

EnabLED Member Logo Guidelines

EnabLED Licensing Program for LED Luminaires and Retrofit Bulbs

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Introduction

Please find the guidelines for the use of the EnabledLED member logo of the EnabledLED: LED luminaires and Retrofit Bulbs Licensing Program.

- The EnabledLED trademark is an official Philips Trademark and will be treated as such.
- The EnabledLED trademark will also be used in Philips' marketing materials from now on (dd. April 2015) making it a true Philips Brand.



EnabLED Member Logo

We introduced a new logo which licensees can use to show they are a member of the Philips EnabLED Licensing Program for LED Luminaires and Retrofit Bulbs.

The EnabLED member logo is an official logo which you can use to make your customers aware of being a member of the EnabLED Licensing Program for LED Luminaires and Retrofit Bulbs.

It can be used on your website, catalogue and brochure. It shows your customers that you are an official licensee and can be used by you as part of your communication to the market.

The logo is easy to use on your website or on printed literature. It also incorporates a unique QR code linking to our webpage, which protects your identity as one of our valued licensee members. For more information please [contact us](#).



Size and clear space

Our logo must be shown in a clear and legible form. To help ensure this, please maintain a white “clear space” around the logo – where no text, images or symbols may appear.

Logo size

The size of the EnabLED member logo should be based on the following formula:

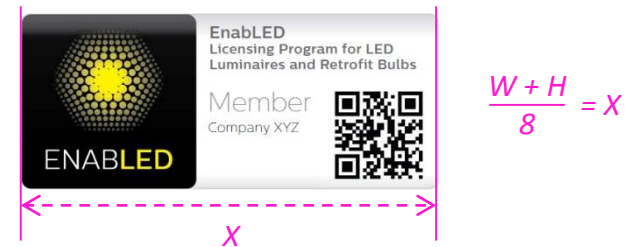
$$\frac{\text{Document } W+H}{8} = X \text{ width of the logo}$$

With a minimum size for digital of 280 pixels and 65 mm for print.

Clear space

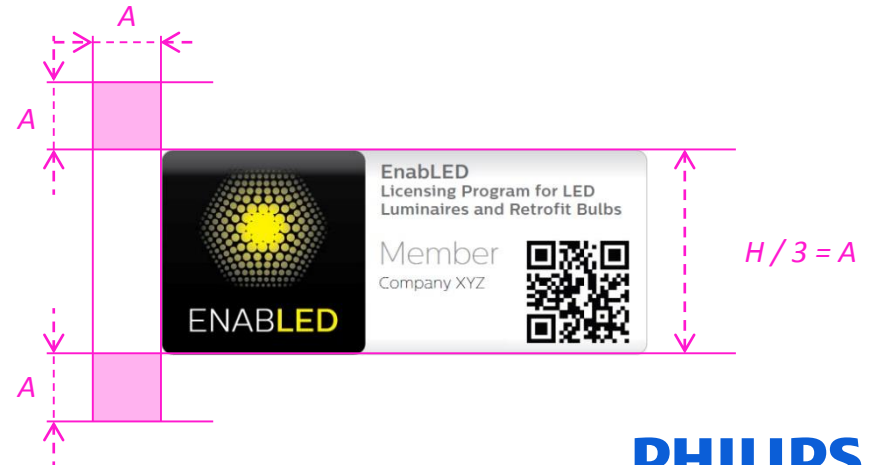
The easy-to-follow rule to achieve the correct “clear space” around the logo is by dividing the height of the logo by 3.

Logo size



Minimum size digital of 280 pixels and print 65 mm

Clear space

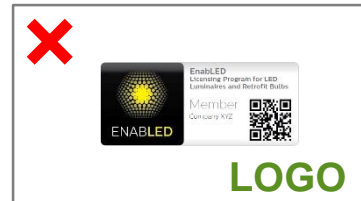


Never...

Consistency is crucial if our visual identity is to be effective. Nowhere is consistency more important than when using the EnabledLED member logo.

You must ensure the EnabledLED member logo is never altered or tampered with. Here are some examples of the ways that the logo could be compromised, so you can understand how to avoid them.

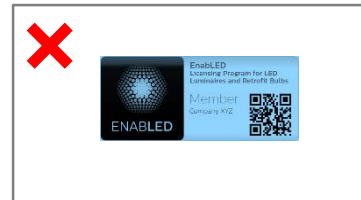
Remember to never alter the logo in any way.



...use the logo in combination with another visual element.



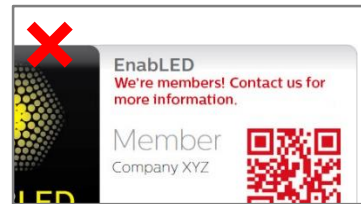
...add a drop shadow to the logo.



...change the colors of the text or graphic element



...distort the logo in any way.



...alter the official text or QR code



...apply the wordmark to an image background.

