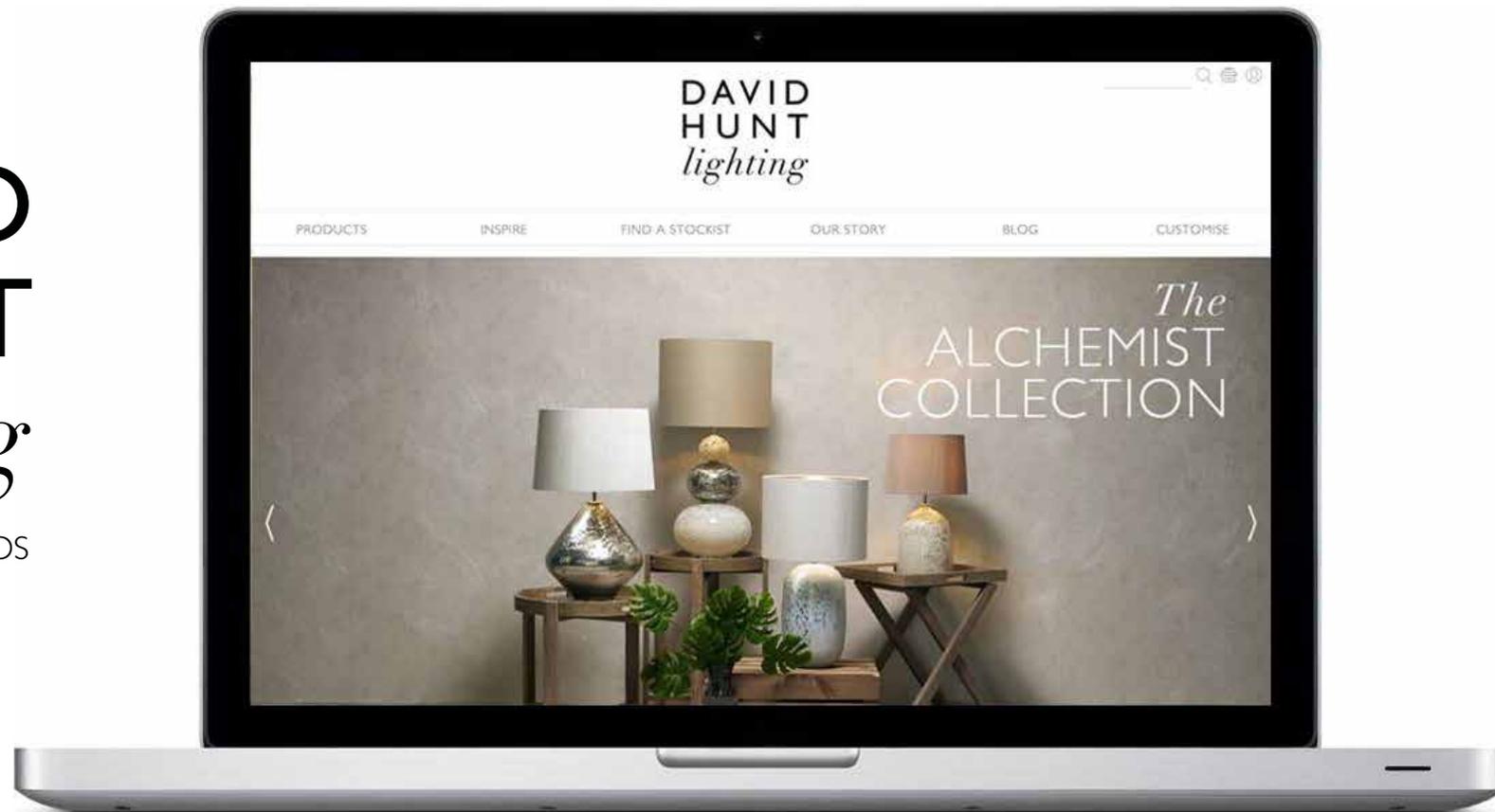


DAVID HUNT *lighting*

MADE IN THE COTSWOLDS



WEBSITE GUIDELINES
2018

Colour

David Hunt Lighting is positioned as a Luxury Heritage brand. As such, our use of colour outside of the product and lifestyle shots is minimal. Consistent use of our minimal colour palette will reinforce the cohesiveness of the brand.



BLACK

Our Primary colour
used for Product text
and descriptions

C0 M0 Y0 K100
R0 G0 B0
Hex #000000



GREY

Our Shade Collaboration
colour used in collaborative
collections in conjunction
with Black

C49 M41 Y46 K7
R133 G133 B127
Hex #85857f

Roomset Photography & Logo's

Our photographic style at David Hunt Lighting echoes the sense of craftsmanship and elegance, balanced with an eclectic wit and confidence. Our product styled setting shots and collection photography should always take into consideration the use of our logotype and additional messages when used on websites.

Clear negative space should be planned into each styled composition. Consideration should also be given to the background colours and textures used in these lifestyle collections to provide David Hunt Lighting with bold, confident images that hold together with clear branding both in print and online.

TIPS

Photos with shallow depth of field should be avoided. Avoid creating images with too much detail. Backgrounds with strong colour work best. Allow the composition to have some negative space. Apply the correct colours to suit the background colour. For example, a black logo should not be applied to the image below as it won't appear clearly visible. We can supply our logo in Black or White for website use to ensure it stands out.



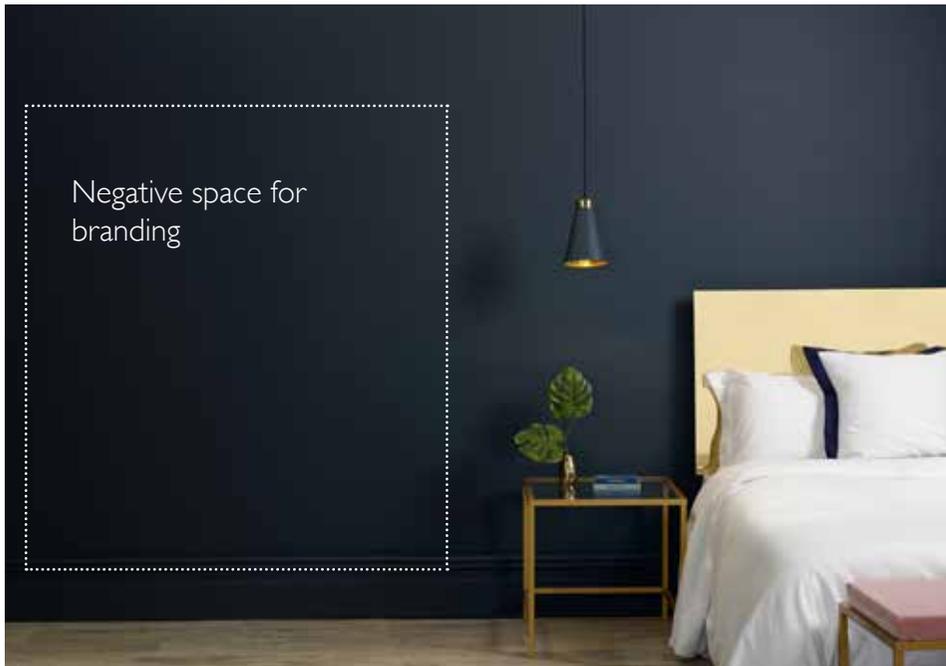
CORRECT

LOGO IS PLACED IN THE NEGATIVE
SPACE AND STANDS OUT



INCORRECT

LOGO IS PLACED OVER THE LIGHT
AND NOT CLEARLY VISIBLE



Website Home Page - Images

A lifestyle banner image should be included on all website home pages. This image should link straight through to a branded David Hunt Lighting page. These images should be sized accordingly to prevent them looking stretched or pixelated. If your website specialist is unable to do this then please contact us. We are always happy to help.

If a website does not allow for banner images, then we would suggest the use of a feature box which should link straight through to a branded David Hunt Lighting page.

Logo's and branding should only be used in the negative space within images.



CORRECT
LOGO IS PLACED IN THE NEGATIVE SPACE AND STANDS OUT.



INCORRECT
LOGO IS PLACED OVER THE LIGHT AND NOT CLEARLY VISIBLE



CORRECT
LOGO IS PLACED IN THE NEGATIVE SPACE AND STANDS OUT.



INCORRECT
LOGO IS PLACED OVER THE LIGHTS AND NOT CLEARLY VISIBLE



CORRECT
LOGO IS PLACED IN THE NEGATIVE SPACE AND STANDS OUT.



INCORRECT
LOGO IS PLACED OVER THE LIGHTS AND NOT CLEARLY VISIBLE

Brand Introduction Page - Our Heritage

David Hunt Lighting has a historical heritage and this is something that should be replicated across all websites to promote the brand in an honest and intriguing way. The link from a website home page should go straight to a branded David Hunt Lighting page which includes insight into David Hunt Lighting. This gives context to the brand as well as awareness to the manufacturing methods and heritage. This page should include the David Hunt Lighting logo featured at the top of the page or an image with the David Hunt Lighting logo embedded into the negative space.

WORDS THAT DESCRIBE US:

Passionate – About everything we do

Authentic – In our style and design

Creative – Innovative and unusual

Artisan – Honing our traditional craftsmanship

Bold – Daring to be different

Elegant – Appreciating form and structure

Natural – Learning from the beauty of nature

Surprising – Working with the unexpected

Inspiring – A different kind of lighting

Sustainable – Respecting our environment

Eclectic – Opening our eyes to a world of variety

Heritage – Passing on our traditions



One of the UK's oldest heritage brands, David Hunt Lighting has been based in the Cotswolds for the last 100 years. Best known for designing and manufacturing wholly original products, their design team generate a stream of new ideas incorporating different textures, colours and finishing techniques. The results are a range of innovative, unusual and exciting products that cross the design spectrum from classical to contemporary and offer a vast choice for all interior styles. Elegant Craftmanship; Made in the Cotswolds.

Example Interiors are a selected stockist for David Hunt Lighting, we work closely with the brand meaning that we understand their capabilities. If you see a David Hunt Lighting product on our website and wonder if it can be tailored to suit your needs then please get in touch with us. In most cases, the answer will be yes.



Product Categories

David Hunt Lighting categorises all products into the following:

New

The Alchemist Collection

Pendants

Wall Lights

Table & Floor

Shades

Outdoor

Home

Accessories

Where possible, products should be separated into these categories to help website users browse products by type. Alternatively, a filter should be applied to allow users to specify their search.

Please remove discontinued products and separate 'retired' products from live categories. If you have ex-display or returned items for sale then these should appear within a separate area of the website.

We ask that our latest products are uploaded promptly.



Product Photography Online

In keeping with our photographic and branding style, we ask that brand partners and retailers honour and maintain our branding objectives when marketing.

This entails following a few simple rules to ensure that when promoting the David Hunt brand, you do so with maximum impact and minimal obstruction.

If you wish to collaborate with David Hunt Lighting and are unsure of how to reuse or reproduce marketing assets to an agreed specification, please contact our marketing department for further guidance.

1. Always ensure that product photography is obtained directly from the brand itself and is not manipulated in any way prior to reuse.

2. Under no circumstances should words, flashes or overlays be used over the image or its negative space.

3. Always ensure that as a minimum requirement, the phrase “David Hunt Lighting” as well as “Made in the Cotswolds” are always included within close proximity of the product on a pro rata basis. The manufacturer should always be listed as David Hunt Lighting - not Där.



CAB0712 Cabana
Wall Light

DAVID HUNT LIGHTING
Made in the Cotswolds
RRP £85.00

CORRECT

- ✓ Image obtained from manufacturer
- ✓ Image is unimpeded
- ✓ DAVID HUNT LIGHTING & Made in the Cotswolds are within proximity



DAVID HUNT LIGHTING
Made in the Cotswolds

CAB0712 Cabana
Wall Light
RRP £85.00

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CAB0712 Cabana
Wall Light

RRP £85.00

INCORRECT

- ✗ Image NOT obtained from manufacturer
- ✓ Image is unimpeded
- ✗ DAVID HUNT LIGHTING & Made in the Cotswolds are NOT within proximity



CAB0712 Cabana
Wall Light

DAVID HUNT LIGHTING
Made in the Cotswolds
RRP £85.00

INCORRECT

- ✓ Image obtained from manufacturer
- ✗ Image is NOT unimpeded
- ✓ DAVID HUNT LIGHTING & Made in the Cotswolds are within proximity

Lifestyle Photography Online

Our photography speaks for itself, so please don't misuse it by applying unwanted text or alterations. Each year, we invest maximum time and thought into our photoshoots and we endeavour to provide our retailers with images that will assist them in promoting the David Hunt Lighting brand.

If you wish to collaborate with David Hunt Lighting and are unsure of how to reuse or reproduce marketing assets to an agreed specification, please contact our marketing department for further guidance.

Examples of incorrect use of our photography.



INCORRECT

Don't stretch our photography, if you need assistance with sizing then please contact your website developer or our marketing department. Don't type our logo or apply flash icons on our photography.



INCORRECT

Don't use photography to promote a sale, this is not what our brand images are intended for.



INCORRECT

Don't use photography to promote a seasonal campaign, voucher codes, discount or clearance offers.

Improper logotype use

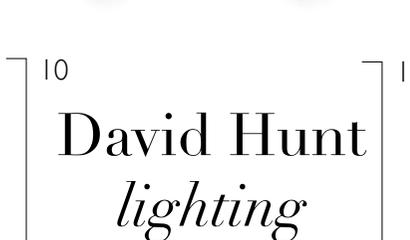
It is easy to ruin a good thing. Don't let our logotype fall victim to inconsistent handling. Treat it with care, please respect the thought and craftsmanship that has gone into the logotype by keeping it in its pure form.

Be aware when using the logotype not to alter, tweak, mutilate, or take any personal creative freedom that breaks the specific rules set out in this section. It goes without saying do not stray from the agreed colour palette of brand colours.

These are examples of practise that would violate the logotype and ultimately the David Hunt Lighting brand.

TIPS

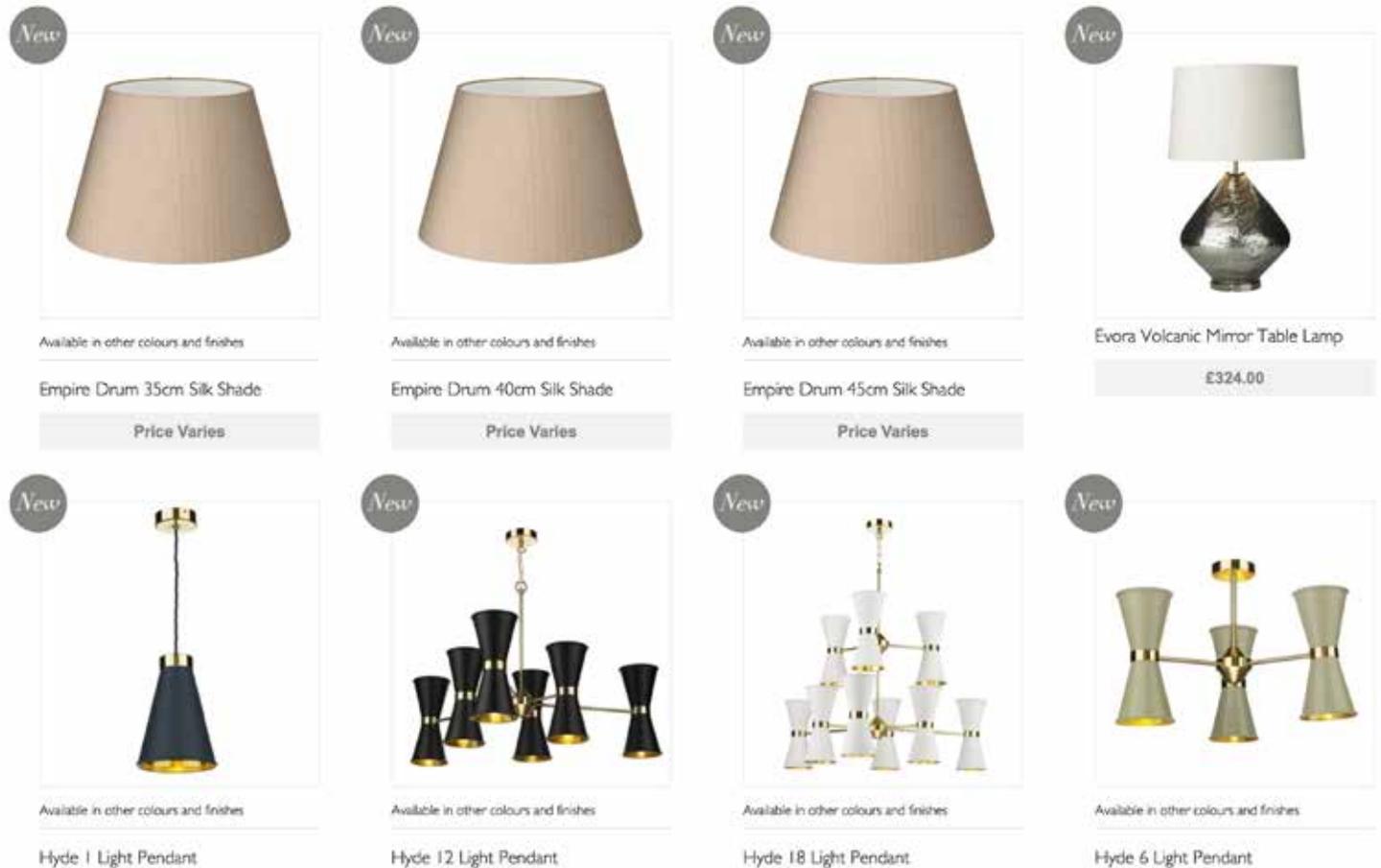
1. Do not put the logotype in a box or any other shape
2. Do not alter the relationship between the David Hunt lettering
3. Do not distort the David Hunt logotype
4. Do not put the David Hunt logotype on an overly complicated background where it becomes illegible
5. Do not try to place any item within the clear space
6. Do not alter the proportion of the logotype
7. Do not recreate the logotype
8. Do not add any embellishments or shadows to the logotype
9. Do not remove any part of the logotype to create a different version
10. Do not place any words, flashes or overlays to the logotype or its negative space
11. Do not use our old logo.



New Products

All new products should be uploaded online adhering to the Brand Guidelines and Website Suggestions. Our latest imagery will be available to download from the Där portal along with the MIS file. To help improve google ratings we strongly suggest the use of product descriptions online. Our website descriptions can be used for guidance, however, content should vary between websites so altering words is advisable.

All images used on websites should be the RGB images provided by David Hunt Lighting. These have been sized suitably for use so please contact Marketing if you have any queries.

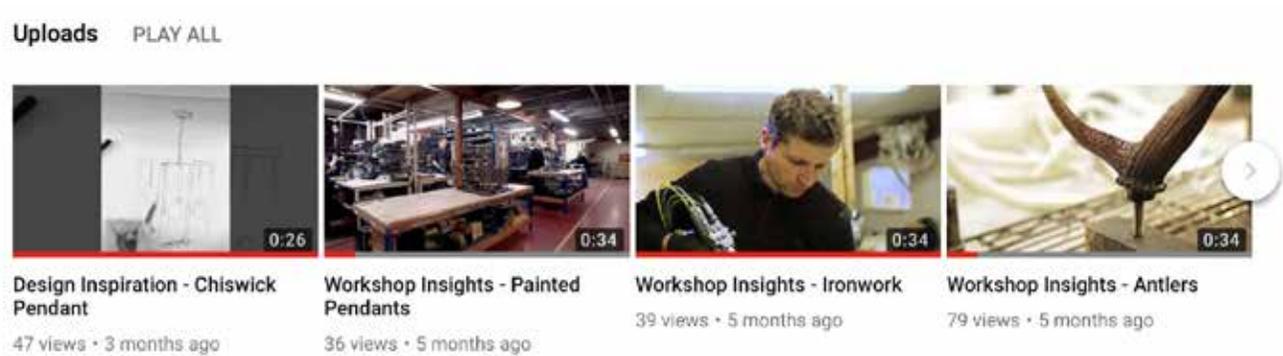


Additional Media Content

David Hunt Lighting have produced a series of short video's which provide insight into their manufacturing processes.

These can be found on our YouTube Channel.

By copying the embedded link from YouTube, these videos can be used online in relation to the products featured.



David Hunt Lighting

4 subscribers

SUBSCRIBE

HOME

VIDEOS

PLAYLISTS

CHANNELS

DISCUSSION

ABOUT



David Hunt Lighting

900 views • 1 year ago

Welcome to David Hunt lighting. Hear Brand Manager Hollie Moreland, Production Manager Stephen Hillman and Hand Paint Artist Johnathan Mole talk about Our Story. We are one of the UK's longest surviving Lighting Manufacturers. Based in the Cotswolds for the last 100 years David Hunt Lighting is best known for designing and manufacturing wholly original products. The results are a range of innovative, unusual and

[READ MORE](#)

Blog & Social Media Content

On the David Hunt Lighting website there are a series of Blogs featured which can help provide content for your own Blogs and Social Media Platforms.

Stay updated by checking these pages regularly and please don't hesitate to contact us to discuss content for your own blogs.

We ask all stockists to participate with social media on a regular basis posting pictures and sharing David Hunt posts to promote the brand community. The hashtag #davidhuntlighting is growing in popularity.



1 | 2 | 3 | 4 | 5 | 6



🕒 Fri 27 Apr 2018

👤 by Abbi

Product Spotlight - The Hyde Collection

Contemporary in design, our Hyde Collection was launched at Decorex International 2017 and has proven to be an extremely popular choice for interior schemes and projects. We are delighted by the reception that Hyde has received.

[VIEW MORE >](#)



🕒 Tue 10 Apr 2018

👤 by Abbi

A burst of colour to welcome the Spring.

For us, Spring is when we start to notice change. We've embraced the woodland snowdrops and we are delighted to see daffodils swaying in a slightly warmer breeze. Perhaps we are all grateful for this change, after all, it is a sign that the Winter chill has lifted and we're happy to welcome a burst of colour and freshness.

DAVID HUNT *lighting*

MADE IN THE COTSWOLDS

For assistance with any website queries, please contact:

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Abbi Rattigan | AbbiR@darlighting.co.uk

