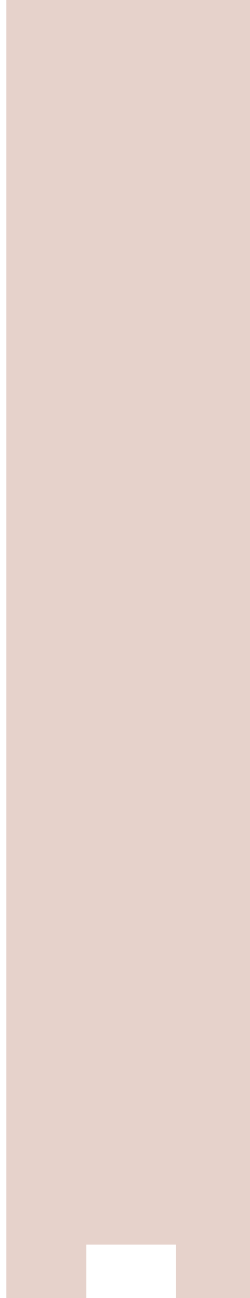


# Logo and Style Guide



## Lamett logo guide

The Lamett logo is the single most recognizable graphic representation of the Lamett brand and the equivalent of Lamett's corporate signature.

The Lamett logo is the base of our brand, the structure of our products visualized in a different logo for wood and laminate, the collection color and name combined with our slogan "a passion for floors!"

This section of the Lamett Brand Standards and Style Guide provides you with specific usage information to help preserve the integrity of the Lamett logo. Consistent usage among members, management and vendors will reinforce the Lamett brand and its recognition worldwide.

Please direct any questions about logo usage to [marketing@lamett.com](mailto:marketing@lamett.com).

## Lamett Logo

Full version (only once per page)



Color Version



B/W Version

## Small version

The full version logo can only be used once per page, in the event of needing a second reference to Lamett in the same page you should use the small version without slogan.

Other usage of this logo is allowed when there is not enough space to accommodate the full version logo.



Color Version



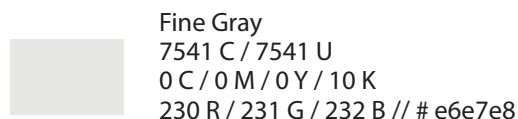
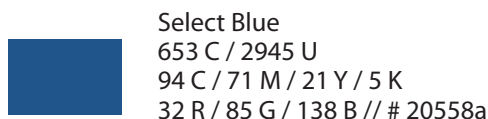
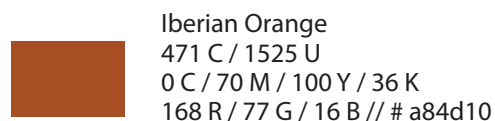
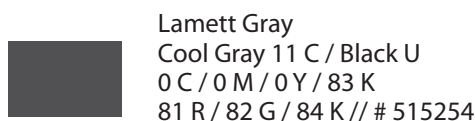
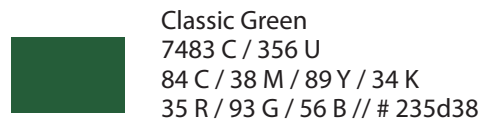
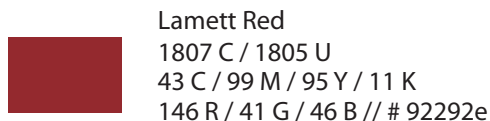
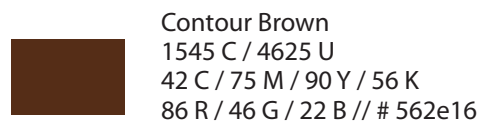
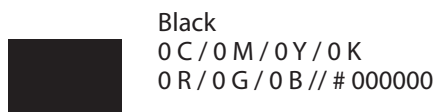
B/W Version

# Lamett<sup>®</sup>

Text Only

## Corporate Colors

The colors shown below are the corporate colors for the Lamett logo:  
Listed are color values for printing in solid color, four-color process, black and white, and Web.





Color Version



On a black background use Lamett Gray as text color



B/W Version



On a photo background use the fixed 50% transparent Lamett Frame (108%)

Font

The Lamett font is a variation of Dutch 801. Do not attempt to rebuild or typeset the Lamett logo using the Dutch 801 font. The Lamett logo was created by professional designers to assure proper letter spacing and graphical relationship. You must use approved Lamett logos. Obtain marketing material by emailing [marketing@lamett.com](mailto:marketing@lamett.com)

Correct

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

WRONG, never skew or distort the Dutch 801 font!

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Spacing

Minimum size requirements: The Lamett logo shown below is the smallest size allowed for general use. To ensure quality of production, never use a smaller version.



30 mm Min size usage



20 mm Min size usage

Clear space requirement: Always leave a sufficient amount of clear space around the logo. The minimum clear space is equal to X, which is 1/3 of the total logo height (border not including).  
If the graphical symbol is one inch tall, then you should leave 1/3 inch of white space on all four sides of the full version.



### Logo Misuse



Do not outline the logo



Do not distort the proportion of the logo



Do not alter the colors of the two-color logo



Do not place a color logo on the same color background less than 50% contrast



Do not use the logo on a photo without the 50% frame



Do not alter or move the graphical elements



Do not change the graphical element proportions of the full-version logo



Do not shear or malform the logo

## Collection logos

To indicate wood and laminate collections please use the customized logo that comes with the product's collection name as well as its colorset



Lamett General Logo

If no other below logos apply



Lamett Wood Antique

Air Dried 48 finish focus premium wood flooring



Lamett Wood Boutique

Oil finish focus premium wood flooring



Lamett Wood Avant Garde

Contemporary style premium wood flooring



Lamett Laminate Wood Touch

Embossed in register laminate flooring  
(not for sale in the USA)



Lamett Laminate Contoured

Contoured edge / smooth surface laminate flooring



Lamett Laminate Select

V-Bevel edge laminate flooring



Lamett Laminate Classic

Entry level laminate flooring



Lamett Laminate Iberian Tiles

Embossed in register laminate tile flooring

## Downloadable logos

The Lamett logos are available in .EPS, TIFF, .PNG and .JPG file formats.  
Please go to [www.lamett.com/logoset](http://www.lamett.com/logoset) to learn more about the file types and to download all our logos.



Full version (preferred usage)



With white background



B/W version



Inverted version