



LET'S MAKE IT HAPPEN

LUXEMBOURG'S SIGNATURE

**OUR COUNTRY'S SHARED
SIGNATURE**

GUIDELINES

ENGLISH VERSION

From Robert Schuman's European peace project to Radio Luxembourg's European broadcasting project. From steel products carrying skyscrapers throughout the whole world to satellites carrying data in real time. From our information technology establishing a new, intelligent era to our open culture industry winning hearts, Grammys and Oscars.

From a quality of life where work, family and health coexist harmoniously to the stability that allows people to achieve new goals. Luxembourg has its own way of doing things.

LET'S MAKE IT HAPPEN.

LUXEMBOURG – AN OPEN, DYNAMIC AND RELIABLE COUNTRY. A STRONG PARTNER.

The character of a nation is shaped by the stories and the personalities of the people living in it. It generates a dynamic diversity, within which common values create unity.

The central geographic location in Europe, cultural diversity and political stability have always shaped events and the development of the country. Throughout history, Luxembourg has managed again

and again to build new things on these foundations, to reinvent itself and to reposition itself accordingly.

A unique worldview, together with a good dose of courage and optimism, have led to the social, cultural and economic success stories that influence the overall picture and make everyday life better.

OUR COUNTRY'S SHARED SIGNATURE

A signature is unique. Unlike a fingerprint it is designed and determined by the signatory. It is a visual confirmation, stating and promising that: "This is what I stand for."

Values such as openness, dynamism and reliability, as well as political, economic and socio-demographic development in Luxembourg have shaped a clear signature.

CONTENT

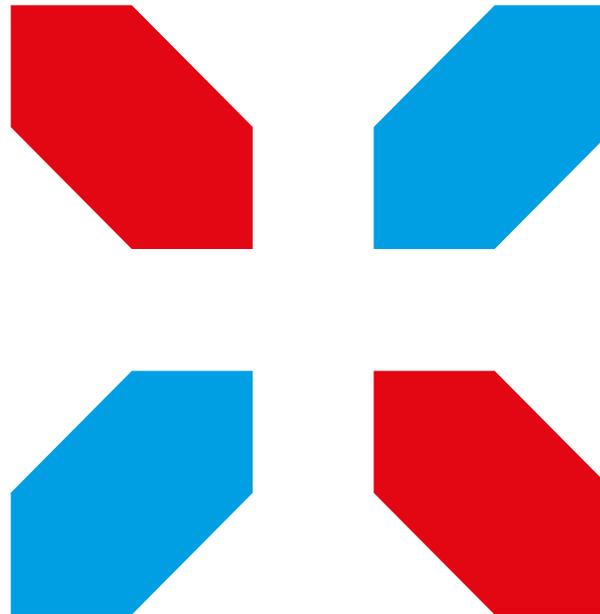
- 1 | ELEMENTS OF THE SIGNATURE
 - 2 | STRUCTURE AND SPACE
 - 3 | SIZE
 - 4 | COLOURS
 - 5 | MONOCHROME VERSION
 - 6 | UNAUTHORISED APPLICATIONS
 - 7 | FONT
 - 8 | ARROW MATRIX, ARROW PATTERN AND ARROW
 - 9 | LET'S MAKE IT HAPPEN. EXAMPLES
-

1

ELEMENTS OF THE SIGNATURE

THE SYMBOL X

The symbol X is an important component of the Signature. The graphic element stands for what distinguishes Luxembourg from other countries. On the one hand there is openness and the ability to bring people and things together, letting reliable connections and new ideas grow within this dynamic. On the other hand it represents a diversity of possibilities, which the country grants all its inhabitants, visitors and partners in a very stable environment.



APPLICATION

The symbol X is composed of four bi-directional arrows, two red and two blue. This combination is fixed and cannot be altered. The arrows can be used as design elements. The pre-defined alignment is binding (the blue arrow starts at the bottom left and points to the upper right, the red arrow starts at the upper left and points to the bottom right).

This creates a visual harmony and a stable balance.

The symbol X may not be used on its own without the lettering and Signature other than in exceptional cases.

OUR SIGNATURE: LOGOTYPE LUXEMBOURG WITH TAGLINE

The logotype “Luxembourg” is made up of the lettering Luxembourg and the symbol X, which replaces the letter X.

The symbol X and its meaning, as described above, thus become a fixed component of the logotype. The logotype and tagline together constitute Luxembourg’s Signature.

The tagline “Let’s make it happen” combines the brand image and positioning in an emotional invitation. It is deliberately open because its perceptive and interpretative potential must be as diverse as the people it is aimed at.



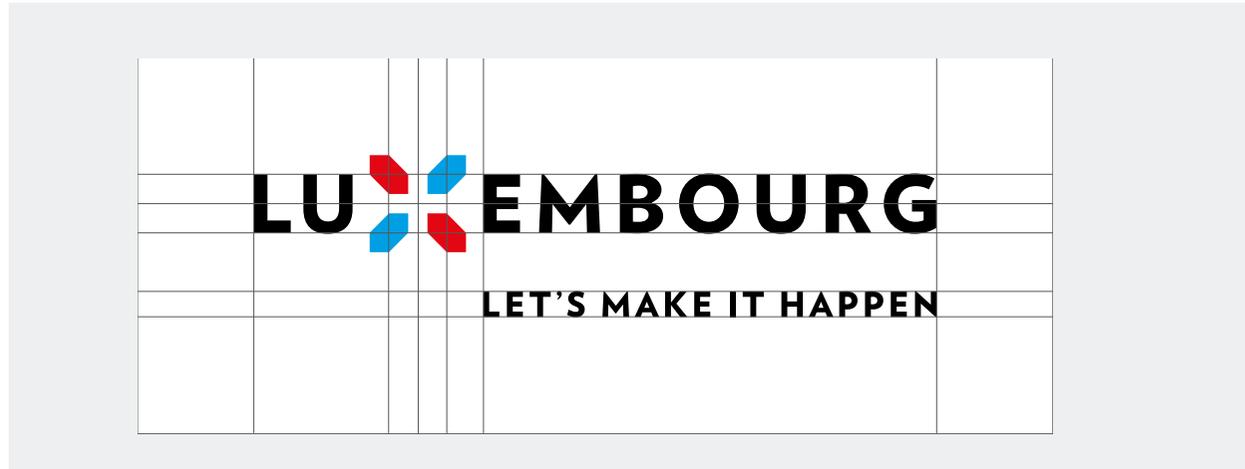
APPLICATION

The Signature with the logotype and tagline should always feature both elements together. Possible exceptions for technical reasons must be requested. The combination of the elements is fixed and may not be altered.

2

STRUCTURE AND SPACE

STRUCTURE OF THE SIGNATURE

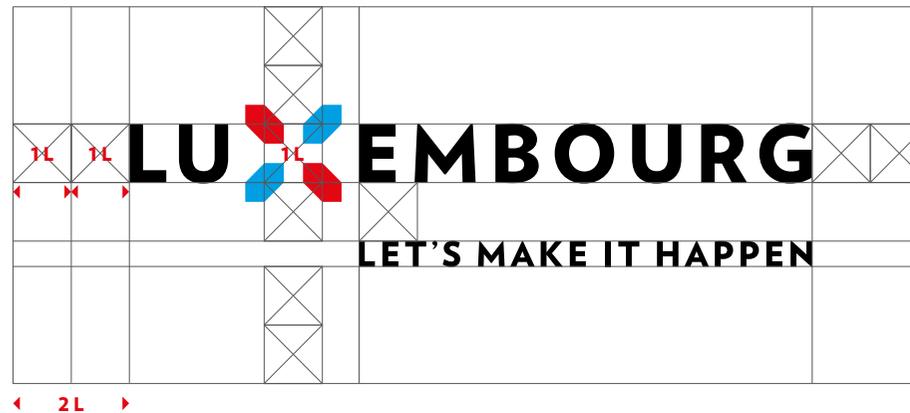


SPACE

The space defines the minimum spacing between the Signature and other design elements as well as the margin of the usable surface, thereby ensuring the necessary space.

It corresponds to "2L" spacing on each side, whereby "1L" spacing is the spacing of the symbol X in the middle.

This clearly defined minimum spacing must be taken into account for the Signature to be clear and readable and for the overall effect to be maintained.



3

SIZE

MINIMUM SIZE

LOGOTYPE WITH TAGLINE

The logotype with tagline is the version of the Signature that must be used whenever the width is greater than 2 cm.



LOGOTYPE WITHOUT TAGLINE

The logotype without tagline may only be used if the width is less than 2 cm.



4

COLOURS

BASIC COLOURS

The Signature contains three colours. The red and the blue in the symbol X represent the national colours. They are complemented by black text elements. It is

recommended that the four colour (CMYK) version be used. Reproduction in Pantone colours is also a possibility.

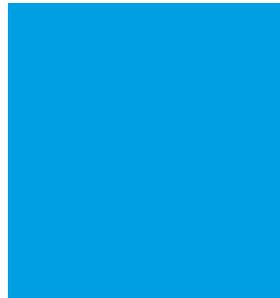


RED

-

COLOUR SPECIFICATIONS

CMYK : C 0 M 100 Y 100 K 0
 Pantone : 485
 RGB : R 227 G 006 B 019
 Web : #E30613
 RAL : 3020 TRAFFIC RED



BLUE

-

COLOUR SPECIFICATIONS

CMYK : C 100 M 0 Y 0 K 0
 Pantone : PROCESS CYAN
 RGB : R 000 G 153 B 255
 Web : #0099FF
 RAL : 5015 SKY BLUE



BLACK

-

COLOUR SPECIFICATIONS

CMYK : C 0 M 0 Y 0 K 100
 Pantone : PROCESS BLACK
 RGB : R 000 G 000 B 000
 Web : #000000
 RAL : 9005 JET BLACK

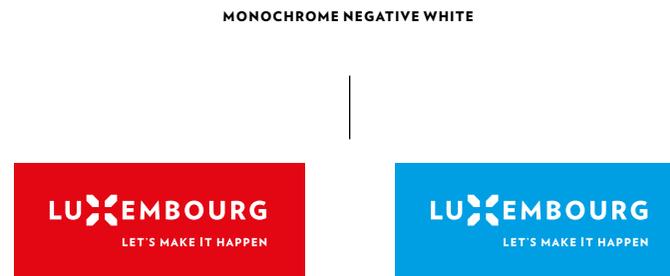
5

MONOCHROME VERSION

MONOCHROME VERSION

The version of the Signature defined on page 7 must be used on a white background whenever possible. If the background prevents the Signature from being clearly readable, the Signature must be placed in a white rectangle, which takes into account the spacing indications defined on page 9.

There are monochrome versions of the Signature (monochrome white and monochrome black). A monochrome negative white Signature can be used on strong or dark background colours or photographs. If required for technical reasons, the monochrome black version may also be used.



6

UNAUTHORISED APPLICATIONS

This style guide aims to achieve a coherent use of Luxembourg's Signature, in order to guarantee a high recognition factor and to build a unified visual appearance.

This can only be achieved if all the guidelines related to the design of the Signature, which are defined here, are taken into account and respected.

UNAUTHORISED APPLICATIONS



LUXEMBOURG
LET'S MAKE IT HAPPEN

THE PROPORTIONS AND POSITIONS OF THE INDIVIDUAL ELEMENTS IN RELATION TO ONE ANOTHER MAY NOT BE ALTERED.



LUXEMBOURG
LET'S MAKE IT HAPPEN

INDIVIDUAL ELEMENTS MAY NOT BE REMOVED FROM THE SIGNATURE.



LUXEMBOURG
LET'S MAKE IT HAPPEN

DIFFERENT COLOUR VERSIONS OF THE SIGNATURE MAY NOT BE COMBINED.



LUXEMBOURG
LET'S MAKE IT HAPPEN

GRAPHIC EFFECTS OF ANY KIND ARE NOT ALLOWED.



LUXEMBOURG
LET'S MAKE IT HAPPEN

THE SIGNATURE MAY NOT BE USED ON A BACKGROUND THAT DOES NOT PROVIDE SUFFICIENT CONTRAST.



LUXEMBOURG
LET'S MAKE IT HAPPEN

THE SIGNATURE MAY NOT BE DISTORTED, COMPRESSED OR STRETCHED.

7

FONT

TYPEFACE

“Verlag” is a straight font with character. It is modern, without being fashionable. The combination of extremely round and angular elements makes it an exciting choice.

It is a very suitable “handwriting” for Luxembourg’s Signature because it positively illustrates and complements what Luxembourg stands for.

DESIGNER: HOEFLER & CO.

Reference address for font licences:
www.typography.com

V E R L A G

Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n 1 2 3 4 5 6 7 8 9

OTHER FONT STYLES:

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n 1 2 3 4 5 6 7 8 9

Book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n 1 2 3 4 5 6 7 8 9

Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n 1 2 3 4 5 6 7 8 9

Extra Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n 1 2 3 4 5 6 7 8 9

SYSTEM FONT FOR OFFICE

CALIBRI

Calibri can be used for Office applications (Word, Excel, PowerPoint).
It is installed as a standard font.

DESIGNER:
LUCAS DE GROOT

C A L I B R I

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n 1 2 3 4 5 6 7 8 9

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n 1 2 3 4 5 6 7 8 9

8

ARROW MATRIX, ARROW PATTERN AND ARROW

ARROW MATRIX, ARROW PATTERN AND ARROW

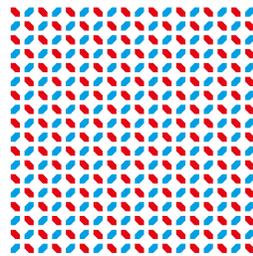
Coherent and repeated use makes symbols clearer and stronger. The arrow has a dynamic function as an element of the symbol X, and the use of different sizes and combinations brings the visual identity to life, further underlining its diverse and flexible character.

BASIC ELEMENTS OF THE FIXED ARROW MATRIX

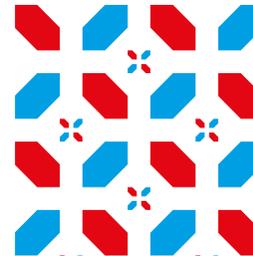
The fixed arrow matrix is made up of two fixed combinations: Uniform and Duoform, whereby Duoform exists in two versions (Duoform Kompakt and Duoform Extended). The basic elements of

the three versions, as shown below, are fixed and the proportions and spacing of the elements in relation to each other may not be altered.

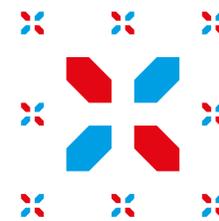
UNIFORM



DUOFORM KOMPAKT



DUOFORM EXTENDED

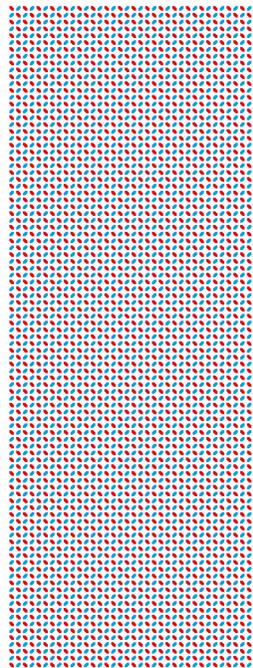


FIXED ARROW MATRIX

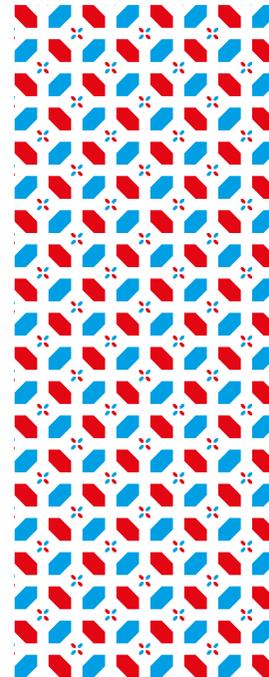
For Uniform, Duoform Kompakt and Duoform Extended a matrix can be generated by duplicating the basic elements as shown below.

Pressproof templates in Illustrator are available by request.

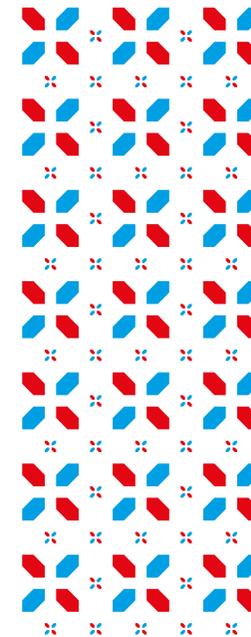
UNIFORM



DUOFORM KOMPAKT

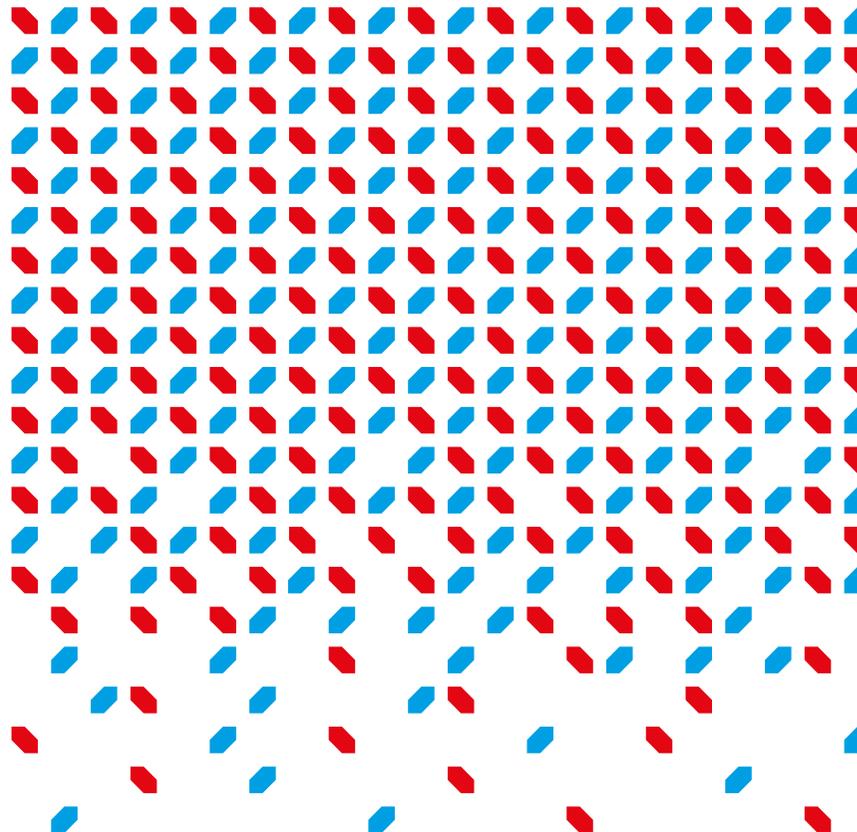


DUOFORM EXTENDED



FIXED ARROW MATRIX

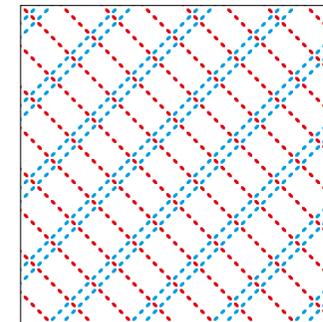
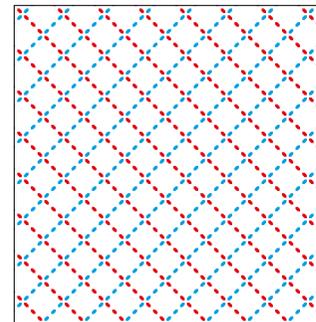
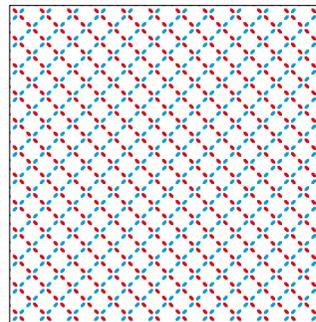
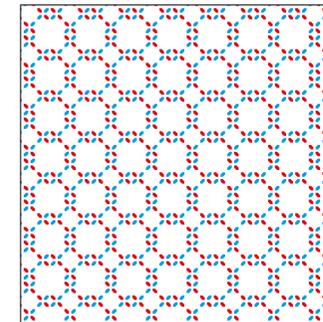
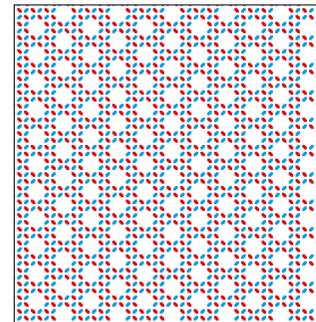
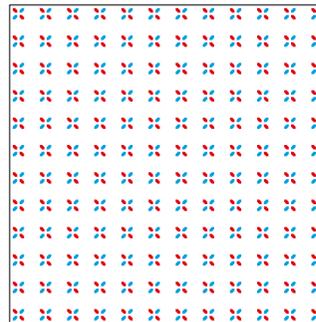
When applying the Uniform combination, individual arrows in the upper and/or lower margins may be taken out if this makes sense from a symbolic viewpoint. It can, for example, create a further dynamic if used on a t-shirt (see p. 27).



FIXED ARROW MATRIX

In the application of the Uniform combination, six symmetrical versions have been developed by removing individual arrows. These are fixed version and may not be altered.

Illustrator has pressproof templates that can be requested. These are compiled in the minimum size and may be enlarged, but never reduced in size.



**EXAMPLE APPLICATION OF THE
FIXED ARROW MATRIX**

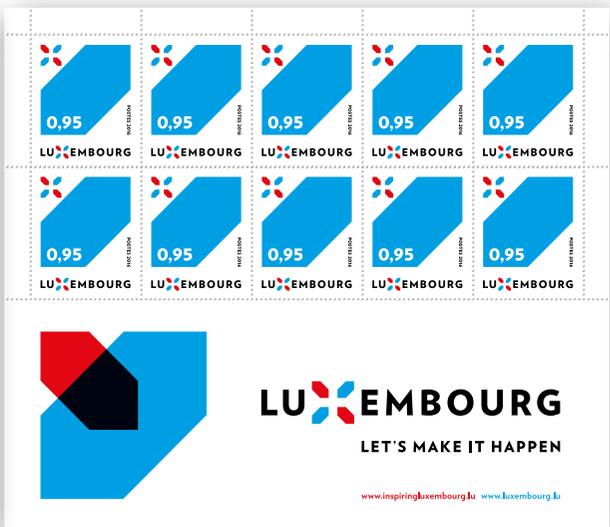
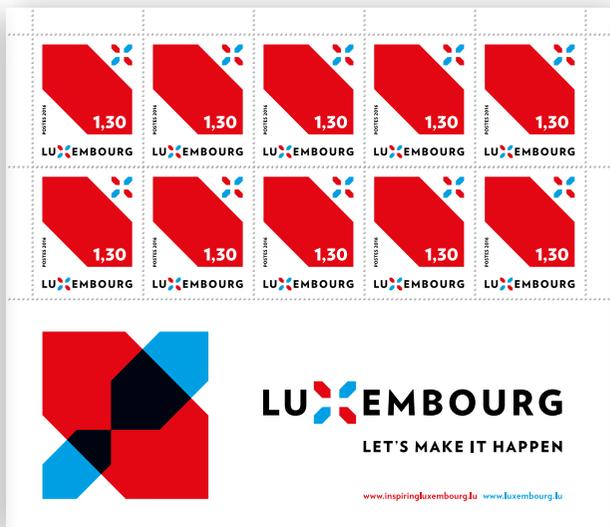
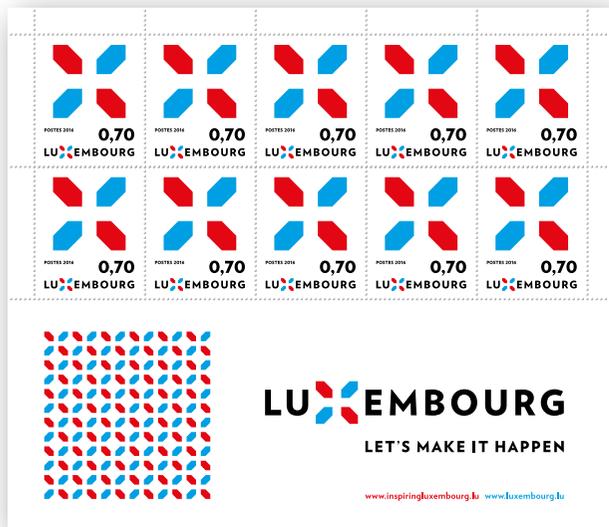


9

**LET'S MAKE IT HAPPEN
EXAMPLES**

APPLICATIONS

STAMPS



ROLL-UP



MERCHANDISING

PENCILS & PENS



BAGS



LU  **EMBOURG**

LET'S MAKE IT HAPPEN

CONTACT

info@inspiringluxembourg.lu
