

BRAND GUIDELINES FOR MODERN LANTERN

Guidelines for co-branded retailer development using our patented product

For brand approval and/or questions contact:

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MAIN USE FOR LOGO



Modern Lantern®

Brand Colors

For Print (order of importance)



PMS 405 C

0, 10, 33, 72



PMS 7542 C

10, 0, 3, 16



PMS 459 C

6, 7, 55, 0

SECONDARY USE FOR LOGO WITH TAGLINE ADDED



Modern Lantern®

CORDLESS LIGHTING SOLUTIONS

Brand Colors-RGB

For Online (order of importance)



105, 94, 74



194, 209, 212



242, 225, 139

NAME ONLY VERSION OF LOGO (as shown on base label)

Modern Lantern®

Typefaces Used

TRADE GOTHIC Cond. No. 18

TRADE GOTHIC BOLD

Typefaces WEB

“Montserrat”