Brand Manual

Radiant Blinds LLC

Exclusive Manufacturer of
LITELÜVR™
SHUTTERS

Contact

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radiantblinds.com

Location

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Lubbock, TX 79424
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LiteLüvr Shutters is a distinguished brand of parent company

Radiant Blinds™

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1.01
Logo + Variations

Radiant Blinds | Logo

A strong company brand instills trust, differentiates in crowded markets, and resonates emotionally with consumers. It amplifies recognition, fosters loyalty, and can command premium pricing. In essence, a robust brand is a pivotal asset, guiding choices and driving business value.

The Radiant Blinds logo is elegant. It communicates a clean, classic style anchored to familiar tradition - all virtues that embody the innovative lighting shutter solutions the brand represents.

Description

The Radiant Blinds logo uses one logo orientation and has one iconic representation for vertical presentation as show below:

Horizontal orientation is most commonly used, where the slats or rays extend past the left side of the Radiant Blinds name.

The vertical orientation is used only in cases where the Radiant ‘R’ stands alone such as when used as a favicon or social media page element, or other artistic element.

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2.01
Color Palette

Radiant Blinds | Color Palette

Color is a powerful means of identification. Consistent use of our primary colors will help build brand recognition and enhance visibility for the Radiant Blinds brand.

Gradients of ORANGE and YELLOW are the iconic colors of the Radiant Blinds brand to communicate warmth, light, and the colors of sunrise and sunset.

Radiant Blinds logos are often presented in all white or all black to communicate a clean, classic brand presence.

Description

The Radiant Blinds palette consists of three color themes.
The Radiant Blinds classic theme primary color is black.
The Radiant Blinds classic theme secondary color is white.
The full color theme uses a gradient of orange to yellow.
The Radiant Blinds website uses accent color gray blue.

ORANGE YELLOW GRADIENT

PRIMARY COLOR GRADIENT

	ORANGE	YELLOW
Web color:	#ff971d	#fef06b
CMYK color:	0,48,97,0	3,1,71,0
RGB color:	255,151,29	254,240,107

BLACK

CLASSIC PRIMARY COLOR

Web color: #000000
CMYK color: 75, 68, 67, 90
RGB color: 0, 100, 0

WHITE

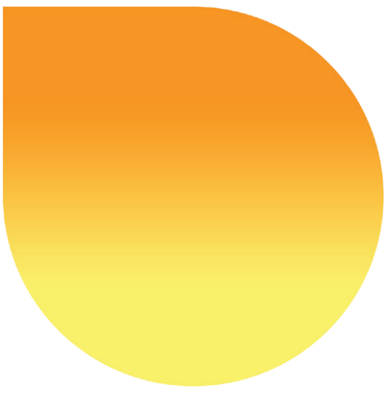
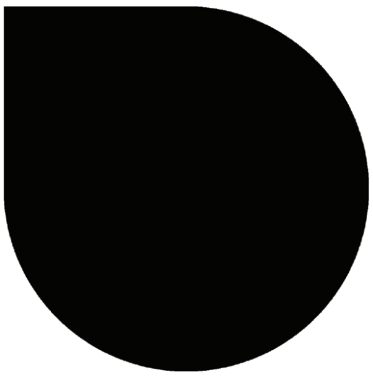
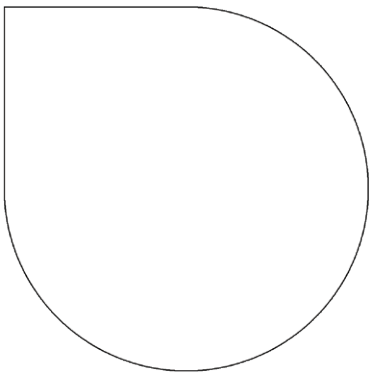
CLASSIC SECONDARY COLOR

Web color: #ffffff
CMYK color: 0, 0, 0, 0
RGB color: 255, 255, 255

GRAY BLUE

WEBSITE ACCENT COLOR

Web color: #4979ac
CMYK color: 76, 48, 12, 1
RGB color: 73, 121, 172


3.01
Logo | Acceptable Use

Valid & Invalid Logo Use Guide

The purpose of this guide is to demonstrate valid and invalid use of the logo; how the logo shall appear in its varying styles, and how the logo should appear with certain styles applied.

INVALID LOGO USE GUIDE	VALID LOGO USE GUIDE
Use of drop shadow	Drop shadow is not to be used.
Rescaling of the logo width or height	The logo must never be rescaled to less than the original full aspect ratio.
Outline or use of stroke effect	Outline and stroke effects must not be added. Instead, use the approved high contrast logos.
Desaturation or use of gray scale	Use of gray scale or desaturation is discouraged.

4.01
Logo | Clear Space

Radiant Blinds Logo | Clear Space

Clear space, often referred to as 'padding' or 'white space', is the margin around a brand logo that is free from text, images, or other distracting elements. It's a buffer zone that visually separates the logo from other design components or surrounding content. This space doesn't necessarily have to be white; it simply refers to an unoccupied, clean area that surrounds the logo.

IMPORTANCE:

Prominence and Readability: Clear space ensures that the logo stands out, making it instantly recognizable. It prevents visual clutter that could compete with the brand's presence, ensuring that the logo remains the focal point.

Professionalism and Aesthetics: A clear, unobstructed space around a logo gives a design a professional and polished look. It emphasizes a brand's attention to detail and its commitment to a high-quality visual presentation.

Brand Integrity: Consistent use of clear space helps maintain brand integrity and ensures that the logo is presented in the best possible light in various applications, be it on websites, printed materials, or merchandise.

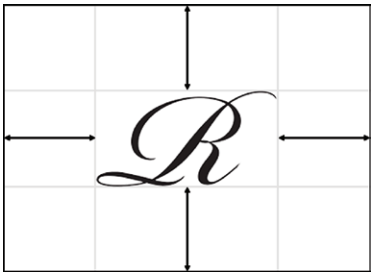
Flexibility and Adaptability: When logos are placed on varying backgrounds or alongside other graphical elements, clear space provides a buffer. This ensures that the logo remains undistorted and adaptable to diverse design scenarios without losing its impact.

Prevents Visual Confusion: Logos without adequate clear space can become tangled with nearby elements, causing confusion and reducing the effectiveness of brand communication. A well-defined space ensures clarity, regardless of where the logo is positioned.

Brand Consistency: When guidelines about clear space are adhered to consistently, it ensures the brand is presented in a uniform way across different platforms and mediums. This consistent representation helps build brand recognition and trust over time.

The clear space around a brand logo isn't just an aesthetic choice; it's a strategic decision that aids in preserving brand identity, ensuring readability, and establishing a distinct presence in diverse visual environments.

Radiant Blinds Vertical Logo Clear Space



Add a minimum 50% of the logo's horizontal width of clear space on both sides.

Add a minimum 50% of the logo's horizontal width of clear space on both the top and bottom of the logo.

Radiant Blinds Horizontal Logo Clear Space



Add a minimum 30% of the logo's horizontal width of clear space on both sides, not including the extending rays.

Add a minimum 1/6th or 17% of the logo's horizontal width of clear space on both the top and bottom of the logo.

5.01
LiteLüvr Shutters Logo + Variations

The LiteLüvr Shutters logo uses one logo orientation and has one iconic representation for vertical presentation as show below:

Horizontal orientation is most commonly used.

The vertical orientation is used only in cases where the ‘LS’ stands alone such as when used as a favicon or social media page element, or other artistic element.

CLICK TO DOWNLOAD LOGOS

LITELÜVR™
SHUTTERS

LITELÜVR™
SHUTTERS

LS

LS

Color Palette

The LiteLüvr Shutters palette consists of three color themes. The primary color is black. Secondary color is white.

BLACK	WHITE
CLASSIC PRIMARY COLOR	CLASSIC SECONDARY COLOR
Web color: #000000	Web color: #ffffff
CMYK color: 75, 68, 67, 90	CMYK color: 0, 0, 0, 0
RGB color: 0, 100, 0	RGB color: 255, 255, 255

6.01
Lato Font

FONT STYLE

The use of a specific font type in branding is pivotal for establishing brand continuity and recognition. Fonts convey subtle emotional and psychological cues that resonate with audiences, effectively communicating the brand's personality, ethos, and values. By consistently utilizing a distinct typeface across all touch points—be it in digital platforms, print materials, or advertisements—a brand can ensure a cohesive visual experience for its audience. This consistent visual identity not only differentiates the brand in a crowded marketplace but also fosters trust and reliability. Consumers, over time, come to associate the font with the brand's essence, and this familiarity breeds a sense of loyalty and affinity. In essence, a consistent font type becomes an indispensable tool in crafting a memorable and trustworthy brand image.

Black	**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**
Bold	**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**
Regular	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
Light	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
Glyphs	? ‘ | “ (%) [#] { @ } / & \ < - + % * • © >
Figures	1 2 3 4 5 6 7 8 9 0

6.02
Typography

TYPEFACE

Typography is one of the key elements in creating a distinct visual identity for a brand. When consistently used, it ensures that the brand is easily recognizable across various mediums, platforms, and touch points.

Different typefaces can elicit different emotions and perceptions. By choosing the right typeface, a brand can effectively communicate its personality and values.

Cohesiveness: Using consistent typography across all mediums (like websites, advertisements, and print materials) creates a cohesive look and feel, reinforcing the brand's image in the minds of consumers. A well-chosen and consistently applied typeface reflects professionalism and attention to detail. It can elevate the perception of a brand, making it seem more established and trustworthy.

Design Aesthetics: Typography contributes to the overall aesthetics of design. When used effectively, it can balance designs, create hierarchy, and lead the viewer's eyes to essential elements. Typography can also be used to emphasize and reinforce the message a brand is trying to convey. For example, bold or larger fonts might be used to highlight key messages or calls to action.

Typography is a crucial component of a brand's visual identity and communication strategy. Ensuring consistency in typography is essential to building a strong, coherent, and effective brand identity.

Title Header	**BIG TITLES** Lato - Black - 56 pt - Tracking (character spacing) set to 0
Headline	**THE HEADLINE** Lato - Bold - 38 pt - Tracking (character spacing) set to 0
Subtitles	LOREM IPSUM DOLOR SIT AMET. Lato - Medium - 20 pt - Tracking (character spacing) set to 0
Body Text	Body text in Letter, Tabloid, Executive sized documents consists of Lato font - Regular - 10 pt.

7.01
Letterhead

COMPANY LETTERHEAD

The company letterhead reinforces brand identity, presenting a professional image and fostering trust. It ensures consistency across communications, aiding in brand recognition. Furthermore, letterhead often contains essential contact details, streamlining communication for stakeholders. In many legal contexts, it's a sign of authenticity, showing that correspondence is officially from the organization.

Brand and Elements

Letterhead is composed of the horizontal version of the Radiant Blinds logo with the exclusive manufacturer statement in the headeron the right.

Addressee name and contact information precedes the body text.

Lato Regular font is used in 9pt or 10pt size with 13 or 14 pt leading.

The footer contains the company logo and contact information justified to full width and printed in all caps.



Radiant Blinds™

Exclusive Manufacturer of
LITELÜVR SHUTTERS
11430 Quaker Ave
Ste 200 #1019
Lubbock, TX 79424 USA

To:

Addressee Name
Addressee Phone
Addressee Email

September 23

To whom it may concern,

LiteLüvr Shutters are a revolutionary lighting solution that offers unmatched control. With these shutters, you're not just dictating the amount of sunlight that enters your room, but also the quality of artificial light that it emits. Whether you want a warm, cozy glow or environment brightening illumination, LiteLüvr Shutters allow you to set the mood using an invisible touch control surface.

Thanks to their state-of-the-art LED lighting technology, LiteLüvr Shutters are a versatile solution for spaces with limited exposure to natural light. They can produce their own light - turning even the darkest of rooms into a well-lit haven. What's more, these shutters can simulate sunrise and sunset, providing a sense of peace and tranquility that transcends the boundaries of traditional design.

For homeowners considering new construction, integrating LiteLüvr Shutters into your design plans is a decision you won't regret. Beyond their unique lighting capabilities, these shutters offer significant energy efficiency, which aligns perfectly with the growing trend toward eco-friendly home design. The LED lighting slats consume less energy than traditional lighting solutions, contributing to lower utility bills and a reduced carbon footprint.

Privacy can also be a concern, especially for homes in close proximity to each other. LiteLüvr Shutters provide an elegant solution to this problem. By rotating the slats to illiteLüvrte the exterior of your home, they increase security while maintaining privacy. No longer do you need to exchange privacy for light at the window.

Crafted from solid cellular PVC and high-quality polycarbonate, LiteLüvr Shutters are not only beautiful but durable as well. They resist flames, repel water, and are impervious to termites, ensuring that they will remain a stunning part of your home for years to come.

Beyond these practical benefits, LiteLüvr Shutters are a testament to the power of innovative design. They offer a fresh, modern twist to traditional shutters, making them an exciting choice for interior designers and homeowners alike.

In conclusion, LiteLüvr Shutters are more than just window treatments - they're a design revolution. By offering unprecedented control over both natural and artificial light, they provide a solution to common design challenges in new home construction. Whether you're an interior designer looking to push the boundaries of traditional design, a homeowner seeking a unique aesthetic, or a shopper interested in energy-efficient window treatments, LiteLüvr Shutters promise to bring a radiant touch to your space. Discover the possibilities with LiteLüvr Shutters today.

BRAD FROESE
FOUNDER / CEO

Radiant Blinds™

RADIANT BLINDS LLC | 11430 QUAKER AVE STE 200 #1019 | LUBBOCK, TX 79424 USA | 214.810.3661 | RADIANTBLINDS.COM

Dimensions	8.5 x 11 inches 216 x 279mm A4
Paper Stock	24 Pound Bond Paper
Resolution	300 dpi
Color Space for Print	CMYK

8.01
Business Card

COMPANY BUSINESS CARD

The company business card acts as a tangible representation of a brand's identity, professionalism, and values. It facilitates networking by providing essential contact information and leaves a lasting impression, reinforcing brand recall. In personal interactions, it serves as a bridge between the digital and physical worlds, fostering trust and credibility.

Brand and Elements	Business card front is composed of an oversized Radiant "R" for brand impact, and the full color Radiant Blinds logo, presented with the LiteLüvr Shutters brand for procut recognition. Contact information is composed over an orange-yellow sunlet sky opposed to a LiteLüvr Shutters product photo with iconic touch controls. Company URL included in white without the preceding "www".
Dimensions	3.5 x 2 inches 88.9 x 50.8 mm
Card Stock	16 PT
Corners	Rounded .125" 4 sides
Resolution	300 dpi
Color Space for Print	CMYK





9.01
Logo Placement

Logo placement on documents ensures consistent brand presentation, fostering recognition and trust. This visual consistency across mediums strengthens brand identity, reinforcing its message and values each time it's seen, and fostering a coherent brand experience for the audience.

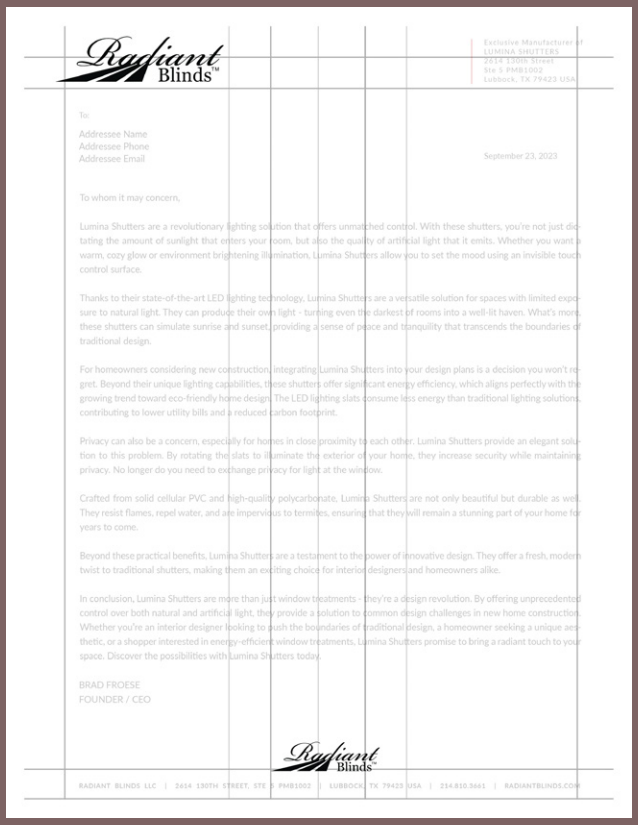
Letterhead Logo Placement

The black Radiant Blinds, LLC logo is to be placed in the top left corner of the letterhead or document, positioned inside the margin on the same horizontal plane as the body text and touching the vertical plane of the top page margin.

Top margin shall be .68" from the top edge of the page.

Side margins shall be .78" from the side edges of the page.

Footer margin shall be .125" from the bottom edge of the page.







Letterhead Envelope Logo Placement

The horizontal logo shall be centered, or within .125" above center on the vertical and horizontal axes of the envelope.

Business Card Logo Placement

The horizontal logo shall be positioned with the utmost right edge of the logo positioned .20" from the cut edge on the right side of the card. The bottom of the logo shall be .25" from the cut edge on the bottom of the card.



Envelope Sticker Placement

In cases where a Radiant Blinds branded sticker is used to seal envelopes, the sticker shall be positioned with the center of the sticker at the utmost center of the width of the envelope where the center of the lip of the envelope comes to a point under the center of the sticker.

Radiant Blinds™

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Exclusive Manufacturer of
LITELÜVR™ SHUTTERS

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