

LUXAFLEX

BRAND GUIDELINES

GALLERY



APRIL 2021

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1.0 INTRODUCTION

The Luxaflex® Brand is one of the most widely known and respected window covering brands in Australia. Its products have been sold and supported by the Hunter Douglas Group in Australia since 1954. Throughout that period the brand has been synonymous with quality craftsmanship, innovation and value in the window coverings market.

The Luxaflex® Brand Guidelines is a set of principles that help to create a consistent brand that is recognisably Luxaflex®. The Luxaflex® Brand is at the heart of our business. It puts a name, face and personality to our business and the products and services we offer.

The Luxaflex® Corporate Identity has three basic elements:

- the logo
- the typography
- the colour

The combination of these form the basis of the brand's identity. The brand guidelines are to be used to set design standards, provide instructions and specifications for printing and manufacturing, provide a reference for checking accuracy of the design and ensure efficiency and consistency of brand application.

When organising design, artwork, printing, advertising or promotional items the relevant pages are to be extracted and forwarded to suppliers along with electronic versions of any applicable files ie: logo, templates.

Electronic versions of the relevant files can be obtained from the Hunter Douglas Limited Marketing department who can be contacted on 02 9638 8000.

The supplier must be made aware that any deviation from the brand style is unacceptable. In order for our corporate identity to maintain a consistent appearance, it is expected that the basic principles established in this guide are observed for all applications.

All use of the Luxaflex logo or the Gallery logo as well as visual identity elements must be approved by the Luxaflex Marketing team. For assets and approvals speak with your contact from the Luxaflex Marketing team, or email dealersupport@hunterdouglas.com.au, or phone 02 9638 8000.

2.0 LUXAFLEX LOGO

The Luxaflex® logo is the most important element in the Luxaflex® Identity. It appears in almost everything we do and needs to be presented in a consistent way.

It comprises two elements:

- the typeface (which has been specially crafted, never try to recreate it)
- the parallelogram shape which surrounds it

Dark background

When placing the logo on a dark coloured background the keyline version must always be used.

Primary logo



Keyline logo



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2.1 CORRECT USAGE

Use on images

The Primary Logo should be used on lighter images and the Reversed Primary Logo should be used on darker images. Where necessary the image should be lightened or darkened in the area surrounding the logo to ensure the Logo's legibility.

Primary logo



Keyline logo



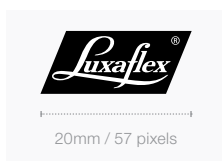
Clear space

A minimum clear space must be maintained around the logo which is equal to half of the logo height (indicated below as 'x'). This measurement is to be a consistent space all around the logo.



Minimum size

The minimum size for reproduction of the logo is 20mm wide for print or 57 pixels wide for digital.



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2.2 INCORRECT USAGE

The Luxaflex Gallery logo should never be used incorrectly as it can weaken and damage the integrity and impact of the brand.

- **DO NOT** stretch the logo
- **DO NOT** squash the logo
- **DO NOT** use the logo on an angle
- **DO NOT** change the colour of the logo



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2.3 CO-BRANDING

For print material, when used in conjunction with the Luxaflex Logo, the Store Logo/Name should always read first, either on the left side or top section of the collateral. The Luxaflex logo is then placed on either the right side or bottom section of the collateral.

The minimum distance between the Store Logo/Name and the luxaflex Logo is equal to the width from the left end of the tail of the 'f' to the right end of the tail of the 'L' of the Luxaflex logo.

Where possible the store logo should be mono (i.e. black or white) to minimise clashing of colours, ensuring a sleek overall design.

Print



Letterheads



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3.0 GALLERY LOGO

The Gallery Logo is comprised of two core elements:

- the Luxaflex Logo
- Window Fashions text
- the Gallery Badge.

The relationship between the elements of the logo are fixed and must only appear in the approved layouts provided in the style guide. The logo elements must not be adjusted or modified under any circumstances.

Primary logo



Reversed primary logo



Only in isolated instances of 1 colour print application the Mono Logo or Reversed Mono Logo can be used. In all other applications the Primary / Reversed Primary Logos are to be used.

Mono logo



Reversed mono logo



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3.1 CORRECT USAGE

Use on images

The Primary Logo should be used on lighter images and the Reversed Primary Logo should be used on darker images. Where necessary the image should be lightened or darkened in the area surrounding the logo to ensure the Logo's legibility.

Primary logo



Reversed primary logo



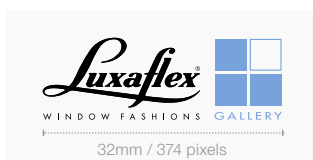
Clear space

A minimum clear space must be maintained around the logo which is equal to the width of the 'x' in Luxaflex.



Minimum size

The minimum size for reproduction of the logo is 32mm wide for print or 374 pixels wide for digital.

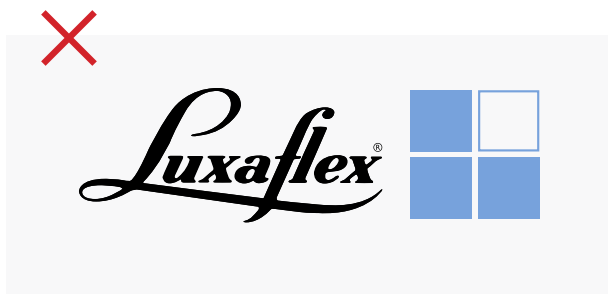
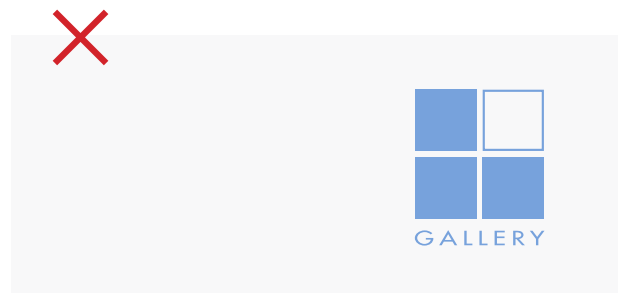


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3.2 INCORRECT USAGE

The Gallery logo should never be used incorrectly as it can weaken and damage the integrity and impact of the brand.

- **DO NOT** change the relationship or proportions of the logo elements
- **DO NOT** change the colours
- **DO NOT** use the logo on an angle
- **DO NOT** alter the text within the logo
- **DO NOT** crop the logo
- **DO NOT** remove the words 'Window Fashions Gallery'



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3.3 LOGO CO-BRANDING

For print material, when used in conjunction with the Gallery Logo, the Store Logo/Name should always read first, either on the left side or top section of the collateral. The Gallery logo is then placed on either the right side or bottom section of the collateral.

The minimum distance between the Store Logo/Name and the Gallery Logo is equal to the width of the Gallery Badge.

Where possible the store logo should be mono (i.e. black or white) to minimise clashing of colours, ensuring a sleek overall design.

Print



Letterheads



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3.4 ALTERNATIVE LUXAFLEX / GALLERY LOGO LOCKUP

Dark background

When placing the logo on a dark coloured background the keyline version of the Luxaflex® logo must always be used.

Primary logo



Keyline logo



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4.0 TYPEFACES

Primary typefaces

Luxaflex® uses two fonts for all professionally produced communications across print and digital channels. Didot Bold is used exclusively for headings and should not be used in any other instance. Helvetica Neue LT Std should be used for all other copy.

Heading typeface

DIDOT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Subheading and body copy typeface

Helvetica Neue Lt Std 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Lt Std 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Lt Std 25 Ultra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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4.1 ALTERNATIVE TYPEFACES

Alternative typefaces

For internally generated communications, such as emails, documents and presentations, where Didot and Helvetica are unavailable or a licence has not been purchased, the readily available Bodoni MT and Arial fonts may be used.

Alternative heading typeface

BODONI MT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Alternative subheading and body copy typeface

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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4.2 TYPOGRAPHY

Headline

Typeface: Didot Bold

Size: Minimum 25pt

Case: Uppercase only

Leading: Equal to the point size of the text

Kerning: Metrics 160pt

Alignment: Centered

Colour: Silver or Black

'By Luxaflex Window Coverings' strapline

Typeface: Helvertical Neue Lt Std 55 Roman

Size: 40% of the Heading point size

Case: Uppercase only

Leading: Double the point size of the text

Kerning: Metrics 80pt

Alignment: Centered

Space before: 3mm

Colour: as per the accompanying headline

Body copy

To keep the layout clean and concise, body copy should be minimal, comprising of a single paragraph with a supporting call-to-action (housing web address and phone number).

Typeface: Helvertical Neue Lt Std 45 Light
Helvertical Neue Lt Std 75 Bold

Size: Minimum 8pt

Case: Sentence case

Leading: Auto

Kerning: Optical Opt

Space after: 4.5mm

Alignment: Left

Position: Bottom left

Colour: Black

Annotation

The annotation should sit with the inset image and where possible, should align with the base of the logo.

Typeface: Helvertical Neue Lt Std 46 Light Italic

Size: Minimum 6pt

Case: Sentence case

Leading: Auto

Kerning: Optical 160pt

Colour: Silver or Black

TRANSFORMED

BY LUXAFLEX
WINDOW COVERINGS

LAZY MORNINGS

BY LUXAFLEX
WINDOW COVERINGS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam imperdiet ullamcorper est vel malesuada. Aenean consectetur maximus nisi.

luxaflex.com.au | 13 58 92

John Smith, designer

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5.0 PRIMARY COLOUR PALETTE

Luxaflex primary colours

The primary colour palette for Luxaflex® comprises of Black and Silver.

Black



CMYK

Cyan	0%
Magenta	0%
Yellow	0%
Black	100%

RGB

Red	32
Green	30
Blue	32

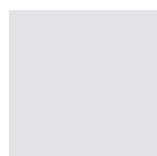
HEX

#201E20

PANTONE

PMS Neutral Black C

Silver



CMYK

Cyan	10%
Magenta	7%
Yellow	6%
Black	0%

RGB

Red	226
Green	227
Blue	230

HEX

#E2E3E6

PANTONE

PMS 663C

Luxaflex Grey - Also part of the Gallery colour palette and the Ambassador colour palette.



CMYK

Cyan	20%
Magenta	5%
Yellow	0%
Black	77%

RGB

Red	77
Green	84
Blue	94

HEX

#4D545E

PANTONE

PMS 7545C

Gallery primary colours

The Gallery colour palette comprises of Gallery Blue and Luxaflex Grey.

Gallery Blue



CMYK

Cyan	55%
Magenta	30%
Yellow	0%
Black	0%

RGB

Red	128
Green	155
Blue	207

HEX

#909BCF

PANTONE

PMS 659

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5.1 SECONDARY COLOUR PALETTE

Sale colours

The primary colour palette for Luxaflex® Sales comprises of Gold for Mid Year Sales and New Season Sale and Red for New Year Sale Campaigns.

Mid Year Sale and New Season Sale - Gold

	CMYK	RGB	HEX	PANTONE
	Cyan 20%	Red 193	#C18B38	PMS 7510C
	Magenta 44%	Green 139		
	Yellow 90%	Blue 56		
	Black 7%			

New Year Sale - Red

	CMYK	RGB	HEX	PANTONE
	Cyan 0%	Red 180	#B40E0A	PMS 7621C
	Magenta 92%	Green 14		
	Yellow 94%	Blue 10		
	Black 29%			

Product colours

Select products have been paired with the below colour palettes.

Awnings - Teal

	CMYK	RGB	HEX	PANTONE
	Cyan 65%	Red 51	#33C9C4	PMS 3252C
	Magenta 0%	Green 201		
	Yellow 30%	Blue 196		
	Black 0%			

PowerView - Dark Blue

	CMYK	RGB	HEX	PANTONE
	Cyan 60%	Red 51	#33657E	PMS 7699C
	Magenta 20%	Green 101		
	Yellow 0%	Blue 126		
	Black 51%			

PolySatin Shutters Light Grey

	CMYK	RGB	HEX	PANTONE
	Cyan 13%	Red 162	#A2B5BB	PMS 7542C
	Magenta 3%	Green 181		
	Yellow 0%	Blue 187		
	Black 27%			

Softshades Salmon

	CMYK	RGB	HEX	PANTONE
	Cyan 0%	Red 224	#E0BCB0	PMS 7611C
	Magenta 16%	Green 188		
	Yellow 21%	Blue 176		
	Black 12%			

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6.0 BRAND IDENTITY



The current creative direction takes Luxaflex into a premium, curated space where sophistication and visual consistency prevails across all channels.

The brand identity creates a bold point of difference with a 'product-centric' approach that captures the transformative qualities of Luxaflex through beautifully captured products and subtle emotional responses.

This is achieved by championing product, presenting it in the best light possible and the way it transforms light in any environment.

The visual identity showcases Luxaflex products, taking a clean and uncluttered approach, with the use of clear space and minimising unnecessary text and design elements.

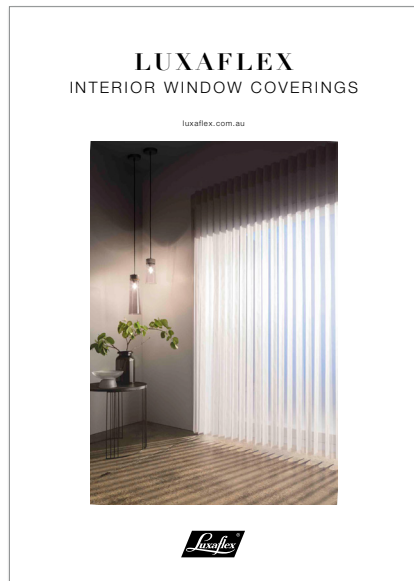
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7.0 A4 BROCHURES

The following are mock-up designs for production reference purposes. Please contact the Luxaflex Marketing team for examples of published advertising assets.

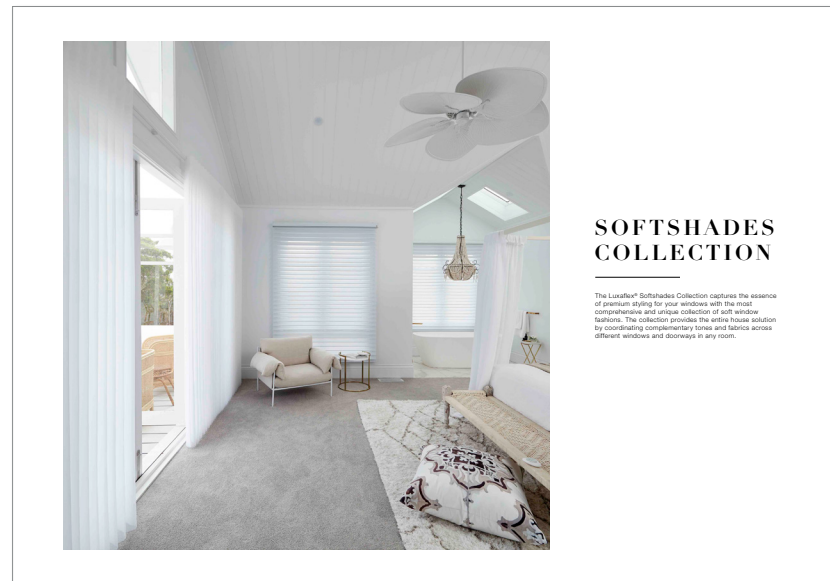
Front cover example

Internal brochure



Double page spread examples

Collection intro spread



Product spread



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7.0 A4 BROCHURES

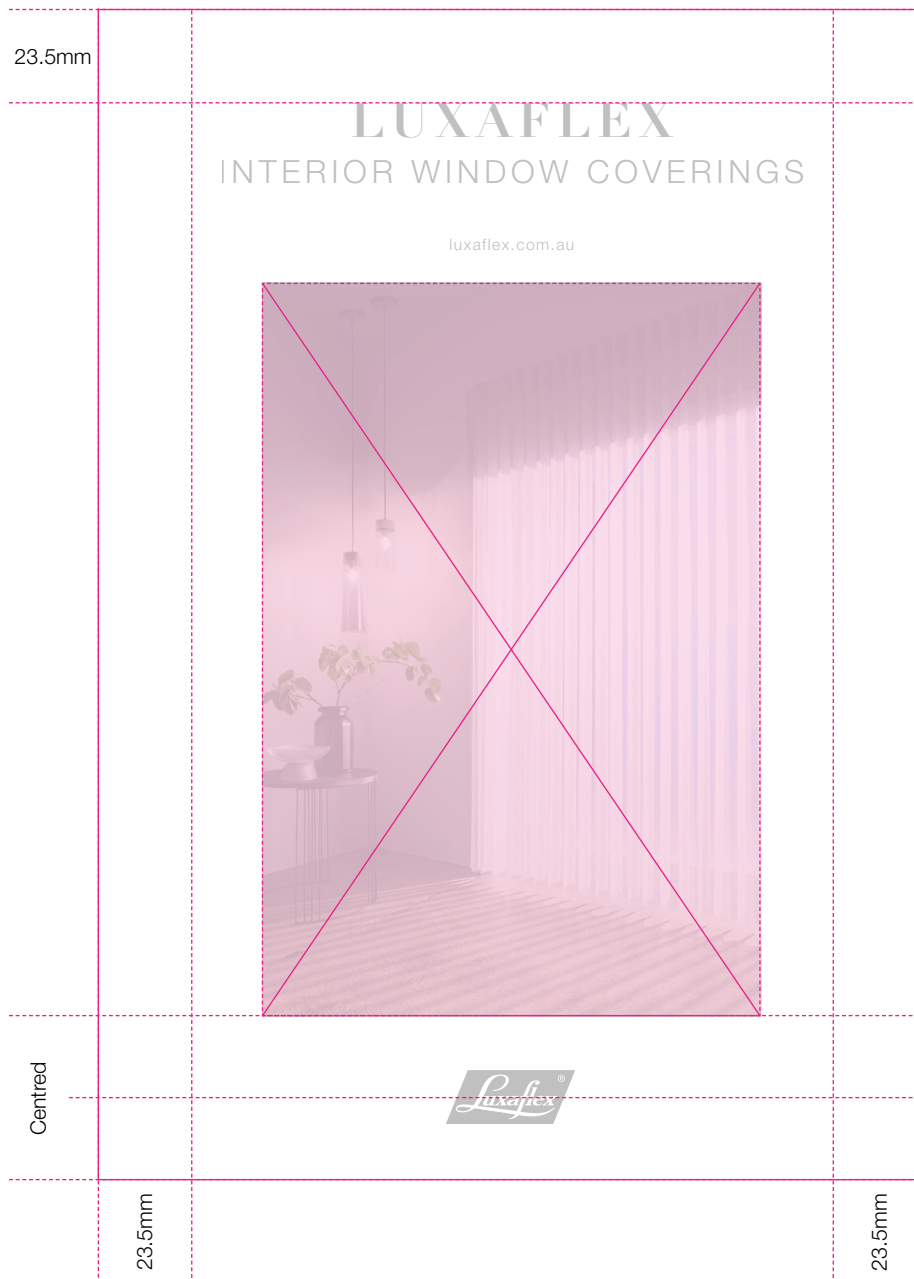
Front cover

Safe area: Top 23.5mm / Bottom 23.5mm / Left 23.5mm / Right 23.5mm

Image area: 127mm wide X 187mm high

Heading placement: 23.5mm

Logo size and placement: 33mm wide / centered between image and bottom of page



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7.0 A4 BROCHURES

Double page spread formatting - title page

Safe area: Top 17.5mm / Bottom 17.5mm / Left 25mm / Right 25mm

Image area: 250mm wide

Text placement: Left aligned / centred to the page height



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7.0 A4 BROCHURES

The following are mock-up designs for production reference purposes. Please contact the Luxaflex Marketing team for examples of published advertising assets.

Double page spread formatting - content page

Safe area: Top 17.5mm / Bottom 17.5mm / Left 25mm / Right 25mm

Text safe area on images: 7mm all sides

Text placement: Call out text can be centred on the edge of an image. Ensure text remains legible.

Footer placement: Bottom right of spread. Bottom 8mm / Right 17.5mm.

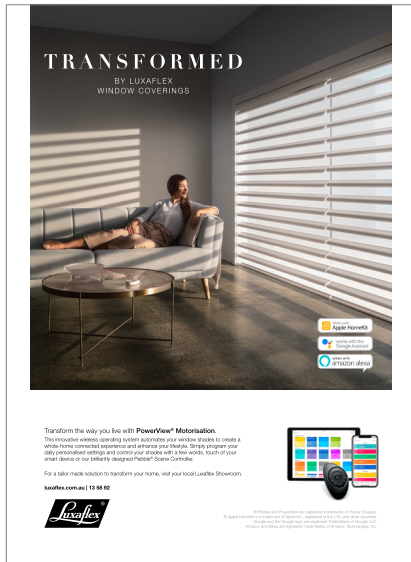


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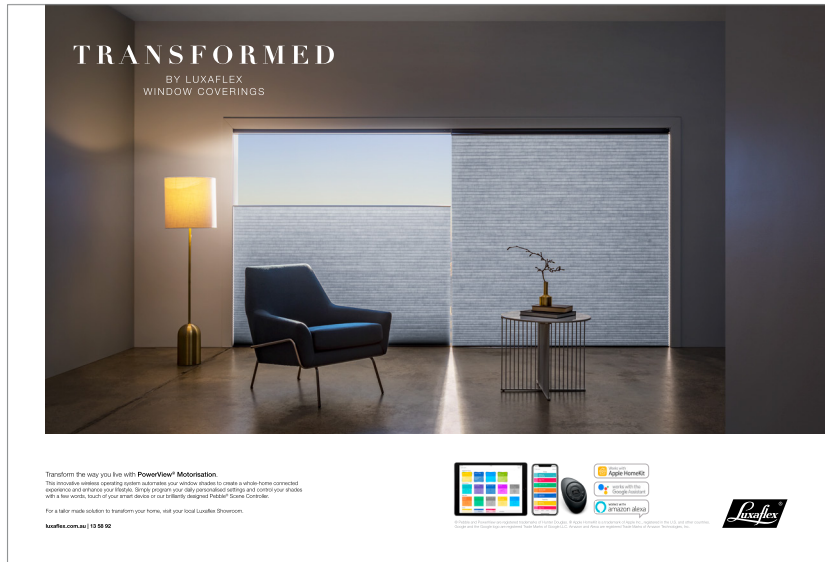
8.0 MAGAZINE ADVERTISEMENTS

Layout options

FPC - Centre clear space option

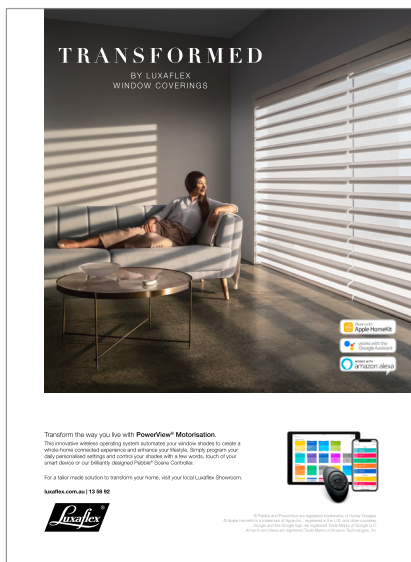


DPS - Left clear space option

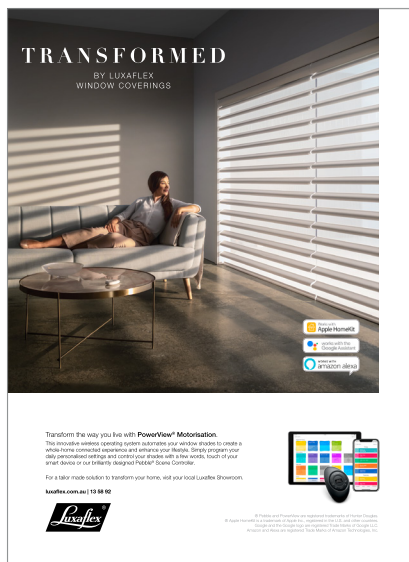


For full page ads, where there is confirmation of a left or right page placement, the following options can be used.

FPC - Left clear space option



FPC - Right clear space option



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8.0 MAGAZINE ADVERTISEMENTS

FPC - Centre clear space option formatting

Image area: Minimum 12.5mm inset from left and right / bleeds off top

Heading placement: 20mm from top

Logo placement: 20mm inset from bottom and left

Typesafe area: Minimum 20mm



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8.0 MAGAZINE ADVERTISEMENTS

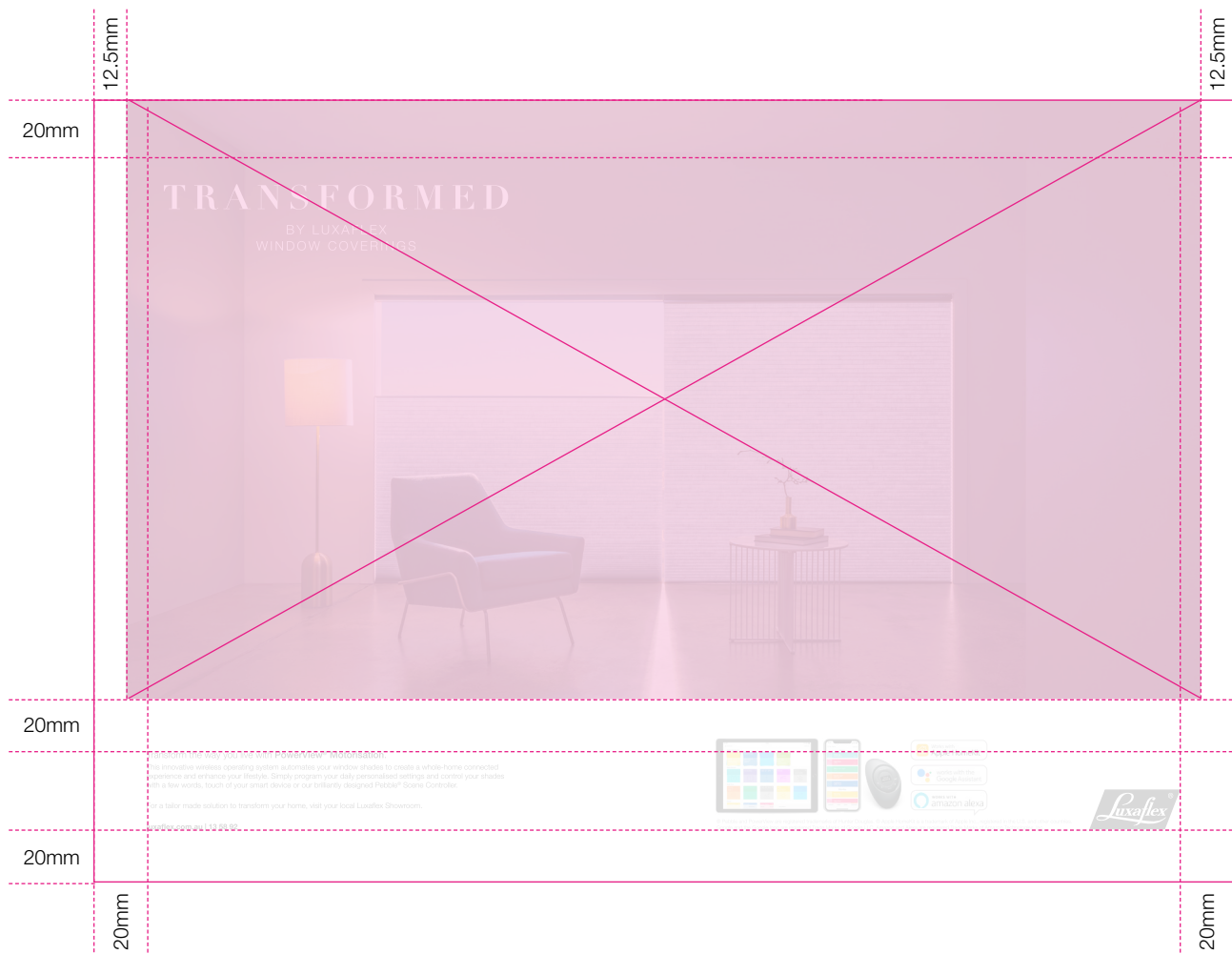
Double page spread formatting

Image area: Minimum 12.5mm inset from left and right / bleeds off top

Heading placement: 20mm from top

Logo placement: 20mm inset from bottom and left

Typesafe area: Minimum 20mm



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8.0 MAGAZINE ADVERTISEMENTS

FPC - Centre clear space option formatting

Image area: Minimum 12.5mm inset from left and right / bleeds off top

Heading placement: 20mm from top

Logo placement: 20mm inset from bottom and left

Typesafe area: Minimum 20mm



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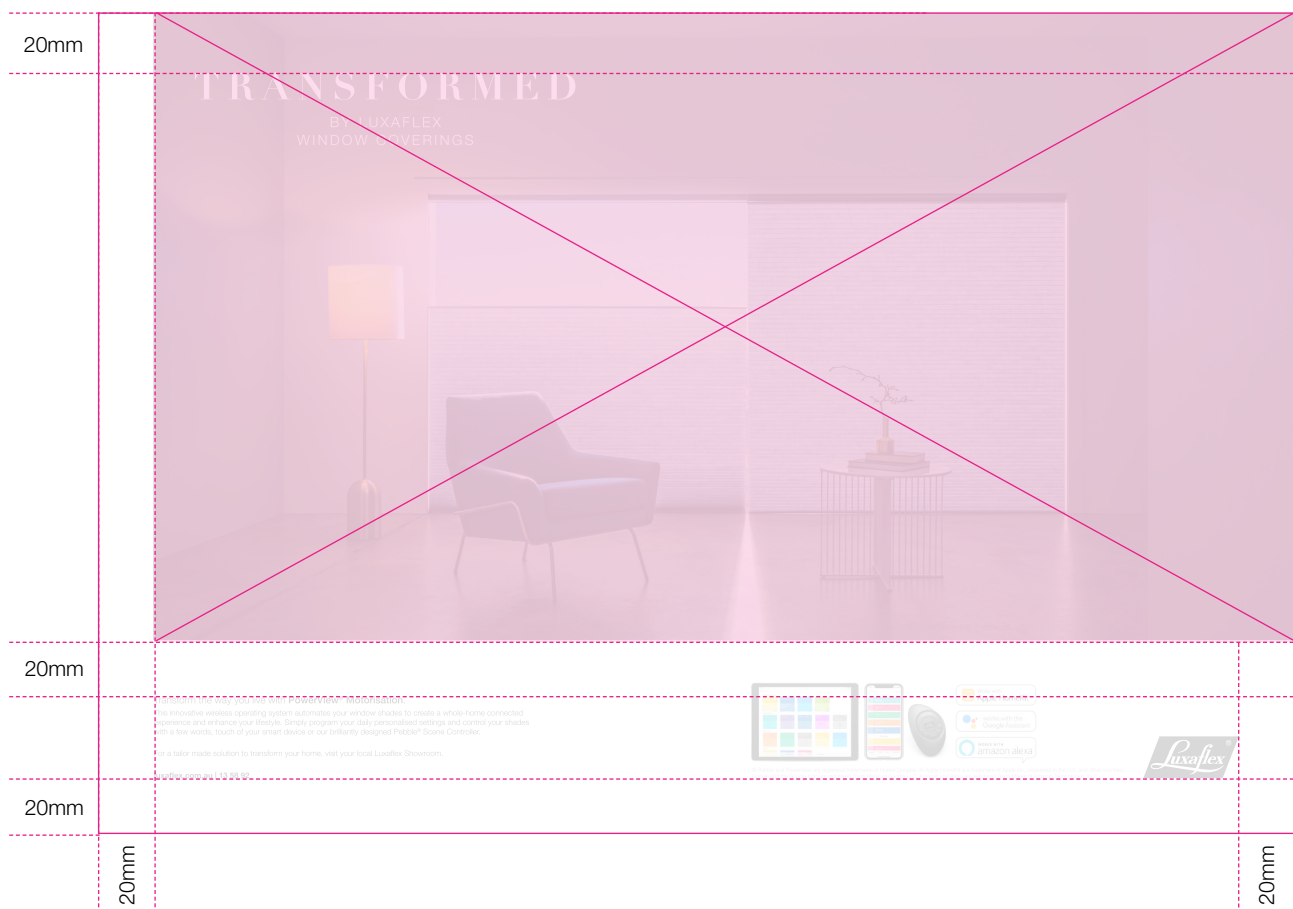
Double page spread formatting

Image area: Minimum 12.5mm inset from left and right / bleeds off top

Heading placement: 20mm from top

Logo placement: 20mm inset from bottom and left

Typesafe area: Minimum 20mm



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8.0 MAGAZINE ADVERTISEMENTS

FPC - Centre clear space option formatting

Image area: Minimum 12.5mm inset from left and right / bleeds off top

Heading placement: 20mm from top

Logo placement: 20mm inset from bottom and left

Typesafe area: Minimum 20mm



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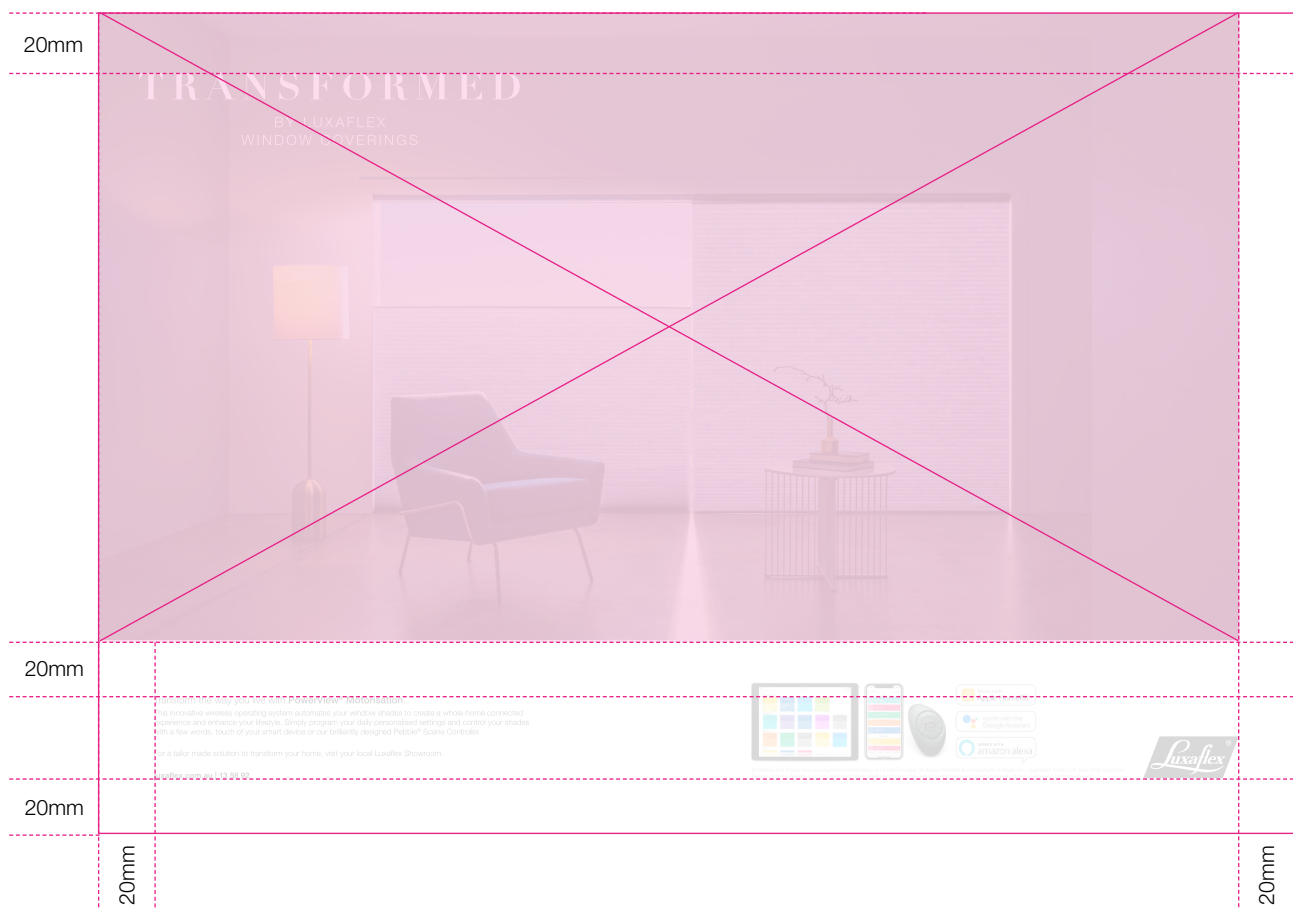
Double page spread formatting

Image area: Minimum 12.5mm inset from left and right / bleeds off top

Heading placement: 20mm from top

Logo placement: 20mm inset from bottom and left

Typesafe area: Minimum 20mm



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8.0 MAGAZINE ADVERTISEMENTS

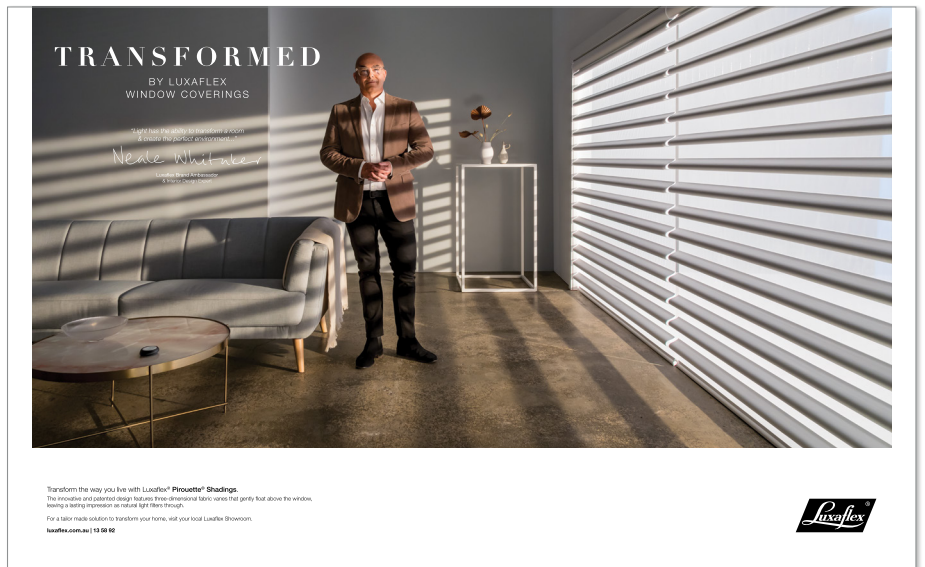
Image options

In select instances, a secondary supporting image can be used in magazine ad layouts. Components should be deep-etched and housed within the footer. Talent should be incorporated within the photography where possible.

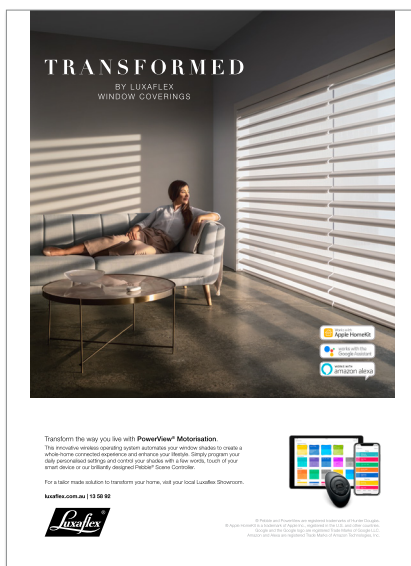
FPC - No Talent, no inset



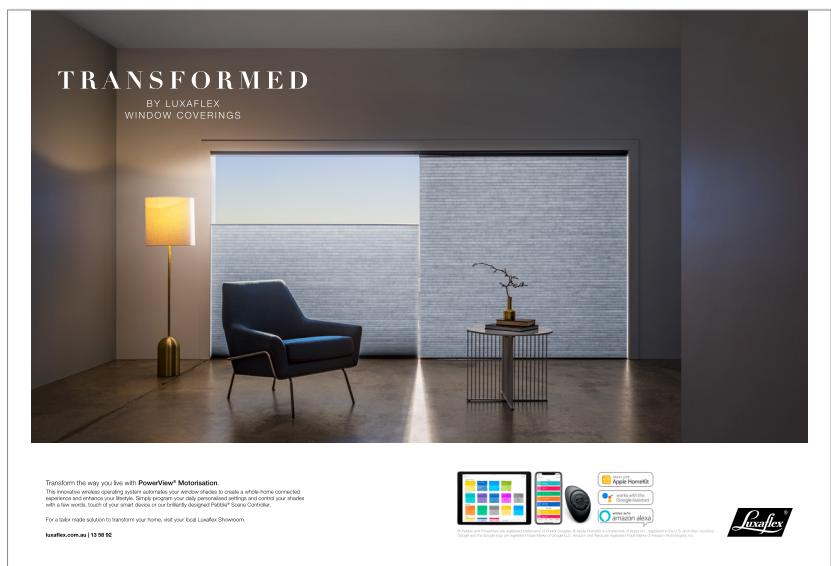
DPS - with Talent



FPC - with Talent and inset image



DPS - with inset image



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9.0 THE ROLE OF AMBASSADORS AND TALENT

A number of ambassadors and influencers have been engaged to help showcase the transformative effect our products have across varied environments, as well as help expand our audience reach.

In addition to leveraging the digital and social channels of our ambassadors, their appearance in Luxaflex's own channels helps humanise our offering, as well as add a credible endorsement from respected experts.

The use of images and film footage featuring our ambassadors and their projects are subject to strict contractual requirements. Written consent from the Hunter Douglas Limited Marketing Department must be obtained prior to the use of the images and footage featuring Luxaflex ambassadors.



Supporting talent

The Luxaflex brand has a defined approach to talent appearing in images and film. They are to support the product, rather than be the focus. Their role is to showcase the transformative effect of Luxaflex, by operating and enjoying our products.

The use of any images, either product or people in relation to the brand are housed on the Luxaflex® Digital Asset Library. Permissions relating to usage of all digital assets are granted by Hunter Douglas Limited Marketing Department and may be retracted or varied at any time.



All use of the Luxaflex logo or the Gallery logo as well as visual identity elements must be approved by the Luxaflex Marketing team. For assets and approvals speak with your contact from the Luxaflex Marketing team, or email dealersupport@hunterdouglas.com.au, or phone 02 9638 8000.

10.0 PHOTOGRAPHY GUIDELINES

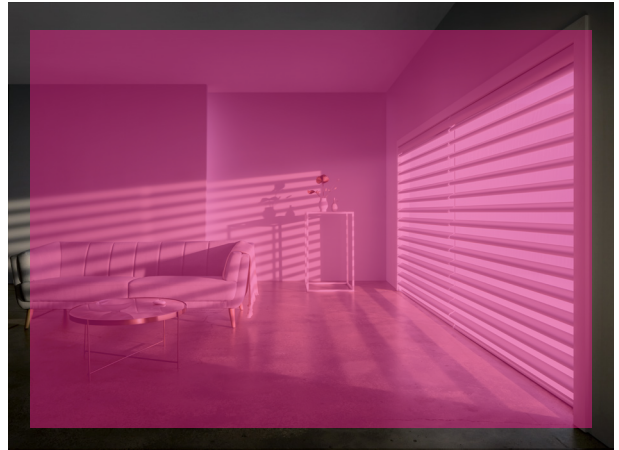
Size considerations

Luxaflex images are used across multiple communication touchpoints, and must therefore be adaptable to different applications. Some approximate artwork sizes to consider include:

Catalogue/brochure: A4 portrait



Double-page spread advertisement: A3 landscape



Billboard: 6000mm Wide x 3000mm High



Website homepage: 1400px Wide x 630px High



Technical considerations

- **Tonal Range:** As light will be an integral part of these images, please ensure both shadow and highlighted areas have as much detail as possible without compromising the beauty of the light.
- **Allow for clear space & bleed:** Ensure there is sufficient space around the product to be supported by headlines and graphics. Cropping that suits each application of the images is best achieved in post.
- **Minimum size:** A3 landscape plus bleed at 300dpi, larger if possible as the images may appear on an outdoor billboard.
- **Colour space:** Adobe RGB 1998 or greater.
- **Output files:** Tiff. Please note, Raw files may need to be supplied at a later date.

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11.0 EXTERNAL SIGNAGE

Main signage - Luxaflex logo only

The Luxaflex logo should always appear on the left side of the signage on the Silver background. The words 'BLINDS AWNINGS SHUTTERS CURTAINS' appear on the left side of the sign as black type on a white background. The white and silver backgrounds join on an angle equal to the angle of the parallelogram.

The store web address appears as white text on a black background and where possible, is placed on the fascia of the store awning.

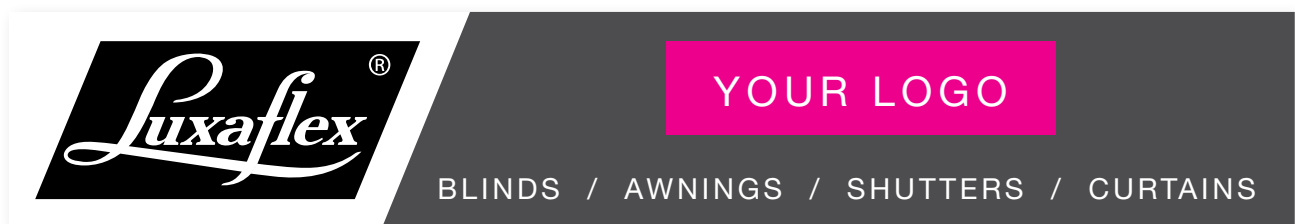
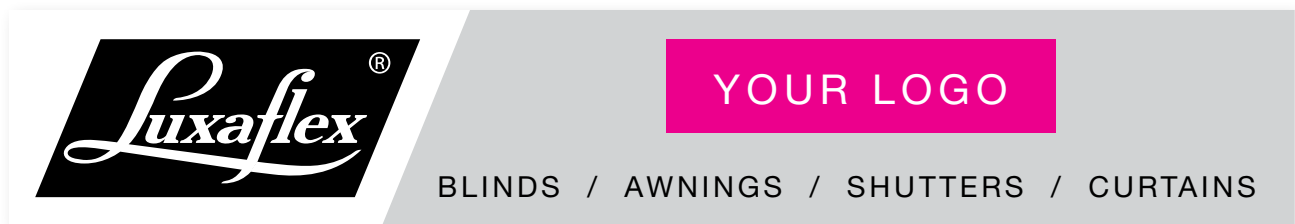


All use of the Luxaflex logo or the Gallery logo as well as visual identity elements must be approved by the Luxaflex Marketing team. For assets and approvals speak with your contact from the Luxaflex Marketing team, or email dealersupport@hunterdouglas.com.au, or phone 02 9638 8000.

11.0 EXTERNAL SIGNAGE

Main signage - Including Dealers own logo

The Luxaflex logo should always appear on the left side of the signage on the Silver background. The Dealers own logo appears centred in the right panel. The words 'BLINDS AWNINGS SHUTTERS CURTAINS' appear below the dealer logo. The white and silver or dark grey backgrounds join on an angle equal to the angle of the parallelogram.



All use of the Luxaflex logo or the Gallery logo as well as visual identity elements must be approved by the Luxaflex Marketing team. For assets and approvals speak with your contact from the Luxaflex Marketing team, or email dealersupport@hunterdouglas.com.au, or phone 02 9638 8000.

11.0 EXTERNAL SIGNAGE

Supporting collateral

Shown here are some of the supporting signage items that may be used to give brand consistency.

Please note that the “blue” background shown below denotes a window. No decals are to be printed on a blue background.

Window decals



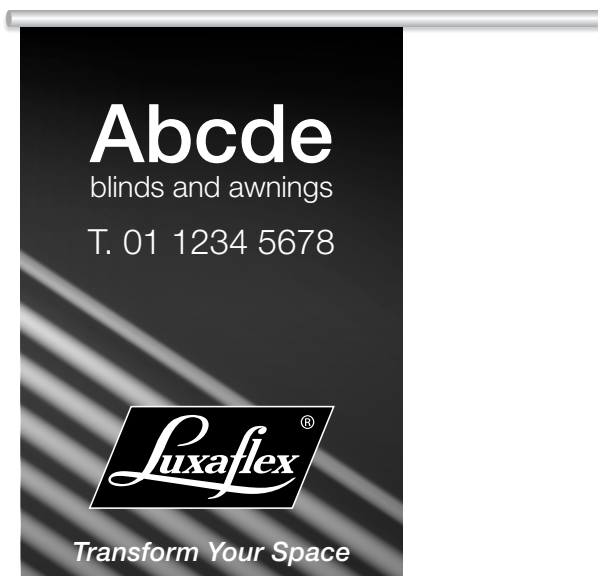
All use of the Luxaflex logo or the Gallery logo as well as visual identity elements must be approved by the Luxaflex Marketing team. For assets and approvals speak with your contact from the Luxaflex Marketing team, or email dealersupport@hunterdouglas.com.au, or phone 02 9638 8000.

11.0 EXTERNAL SIGNAGE

Supporting collateral

Shown here are some examples of other signage items that may be used to give brand consistency. These include the Luxaflex® Gallery hanging signs, A-frames, flags, banners and open and closed signs.

Hanging sign



A-frame



Flag



Banner



All use of the Luxaflex logo or the Gallery logo as well as visual identity elements must be approved by the Luxaflex Marketing team. For assets and approvals speak with your contact from the Luxaflex Marketing team, or email dealersupport@hunterdouglas.com.au, or phone 02 9638 8000.

11.0 EXTERNAL SIGNAGE

Supporting collateral (cont.)

Open / closed sign



Sample entry door layout



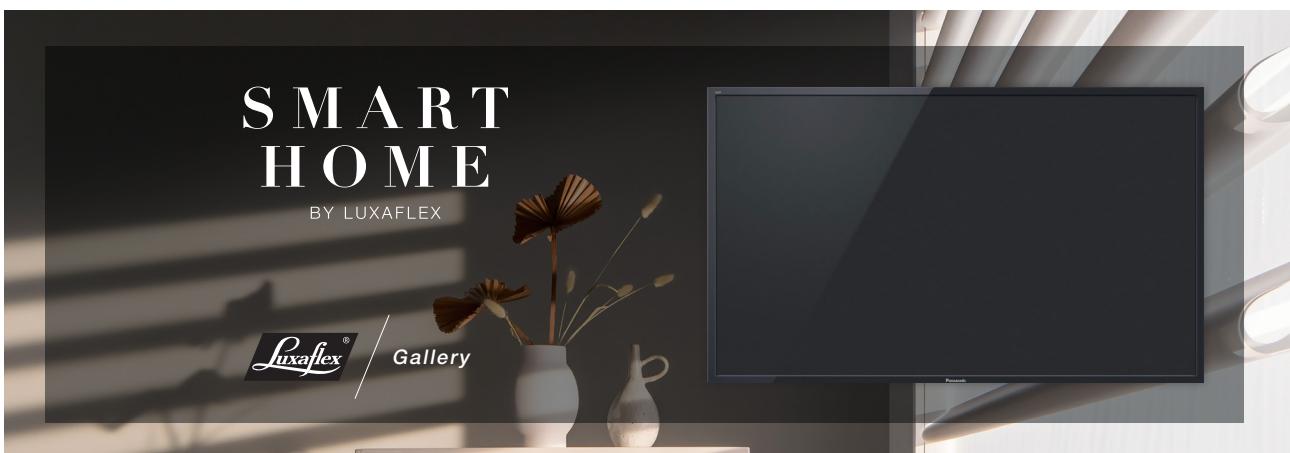
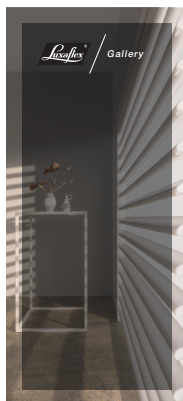
Please note that the “blue” background shown above denotes a window. No decals are to be printed on a blue background.

All use of the Luxaflex logo or the Gallery logo as well as visual identity elements must be approved by the Luxaflex Marketing team. For assets and approvals speak with your contact from the Luxaflex Marketing team, or email dealersupport@hunterdouglas.com.au, or phone 02 9638 8000.

12.0 INTERNAL SIGNAGE

Internal signage is made up of a full frame image with an inset transparent Luxaflex Grey panel, a simple statement and the Luxaflex logo/gallery lockup.

As these signs are a large print format, images will need to be checked before use to make sure they can be scaled to match the printing criteria without losing quality.



All use of the Luxaflex logo or the Gallery logo as well as visual identity elements must be approved by the Luxaflex Marketing team. For assets and approvals speak with your contact from the Luxaflex Marketing team, or email dealersupport@hunterdouglas.com.au, or phone 02 9638 8000.

13.0 VEHICLE SIGNAGE

The following shows how the Luxaflex brand can be applied as a vehicle livery. Please contact the Hunter Douglas Limited Marketing department for examples.

Black van option



All use of the Luxaflex logo or the Gallery logo as well as visual identity elements must be approved by the Luxaflex Marketing team. For assets and approvals speak with your contact from the Luxaflex Marketing team, or email dealersupport@hunterdouglas.com.au, or phone 02 9638 8000.

13.0 VEHICLE SIGNAGE

The following shows how the Luxaflex brand can be applied as a vehicle livery. Please contact the Hunter Douglas Limited Marketing department for examples.

White van option



All use of the Luxaflex logo or the Gallery logo as well as visual identity elements must be approved by the Luxaflex Marketing team. For assets and approvals speak with your contact from the Luxaflex Marketing team, or email dealersupport@hunterdouglas.com.au, or phone 02 9638 8000.

14.0 QANTAS FREQUENT FLYER PROGRAM SIGNAGE

Luxaflex has partnered with Qantas to offer Qantas Frequent Flyer Members the opportunity to earn Qantas Points across the entire Luxaflex Window Fashions collection. This program is currently running until the end of 2022.

Please follow the separate Qantas Frequent Flyer Program brand guidelines which can be found on the Luxaflex Gallery Portal.



All use of the Qantas logo as well as visual identity elements must be approved by Qantas through the Luxaflex Marketing team. For assets and approvals speak with your contact from the Luxaflex Marketing team, or email dealersupport@hunterdouglas.com.au, or phone 02 9638 8000.

15.0 CONTACT DETAILS

Hunter Douglas Limited Marketing department:

Email: dealersupport@hunterdouglas.com.au

Phone: 02 9638 8000

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