Luxaflex® Brand Guidelines

For Luxaflex® Dealers - December 2020

Luxaflex®

The Art of Window Styling

foreword

The Luxaflex® brand has a long and rich history of success. In most well-established European markets, Luxaflex® has a prominent position as a respected brand name that is synonymous with inspiration, confidence and quality.

That position has been gained through years of continuous innovation with new products, cutting edge operating systems and creative marketing, designed to support our distribution network and engage consumers.

To both defend and grow our position in the market, we need rigorous and consistent application of the Luxaflex® brand through all communication touch points. The brand manual is the reference tool to ensure that the Luxaflex® brand is executed to pre-defined standards in every country without exception.

Luxaflex® is more than just a logo on a product. It is the expression of the trust that customers have in our brand, the value our products offers and the confidence of having made the right choice.

Aad Kuiper
President & CEO European Operations

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01 introduction

Dear Luxaflex® dealer,

We are delighted to present to you with the updated 2020 Luxaflex® brand manual.

This manual provides you with a complete set of tools to assist you in your marketing programs with a consistent expression of the Luxaflex® brand.

In the brand manual you will find all the key elements of the brand positioning and identity, including our logo, typography and colour usage, as well as the relationship between our logo, tagline and product message points.

Brand standards enable us to maintain clear brand visibility that is appropriate, consistent and unique.

The effect is cumulative and reinforces our leadership position over and over again. In combination with the quality of our products, our people and our services, there is no better way to build confidence in the Luxaflex® brand.

If you have specific questions or need support, please do not hesitate to contact the local Luxaflex® team.

02 brand positioning

Consistency is the hallmark of great brands.

The Luxaflex® brand manual was created to ensure we present and leverage

every part of our brand positioning in support of our future growth.

Luxaflex® brand positioning – The Art of Window Styling

"At Luxaflex® we understand your passion for quality, design and practical features. From colour to pure style to staying warm or keeping cool – our custom made window treatments not only look beautiful – they are beautiful to live with. And with inspired design, innovative operating ideas and pure quality woven into each individual shade, you'll always know you've made the perfect choice for your home. More than just covering your windows – it's the Art of Window Styling".

03 logo

Four components create the visual brand identity of Luxaflex®. The Luxaflex® logo is the first in line and is dealt with in this chapter.

1. Logo
2. Brand and product auras
3. Typography
4. Photography

Basic logo
The Luxaflex® basic logo* consists of two elements that are inseparable from each other. These two logo elements are;

1) the base (parallelogram),
   which is **always** in black

2) the Luxaflex® word brand,
   which is **always** in white

The Luxaflex® logo is preferably used against a white or light-coloured background (A/C/D). If it is used against a dark-coloured or black background (B) a white keyline will be put around the base.

The thickness of the keyline around the logo has been pre-determined and its scale follows that of the logo.

* The files concerned can be found on the dealer portal.

A

B

C

D

Category descriptor

The tagline, 'The Art of Window Styling', is used to clarify which category Luxaflex® operates in.

It is not needed if:

- the headline makes it clear the category in which Luxaflex® operates - for example if the headline contains the words 'shades' 'blinds' or 'window' then the tagline is not required.

- the artwork contains the Luxaflex® Guarantee text.
  This rule excludes PowerView® and any internal brochures where the headline doesn't make clear the category - it should then be used even if the Guarantee text is present.

It should be used:

- on all product advertisements and posters where space allows it.
  This rule excludes posters or advertisements that have "The Art of Window Styling" as a headline.

- the headline does not make it clear the category in which Luxaflex® operates in for example it does not reference the product.

Limited space

If space is severely limited, the logo can be used on its own, without a tagline. If space is less restricted, and a tagline is needed to clarify the category Luxaflex® operates in, the logo can be used with the words 'window styling' underneath it.

The Art of Window Styling

The Art of Window Styling

window styling

window styling

Logos usage - format

When using the logo in marketing material please ensure that only vector (EPS) formats of the logo are used. This will prevent any loss of quality when adjusting the size.

Logos placed over images

When placing the logo over an image thought needs to be given to which logo version to use. There are full black versions and also versions that incorporate a white outline to the parallelogram along with a white tagline. The logo which gives the greatest legibility should be chosen - see examples opposite.

The thickness of the keyline around the logo has been pre-determined and its scale follows that of the logo. The correct logo files can be downloaded from the image library on the Luxaflex® dealer portal.

03 logo

Dealer alliance program logo

Luxaflex® has three different dealer alliance programs that each have their own Luxaflex® logo. We refer to these logos as the "Luxaflex® dealer alliance logos". These logos are not used in combination with the Luxaflex® taglines.

The three different dealer alliance logos are:

A) Luxaflex® Gallery dealer*

B) Luxaflex® Inspiration dealer*

C) Luxaflex® Select dealer*

The components of the Luxaflex® dealer alliance logos are also inseparable from each other. Changes or modifications are therefore not allowed. Gallery dealer, Inspiration dealer and Select dealer are always printed in "Brand Aura Grey xtr. Dark", or white when used on a dark background.

When to use the dealer alliance logo?
These Luxaflex® dealer alliance logos are used on the Internet and to indicate a dealer that belongs to one of these programs. Examples: a showroom locator on the Luxaflex® website and the sender in a communication from dealer to customers, provided it occurs at product level.

Gallery dealer

A

Inspiration dealer

B

Select showroom

C

Gallery dealer

D

Gallery dealer

E

Gallery dealer

F

The Luxaflex® dealer alliance logo is preferably used against a white or light-coloured background (A/B/C/F). If it is used against a dark-coloured or black background (D/E) a white keyline should be put around the base.

* The files concerned can be found on the dealer portal.

03 logo

Logo sizes

The Luxaflex® logo mark should be used with the base parallelogram at a height of 15 mm where possible on all items at A5/A4 size.

Taglines

The text size has been predetermined where taglines are present. These are contained within the logo files and should not be added as separate elements or changed in any way.

Minimum sizes

To ensure legibility, each logo has a minimum size it should be not used smaller than. See page 8 for more information about when to use which logo when space is limited.

15 mm

15 mm

The Art of Window Styling

15 mm

window styling

15 mm

Gallery dealer

8 mm

10 mm

The Art of Window Styling


10 mm

window styling

10 mm

Gallery dealer

03 logo

Free space

A minimum free margin must be used around the Luxaflex® logo. This space is free from text and image elements, thus guaranteeing the simplicity and communicative power of the logo. This free space is calculated on the basis of the X SIZE, i.e. the height of the base (parallelogram).

The X SIZE is an important measure that will appear several times in this manual.
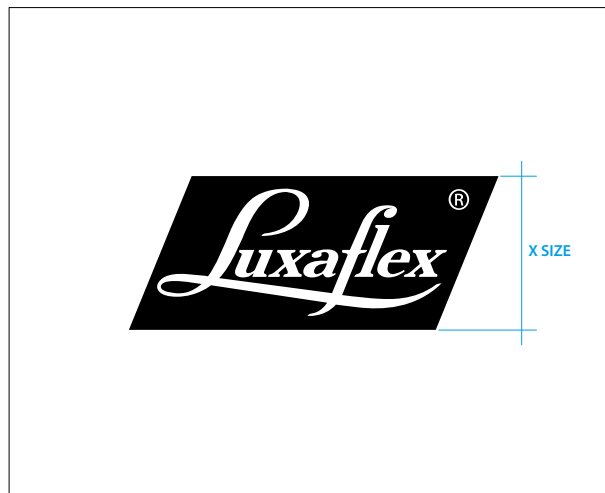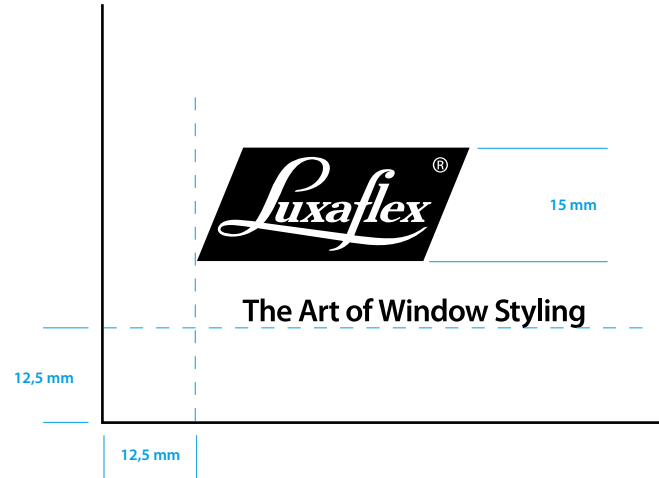

A Calculation of X SIZE

B

C

Margins

When the logo is used at the standard 15 mm size there should be at least a 12,5 mm margin to the edge of the document. This can be scaled up when the logo needs to be used a larger size.

Some items have specific margin requirements - please see measurements throughout these brand guidelines.

15 mm

12,5 mm

12,5 mm

The Art of Window Styling

Luxaflex® in written form

When Luxaflex® is referred to in text it should have the registered mark at the end and should have ligatures turned off to avoid the ligature between the f and the l.

Luxaflex®

Luxaflex®

Luxaflex

Incorrect usage

03 logo

Colour specifications

The two logo colours are black (L1) and white (L2).

The colours shown in this brand manual are digital (both in PDF file and hardcopy). They cannot be used as a colour reference and are not representative of the end result. Follow the instructions given and always use colour samples which are no more than one year old.

L1 / Logo Black		
	Pantone coated	black
	Pantone uncoated	black
	CMYK coated	100K
	CMYK uncoated	100K
	RGB	51.43.36
	HTML | hexadecimal	# 231c1c
	NCS	S9000-N

L2 / Logo White		
	Pantone coated	-
	Pantone uncoated	-
	CMYK coated	-
	CMYK uncoated	-
	RGB	255.255.255
	HTML | hexadecimal	# ffffff
	NCS	S0300-N

Brand Aura Grey (xtr.D) is only used for the Luxaflex® dealer alliance logos.

| xtr. D / Brand Aura Grey		
	Pantone coated	warm grey 11c
	Pantone uncoated	7533u
	CMYK coated	5C 20M 30Y 80K
	CMYK uncoated	5C 15M 40Y 65K
	RGB	98.87.72
	HTML | hexadecimal	# 625748
	NCS	S7005-Y50R

04 brand aura

There are four components that create the Luxaflex® brand style. The brand and product auras are second in line and are dealt with in this chapter and the next.

1. Logo
2. Brand and product auras
3. Typography
4. Photography

What is the brand aura?
The brand aura is the colour palette around the Luxaflex® brand. The brand aura comprises three colours: the two logo colours "black" and "white" plus the colour "brand aura grey".

The colour "brand aura grey" has three different shades: Dark, Medium and Light. Brand aura Dark forms the basis.

BA grey Light

BA grey Medium

BA grey Dark

Luxaflex® brand aura

L1
Logo
Black

L2
Logo
White
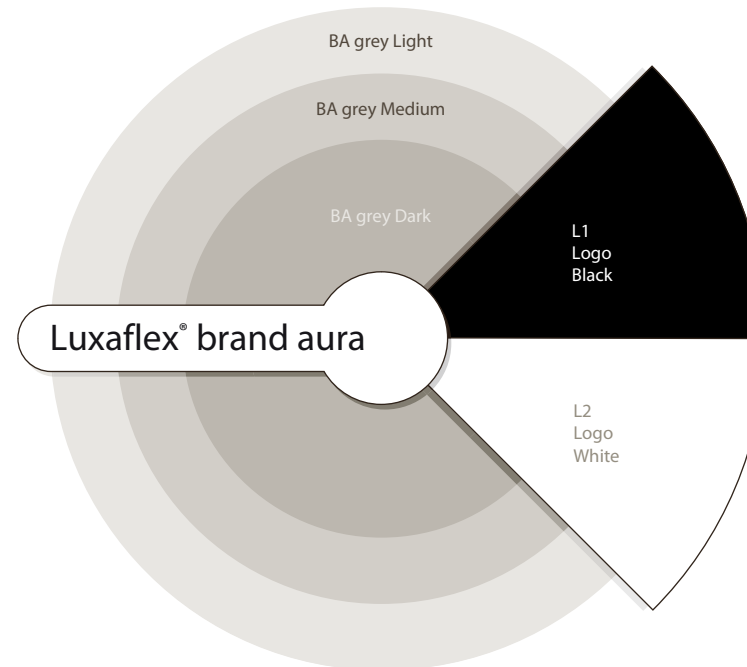
04 brand aura

Brand aura specifications

This page contains all specifications of the brand aura colour grey. The specifications for the three logo colours can be found in the "logo" chapter on page 12.

NOTIONS:
D   Brand Aura colour Dark, the basis colour
M   Brand Aura colour Medium,
        percentage of basis colour
L   Brand Aura colour Light,
        percentage of basis colour

The colours shown in this brand manual are digital (both in PDF file and hardcopy). They cannot be used as a colour reference and are not representative of the end result. When finding the PMS colour, follow the instructions given and always use colour samples which are no more than one year old.

NOTE:
It is strongly recommended to use the colour values as described.

D Brand Aura Grey		
	Pantone coated	warm grey 5c
	Pantone uncoated	warm grey 5u
	CMYK coated	12C 12M 18Y 24K
	CMYK uncoated	9C 9M 18Y 24K
	RGB	188.184.178
	HTML | hexadecimal	# bcb8b2
	NCS	S3005-Y50R

M Brand Aura Grey		
	Pantone coated	warm grey 3c
	Pantone uncoated	warm grey 3u
	CMYK coated	8C 8M 12Y 16K
	CMYK uncoated	6C 6M 12Y 16K
	RGB	208.205.199
	HTML | hexadecimal	# d0cdc7

L Brand Aura Grey		
	Pantone coated	warm grey 2c
	Pantone uncoated	warm grey 2u
	CMYK coated	4C 4M 6Y 8K
	CMYK uncoated	3C 3M 6Y 8K
	RGB	233.231.229
	HTML | hexadecimal	# e9e7e5
	NCS	S2005-Y60R

Brand cool grey specifications

Subheadings and body copy type on all advertisements and brochures should be Pantone 10C or 70% Black.

PAN 10 C Brand Cool Grey		
	Pantone coated	cool grey 10c
	Pantone uncoated	cool grey 10u
	CMYK coated	40C 30M 20Y 66K
	CMYK uncoated	26C 16M 9Y 43K
	RGB	99.102.106
	HTML | hexadecimal	#63666A

70% Black		
	CMYK coated	0C 0M 0Y 70K
	CMYK uncoated	0C 0M 0Y 70K

05 typography

The font families

Within the Luxaflex® brand style one font family is used: Myriad Pro. For online communication, a second font family is available: Arial. Opposite you can see the various fonts which are available for the Luxaflex® brand style.

When to use which font?

MYRIAD PRO is used for a wide variety of texts, such as headlines, subheaders and body text.

ARIAL instead of Myriad Pro is used for on-screen communication, such as PowerPoint presentations or websites.

Licenses

The use of fonts is bound by licenses. The user must obtain these licenses himself.

Myriad Pro Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ!?.
1234567890@#$%^&*()_+=-}

Myriad Pro Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ!?.
1234567890@#$%^&*()_+=-}

Myriad Pro Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ!?.
1234567890@#$%^&*()_+=-}

Myriad Pro Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ!?.
1234567890@#$%^&*()_+=-}

Myriad Pro Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ!?.
1234567890@#$%^&*()_+=-}

Myriad Pro Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ!?.
1234567890@#$%^&*()_+=-}

Myriad Pro Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ!?.
1234567890@#$%^&*()_+=-}

Myriad Pro Semibold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ!?.
1234567890@#$%^&*()_+=-}

Myriad Pro Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ!?.
1234567890@#$%^&*()_+=-}

Myriad Pro Black Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ!?.
1234567890@#$%^&*()_+=-}

Arial Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ!?.
1234567890@#$%^&*()_+=-}

Arial Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ!?.
1234567890@#$%^&*()_+=-}

Arial Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ!?.
1234567890@#$%^&*()_+=-}

Arial Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ!?.
1234567890@#$%^&*()_+=-}

06 photography

Photography is the key element that communicates and re-enforces the Luxaflex® brand identity and positions our products in inspirational ways. Creating a variety of interior styles and atmospheres visually support Luxaflex® as a style guide for consumers.

*A complete range of approved Luxaflex® photography in high and low resolution can be found on the Luxaflex® dealer portal.

Images with models are available on request due to copyright.

07 dealer advertisement

Dealer advertisement

Photo

The main image should focus on product - not lifestyle.

① Heading

Font	Myriad Pro Semibold
Fontsize	26 pt
Leading	26 pt
Tracking	-20
Colour	Brand Aura Grey - Dark

② Sub header

Font	Myriad Pro Light
Fontsize	12 pt
Leading	16 pt
Tracking	0
Colour	70% black

③ Call to action

Font	Myriad Pro Semibold
Fontsize	12 pt
Leading	14 pt
Tracking	0
Colour	70% black

Ⓐ Dealer label

The label includes an area to contain the dealer logo.
See page 23.

Tagline required on all product advertisements where space allows

NEW
Venetian Blinds

Stunning colours and unique textures, bespoke trims and smart control.

Luxaflex®

The Art of Window Styling

Find more information at luxaflex.co.uk

All sizes in mm

07 dealer advertisement

**Label on Product
& Dealer advertisement**

On A4 adverts the content contained within the label
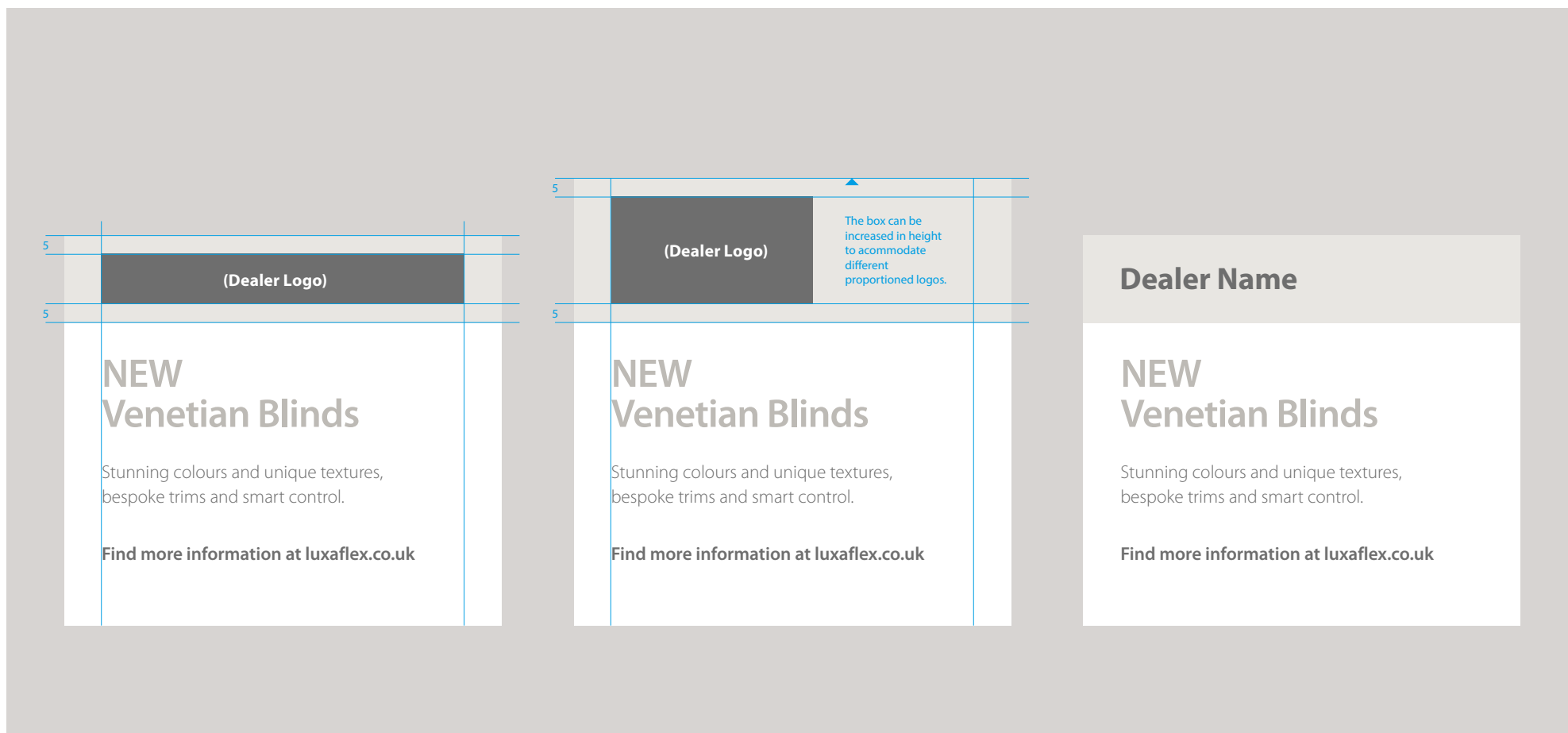should always be left aligned as set as shown.

On A4 adverts content must always be left alinged.

100

8.5

NEW
Venetian Blinds

8.5

Stunning colours and unique textures,
bespoke trims and smart control.

10

Find more information at luxaflex.co.uk

15

8.5

8.5

All sizes in mm

07 dealer advertisement

Label on Dealer advertisement

The label includes an area to contain the dealer logo. The logo should be positioned following the margins as set out on the previous page for the box.

Dealer name text (example)

①	Font	Myriad Pro Bold
	Fontsize	22 pt
	Leading	24 pt
	Tracking	0
	Colour	70% black

5

(Dealer Logo)

NEW
Venetian Blinds

Stunning colours and unique textures, bespoke trims and smart control.

Find more information at luxaflex.co.uk

5

(Dealer Logo)

The box can be increased in height to accommodate different proportioned logos.

NEW
Venetian Blinds

Stunning colours and unique textures, bespoke trims and smart control.

Find more information at luxaflex.co.uk

Dealer Name

NEW
Venetian Blinds

Stunning colours and unique textures, bespoke trims and smart control.

Find more information at luxaflex.co.uk

All sizes in mm

07 dealer advertisement

COAD

Dealers can add their own logo and website details to the footer of the adverts. The grey band must only be used for product/brand related messages.

NEW Venetian Blinds

Stunning colours and unique textures, bespoke trims and smart control.

Luxaflex®
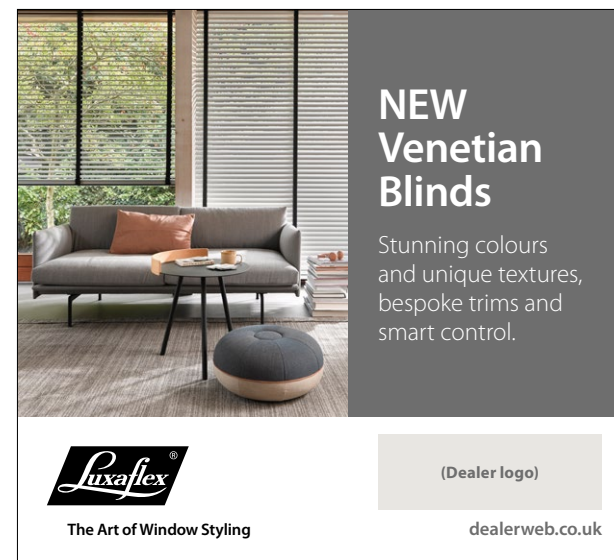
The Art of Window Styling

(Dealer logo)

dealerweb.co.uk

size 104 x 58 mm

NEW Venetian Blinds

Stunning colours and unique textures, bespoke trims and smart control.
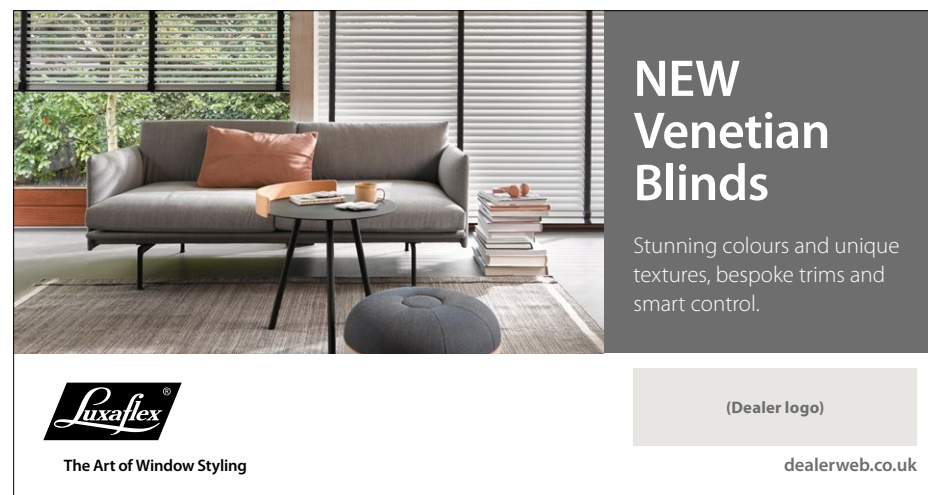
Luxaflex®

The Art of Window Styling

(Dealer logo)

dealerweb.co.uk

size 104 x 94 mm

Tagline required with logo as headline does not make clear the category Luxaflex® operates in.

NEW Venetian Blinds

Stunning colours and unique textures, bespoke trims and smart control.

Luxaflex®

The Art of Window Styling

(Dealer logo)

dealerweb.co.uk

size 158 x 83 mm

COAD

Photo

Statement photo in one of the interior styles.

① Heading

Font	Myriad Pro Semibold
Fontsize	Variable
Tracking	-10
Colour	White

② Sub heading

Font	Myriad Pro Light
Fontsize	Variable
Tracking	0
Colour	White

③ Dealer contact details

Font	Myriad Pro Semibold
Fontsize	Variable
Tracking	0
Colour	70% black

If the dealers logo does not fit well into the space available, the dealers name can be displayed as text as shown in the example opposite.

5   5   5

① **NEW Venetian Blinds**

② Stunning colours and unique textures, bespoke trims and smart control.

③

(Dealer logo)

Luxaflex®

The Art of Window Styling   dealerweb.co.uk

10

5

All sizes in mm   **size 158 x 83 mm**

textures, bespoke trims and smart control.

Dealer name

dealerweb.co.uk

07 dealer advertisement

COAD

The label always follows the depth or width of imagery.

Colour must always be 70% black.

Made to measure blinds

Pop in and see our full range of beautiful Luxaflex® made to measure blinds today and get a free measuring and installation service.

On smaller adverts the content must sit in the centre of the content area.

Free cordless LiteRise® operation

Included with every Luxaflex® Designer Roller Blind. See our complete stunning collection at our showroom today.

08 social media

Facebook , Instagram, Pinterest, Twitter etc.

Facebook wall image

When posting about a Luxaflex® product on Facebook, the graphic template can be
used to create consistent wall images.

PowerView® Automation

Example 1

PowerView® Automation

Example 2

08 social media

Image

Photo

Product photo showing a relevant image of the product being promoted.

Header

The header text should state the product name only.

① Header

Font	Myriad Pro Regular
Fontsize	24 pt
Tracking	0
Colour	black

When using a Luxaflex® image always mention the product line concerned. A click on the name one must always be linked to a Luxaflex® product page on the Luxaflex website.

Always mention the Luxaflex® logo or brand name.

① PowerView® Automation

30   24   47   16   43   28   16

All sizes in px.   **size 660 x 520 px**
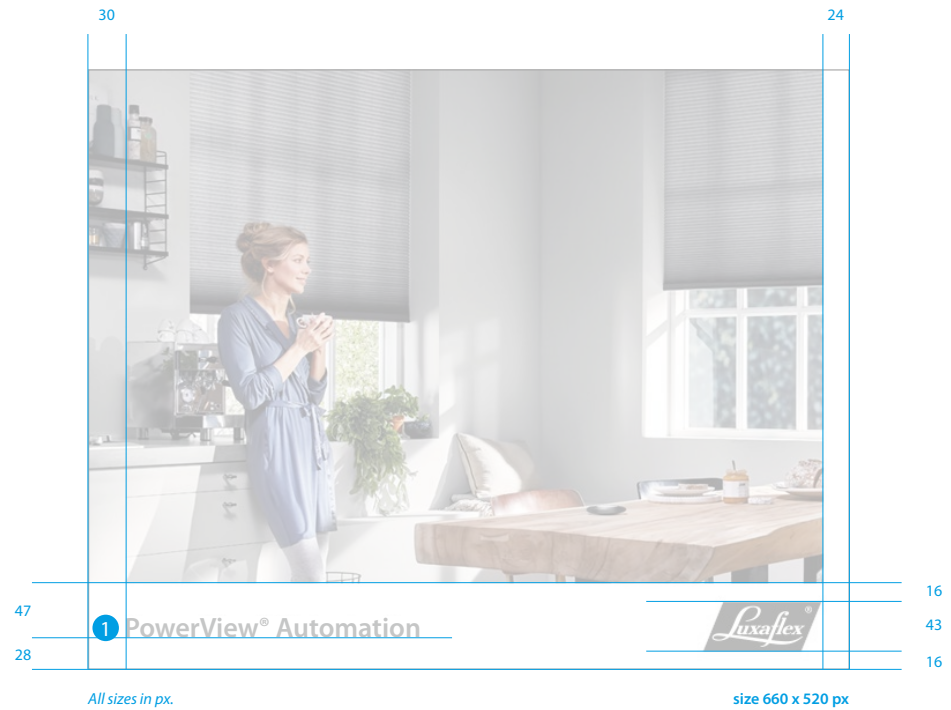
08 social media

Headers

Facebook header images should be kept simple, clearly showing the product being advertised. Placement of content needs to take into account that an area at each side of the image will not be visible on mobile devices.

Example 1

Example 2

09 web banners

Specifications and sizes

Web banners

Web banners are available in three formats.

For the web banner the label is modified to get more attention.

The balance between picture and text is different because of usage on the internet.

The black outline is used to extend more from the background, the width of the outline is 1 px.

All web banner templates have been created to be animated either using gifs or embedded videos.

The animation order must start with the detail shot of the blind followed by the overall room scene with or without the model.

You can find the web banners on the Luxaflex® dealer portal, organised by product line.

- Leaderboard 720 x 300 px (2 frames)
- Leaderboard 728 x 90 px (2 frames)
- Medium Rectangle (MPU) 300 x 250 px (2 frames)
- Medium Rectangle (MPU) 300 x 125 px (2 frames)
- Half Page 300 x 600 px (2 frames)
- Skyscraper 120 x 600 px (2 frames)

(File format - Gif)

Animated gif - slide 1

Leaderboard size 720 x 300 px

Animated gif - slide 2

Leaderboard size 720 x 300 px

NEW VENETIAN BLINDS

Stunning colours and unique textures, bespoke trims and smart control.

Learn more

Animated gif - slide 1   size 300 x 250 px

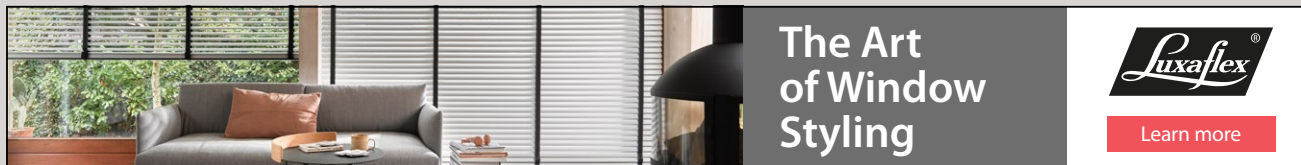**The Art of Window Styling**

Learn more

Animated gif - slide 2   size 300 x 250 px

NEW Venetian Blinds

Learn more

Animated gif - slide 1   size 300 x 125 px

The Art of Window Styling

Learn more

Animated gif - slide 2   size 300 x 125 px

NEW Venetian Blinds

Stunning colours and unique textures, bespoke trims and smart control.

Learn more

Animated gif - slide 1   size 300 x 600 px

The Art of Window Styling

Learn more

Animated gif - slide 2   size 300 x 600 px

Animated gif - slide 1

NEW Venetian Blinds

Learn more

**Leaderboard
size 728 x 90 px**

Animated gif - slide 2

The Art of Window Styling

Learn more

**Leaderboard
size 728 x 90 px**

NEW Venetian Blinds

Stunning colours and unique textures.

Learn more
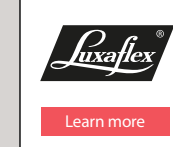
Animated gif - slide 1

**Skyscraper
size 120 x 600 px**

The Art of Window Styling

Learn more
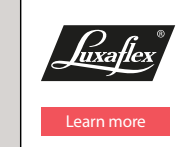
Animated gif - slide 1
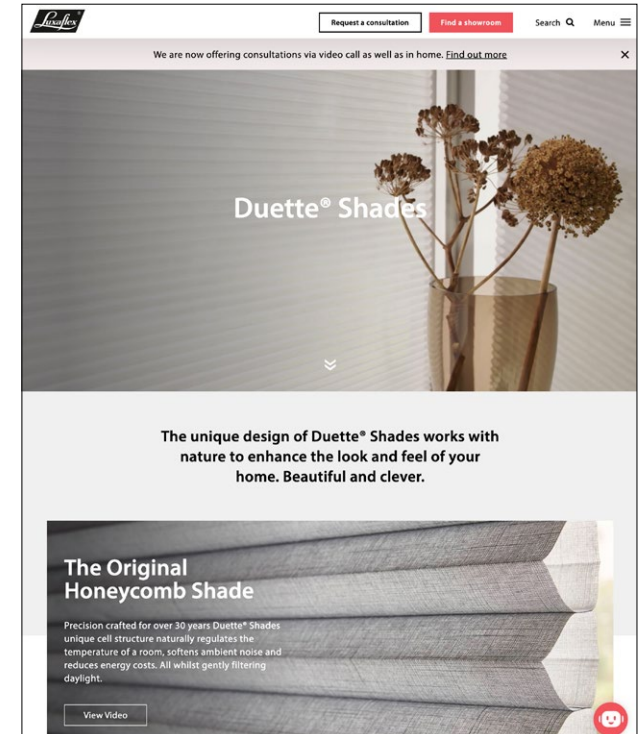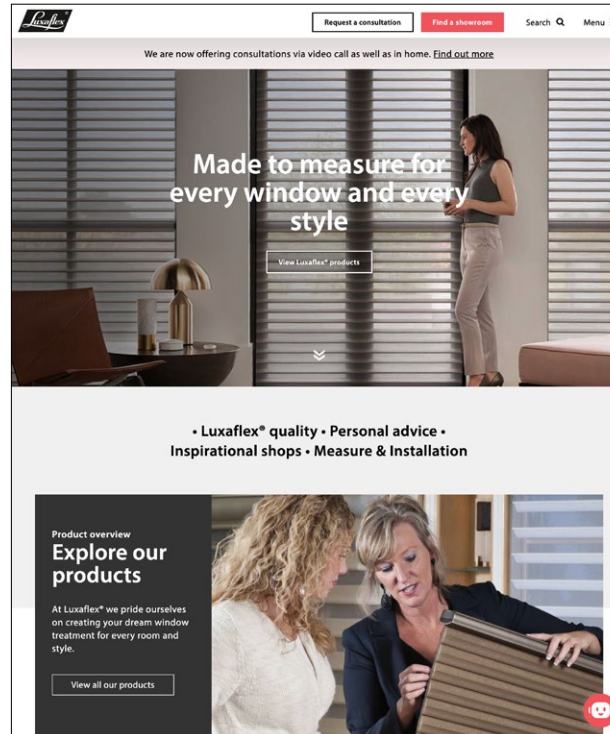
**Skyscraper
size 120 x 600 px**

10 website

General

The Luxaflex® website has been designed in accordance with the preconditions set for the Luxaflex® brand style.

The Luxaflex® brand on dealer websites
Should you wish to use Luxaflex® website content and images on your dealer website, the following content can be used with the following rules:

1. Specific Luxaflex® product page content can be used

2. Logo can be used according to the brand guidelines, always linked to the Luxaflex® website

3. Top menu can be used with a drop down menu showing all Luxaflex® product lines

4. Product pages must be used with 1 header per product line, and three images; a close-up, a roomset and an atmospheric image

5. Always mention the specific characteristics of the product line

Visualisation: showing Luxaflex® products on the website

At Luxaflex® every product is photographed in at least 3 different settings and shown on the Luxaflex® brand website or dealer websites. (see examples).

1. Room setting photo
2. Product photo
3. Product detail photo

The product name must always be mentioned at the left bottom of the picture.

Only approved Luxaflex® photos can be used.

Luxaflex® photos cannot be used for other brands or non-Luxaflex® products.

11 guidelines for the use of trademarks

These Guidelines have been established to ensure and protect the trademark integrity and exclusivity of the brands owned by Hunter Douglas. It is therefore important to always properly identify and use our Trademarks. A Trademark is used to identify the origin of a product or a group of products and to distinguish it from other products. The name Luxaflex®, the Luxaflex® logo and the related product names are registered as Trademarks across Europe. The name Luxaflex® can also be used as a trade name to identify the business as an entity.

Always identify the registered Trademark with the ® symbol and the unregistered trademark with a ™ symbol at its first or most prominent occurrence in any text in which the Trademark is used. The ® or ™ symbol must be repeated in all headings where the Trademark is used, in a headline of a text or where there are no headlines, at the first occurrence on a page.

If this is done, the ® or ™ symbol do not need to be repeated throughout the text. If in such case you do not use the ® or ™ symbol, always use the Trademark in CAPITAL letters or quotation marks to distinguish the mark from the surrounding text. In cases of doubt, always use the ® or ™ symbol.

In verbal or written promotions or other communications, including on the cover or inside of a collection book, the Trademark must always be used as an adjective followed by the generic name of the product.

Correct:	Incorrect:
Luxaflex® blinds	Luxaflex® is a system designed to fit
Silhouette® Shades are beautiful	Silhouettes are beautiful
Duette® Shades are energy efficient	Duette is energy efficient

Do not use the Trademark in plurals.

Correct:	Incorrect:
Duette® Shades are energy efficient	Duettes are energy efficient
Silhouette® Shades are beautiful	Silhouettes are beautiful
Luxaflex® window covering	Luxaflex® supply window covering

Do not change the spelling of the Trademark, abbreviate it or link it with another word.

Correct:	Incorrect:
Luxaflex® Venetian Blinds	L.FLEX ® blinds
Duette® Shades	Duetteplissee
Silhouette® Shades	Silhouet shades

When using two Trademarks together they should always be distinctly separated and each identified with the appropriate ® or ™ symbol as two separate Trademarks.

Correct:	Incorrect:
Luxaflex® PowerView® Automation	Luxaflex PowerView® Automation

Do not hyphenate the Trademark.

Correct:	Incorrect:
Luxaflex® fabrics Duette® Shades website	Luxaflex-fabrics Duette Shades-Website

Use the Trademark in its correct form. The Trademark Luxaflex® is registered in normal letters (as "word mark") and as a word & device mark with a parallelogram against black background (see brand guidelines 03 logo above).

On all written material, catalogues, collection books, pricelists and Web pages, the following notice must appear at the bottom of the last page or on the inside of the cover page and in the case of digital promotion material in the footnotes:

® Registered Trademark of Hunter Douglas
™ Trademark of Hunter Douglas

Do not use any Trademark owned by Hunter Douglas in such close context with products or with a reference to products not originating from Hunter Douglas, which might lead to confusion as to the origin of the products.

Do not use the word mark "HUNTER DOUGLAS" or the logo "HunterDouglas" without the express written permission of Hunter Douglas. This does not apply where "Hunter Douglas" is used to identify the entity and not a product or product group.

Do not use a Trademark of Hunter Douglas alone, as abbreviation or in combination with other terms as part of a domain name registration and/or or in the metatags and/or metadata for an internet web page, without the prior written approval of Hunter Douglas.

Do not use a Trademark or trade name of Hunter Douglas in a manner that would disparage or cause damage to Hunter Douglas, its affiliates, its products, services, or resellers or in any way harm the goodwill in the Trademarks

At Luxaflex® our window treatments start with great **design.**
Light control, energy efficiency, and the **convenience** of
motorisation are just some of the **innovations** that enhance
the **beauty** of every room, every day – **made to measure**
with a five-year guarantee.

The Art of Window Styling