

ALOXE

ARCHITECTURAL LIGHTING

Brand *guidelines.*



O — THE LENS

THE IDEA

The O is *a light.*

The wordmark is set in Michroma, an extended architectural sans with the calm proportions of a well-specified scheme. Its O is drawn as a luminaire seen from below — a Signal Red housing around a warm Lumen core — so the name itself carries a light.

— PRIMARY LOGO

The primary logo is displayed on a white background. The word "ALOXE" is in a bold, sans-serif font. The letter "O" is replaced by a red square with a yellow circle in the center, which has a subtle glow effect.

PRIMARY — ON IVORY / WHITE

The reverse logo is displayed on a dark carbon background. The word "ALOXE" is in a bold, sans-serif font. The letter "O" is replaced by a red square with a yellow circle in the center, which has a subtle glow effect.

REVERSE — ON CARBON, WITH THE CORE GLOW

The logo with the descriptor is displayed on a white background. The word "ALOXE" is in a bold, sans-serif font. The letter "O" is replaced by a red square with a yellow circle in the center, which has a subtle glow effect. Below "ALOXE" is the word "ARCHITECTURAL LIGHTING" in a smaller, all-caps, sans-serif font.

WITH DESCRIPTOR — CATALOGUES, SIGNAGE, FIRST CONTACT

The logo is displayed on a solid red background. The word "ALOXE" is in a bold, sans-serif font. The letter "O" is replaced by a red square with a yellow circle in the center, which has a subtle glow effect.

ON SIGNAL RED — CAMPAIGN MOMENTS ONLY

— CLEAR SPACE & MINIMUM SIZE



Keep a clear space of **half the height of the O** on every side — nothing enters the dashed zone. The logo is supplied as outlines; never retype it.

WORDMARK – PRINT	min. 25 mm wide
WORDMARK – SCREEN	min. 110 px wide
WITH DESCRIPTOR	min. 45 mm / 180 px
SYMBOL / ICON	min. 6 mm / 16 px
LOGO TYPEFACE	Michroma (outlined)

— SYMBOL & APP ICON

The lens, *on its own.*

Use the symbol where the full name is already present or space is tight: favicons, app icons, social avatars, product labels, the back of a luminaire.



ICON · 1024



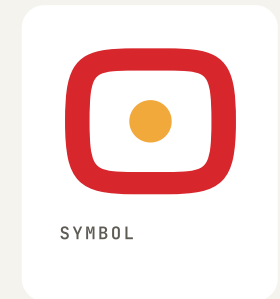
180



48

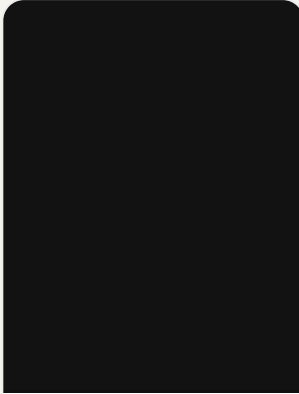
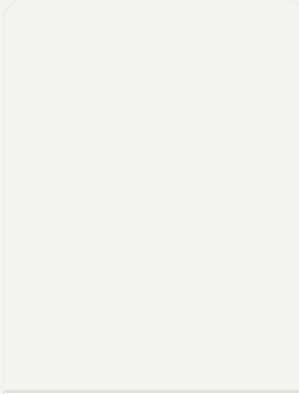
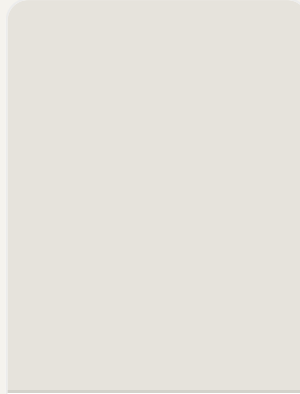


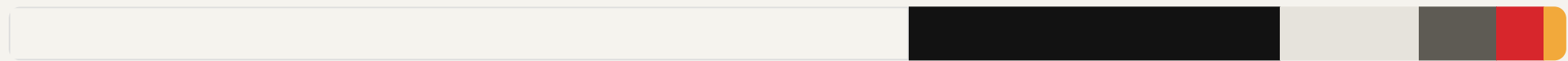
16



— PALETTE

Mostly paper and shadow. *A little light.*

					
Signal Red HEX #D7262C RGB 215 38 44 CMYK 0 95 85 5 The lens. Logo O, primary actions, model numbers.	Lumen HEX #F2A93B RGB 242 169 59 CMYK 0 35 85 0 The light itself. Lens core, highlights, warm accents.	Carbon HEX #121212 RGB 18 18 18 CMYK 0 0 0 95 Wordmark, text and the night-time stage.	Ivory HEX #F5F3EE RGB 245 243 238 CMYK 0 1 3 4 Paper. Default page and catalogue background.	Concrete HEX #E6E3DC RGB 230 227 220 CMYK 0 1 4 10 Product tiles, rules and quiet surfaces.	Graphite HEX #5E5B54 RGB 94 91 84 CMYK 0 3 11 63 Secondary text and specification labels.



PROPORTION OF USE — RED AND AMBER ARE ACCENTS, NEVER BACKGROUNDS FOR LONG TEXT

— TYPE SYSTEM

Geometric, calm, *one warm accent.*

DISPLAY

Aa

Jost 300–500, tracking –2%. Headlines and product names.

TEXT

Aa

Inter 400–600. Body copy, descriptions, UI.

SPECIFICATION

Aa

JetBrains Mono 500–600, uppercase + wide tracking for labels; model numbers in Signal Red.

ACCENT

Aa

Fraunces light italic — one phrase per headline, never a full sentence.

Light, shaped *with intent.*

JX069TBF-30

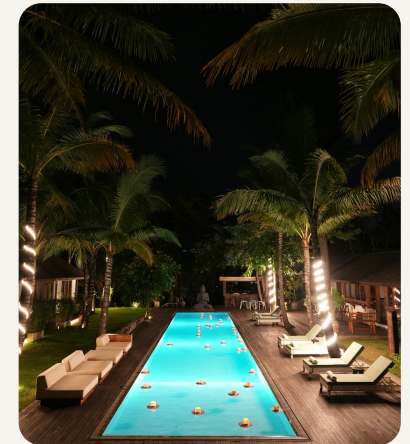
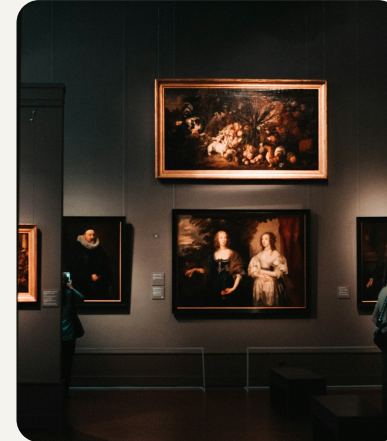
Framing Track Spot

30W • 25°–40° • RA 97 • IP20

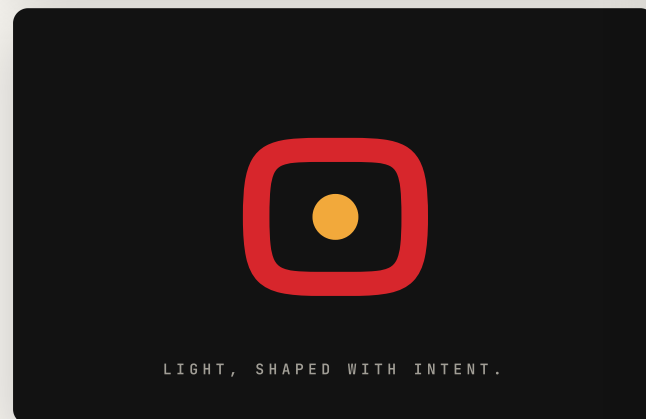
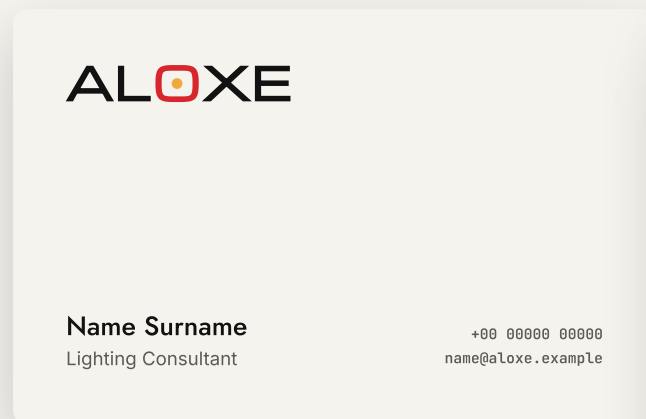
— PHOTOGRAPHY

Architecture at night. *Products in daylight.*

Projects are shown after dark, warm and low-key, with the light doing the work. Products are shown as clean cut-outs on Concrete tiles with a soft contact shadow — never on busy backgrounds.



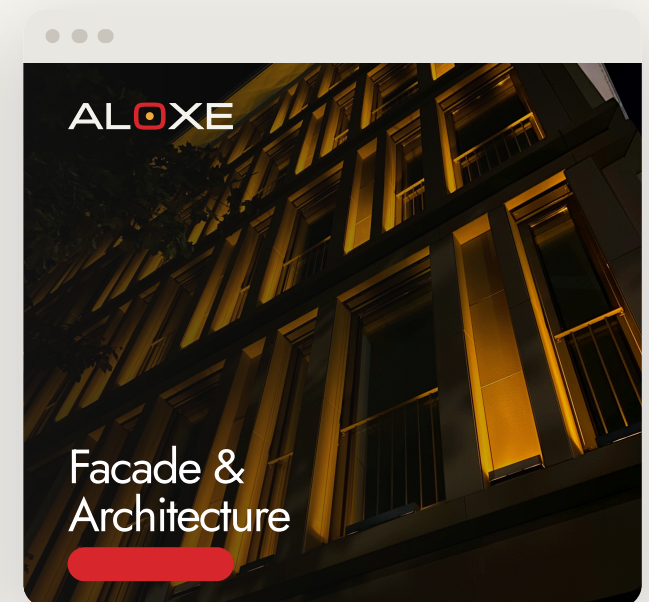
— IN USE



BUSINESS CARD • 85 × 55 MM



CATALOGUE COVER • A4



WEBSITE • APPLICATION PAGE



Favicon and social avatar use the icon tile; the site header uses the wordmark at 24–28 px cap height.

— PLEASE DON'T



ALOXE

DON'T RECOLOUR THE LENS



ALOXE

DON'T STRETCH OR SQUASH



ALOXE

DON'T ADD EFFECTS



ALOXE

DON'T ROTATE



ALOXE

DON'T SET IT IN ANOTHER TYPEFACE



ALOXE

DON'T PLACE ON BUSY IMAGERY

— TONE OF VOICE

Precise, calm, *quietly confident.*

Precise

Lead with the spec that matters — beam, CRI, IP, wattage. Numbers over adjectives.

Calm

Short sentences. No exclamation marks, no superlatives, no hype. The light is the drama.

Architectural

Talk about spaces and effects — grazing, washing, framing — not just fittings.

WE SAY

"A 15° spot picks out the column; the wall washer grazes the stone above it."

WE DON'T SAY

"Amazing super-bright lights at unbeatable prices!!!"

ALOXE

A R C H I T E C T U R A L L I G H T I N G

BRAND ASSETS: ALOXE-BRAND-KIT.ZIP · LOGO FILES IN /BRAND