LIGHTHOUSE

BRAND GUIDELINES

MAY 2023

1.0 BRAND FUNDAMENTALS

1.1 Brand Story

LIGHTHOUSE

Lighthouse is a talent management agency that was launched in 2023 as part of Fiction Shore's new initiative to support Singapore's screen performance scene. Screen performance has always been a key area of focus for Fiction Shore. With Lighthouse, we take a ground-up approach in actor development and we believe that our actors will make a positive impact to the diverse projects we will undertake. This new talent management venture aims to develop and represent actors for the film and TV industries.

At Lighthouse, we aim to provide exceptional guidance and support to our talented actors through ongoing workshops, training, and resources in helping them to develop their skills and reach their full potential. Furthermore, we strive to create a nurturing and empowering environment where our talents can remain versatile, adaptable and deliver the best screen performance for projects they undertake. Our goal is to be a guiding light for talents in Singapore, illuminating the path to great screen work and seeing them shine on the screen.

2.0 BRAND ELEMENTS

2.1 Logo Elements

LIGHTHOUSE

+

I

A clean and sleek Sans Serif font is used for the logo "Lighthouse" because we hope to convey a tone of professionalism and commitment to our vision. "Lighthouse" is a metaphor for the guiding light we hope to provide for talents in Singapore, by illuminating their path to successful screen work and seeing them shine.

In creating the logo, we played around with typography, using the letter "I" to symbolise the structure of a lighthouse. A slanted yellow line was placed above the "I", conveying the idea of the light exuded by the lighthouse. We believe that the minimalistic design emphasises our company's focus in creativity and innovation.

2.2 Colour Palette

Our main primary colour palette consists of Black, White and Yellow.

Black and White was chosen to reflect the brand identity of our sister brand, Fiction Shore. These two dynamic colours complement each other to bring across Lighthouse's professionalism and expertise in talent management.

For contrast and to display our freshness as a company with young and new talents, we have yellow that acts as a contrast with black and white. Yellow expresses Lighthouse's creative, bold and dynamic nature.

Our secondary colour, Light Coral, was chosen to reflect our nurturing character in guiding our talents and creating an environment that empowers them.

White
RGB
255, 255, 255

CMYK
0,0,0,0

#FFFFFF

Black
RGB
0, 0, 0

CMYK
75, 68, 67, 90

#000000

#333333 #666666 #808080

Yellow
RGB
230, 188, 71

CMYK
11, 24, 85, 0

#E6BC47

#E5CA79 #EAD698 #EDE0B6

2.3 Logo Variations

Our main primary colour palette consists of Black, White and Yellow.
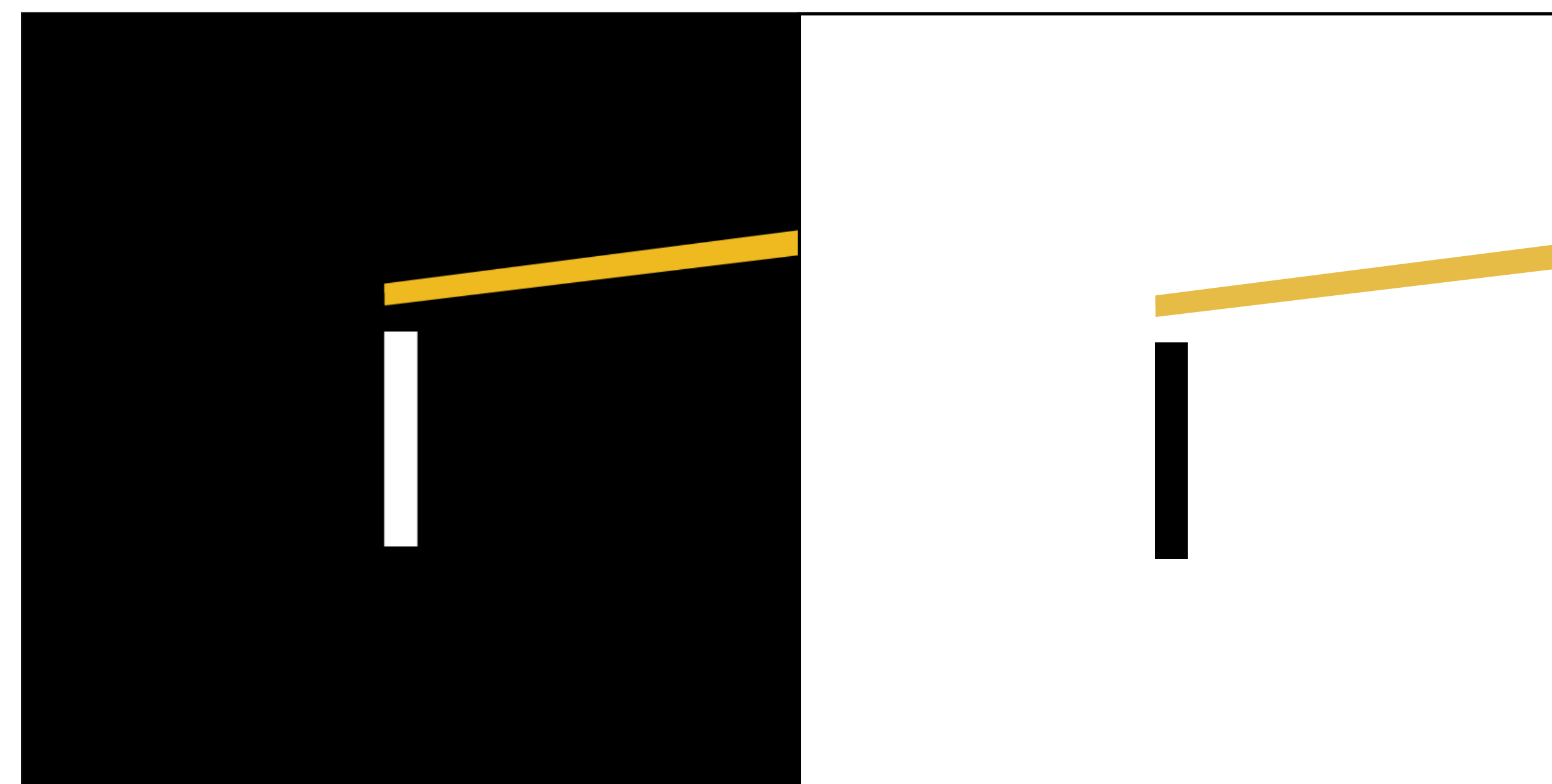
Thus, using these colours, we have created a few logo variations. For our brand, there are two types of logos available. First is our main logo (Main) and the second is the logo for our social media platforms (Socials).

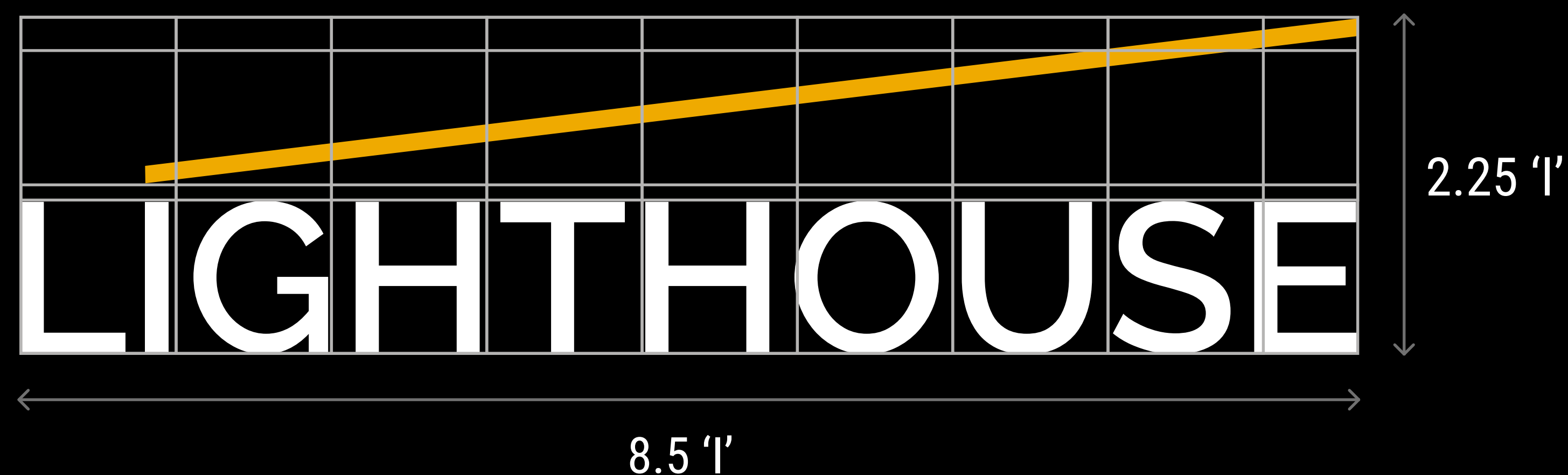When using our logo, please adhere to these logo variations.

MAIN LOGO
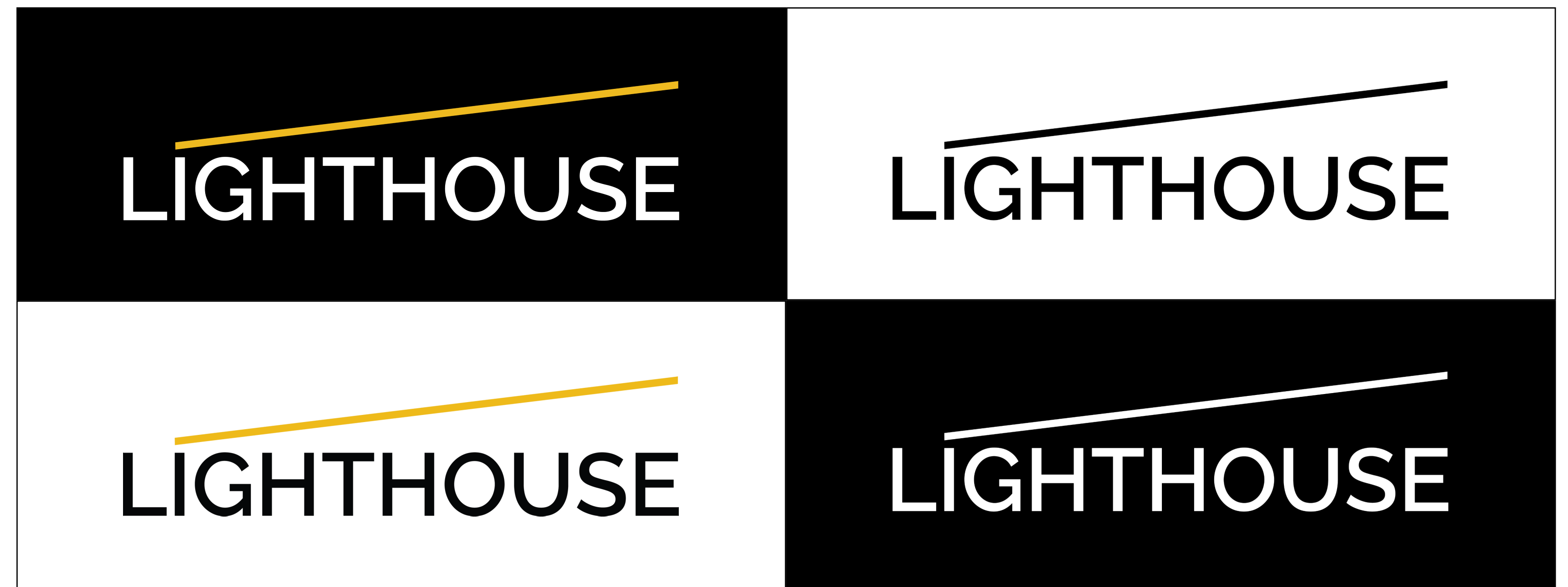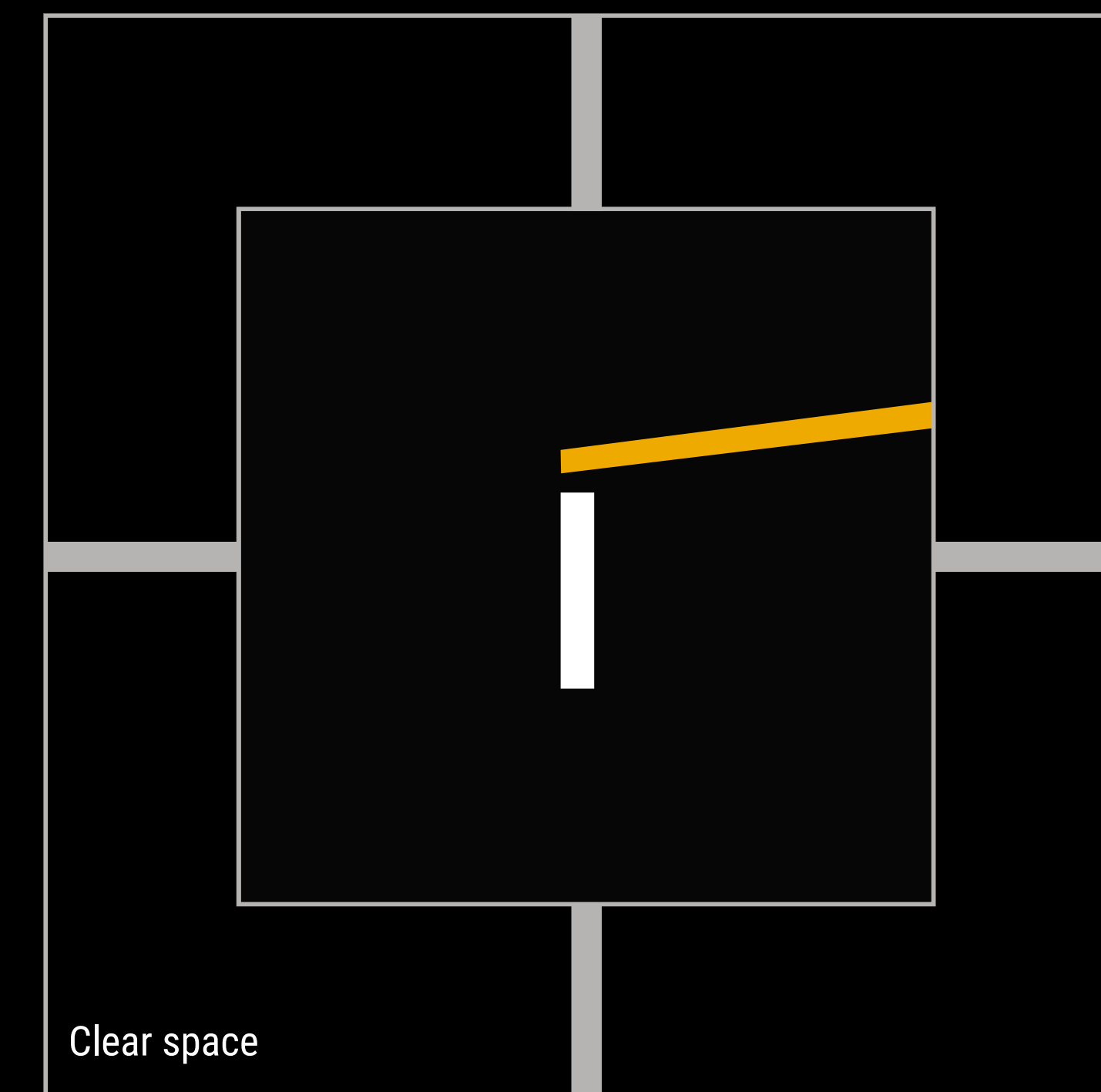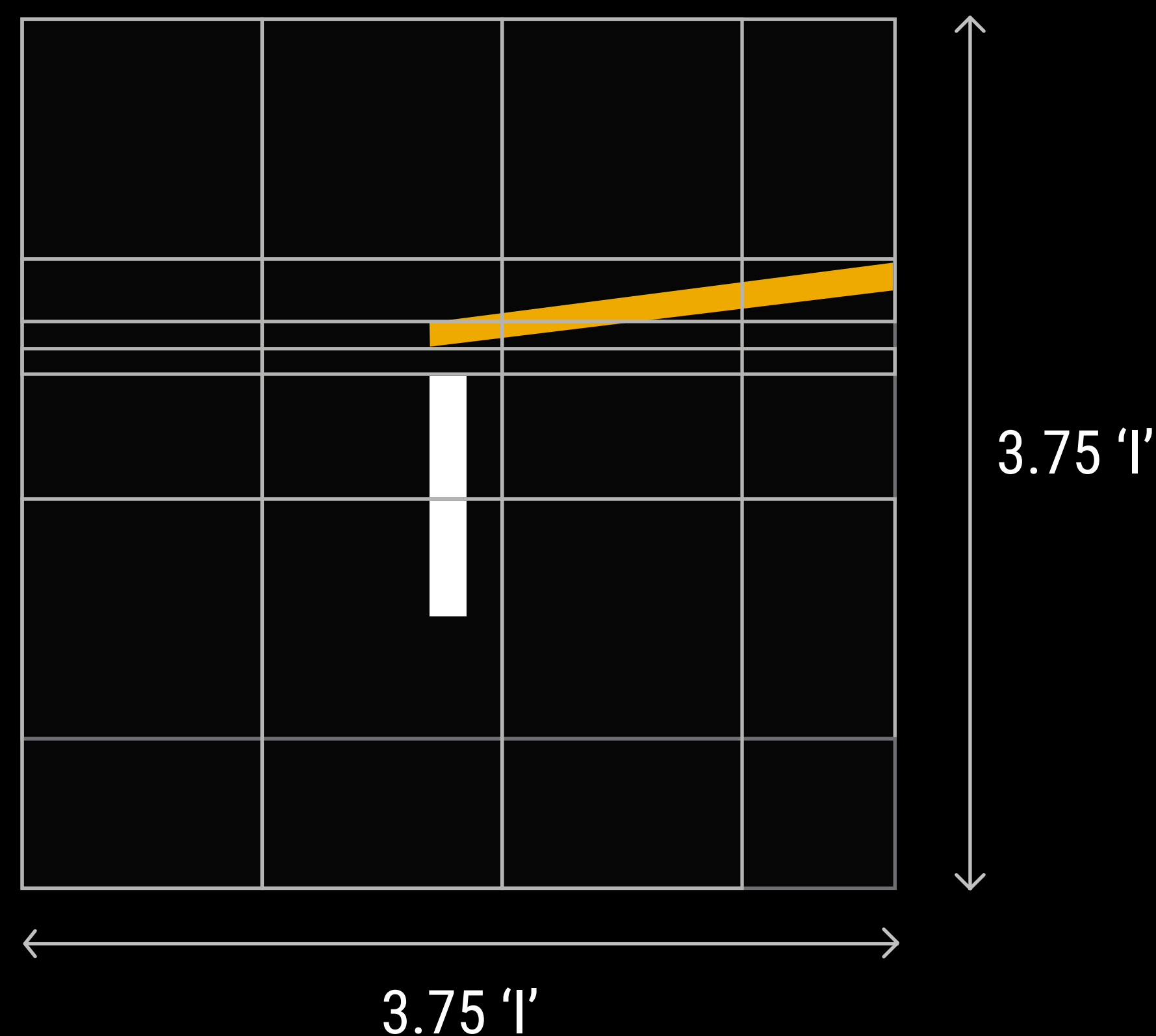

SOCIALS LOGO

2.4 Dimensions And Clear Space (Main)

2.25 'I'

8.5 'I'

Using the height of letter 'I' as a reference, our logo follows the measurements as shown above. Please adhere to the ratio, placement and sizing of the various elements in our logo.

Clear space

Referring to the height of letter 'I', marking 'I' on all four sides of the logo represents the minimum amount of space around the logo that should be kept free of graphic elements, symbols, and/or text.

Having a clear space around the logo ensures that the logo is clearly visible, identifiable and recognisable when used in various platforms and formats.

2.4 Dimensions And Clear Space (Socials)

3.75 'I'

3.75 'I'

Clear space

Using the height of letter 'I' as a reference, our logo follows the measurements as shown above. Please adhere to the ratio, placement and sizing of the various elements in our logo.

Referring to the height of letter 'I', marking 'I' on all four sides of the logo represents the minimum amount of space around the logo that should be kept free of graphic elements, symbols, and/or text.

Having a clear space around the logo ensures that the logo is clearly visible, identifiable and recognisable when used in various platforms and formats.

2.5 Clear Space Usage

INCORRECT USAGE

CORRECT USAGE

MAIN

Clear space

Clear space

LIGHTHOUSE

LIGHTHOUSE

SOCIAL MEDIA

Clear space
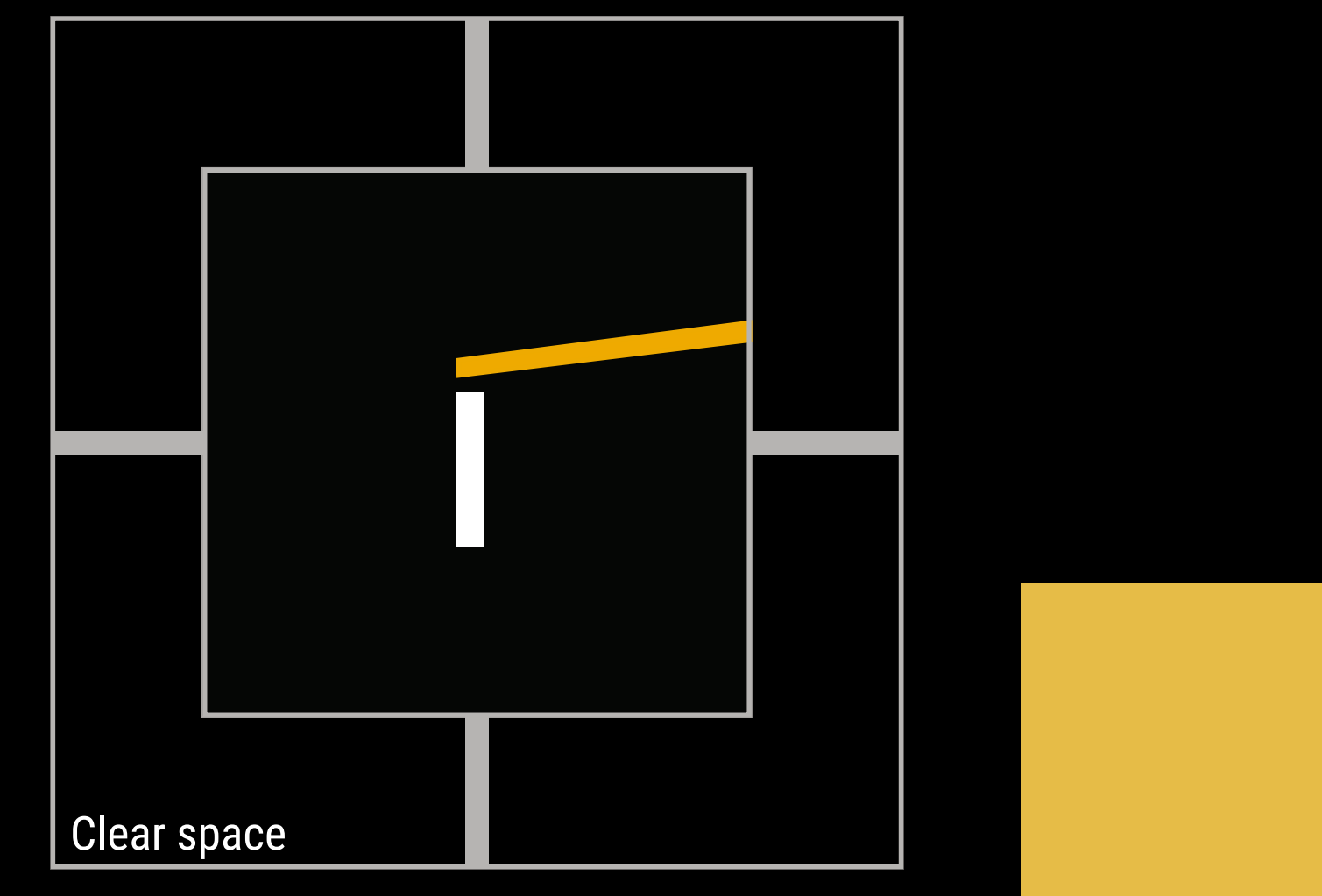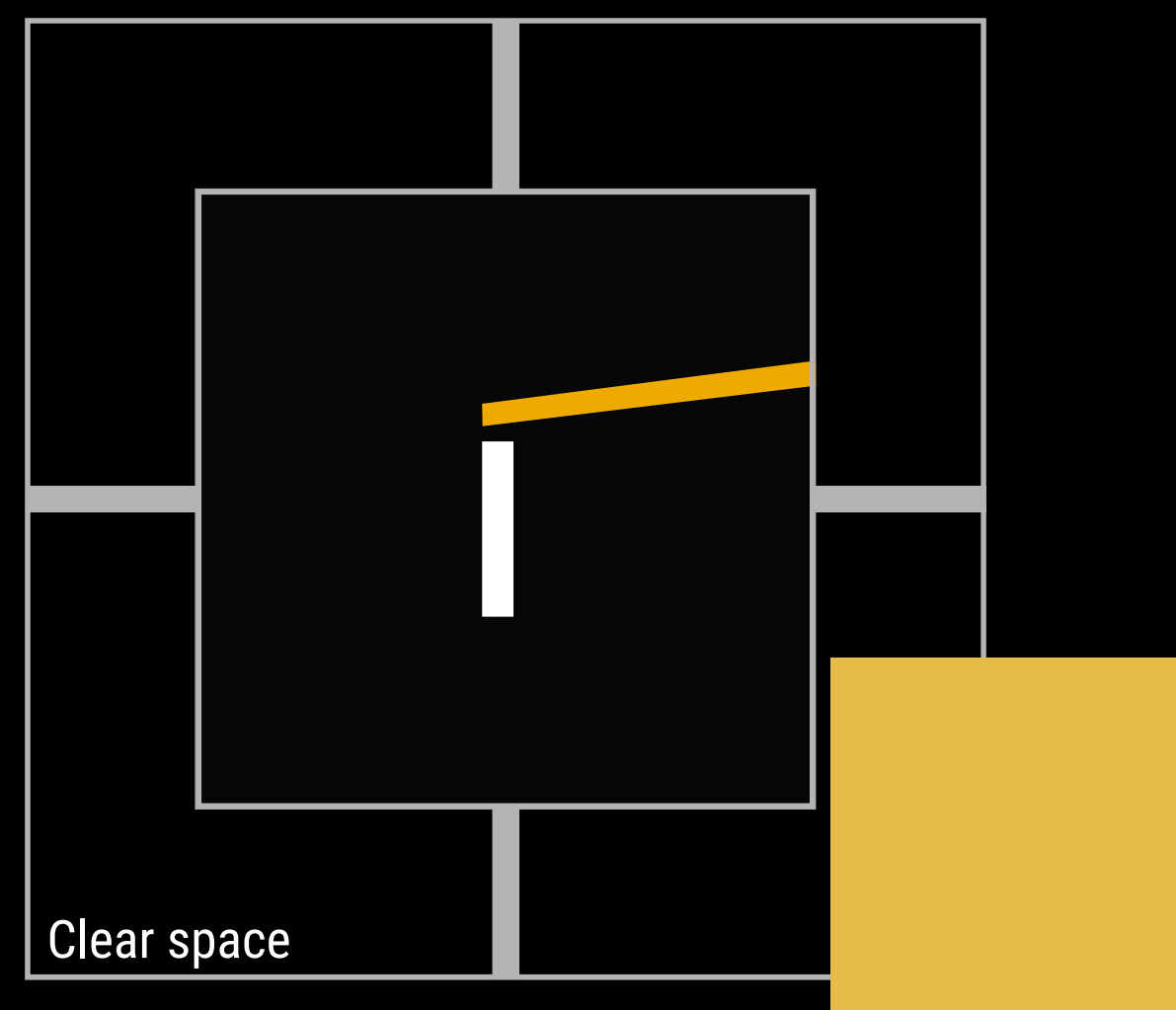
Clear space

Any elements (denoted by a square shape), should not be placed within the clear space marked out by the letter 'I'.
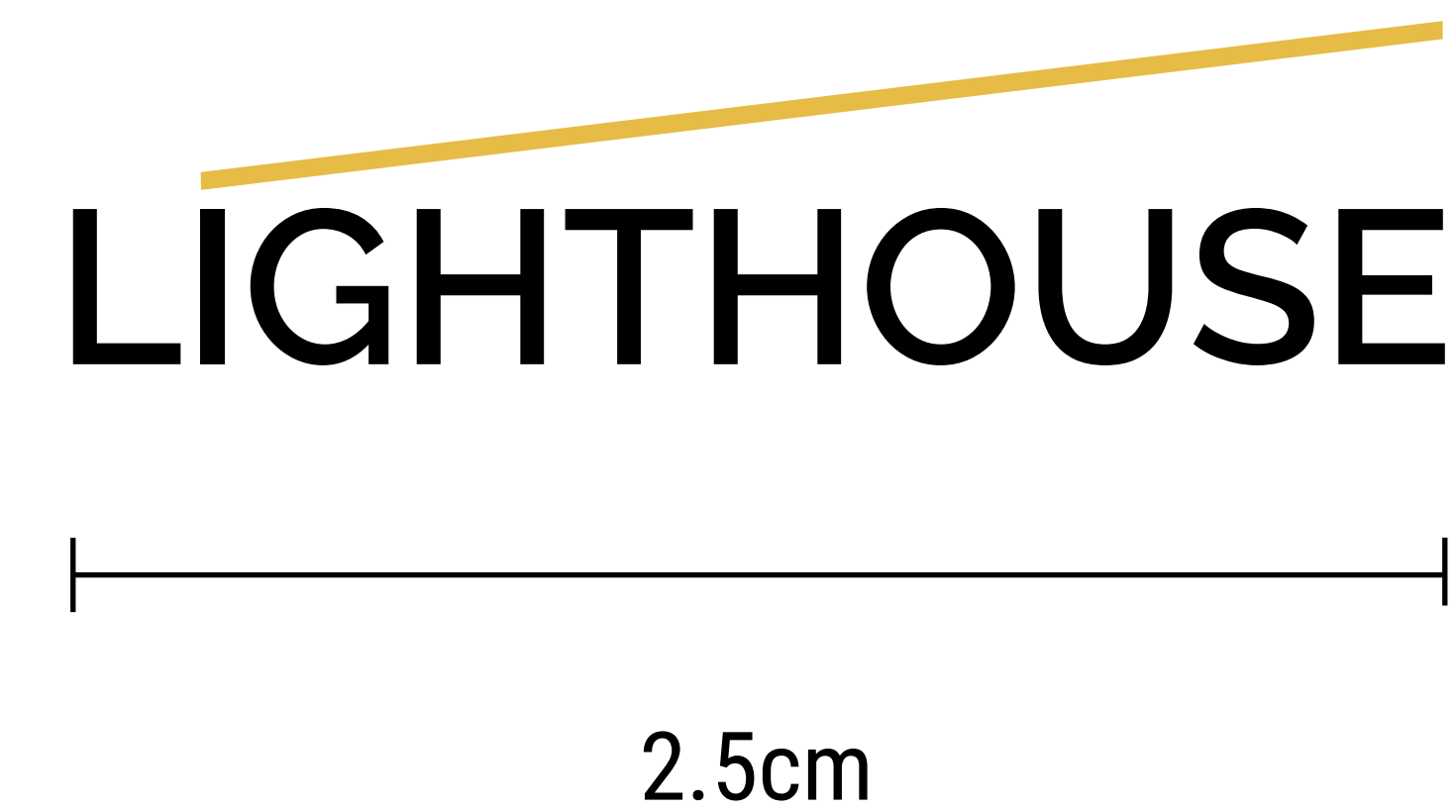
Any elements (denoted by a square shape), should be placed outside the clear space marked out by the letter 'I'.

2.6 Logo Minimum Size (Main)

To ensure legibility of the logo across a variety of mediums, please adhere to the suggested minimum size.

LIGHTHOUSE

60 px

Minimum size for screen

LIGHTHOUSE
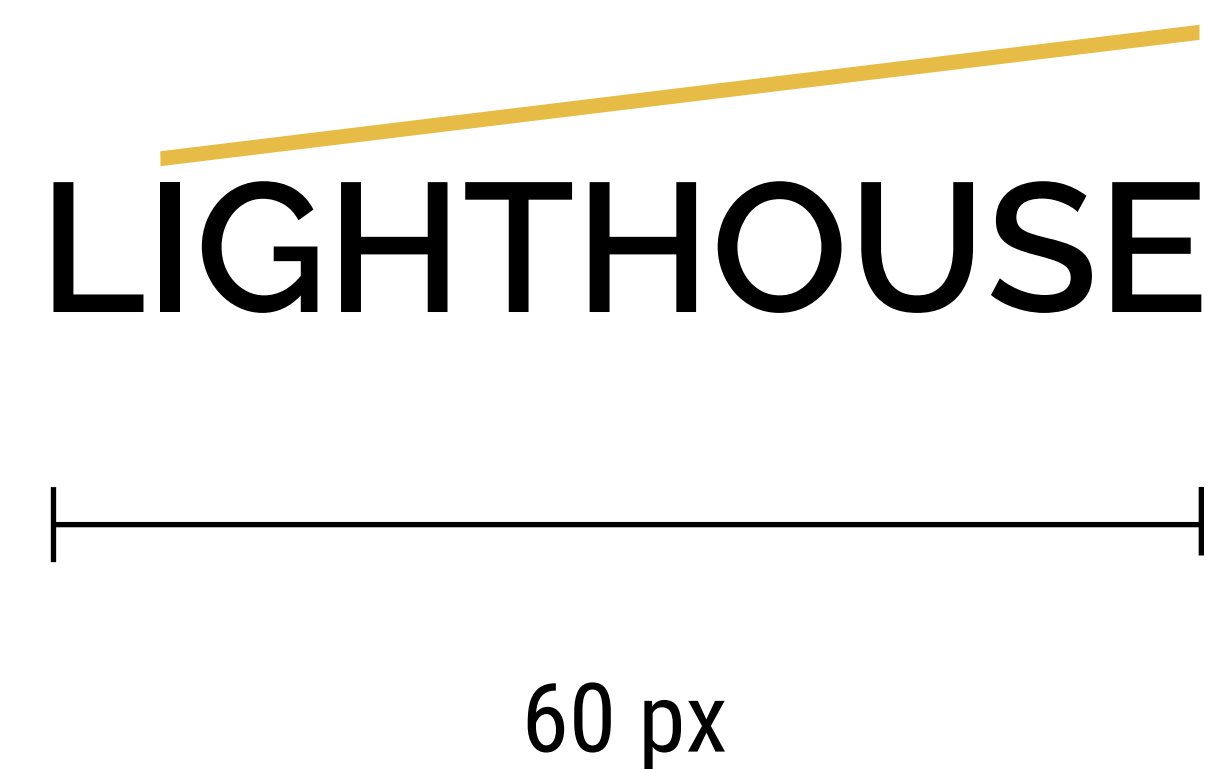
2.5cm

Minimum size for print

2.6 Logo Minimum Size (Socials)

To ensure legibility of the logo across a variety of mediums, please adhere to the suggested minimum size.

60 px

Minimum size for screen

2.5cm

Minimum size for print

2.7 Unacceptable Logo Usage

Our logo is best viewed with a background that allows it to stand out in order for it to remain visible and legible. Here are some examples of acceptable and unacceptable backgrounds.

ACCEPTABLE

UNACCEPTABLE

2.7 Unacceptable Logo Usage (Main)

As our logo was carefully made to encapsulate our brand's identity and tone, we would greatly appreciate it if it is used properly. Please do not attempt to alter our logo in any way.

Below are some examples of unacceptable ways to use our logo.

Do not change colour

Do not shear it

Do not rotate it

Do not reflect it

Do not distort it

Do not rearrange it
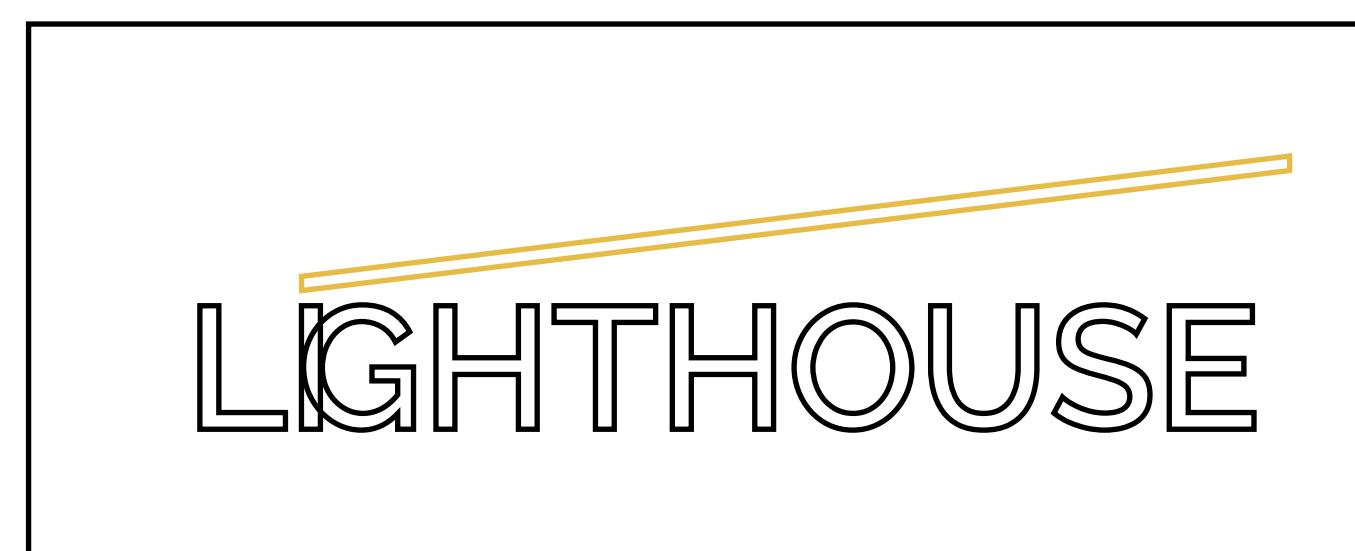
Do not change word mark

Do not add new elements

# 2.7 Unacceptable Logo Usage (Socials)

As our logo was carefully made to encapsulate our brand's identity and tone, we would greatly appreciate it if it is used properly. Please do not attempt to alter our logo in any way.

Below are some examples of unacceptable ways to use our logo.
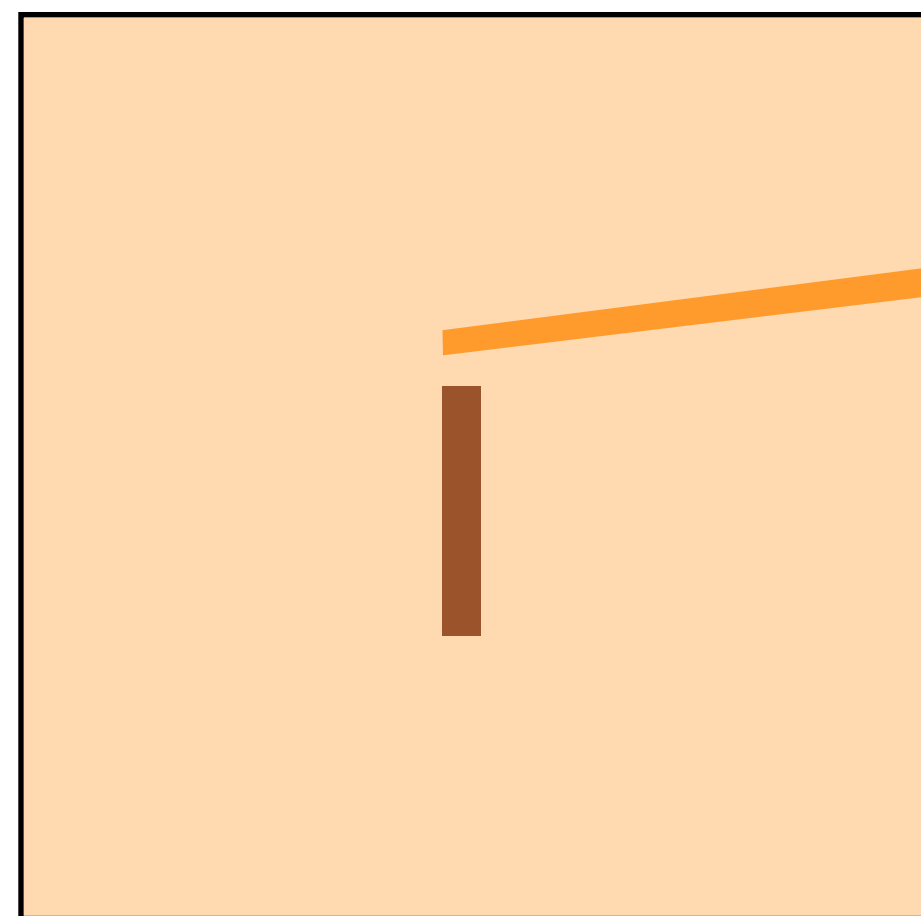
Do not change colour
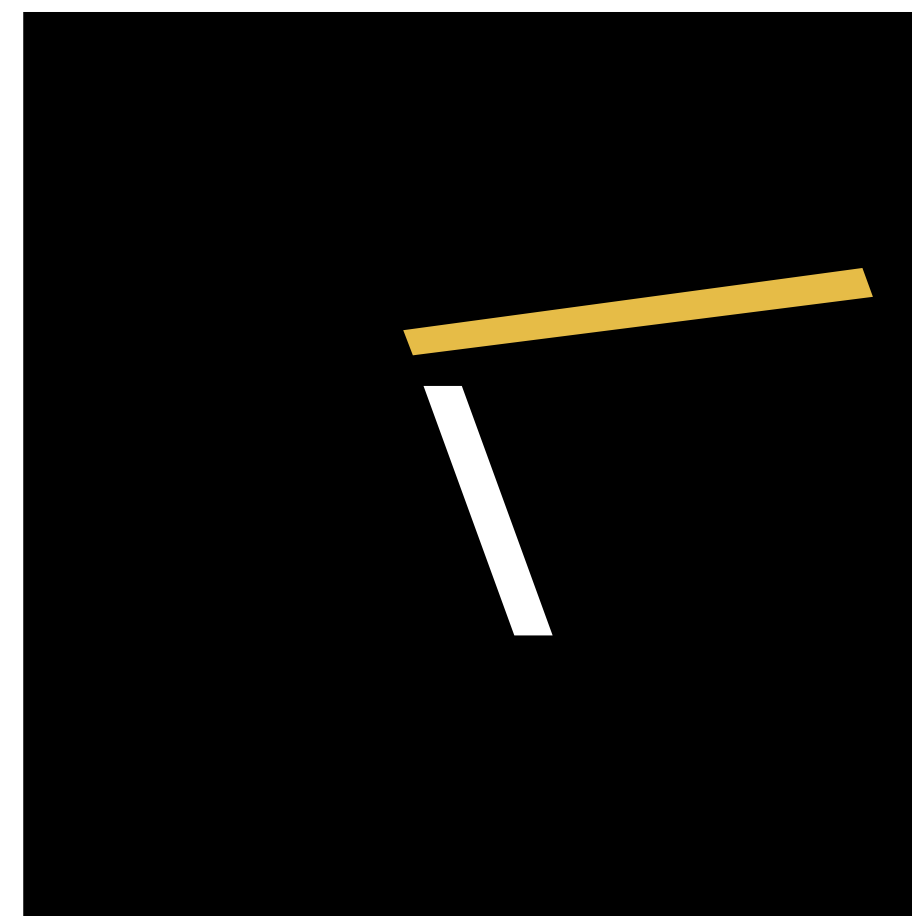
Do not shear it

Do not rotate it

Do not reflect it

Do not distort it

Do not rearrange it
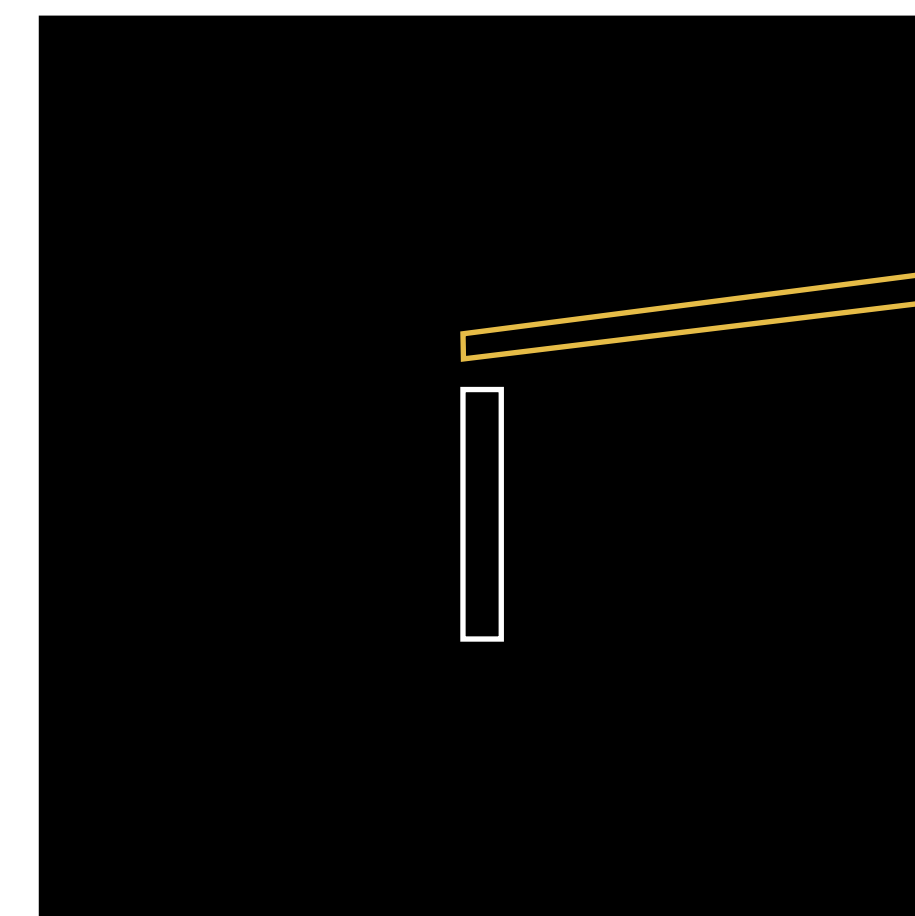
Do not change wordmark

Do not add new elements

2.8 Logo Usage & Placement

Areas where the logo is placed, are where the logo can be placed. However, areas marked with a cross is where the logo should not be placed. Please adhere to the following placement of the logos when using them in print or social media.

ACCEPTABLE AND UNACCEPTABLE USAGE

Portrait
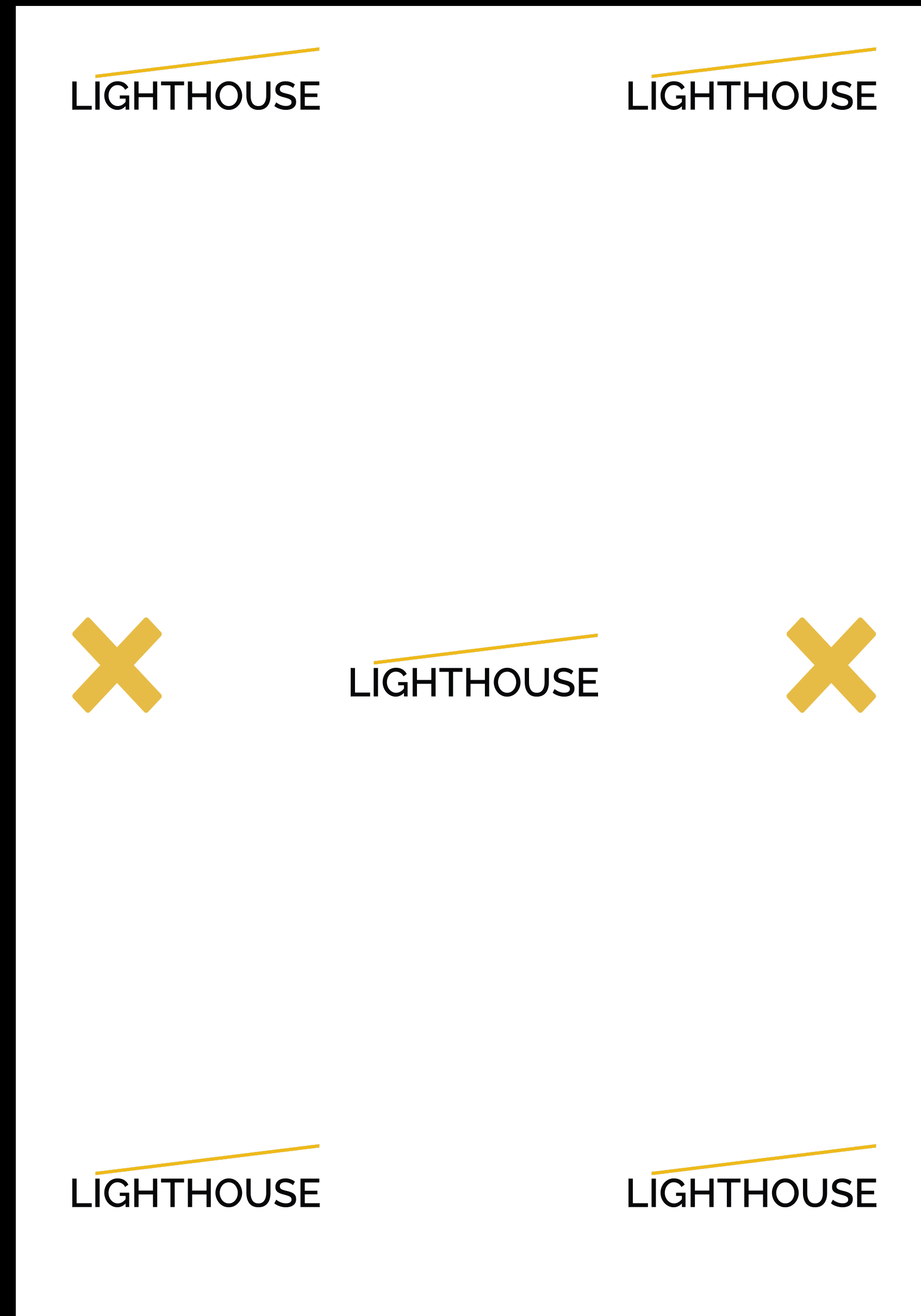
Landscape
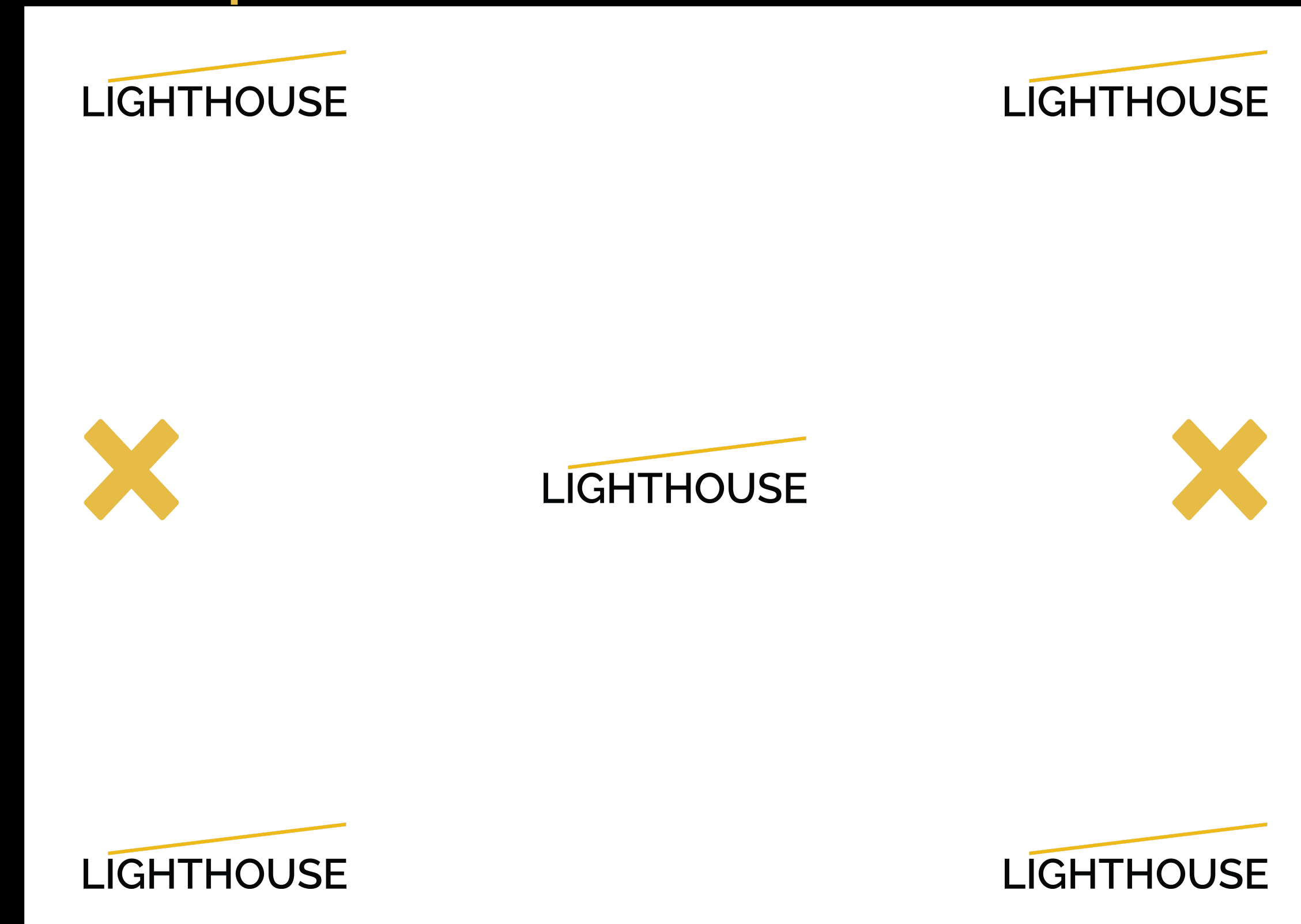
Square
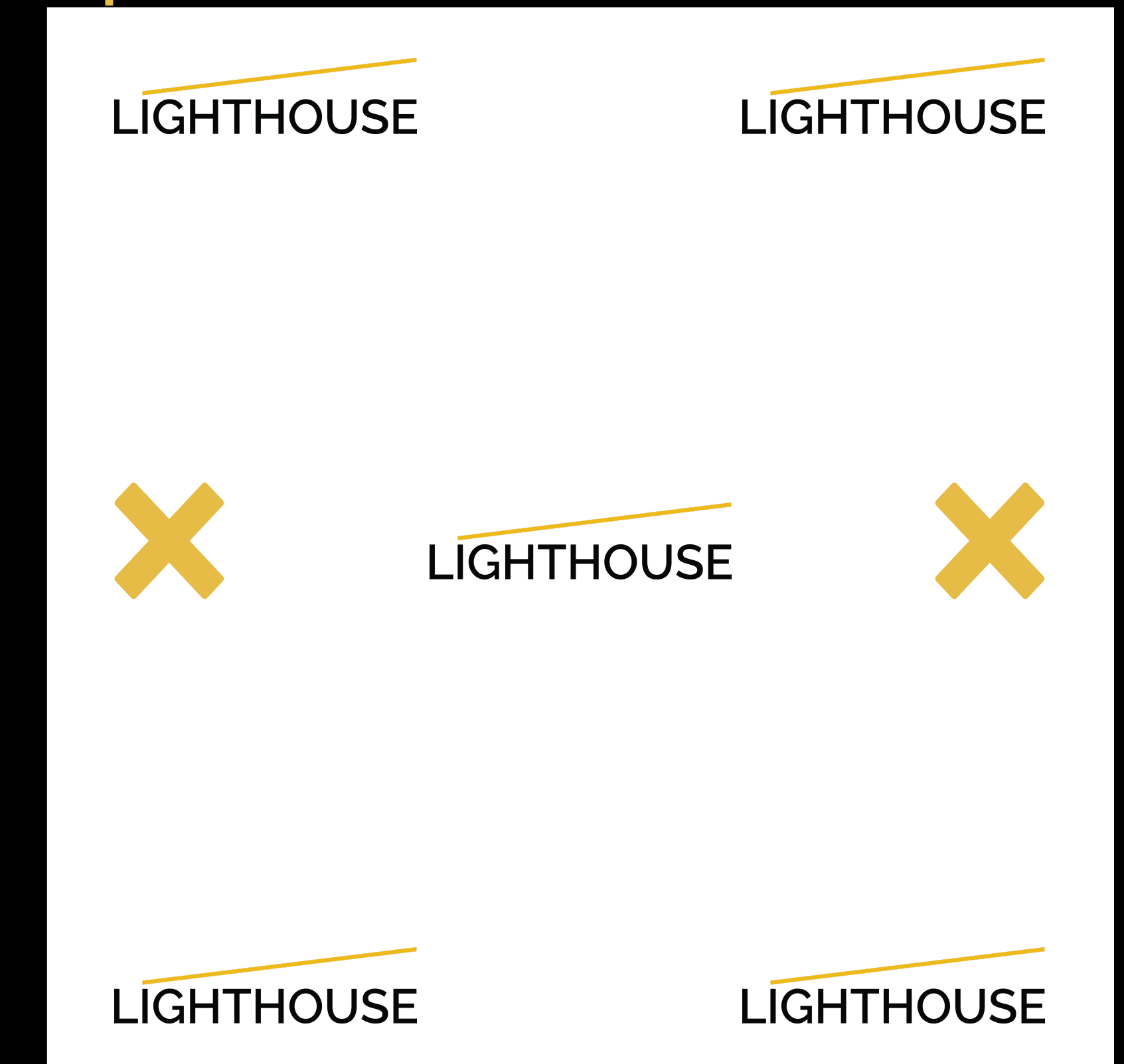
Banner

2.9 Typefaces

Primary

Raleway

Aa

Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

2.9 Typefaces

Secondary

Roboto Condensed

Aa

Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

3.0 CORE IDENTITY

3.1 Name Card

Following our aim to provide high-quality guidance and support to our outstanding talents, our name card features a clean and sleek design that lets light shine through.

Size: 252 x 144
Paper:
Dimensions: Pixels

Front

LIGHTHOUSE

Lighthouse main logo to be centralised and placed at the bottom.

Back

① **KOO CHIAMENG**
② **DIRECTOR**

③ 0123456789
④ CM@LIGHTHOUSE.CO

① Name (Roboto Bold, 12.96pt)
② Role (Roboto Bold, 9pt)
③ Number (Roboto Light, 8pt)
④ Email (Roboto Light, 8pt)
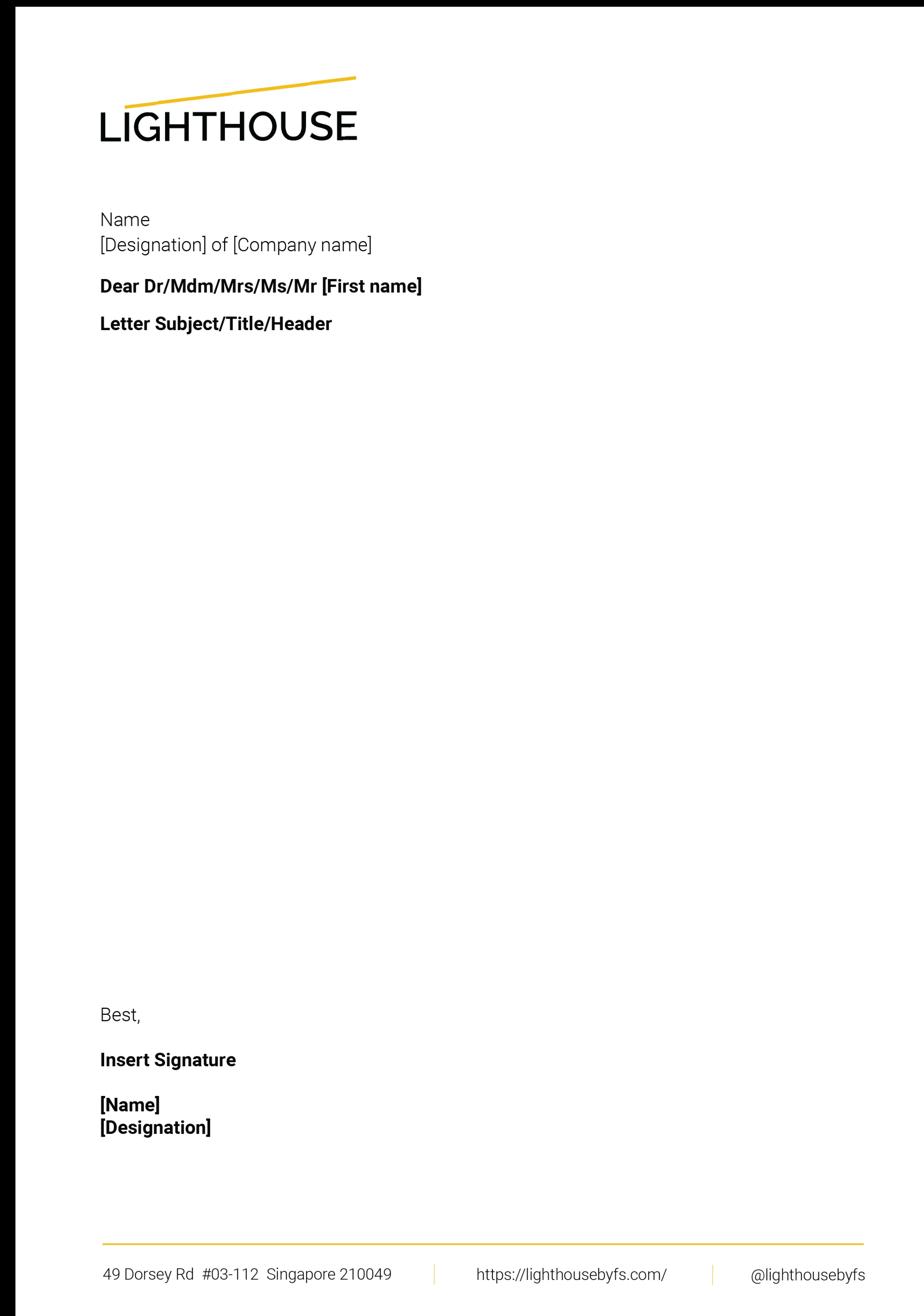
3.2 Letterhead

For consistency, all official documents should be done on a common letterhead.

Size: W 210 x H 297 (A4)
Paper: Plain Paper
Dimension: Pixels

LIGHTHOUSE

Name
[Designation] of [Company name]

Dear Dr/Mdm/Mrs/Ms/Mr [First name]

Letter Subject/Title/Header

Best,

Insert Signature

[Name]
[Designation]

49 Dorsey Rd #03-112 Singapore 210049   https://lighthousebyfs.com/   @lighthousebyfs

3.3 Email Signature

The email Signature should be used at the end of every email after the sign-off for easy recognition.

example@lighthouse.com

Email Signature Example

Dear, [   ]

[BODY TEXT]

Best,
Marcus Goh | Producer

LIGHTHOUSE

Lighthouse ————————— Agency: Roboto Light, 20pt

14 Lorong 32 Geylang
Singapore 398277 ————————— Address: Roboto Light, 16pt

3.4 Talent Deck

Version 1

LIGHTHOUSE

THANK YOU