LEDMESEE · LEDMESEE.COM

Brand guidelines

The LEDMESEE visual identity: logo, colours, typography and rules for print, digital and promotional materials.



Version
1.0

Date
November 2026

Brand guidelines and logo pack created by:
wielkareklama.eu × **weblango.com**

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What is inside

How to use this guide

This guide sets out the rules for using the LEDMESEE logo. The artwork files are in the **LEDMESEE_Brand_Pack** (folders 02–05). Always use the original files — never redraw the logo or set it in a font.

Who it is for

For the LEDMESEE team, partners, distributors, advertising agencies, printers and media — everyone who presents the LEDMESEE brand.

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ABOUT THE BRAND

A real poster. Beautiful light.

LEDMESEE makes ultra-slim LED light boxes — illuminated frames for a real, printed poster.

The print sits behind glass, the light is spread evenly and the next poster slides in through the top slot — no tools, no opening the front. The frames work in shops, cafés, restaurants, hotels, shopping centres and at trade fairs.

These guidelines define how we present the brand, so that the LEDMESEE logo looks the same at our company and at partners, distributors and agencies — in every country and on every medium.

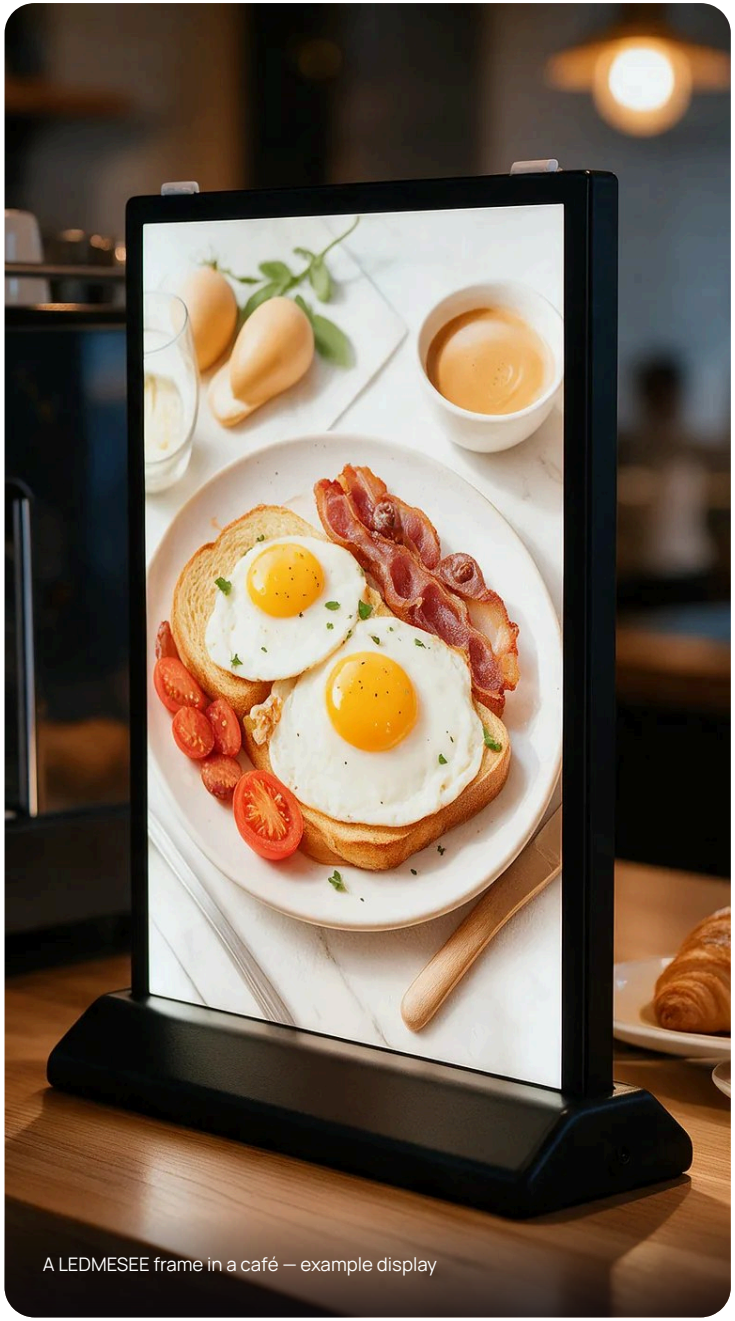
12 mm	3 mm	0	32
total thickness of the single-sided model	tempered glass in front of the poster	tools needed to change the poster	language versions of ledmesee.com

01 Visibility
Light draws the eye — the offer is seen from afar, day and night.

02 Simplicity
Slide out, slide in, done. A new poster slides in through the top slot; the front never opens.

03 Quality
A slim frame, glass, even backlighting and a real print.

04 Partnership
We support partners and agencies with materials, know-how and a consistent brand.



A LEDMESEE frame in a café — example display

THE IDEA

LED · me · see

The name joins technology with a promise to the viewer. Read aloud, it sounds like **“let me see”**.

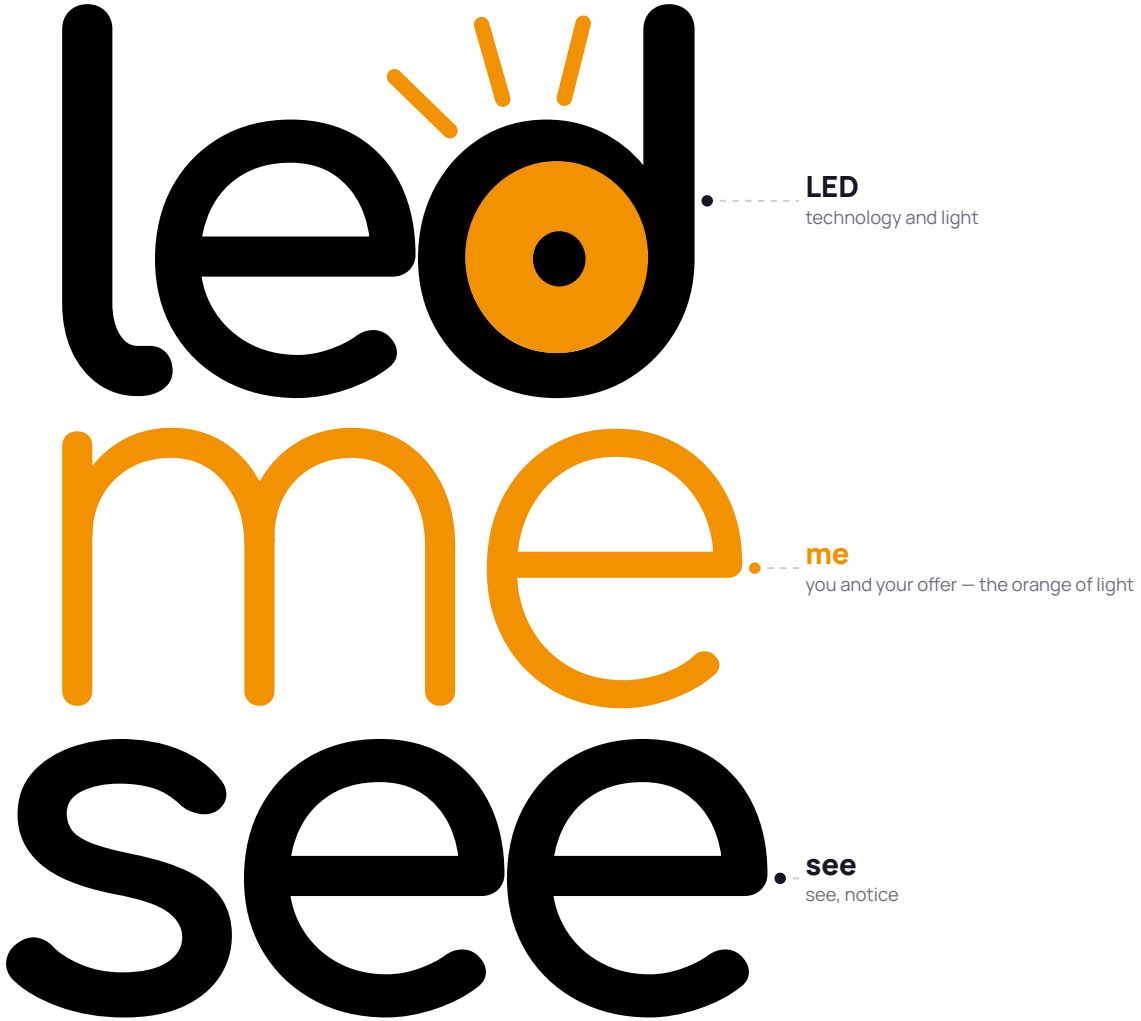
The letter “d” turns into an eye, and the three rays above it are light switching on. The logo says exactly what the product is: light that makes an offer get noticed.

Orange is the warm LED light. Black is the slim frame around it.



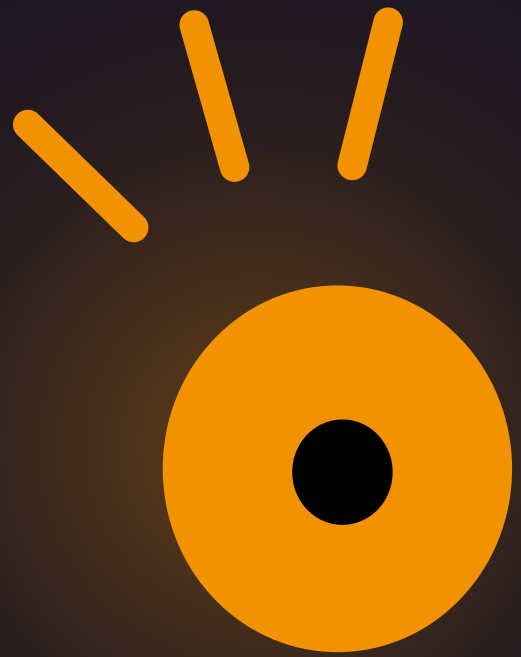
The eye with rays

The most recognisable brand element. It appears in the logo and on its own as the symbol.



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Logo

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PRIMARY LOGO

Primary logo

The primary brand mark is the horizontal **ledmesee.com** logo. Use it whenever space allows.

The domain in the logo tells people where to find us — so it is the first choice for websites, ads, printed materials and partner communication.

The logo is artwork

The logo is made of outlines. Never set it in a font, redraw or modify it — use only the files from the pack.

PRIMARY VERSION



File: **LEDMESEE_logo_horizontal-com_color** · SVG · PDF · EPS · PNG · JPG

LOGO VERSIONS

Four versions of the logo

All versions share the same artwork but serve different purposes. Choose by format, and by whether the web address is already visible nearby.



PRIMARY

Horizontal with domain

Websites, ads, print, partner and agency materials. Always the first choice.

Minimum	35 mm · 160 px
Files	SVG · PDF · EPS · PNG · JPG
Folder	02



SHORT VERSION

Horizontal without domain

When ledmesee.com is shown nearby, on products, in small formats and in app headers.

Minimum	25 mm · 110 px
Files	SVG · PDF · EPS · PNG · JPG
Folder	03

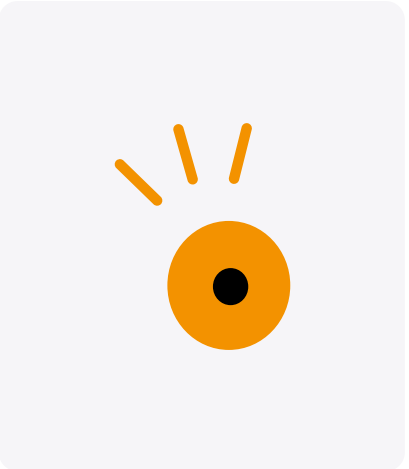


SQUARE AND PORTRAIT FORMATS

Stacked

Social media avatars, stickers, packaging, roll-ups, apparel, portrait formats.

Minimum	15 mm · 64 px
Files	SVG · PDF · EPS · PNG · JPG
Folder	04



SUPPORTING MARK

Symbol (eye)

Favicon, app icon, watermark, product detail. It does not replace the logo on first contact with the brand.

Minimum	5 mm · 16 px
Files	SVG · PDF · EPS · PNG · JPG
Folder	05

CONSTRUCTION

Anatomy and proportions

The logotype is based on the Quicksand typeface and has been redrawn: the “l” has a rounded tail and the “d” contains an eye with three rays. The unit of proportion is **x — the height of the eye** (the orange disc). Clear space is measured in x.



Horizontal with domain	Horizontal without domain	Stacked	Symbol
14.30 x × 2.05 x	**11.11 x × 2.05 x**	**3.96 x × 5.28 x**	**1.36 x × 1.76 x**

* the “l” and “d” are modified — the logo cannot be reproduced by typing in Quicksand. Proportions: width × height of the logo bounding box.

Fixed proportions

Never move or scale elements separately and never change the letter spacing.

The eye and rays

In the colour version the eye and rays are always orange and the pupil is black.

A lighter domain

The “.com” is lighter than the rest of the logo, so the version with the domain has a larger minimum size.

CLEAR SPACE

Clear space

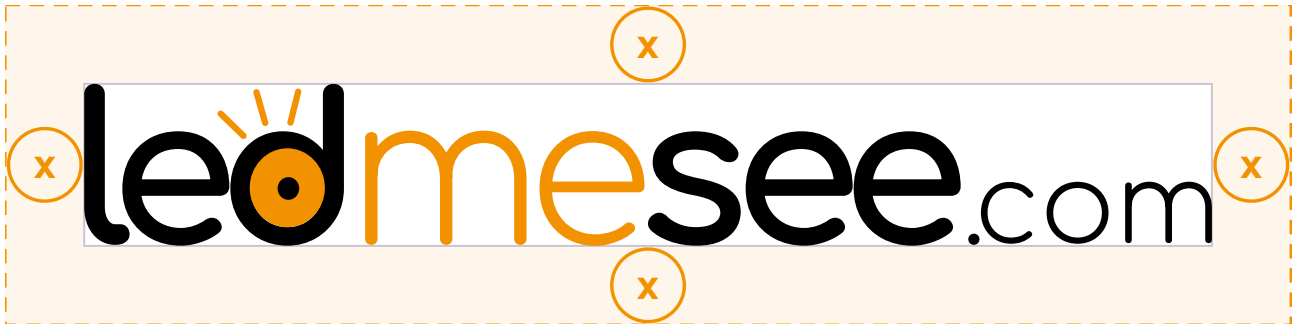
Keep a free area of at least **x** — the height of the eye — around the logo.

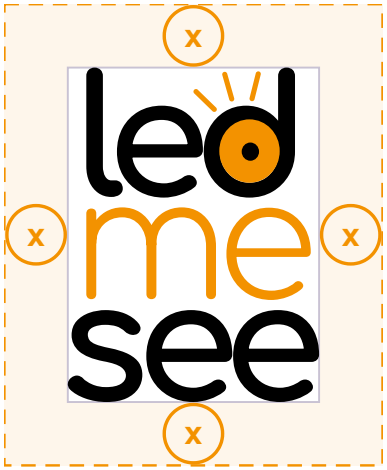
No text, graphics, other logos or format edges may enter this area. It is a minimum — leave more space whenever you can.

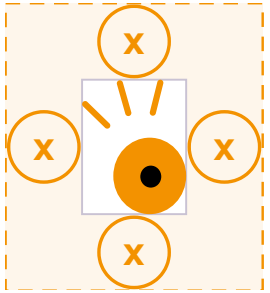
Keep the logo at least x away from the edge of the format (business card, banner, screen) and, in print, outside the bleed and trim area.

x = height of the eye

In a 100 mm wide horizontal logo, x ≈ 7.0 mm. The clear space scales with the logo.







MINIMUM SIZES

Minimum sizes

Below these sizes, the ".com" and the rays are no longer legible.

The size refers to the width of the logo. If the space is smaller, choose the version without the domain, the stacked logo or the symbol.

VERSION	PRINT	SCREEN
Horizontal with domain	**35 mm**	**160 px**
Horizontal without domain	**25 mm**	**110 px**
Stacked	**15 mm**	**64 px**
Symbol	**5 mm**	**16 px**

Embroidery, engraving, pad printing and small promotional items: use the one-colour version without the domain or the stacked logo at no less than 1.5× these values, and always make a proof.

SHOWN AT 1 : 1 WHEN PRINTED ON A4 WITHOUT SCALING



35 mm · 160 px
Horizontal with domain



25 mm · 110 px
Horizontal without domain



15 mm · 64 px
Stacked



5 mm · 16 px
Symbol

Screen: width in CSS pixels at 1× density. For high-density displays use SVG or 2× PNG files.

COLOUR VERSIONS

Colour versions

Every logo version comes in five colour variants.

Always choose full colour when the technology and background allow. Use one-colour versions only where colour is unavailable or illegible.

The eye in one-colour versions

The orange disc is knocked out — it takes the background colour while the pupil keeps the logo colour, so the eye stays legible in a single colour.



Full colour

Primary version — on white and light backgrounds.
LEDMESEE_logo_*_**color**



Full colour — reversed

On dark backgrounds: night ink, black, purple, dark photos.
LEDMESEE_logo_*_**color-negative**



Greyscale

Black-and-white print with grey tones: press, documents.
LEDMESEE_logo_*_**grayscale**



One-colour black

Single-colour print, stamps, engraving, vinyl, orange backgrounds.
LEDMESEE_logo_*_**black**



One-colour white

Dark materials: printing, laser engraving, frosted vinyl, embossing.
LEDMESEE_logo_*_**white**

COLOUR VERSIONS

Stacked logo and symbol

The same rules apply to the stacked logo and the symbol. In the one-colour symbol the disc is solid and the pupil is cut out — without the "d" around it, the eye must stay legible.



Full colour



Full colour — reversed



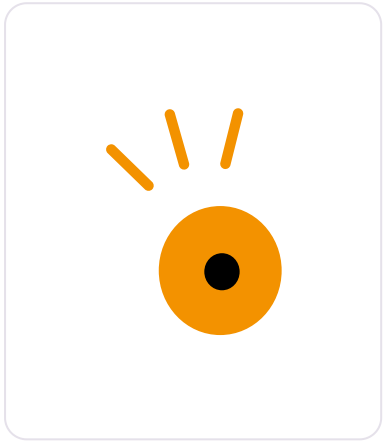
Greyscale



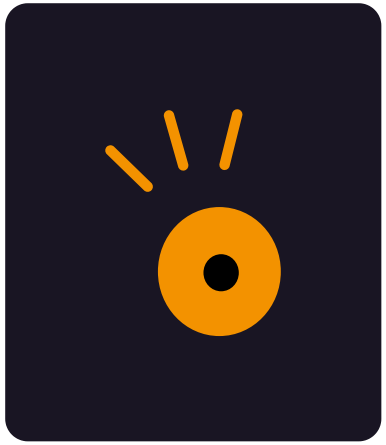
One-colour black



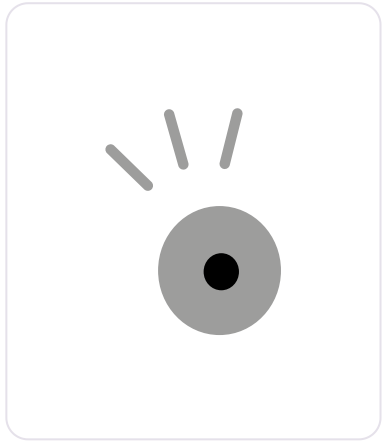
One-colour white



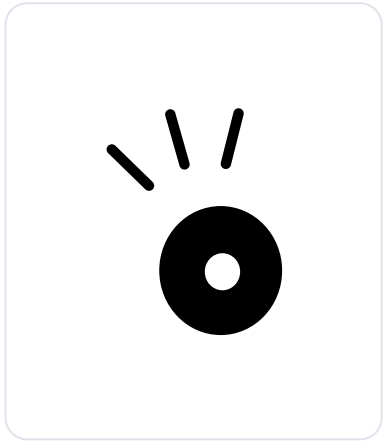
Full colour



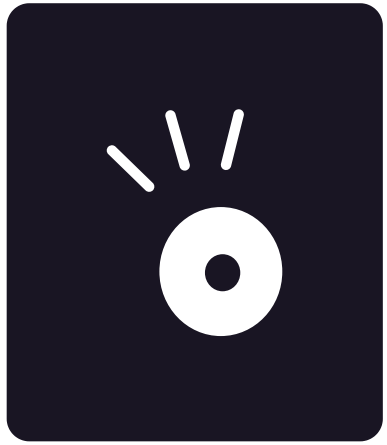
Full colour — reversed



Greyscale



One-colour black



One-colour white

LOGO ON BACKGROUNDS

Logo on colour backgrounds

The logo must contrast clearly with its background.

Use full colour on light backgrounds and the reversed version on dark ones. Choose background colours from the brand palette.

Orange backgrounds

Never place the full-colour logo on orange — the orange "me" and eye disappear. Use the black version (recommended) or white.



White · #FFFFFF
version: full colour



Light panel · #F6F5F8
version: full colour



LEDMESEE Orange · #F39200
version: black (or white)



LEDMESEE Purple · #472186
version: reversed or white



Night Ink · #191523
version: reversed



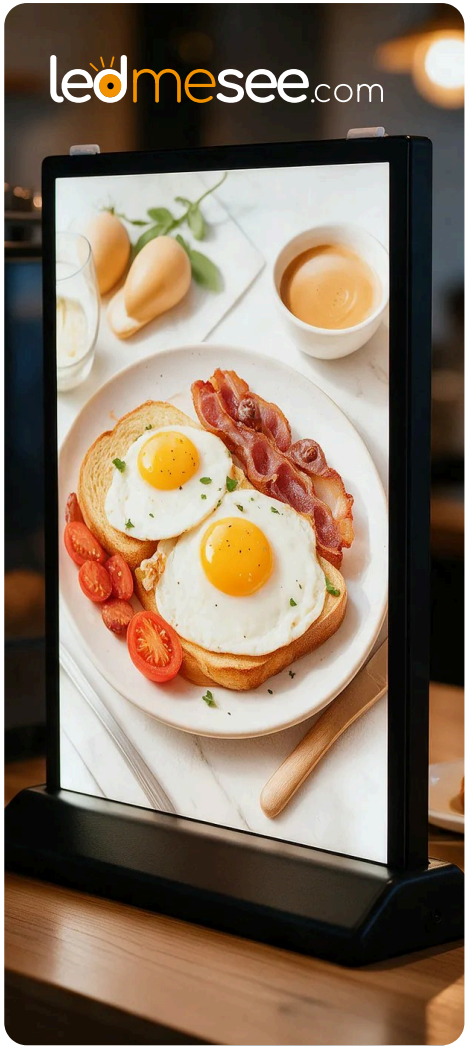
Black · #000000
version: reversed

LOGO ON PHOTOS

Logo on photos

Place the logo on a calm, even part of the photo.

- Light area — full colour; dark area — reversed.
- Respect the clear space from the edge of the frame too.
- If the background is too busy, use a solid panel (white or night ink) or a subtle gradient.
- Never place the logo over faces, products or text in the photo.



Calm, dark area
reversed logo on a uniform part of the photo



Calm, light area
full colour on a light, even floor



Busy background
the logo is lost in detail and lacks contrast

INCORRECT USE

What not to do

Always reproduce the logo from the original files, unchanged. These are the most common mistakes — each one weakens brand recognition.

Do not stretch or squash

Do not rotate

Do not change the colours

Do not swap the colours

Do not add shadows or effects

Do not add an outline

Do not rearrange elements

Do not type the logo

Do not use without contrast



Do not use on busy backgrounds

Do not remove the eye or rays

Do not add elements to the logo

WRITING THE BRAND NAME

How we write LEDMESEE

In running text, always write the name in capitals as one word: **LEDMESEE**.

Write the web address in lower case: **ledmesee.com**. Never translate, split or inflect the name — use phrases such as “LEDMESEE frames” or “in partnership with LEDMESEE”.

The logo and the written name are different things: the logo (lower case, eye, colours) is used as artwork; in sentences we write LEDMESEE.

CORRECT

- **LEDMESEE**
- **ledmesee.com**
- **LEDMESEE frames**
- **LEDMESEE partner**

INCORRECT

- Ledmesee
- LedMeSee
- Led Me See
- LED-ME-SEE
- LEDMESSE
- Ledmesee’s Frames

Talking about the product

- ultra-slim LED light box
- illuminated poster frame
- poster slides in through the top slot
- a real printed poster behind glass
- “screen”, “TV”, “monitor” — it is not a display
- “opening front” — the front does not open

BRAND TAGLINES

A real poster. Beautiful light.

The offer stands out. So does the quality. Hard to overlook.

In every language

The LEDMESEE name is the same in all 32 languages of the website — we never translate it or write it in another script.

PL ramki LEDMESEE

DE Leuchtrahmen von LEDMESEE

ES los marcos luminosos LEDMESEE

EN LEDMESEE light boxes

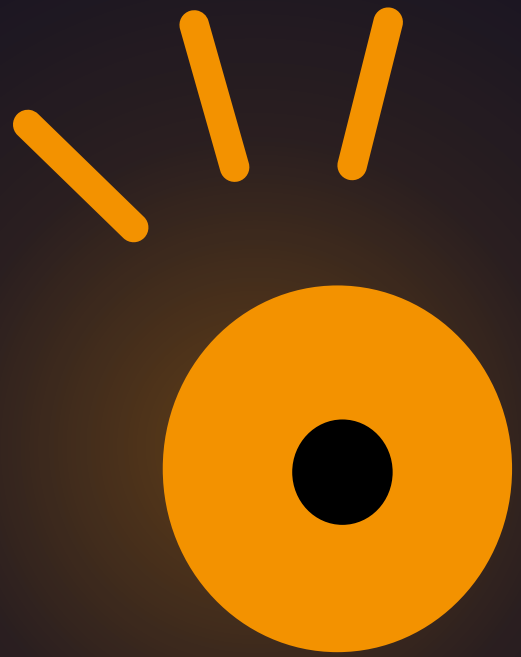
FR les cadres lumineux LEDMESEE

IT le cornici luminose LEDMESEE

02
Colour

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PRIMARY COLOURS

Primary colours

Orange, black and white make up the logo and are the foundation of the brand.

The master value of the orange is **C0 M50 Y100 K0**. HEX #F39200 is its exact screen equivalent (Coated FOGRA39).

Print and production

CMYK — offset and digital print; Pantone — spot colours; RAL — paints and coated elements. * RAL and Pantone are the closest matches — compare with a physical swatch and make a proof before production.

LEDMESEE Orange

The colour of light. Brand accent: "me", the eye, rays, highlights and details.

HEX	#F39200
RGB	243 · 146 · 0
CMYK	0 · 50 · 100 · 0
Pantone	144 C
RAL	RAL 1033*

LEDMESEE Black

The colour of the frame and logo letters. In print always 100% K.

HEX	#000000
RGB	0 · 0 · 0
CMYK	0 · 0 · 0 · 100
Pantone	Black 6 C
RAL	RAL 9005

White

Space and light. The main background of our communication.

HEX	#FFFFFF
RGB	255 · 255 · 255
CMYK	0 · 0 · 0 · 0
Pantone	—
RAL	RAL 9016

SECONDARY COLOURS

Secondary and neutral colours

Purple and night ink come from ledmesee.com and shape our digital communication. They are never used in the logo. Neutrals structure backgrounds, lines and secondary text.

LEDMESEE Purple

The colour of our interface and digital communication: buttons, headline highlights, information bands.

HEX	#472186
RGB	71 · 33 · 134
CMYK	91 · 100 · 3 · 0
Pantone	268 C*
RAL	—

Night Ink

Text colour and dark backgrounds. In print, set text in 100% K.

HEX	#191523
RGB	25 · 21 · 35
CMYK	88 · 85 · 52 · 76
Pantone	—
RAL	—

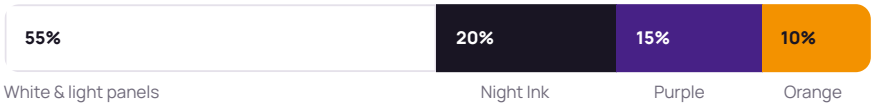
Muted Grey
#706B7B · RGB 112 107 123
CMYK 56 51 35 20

Line
#E5E1EA · RGB 229 225 234
CMYK 11 12 5 0

Light Panel
#F6F5F8 · RGB 246 245 248
CMYK 3 4 2 0

Soft Purple
#EEE8F7 · RGB 238 232 247
CMYK 7 11 0 0

Colour proportions



Contrast (WCAG 2.1)

- **Aa** — **Ink on white** 17.9 : 1 · text OK
- **Aa** — **White on purple** 11.5 : 1 · text OK
- **Aa** — **Black on orange** 8.9 : 1 · text OK
- **Aa** — **White on orange** 2.4 : 1 · large text only

Colours in use

Choose a frame →

Primary button — purple

01 Poster behind glass
02 Slides in from the top
03 Even light

Numbers and details — orange

A real poster. Beautiful light.

Information band — night ink

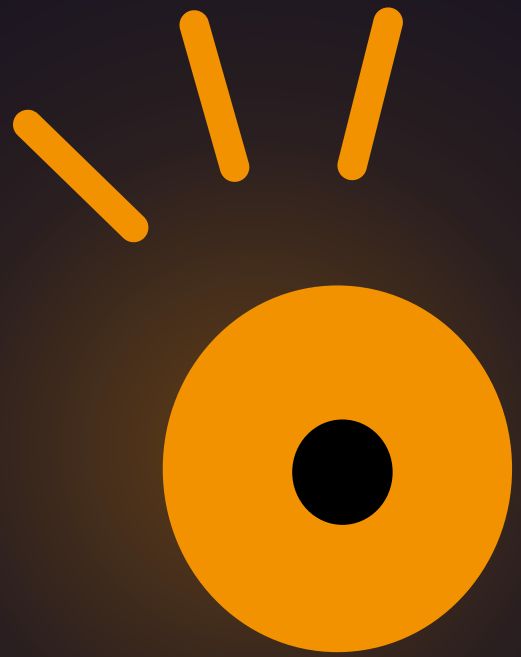
A card on a light panel

Section background — light panel

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Typography

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Text hierarchy 22



BRAND TYPEFACE

Aa

Manrope

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ĄĆĘŁŃÓŚŹŻ ąćęłńóśźż 0123456789
ÄÖÜß ÇÉÈ ÑÁ ŠČŘ АБВГДЖ АВГΔ €$%&@→

Manrope

Manrope is the LEDMESEE typeface — for headlines, text, the website and printed materials.

It is free (SIL Open Font License) and supports Polish and other Latin alphabets, Cyrillic and Greek. The font file is in the pack (folder 08) and on fonts.google.com.

ExtraBold 800 headlines	**A real poster. Beautiful light.**
Bold 700 subheads, emphasis	**A real poster. Beautiful light.**
SemiBold 600 buttons, labels	A real poster. Beautiful light.
Medium 500 lead text	A real poster. Beautiful light.
Regular 400 body text	A real poster. Beautiful light.

Fallback fonts

When Manrope is unavailable (e.g. e-mail, Office): **Arial**.
Non-Latin scripts: **Noto Sans** (JP, SC, KR, Arabic, Hebrew).

Logotype typeface

The logo is based on Quicksand. We do not use it for text — it is reserved for the logo: Quicksand

TYPOGRAPHY IN USE

Text hierarchy

Short, strong headlines and calm body text. Plenty of space around.

Eyebrow	ExtraBold 800 · 8–10 pt · caps · +18%
Headline H1	ExtraBold 800 · 36–60 pt · leading 1.0 · −3.5%
Headline H2	ExtraBold 800 · 18–28 pt · −2%
Lead	Medium 500 · 12–14 pt · leading 1.5
Body	Regular 400 · 9–11 pt · leading 1.5–1.6
Button / label	Bold 700 – SemiBold 600 · 9–11 pt

- Set headlines in sentence case, aligned left.
- The second part of a headline may be highlighted in LEDMESEE Purple.
- Eyebrows — spaced capitals, never longer than one line.
- Avoid underlines, italics and centred long paragraphs.

A REAL POSTER. BEAUTIFUL LIGHT.

Your offer in an LED light box. Hard to overlook.

A printed poster behind glass, even backlighting and a slim frame.

Slide the next print in through the top slot — no tools needed. This is the LEDMESEE text hierarchy: eyebrow, headline with highlight, lead, body and a clear call to action.

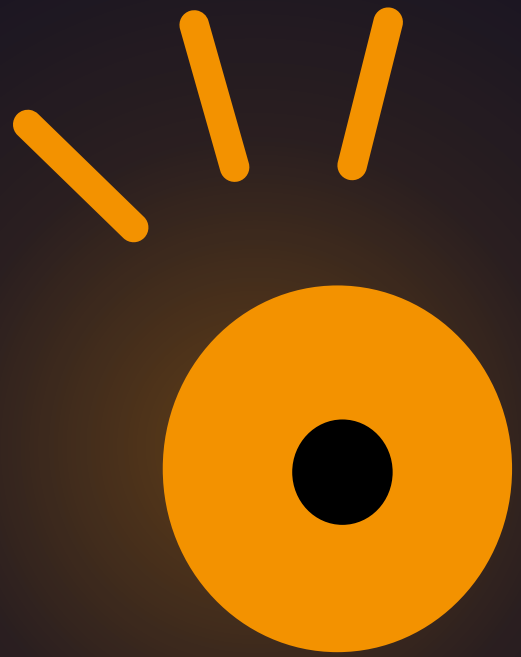
Choose a frame → See how it works

12 mm **3** mm glass **0** tools

04
Visual language

Graphic elements 24

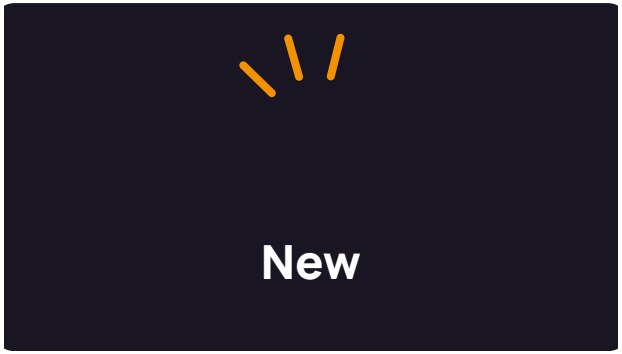
Photo style 25



GRAPHIC ELEMENTS

Graphic elements

A few simple elements that tie LEDMESEE materials together. Use them sparingly — the product and its light always play the lead.



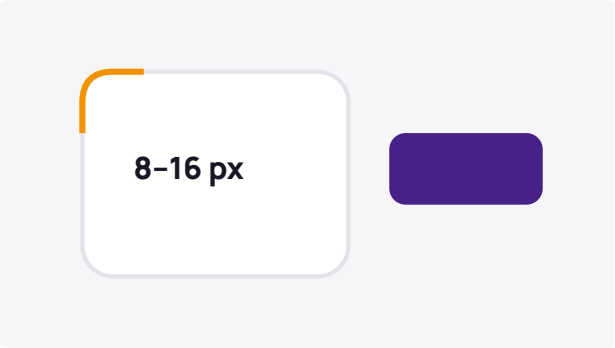
Rays

The three strokes from the symbol as an accent for news and key messages. Always in their original arrangement — never added to other letters.



Light

A soft, warm glow around the product and display. It shows the frame is illuminated.



Rounded corners

Cards, photos and buttons use 8–16 px corners. Purple — the main call to action.



Numbering

Features and steps are numbered “01, 02, 03” in orange.



Line icons

Simple line icons, 1.5–2 px stroke, rounded ends, in night ink.

Less is more

Plenty of white, one orange accent per layout, one main call to action. Never use all elements at once.

PHOTOGRAPHY

Photo style

We show how LEDMESEE light turns an ordinary poster into an offer that is hard to overlook.

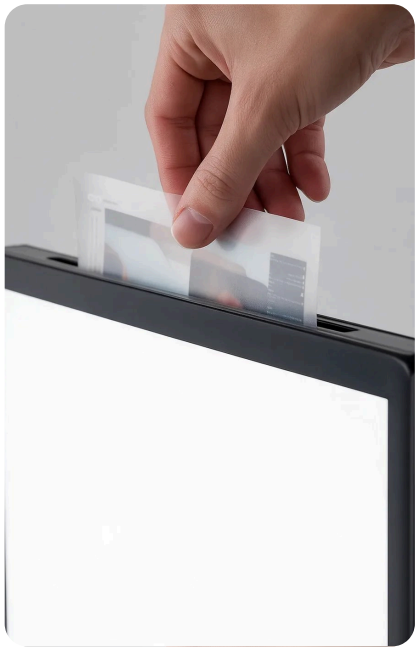
- ✓ Real frames with real posters — where they actually work.
- ✓ Light on, poster sharp and legible.
- ✓ Warm, natural interiors: cafés, shops, hotels, malls, fairs.
- ✓ Details: the slim frame, glass, sliding the poster in through the top slot.
- ✗ Heavy filters, oversaturated colours, fake light effects.
- ✗ Distorted perspective and frame proportions.
- ✗ Third-party trademarks as the main subject.
- ✗ Showing the product as a screen or TV.





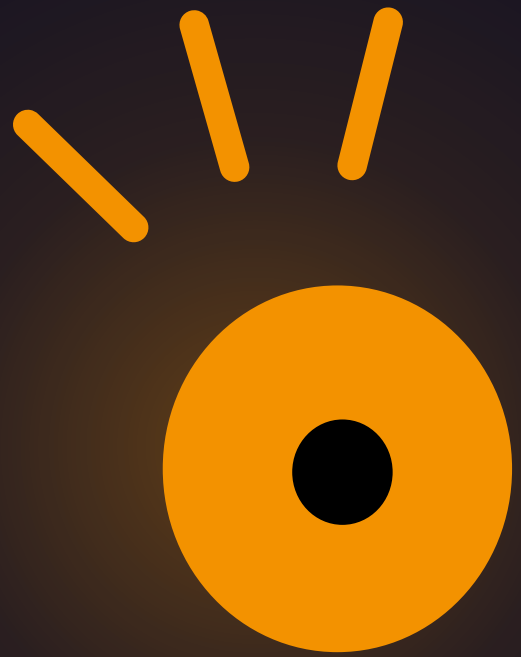






05
Applications

Stationery	27
Digital	28
Product and packaging	29
Fairs and point of sale	30
Signage	31
Fleet, apparel and merchandise	32
Co-branding	33



APPLICATIONS

Stationery

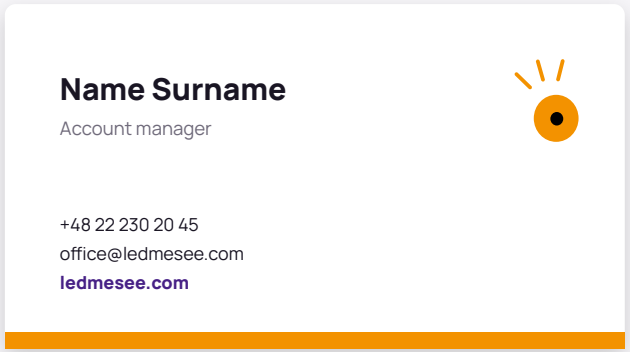
Simple, with plenty of white and the logo top-left or centred on a dark front.

- Business card: horizontal logo 50–60 mm on the front (reversed on night ink), or at least 35 mm on white.
- Letterhead: logo 55–65 mm top-left, margin at least 15 mm.
- An orange line as the only accent — at the bottom of the format.
- Text: Manrope, night ink; contact details 7–8 pt.

BUSINESS CARD 90 × 50 MM — FRONT



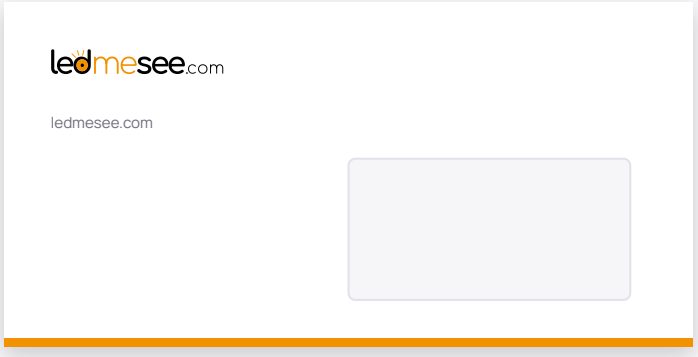
BUSINESS CARD — BACK



A4 LETTERHEAD



DL ENVELOPE

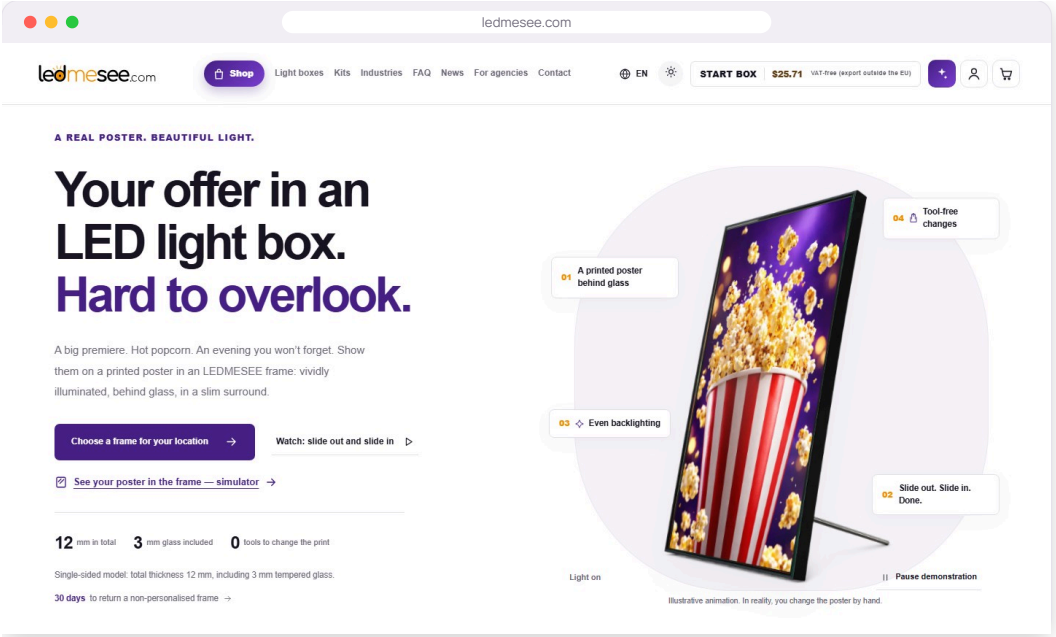


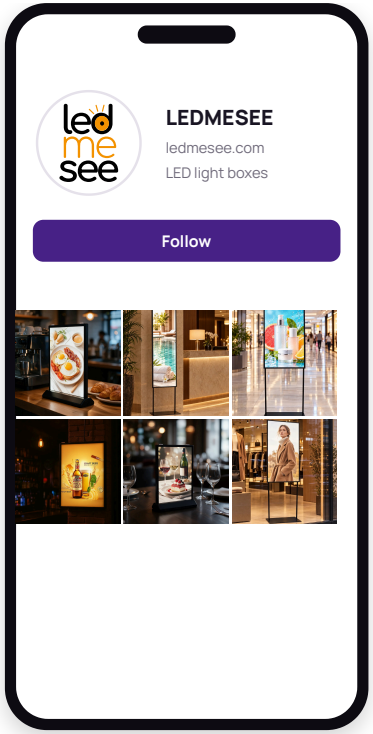
APPLICATIONS

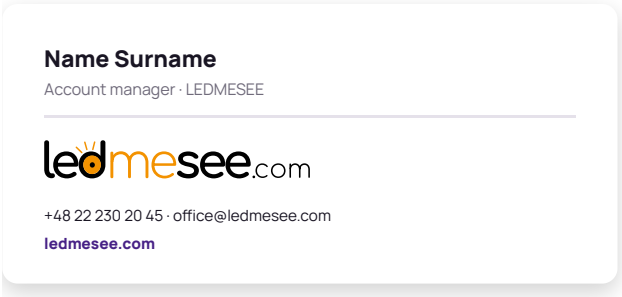
Digital

In digital channels the logo is always crisp and light — use SVG files.

- Website: horizontal logo top-left, 24–32 px high; in dark mode — reversed.
- Social media avatar: stacked logo on white (file in folder 06).
- E-mail signature: 220 px PNG logo (440 px file for Retina) + details as live text, not an image.
- Favicon and app icon: the symbol (eye).







APPLICATIONS

Product and packaging

Every LEDMESEE product carries the brand — on the label, the packaging and in the QR code.

- Box: black logo (one-colour print) or full colour on white board.
- A label with a QR code linking to ledmesee.com.
- On the frame — discreetly: one-colour version, never over the poster area.





PACKAGING: BLACK OR FULL-COLOUR LOGO

PRODUCT LABEL WITH QR CODE





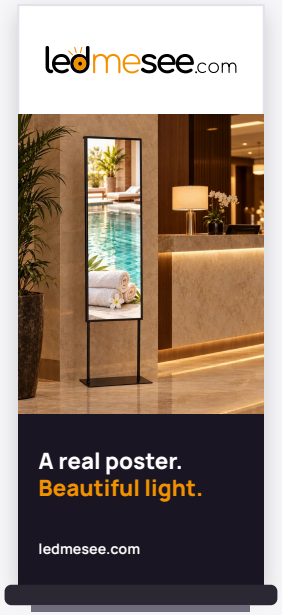
PACKING TAPE: BLACK ON ORANGE

APPLICATIONS

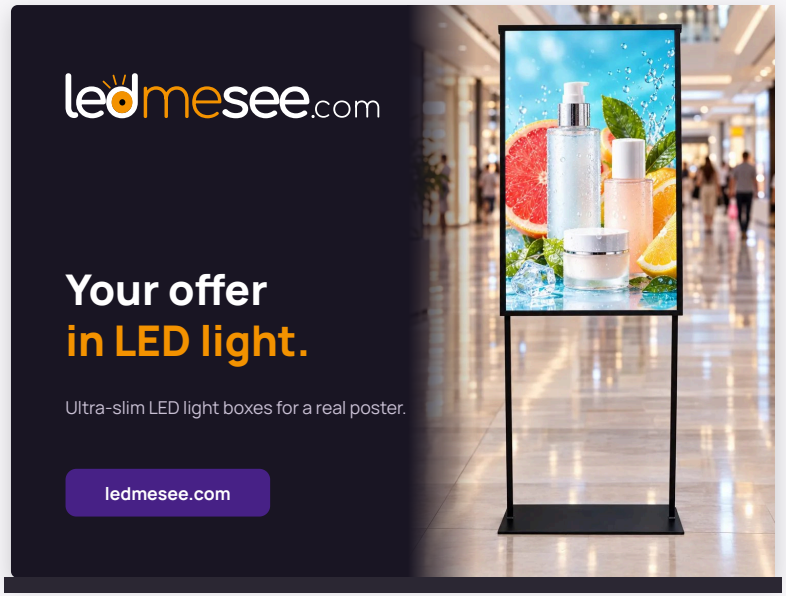
Fairs and point of sale

The logo always sits in the top area — where it is visible above people and counters.

- Roll-up and wall: horizontal logo at the top, at least 1/2 of the format width (roll-up).
- Nothing important below 80 cm — people and furniture cover the bottom.
- A product photo in light + a short tagline + ledmesee.com.
- The best medium? A LEDMESEE frame with a brand poster.



ROLL-UP 85 × 200



TRADE FAIR WALL 3 × 2.25 M



A-BOARD

APPLICATIONS

Signage

LEDMESEE is a brand of light — the sign should glow too.

- Illuminated sign: a white, glowing face with the full-colour logo — just like a poster in a frame.
- Channel letters: black faces, with the orange “me” and eye lit from the front.
- Windows and doors: one-colour vinyl (white or frosted) with the logo without the domain.
- Match the orange to a Pantone 144 C swatch in production.



APPLICATIONS

Fleet, apparel and merchandise

On three-dimensional items the logo must be simple and legible from a distance.

- Vehicle: horizontal logo on the side, an orange stripe, the domain and phone — legible from 20 m.
- Apparel: stacked logo or symbol; reversed on dark fabric, one-colour for embroidery.
- Merchandise: pad print and engraving — one-colour versions, at least 1.5× the minimum size.
- Always ask the supplier for a visual and a proof before production.



VEHICLE GRAPHICS



APPAREL





MUG · TOTE · PEN



LANYARD / STICKER

CO-BRANDING

Partner materials

Partners, distributors and agencies may use the LEDMESEE logo to show our cooperation and to offer our products.

- Use only the files from the official pack and the rules in this guide.
- The LEDMESEE logo stands next to the partner logo — never merge them into one mark.
- Both logos have a similar optical size and share an axis, separated by a thin line and at least x of space.
- The LEDMESEE name must not be used in partner company names, domains or social profiles.
- Materials that go beyond these guidelines must be approved by us before publication.

Partner logo + LEDMESEE



Order: the partner logo first (left), then LEDMESEE. On LEDMESEE materials — the other way round.



Partner badge

Partner websites and materials may show the "Official partner" badge with the LEDMESEE logo — with LEDMESEE's consent.

Do

"We sell LEDMESEE frames", "Distributor of LEDMESEE products", "LEDMESEE partner".

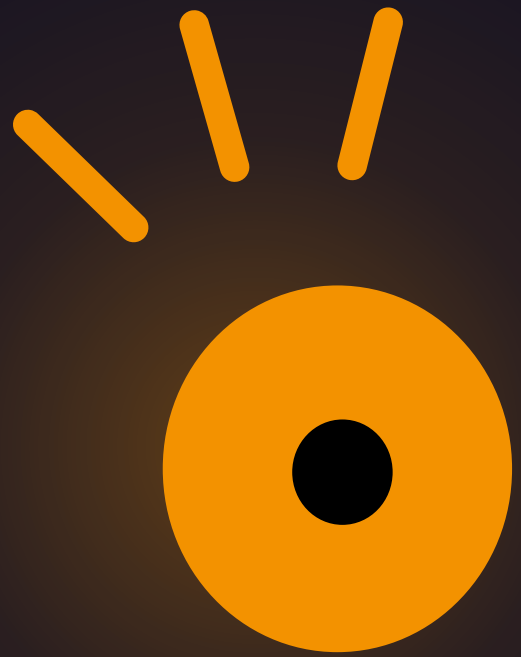
Don't

"LEDMESEE Berlin", "ledmesee-shop.com", using the LEDMESEE logo as your own company logo.

06
Files & contact

Pack contents and formats 35

Checklist and contact 36



FILES

Pack contents and formats

LEDMESEE_Brand_Pack_v1.0

00 README
Pack overview and contact

01 Brand guidelines
This document: PDF PL and EN

02 Horizontal logo ledmesee.com
Primary version

03 Horizontal logo, no domain
Short version

04 Stacked logo
Square and portrait formats

05 Symbol (eye)
Icon, watermark, detail

06 Icons and social media
Favicon, app icons, avatars, banners, e-mail signature

07 Colours
ASE palette (Adobe), CSS, GPL, TXT table

08 Typography
Manrope font (TTF) + OFL licence

Which file should I use?

SVG	RGB	Websites, apps, presentations, Figma. Sharp at any size.
PDF	RGB	Office documents, Word, PowerPoint, Canva.
PDF	CMYK	Printers: offset, digital and large-format print. Vector.
EPS	CMYK	Cutting plotters, vinyl, engraving, embroidery, older software.
PNG	RGB	Transparent background: documents, social media, e-mail. 3 sizes.
JPG	RGB	Previews and apps without transparency support. With clear space.

File names

```
LEDMESEE_logo_horizontal-com_color_CMYK.pdf
LEDMESEE_logo_stacked_white_1000px.png
```

layout: horizontal-com · horizontal · stacked · symbol — variant: color · color-negative · grayscale · black · white

Terms of use

The LEDMESEE logo and the files in this pack may be used only to communicate about LEDMESEE products and cooperation with the brand. They may not be modified, sold or used as part of another logo. The current version of the pack is available from LEDMESEE (office@ledmesee.com).

BEFORE YOU PUBLISH

Checklist

Check these points before sending a design with the LEDMESEE logo to print or publishing it online.

- [x] The file comes from the official pack (not a screenshot or a redrawn logo).
- [x] The logo version suits the format.
- [x] The colour version suits the background and has good contrast.
- [x] The clear space (at least x) and the distance from the edges are kept.
- [x] The logo is not smaller than the minimum size.
- [x] CMYK files (PDF/EPS) are used for print, SVG/PNG RGB for screens.
- [x] The logo is not distorted, rotated or recoloured.
- [x] The brand name in text is written as LEDMESEE.

BRAND OWNER

ledmesee.com
office@ledmesee.com
+48 22 230 20 45

Questions about the brand, approvals for non-standard use, partner materials.

GUIDELINES AND LOGO PACK

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Identity design, advertising materials, print and websites.



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