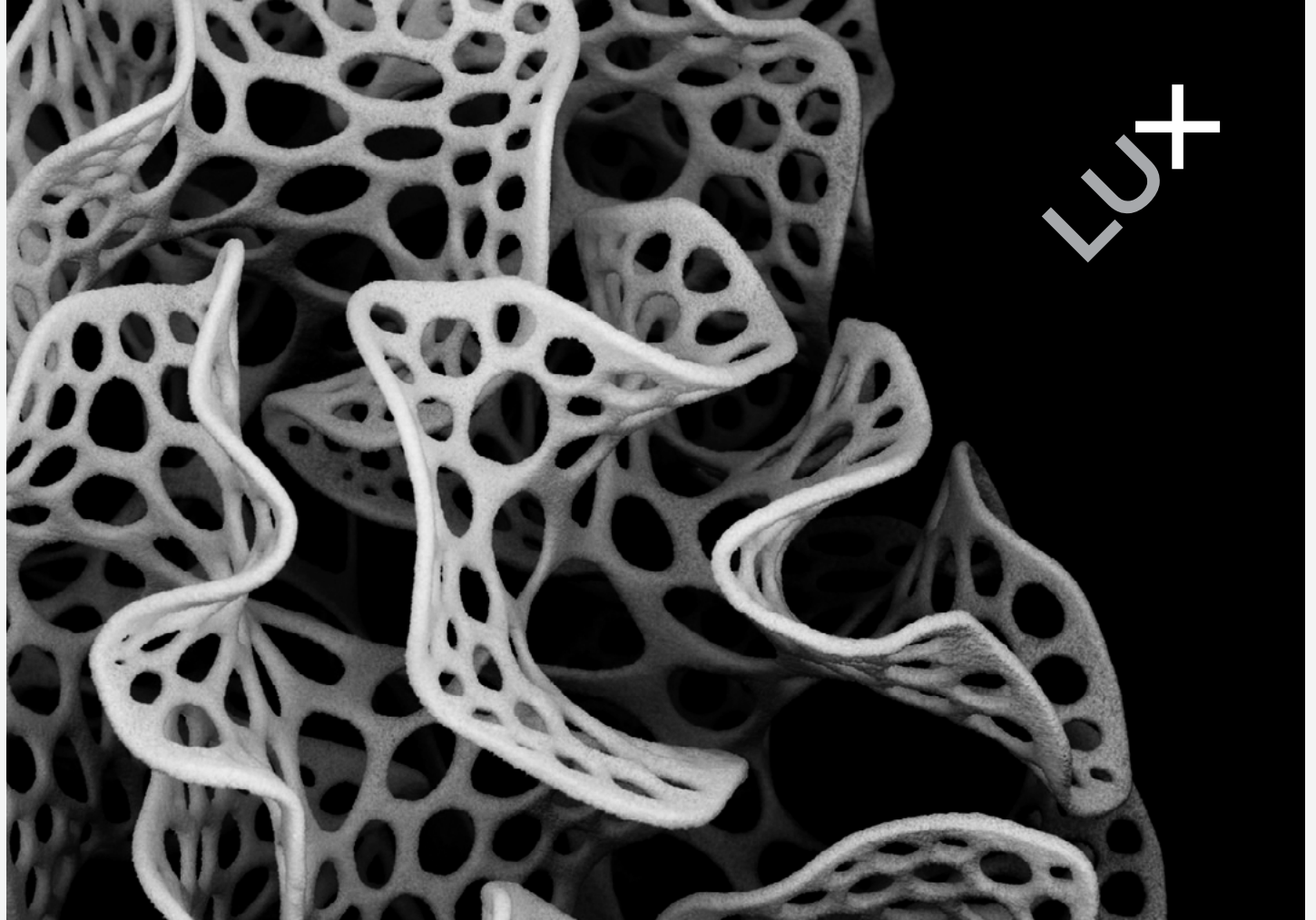
A supporting graphic pattern of the Lux '+' symbol can be used. This is an example of the pattern applied to wrapping.



2.12

Use on images

An example of the negative logo applied on top of greyscale imagery. Note that the placement of the mark is right-aligned and has equal distance from the top and right edge of the image. The logotype is also adhering to the clear space rule.



2.12

Use on images

An example of the negative logo applied on top of color imagery. Note that the placement of the mark is right-aligned and has equal distance from the top and right edge of the image. The logotype is also adhering to the clear space rule.

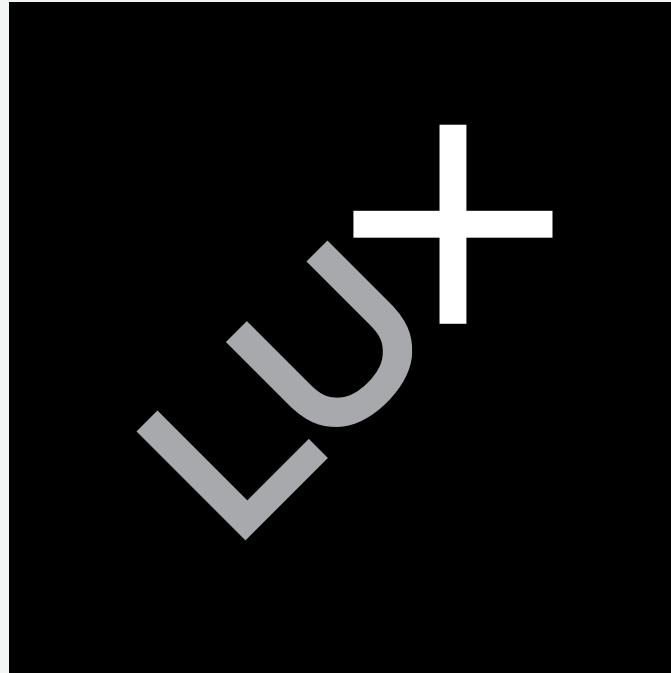


2.13

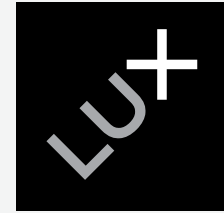
Social Media

Black background

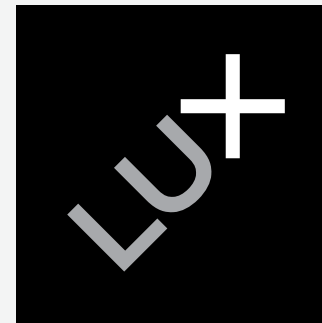
Twitter	400 × 400
Instagram	642 × 642
LinkedIn	200 × 200
Pinterest	200 × 200
Facebook	600 × 600



600 × 600 px



200 × 200 px



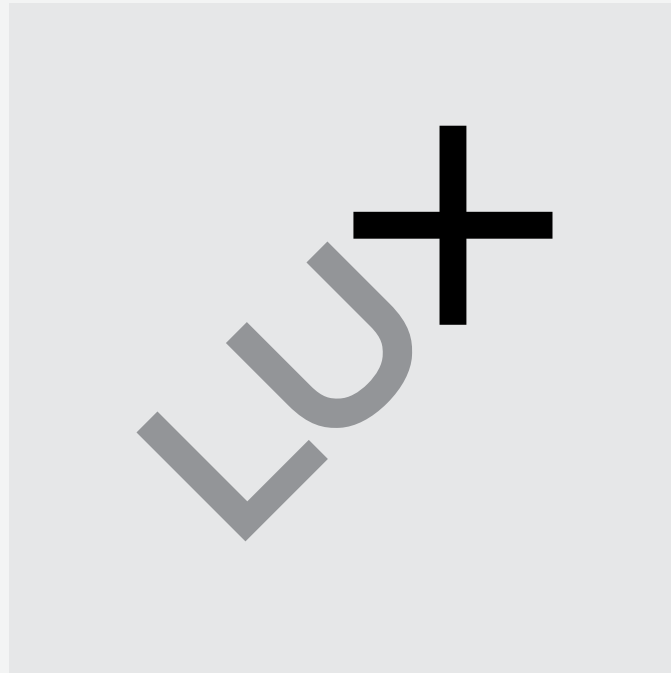
400 × 400 px

2.13

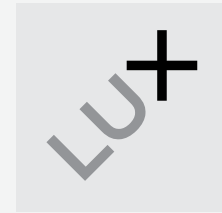
Social Media

Grey background

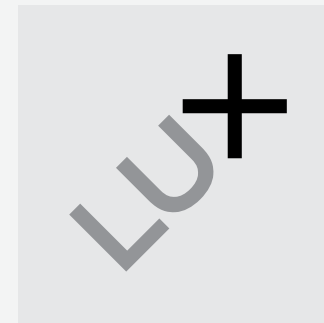
Twitter	400 × 400
Instagram	642 × 642
LinkedIn	200 × 200
Pinterest	200 × 200
Facebook	600 × 600



600 × 600 px



200 × 200 px



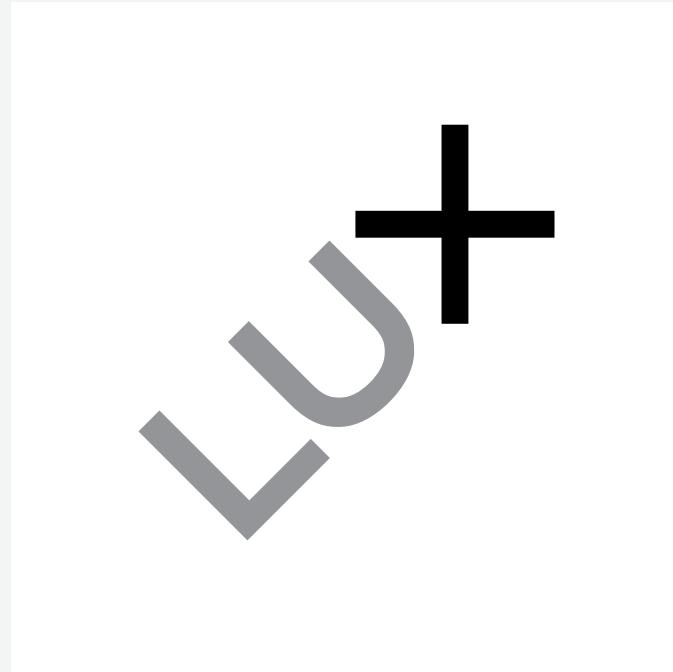
400 × 400 px

2.13

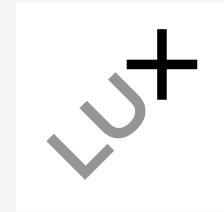
Social Media

Black background

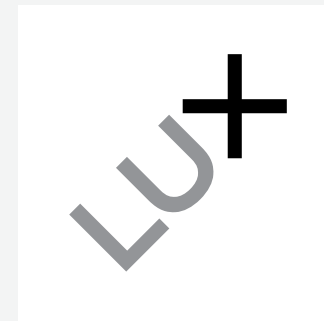
Twitter	400 × 400
Instagram	642 × 642
LinkedIn	200 × 200
Pinterest	200 × 200
Facebook	600 × 600



600 × 600 px



200 × 200 px



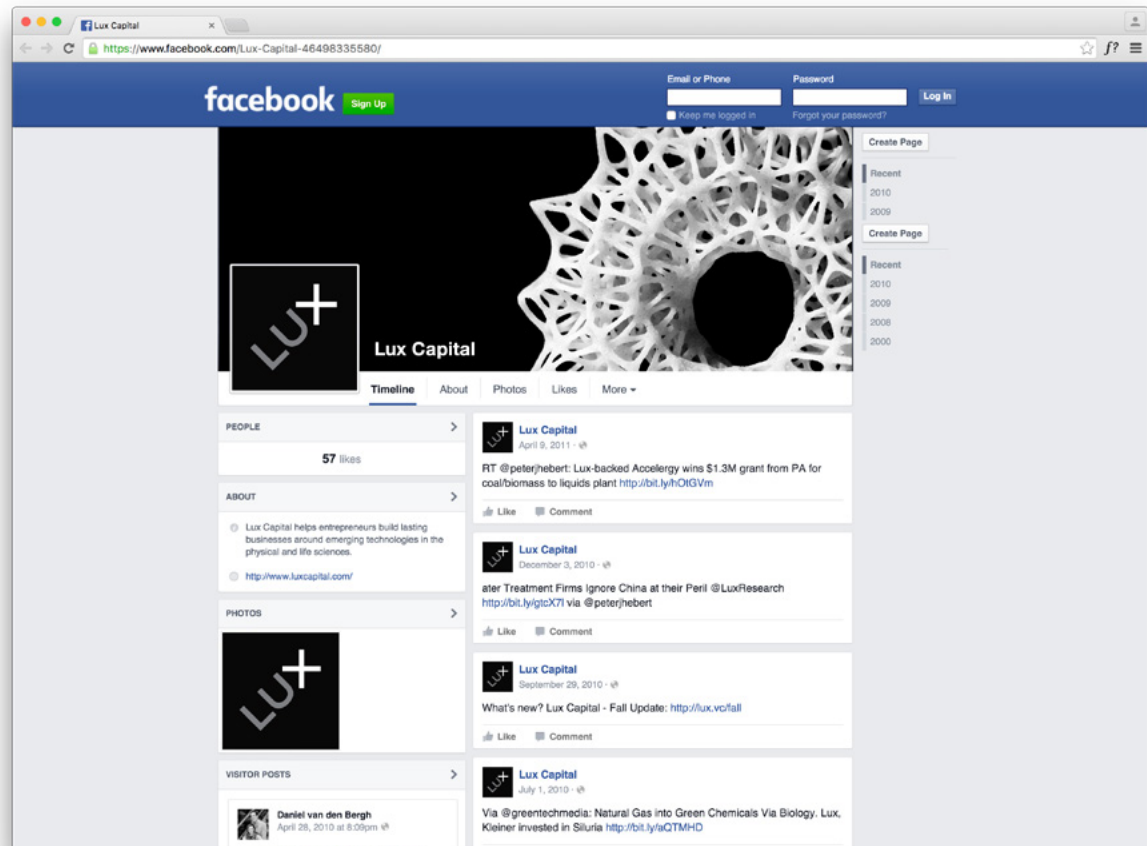
400 × 400 px

2.13

Social Media

Facebook profile

Example Facebook profile.



2.13

Social Media

Twitter profile

Example Twitter profile.



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