



MERCHANDISE GUIDELINES
01.2022 - V1

Merchandise guidelines

LYFA



Purpose

The purpose of this LYFA Merchandise Guidelines is to provide clear guidelines on how to display the LYFA brand and products in physical spaces. With illustrations and specific measurements, the following pages are intended to create a uniform and coherent LYFA brand experience across spaces and places. In everything we do, we must achieve one brand - one voice.



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Colours and materials

The colours and materials used throughout the merchandise guidelines are black, grey, brass and oak.
Other usage of colours and materials must be approved by the LYFA design team





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Logo



Logo

PRIMARY LOGO

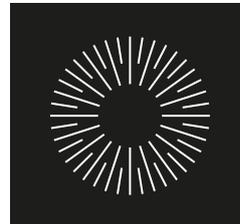
LYFA's logo exists in two colour ways - black (shadow) and white (light)*

LYFA



SECONDARY LOGO

The sun icon is LYFA's unique brand mark, used in combination with our logo type to emphasize the logo's shadow casting effect. The sun icon comes in two colour ways - black (shadow) and light (white). The sun icon must not be used on its own without the primary LYFA logo. Exceptions can be made but this must be approved by the LYFA design team*



WINDOW LOGO

A special LYFA logo has been made for windows. The bold letters make it easier to read from a distance and must only be used for windows. Usage of the LYFA window logo must be approved by the LYFA design team*

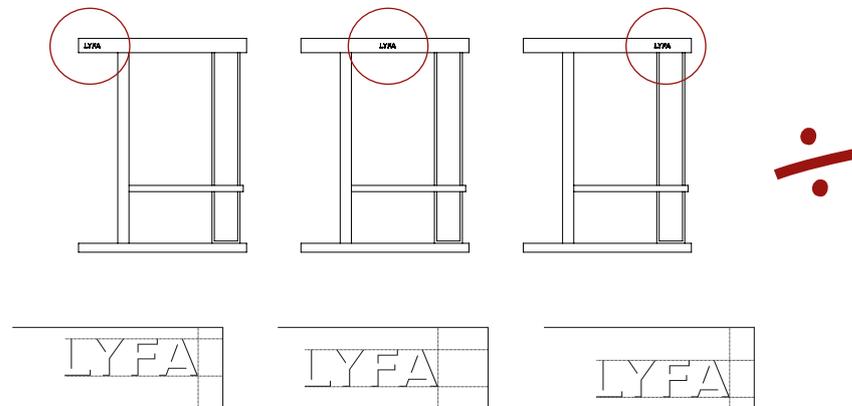
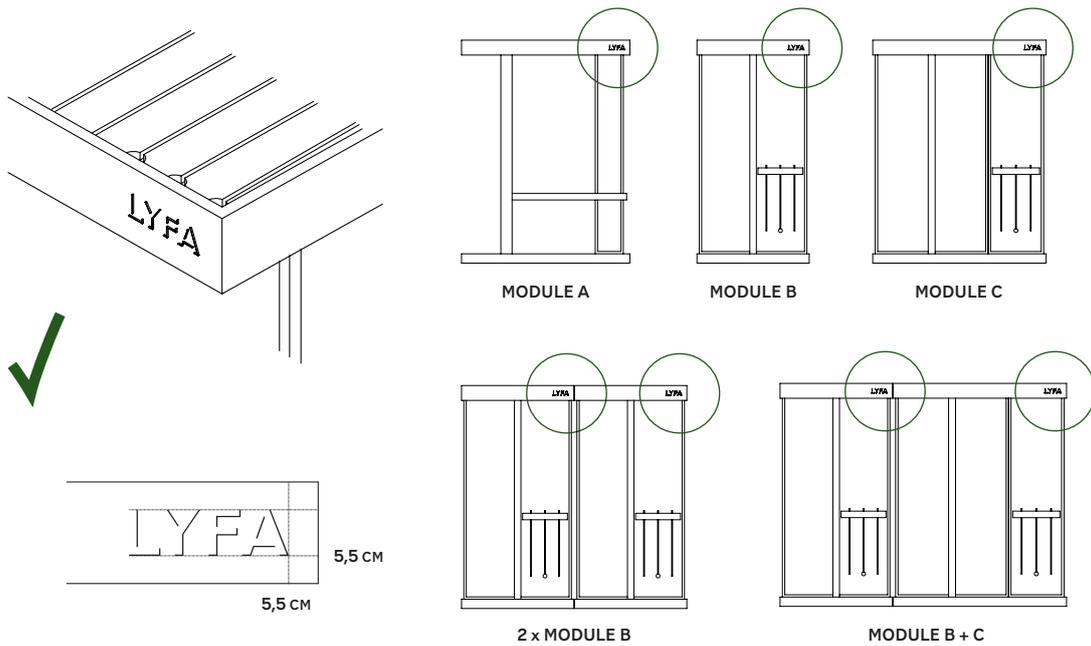
LYFA





Logo for Shop-In-Shop

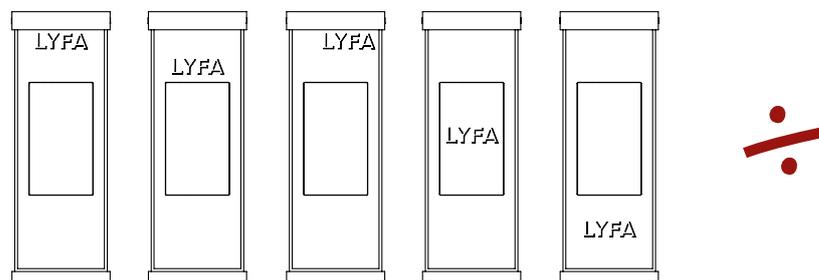
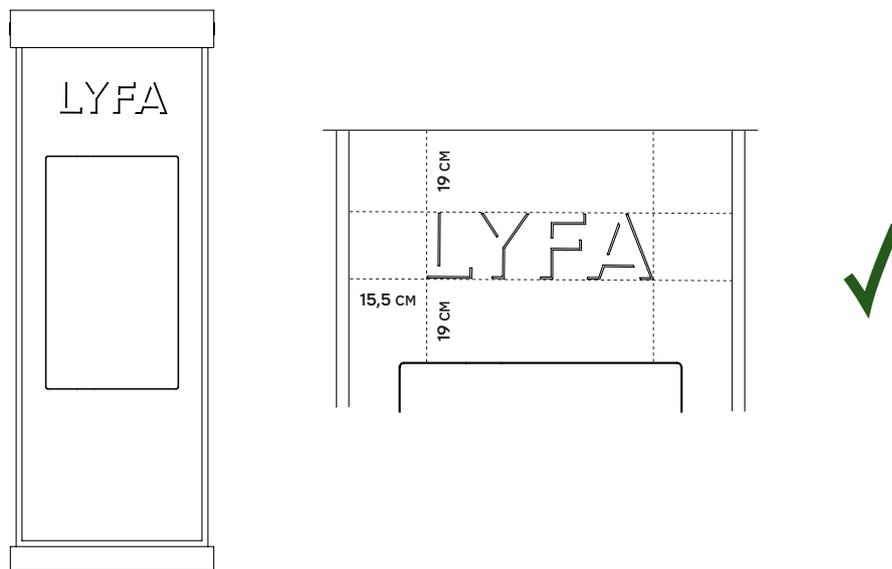
The small LYFA logo for shop-in-shop modules must always be placed in the top right corner





Logo for Shop-In-Shop

The large LYFA logo for Module A must always be placed in top center of the wall panel

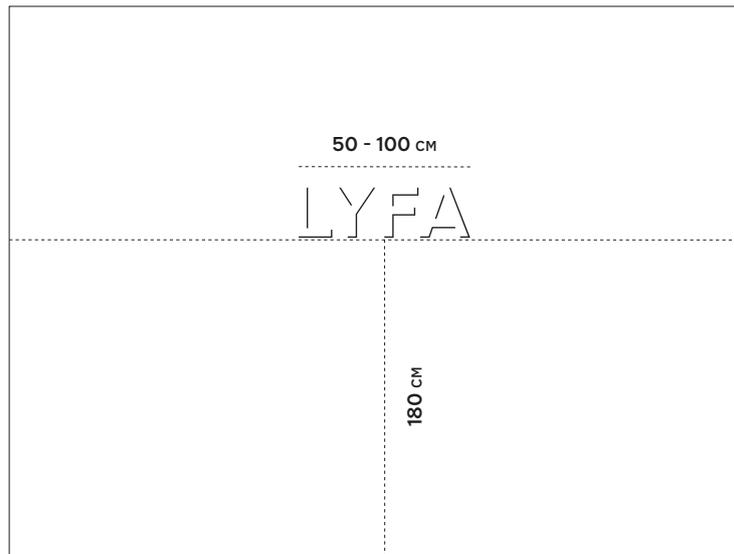




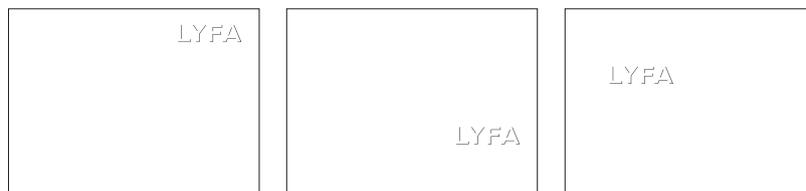
Logo for wall

Short distance

The LYFA logo for wall display must be in the center of the wall and 180 cm from the floor to the bottom of the logo*



*Special placements of the logo because of a specific exhibition/display must be approved by the LYFA design team





Logo

Short distance

The space measures W 400 x D 500 x H 300 cm

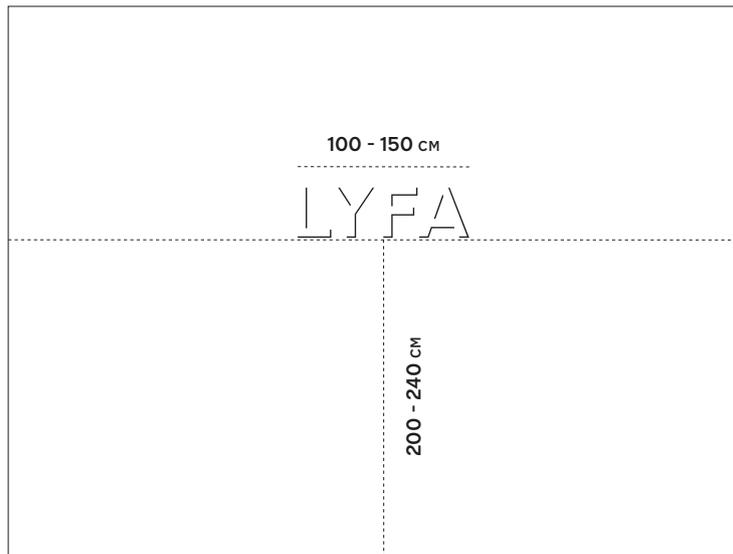




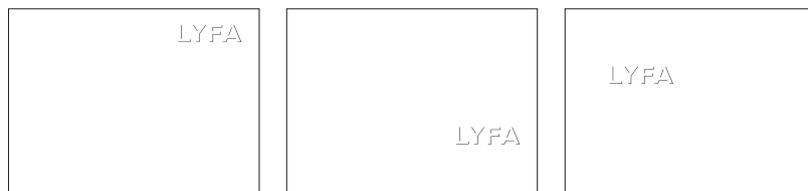
Logo for wall

Long distance

The LYFA logo for wall display must be in the center of the wall and 200-240 cm from the floor to the bottom of the logo*



*Special placements of the logo because of a specific exhibition/display must be approved by the LYFA design team





Logo

Long distance

The space measures W 800 x D 600 x H 500 cm





Logo

Free-standing

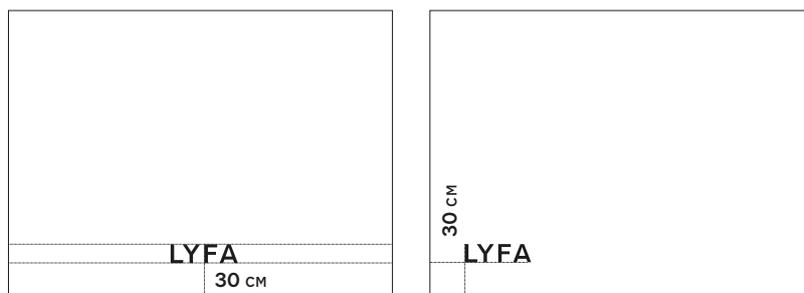
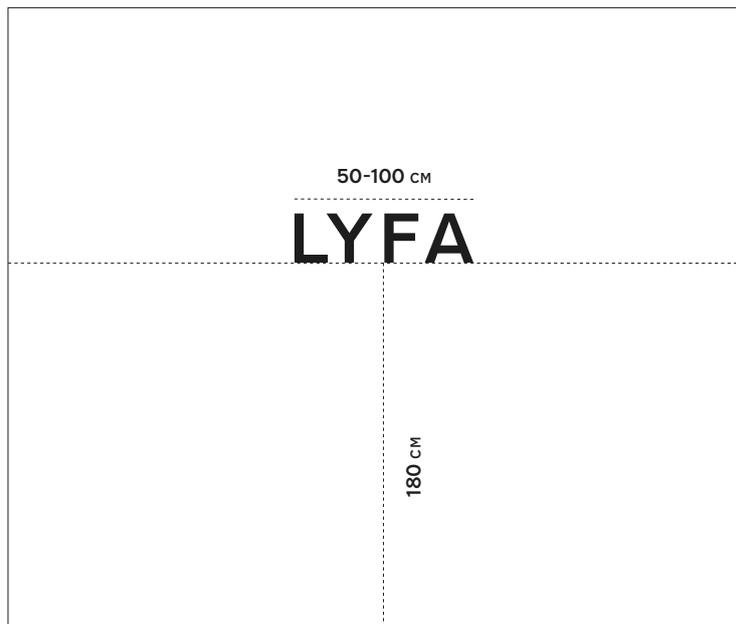
Use a free-standing logo display - if it is not possible to mount a LYFA logo on the wall
or as a supplement to one or more wall-mounted logos





Logo for windows

Three possible positions for the logo can be used depending on the size and display behind the window*.



*Special placements of the logo because of a specific exhibition/display must be approved by the LYFA design team





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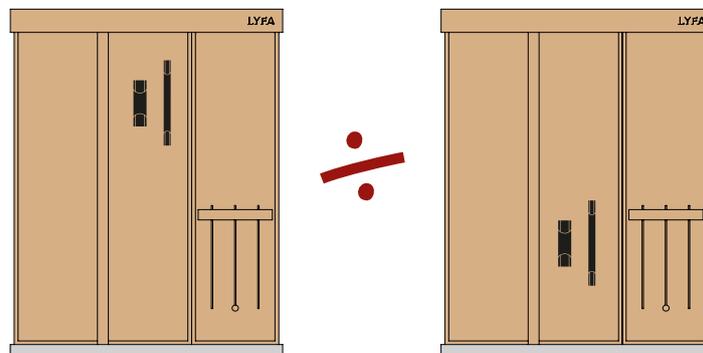
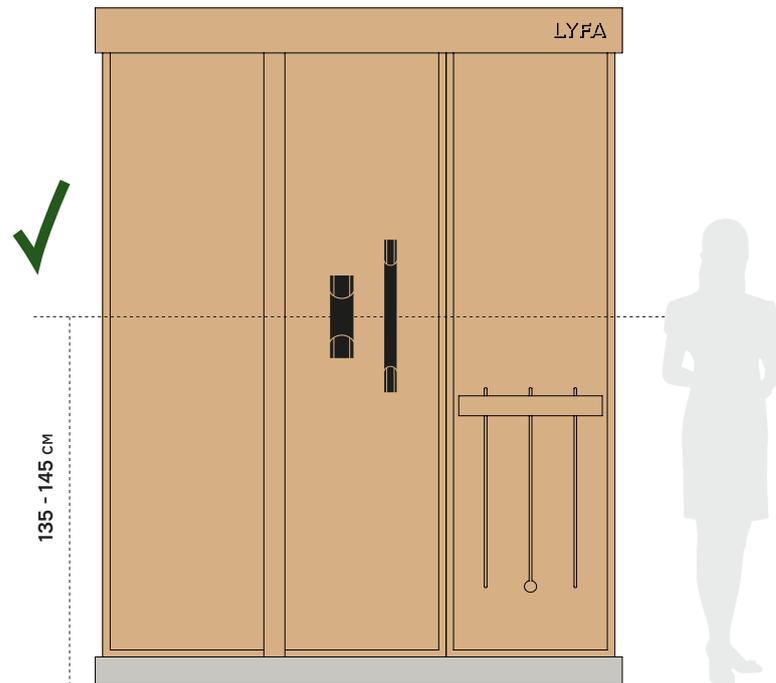
Wall lamps



Heights for wall lamps

Shop-In-Shop

There must not be direct view to the light sources inside the wall lamps.
Make sure to hang them in a suitable height with a glare-free view.
Recommended height is measured to the center of the wall lamps.

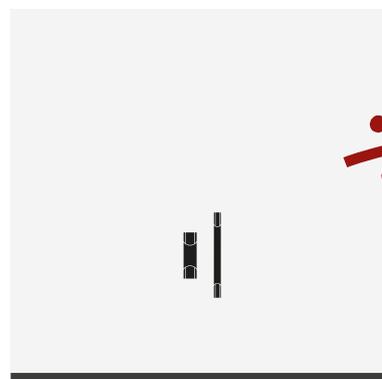
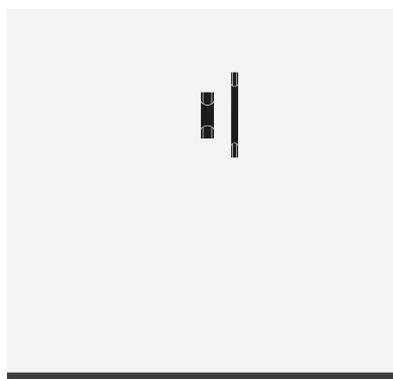
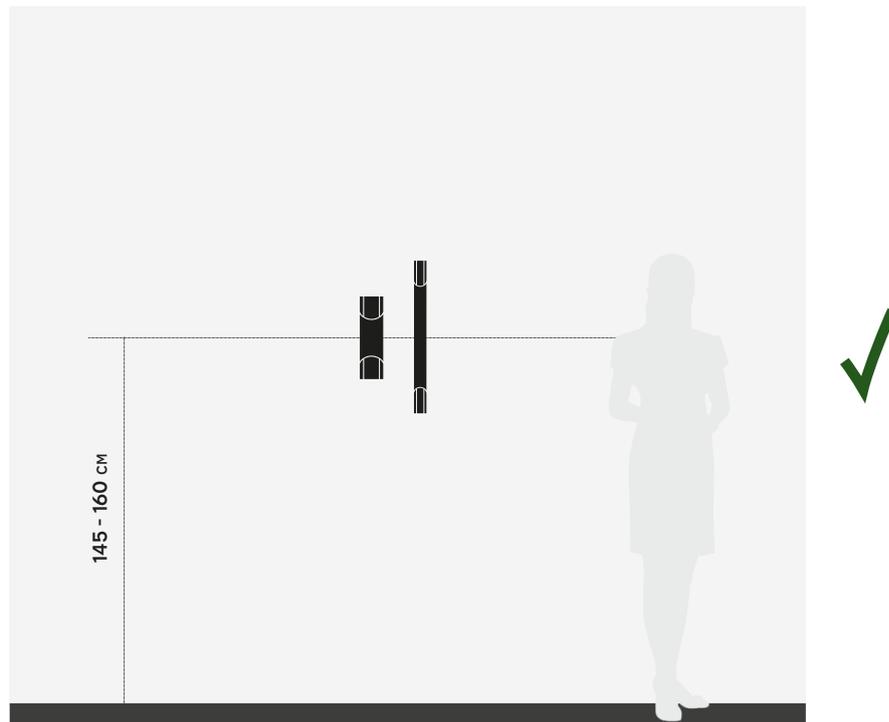




Heights for wall lamps

Wall

If there is a pendant above, the recommended height is 135-145 cm
If there are no pendants above, the recommended height is 145-160 cm





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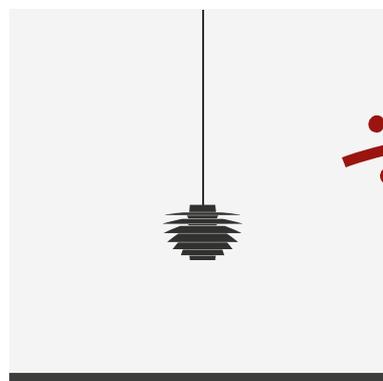
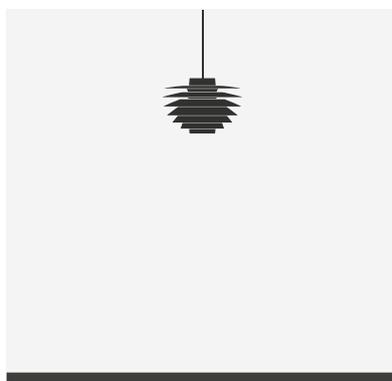
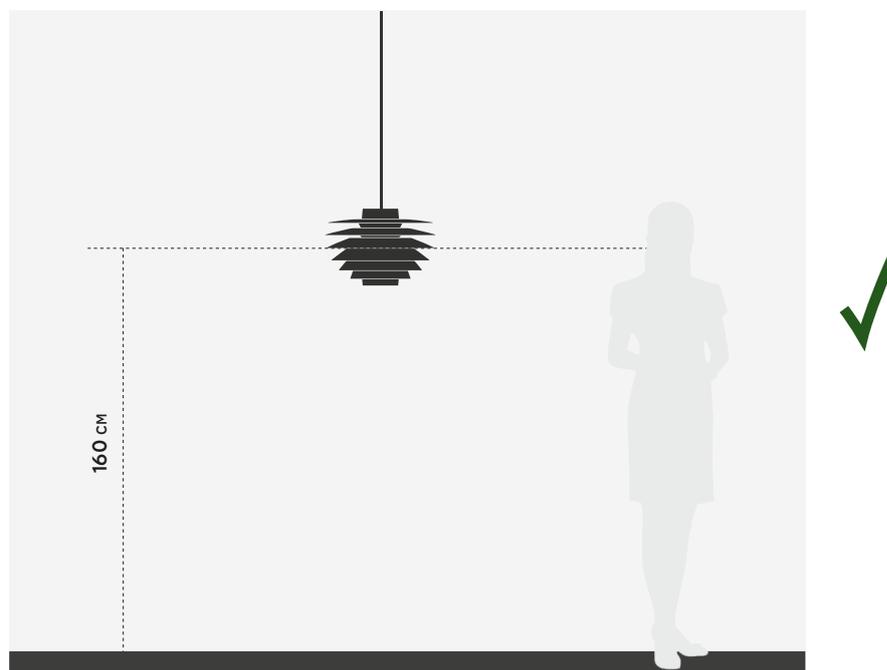
Pendants



Height for pendants

Wall

The center line of the pendant should be 160 cm from the ground.
If there are more pendants together, see the pages 'Clusters' for more details



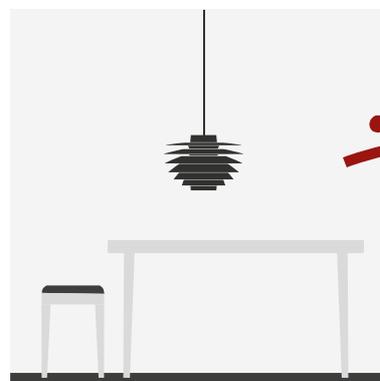
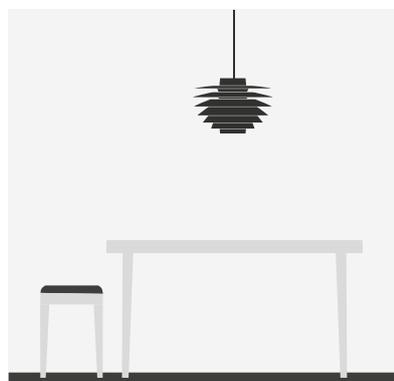
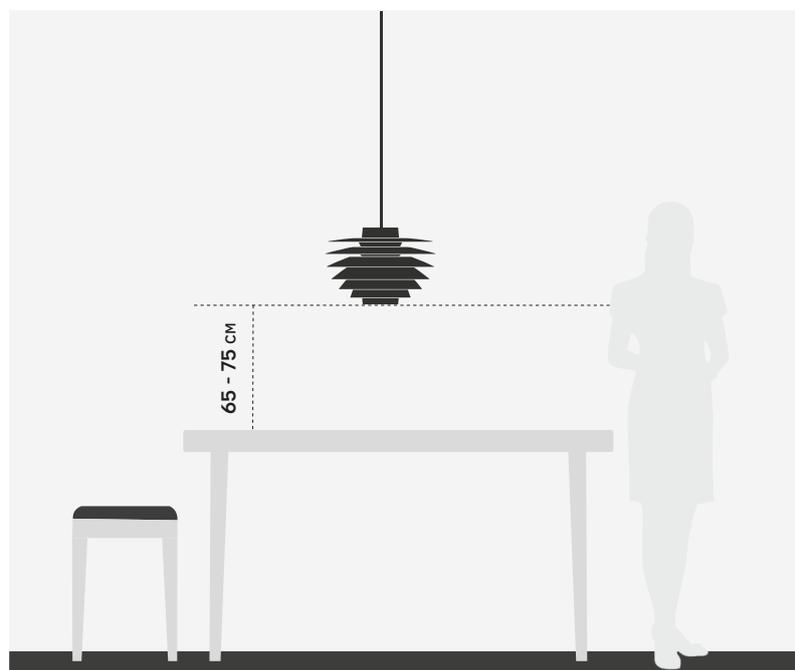


Height for pendants

Dining table

The bottom of the pendant should be 65-75 cm from the table top

If there are more pendants in a cluster above a dining table, the lowest pendant should be 65-75 cm from the table top. See the pages 'Clusters' for inspiration.



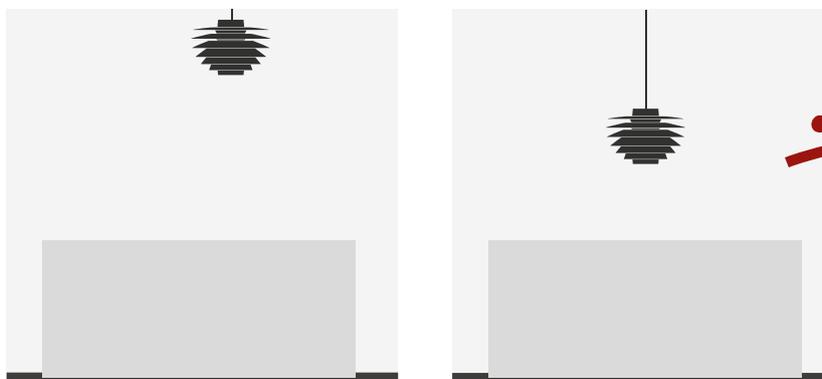
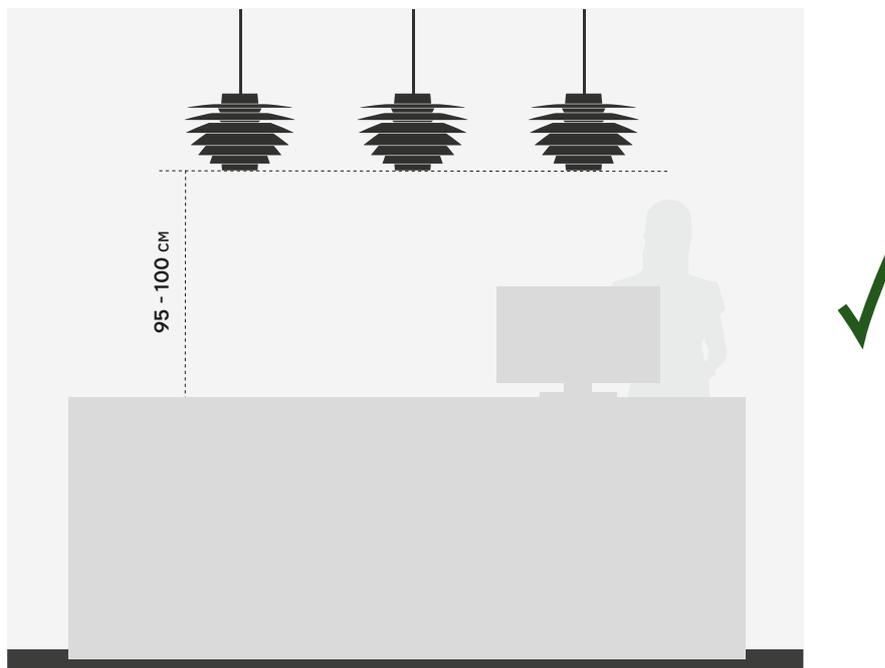


Height for pendants

Counter

The bottom of the pendant should be 95-100 cm from the counter top in order to get a free view under the pendant from both sides.

If the counter is up against a wall, the pendant can be lowered to 85 cm above the counter top

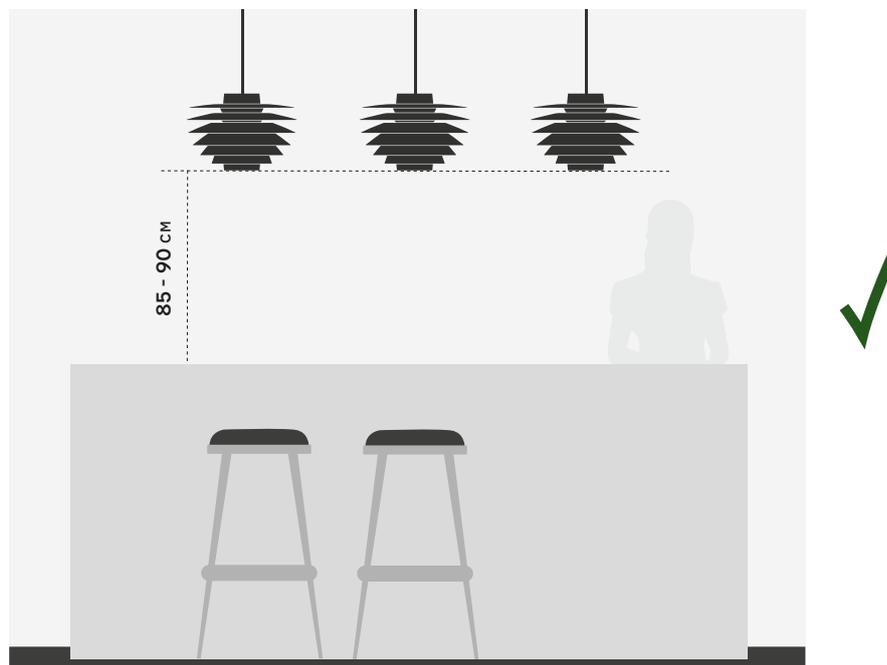




Height for pendants

Bar

The bottom of the pendant should be 95-100 cm from the bar top in order to get a free view under the pendant from both sides.





Clusters

Clusters of product families are an ideal way to display the full collection in a dynamic way. The following visualisations are illustrative only. Different colours and materials can be applied.



Ninotchka

Cluster





Repose

Cluster





Peanut

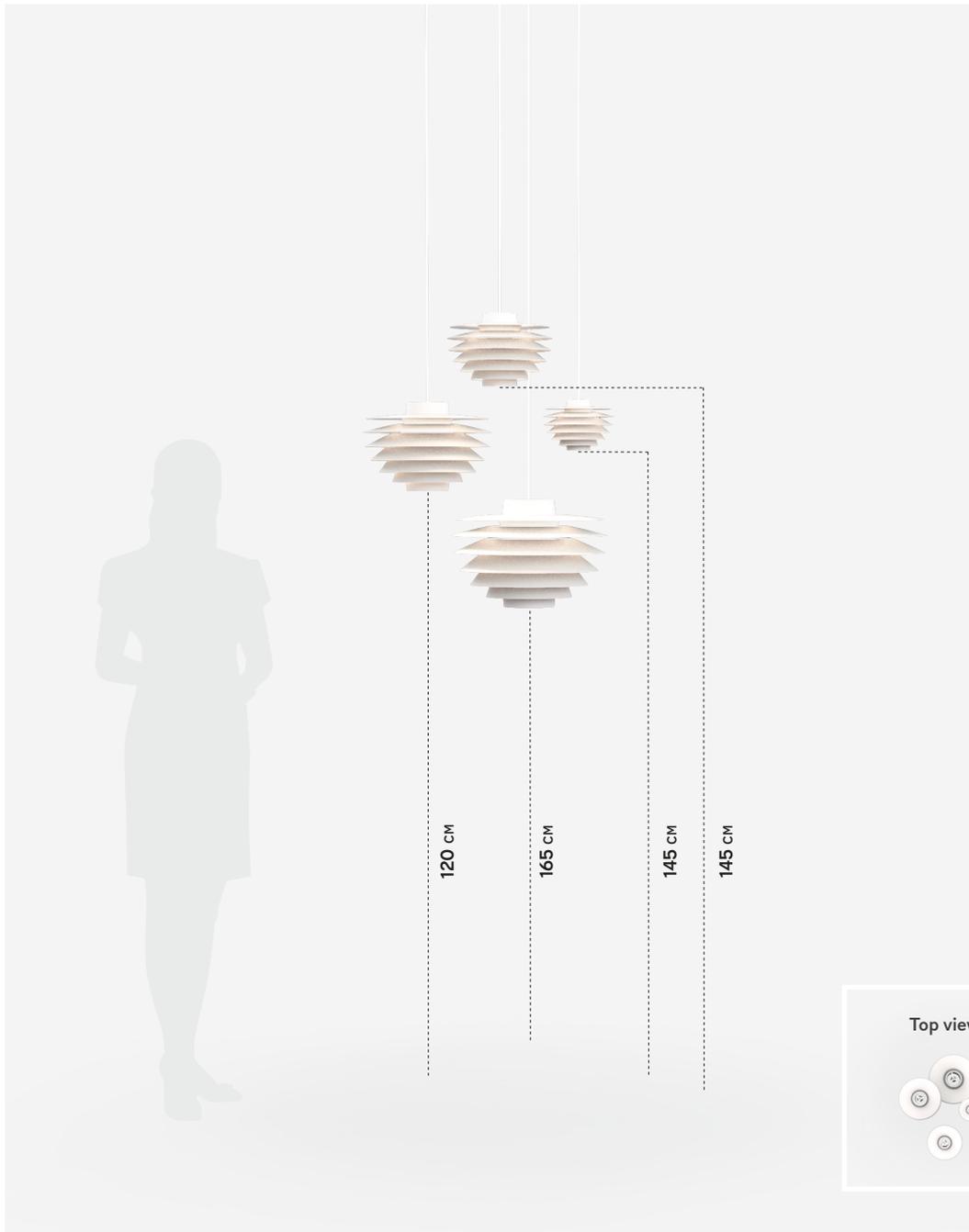
Cluster





Verona

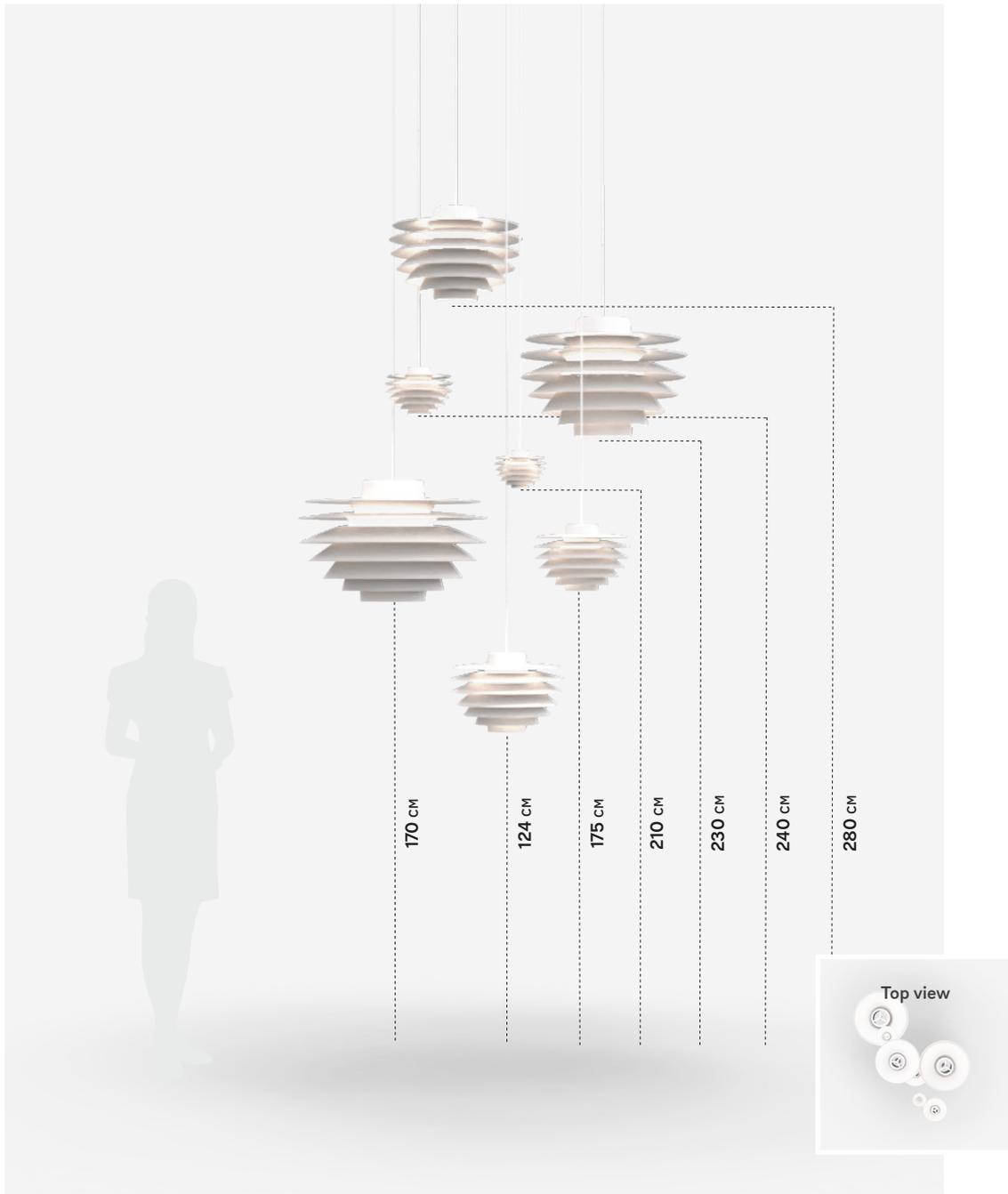
Cluster





Verona

Cluster





Mosaik

Cluster





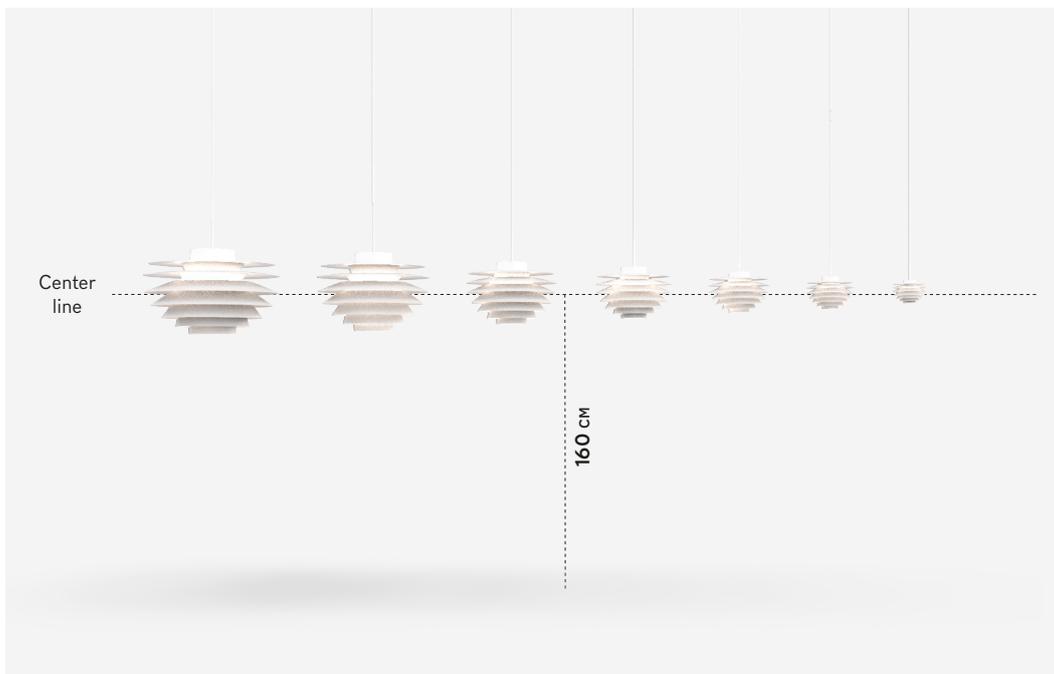
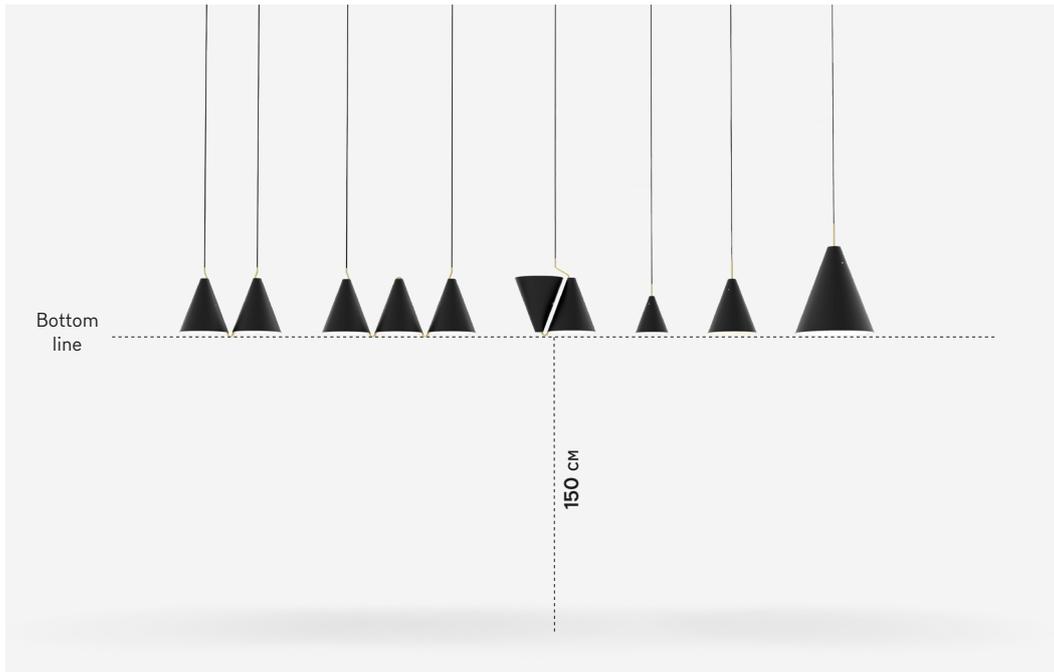
In line

Product families can also be displayed with pendants hanging in line. This is ideal for a wide and spacious area or exhibition. Either the pendants should follow the same bottom height or the same center line. See following page for more inspiration and details.



Product families

In line





Boards and posters

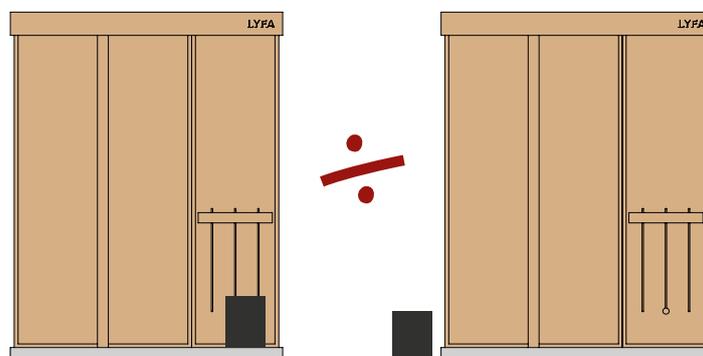
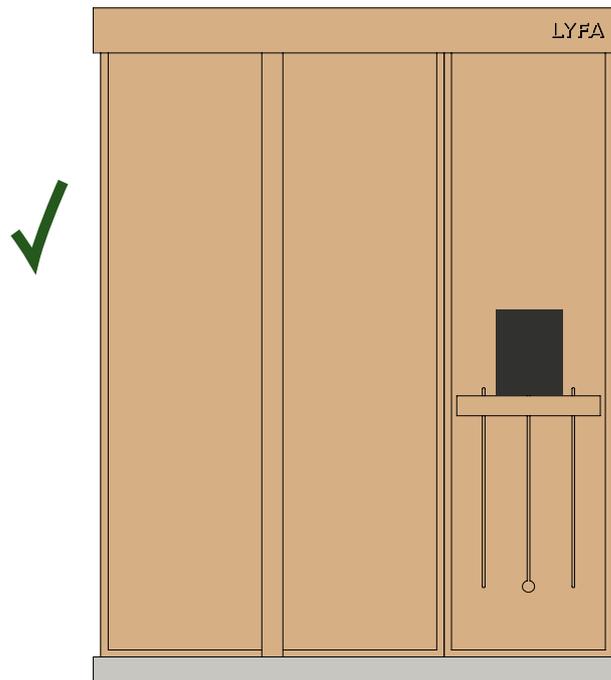
Our boards and posters are ideal storytelling material for shop-in-shop, displays or exhibitions. Use the three sizes (A4, A3 and 50 × 70) to fit different purposes. We range the display of our boards and posters from small to extra-extra-large LYFA spaces.



A4 board

Shop-In-Shop

Our A4 boards must only be placed on the shelf in our Shop-In-Shop in order to achieve readability.

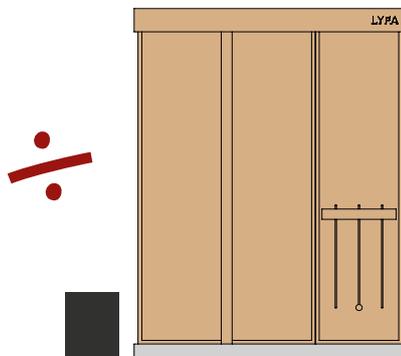




A3 board

Shop-In-Shop

Our A3 boards can be placed on the shelf and/or on the bottom floor in our Shop-In-Shop.

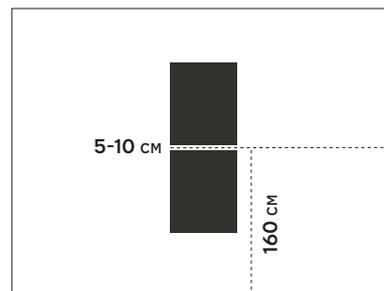
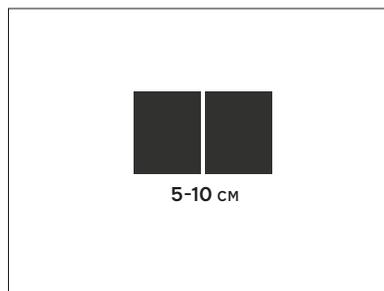
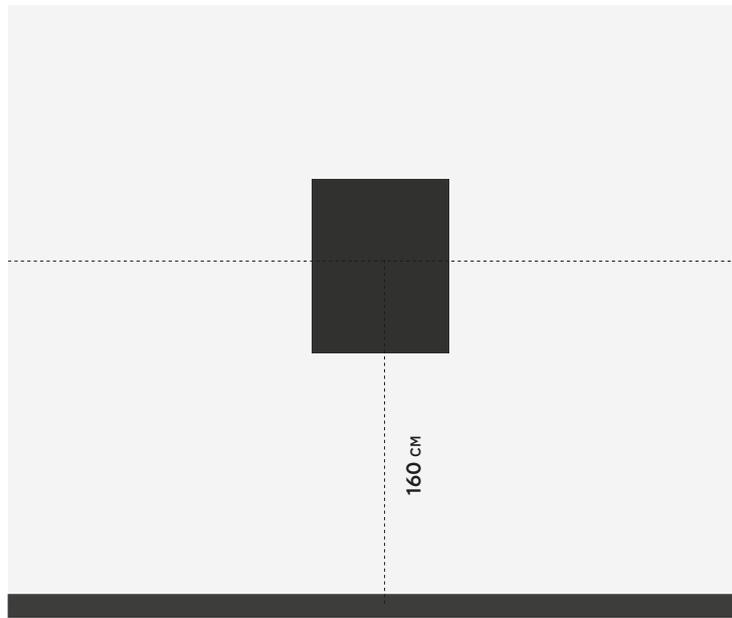




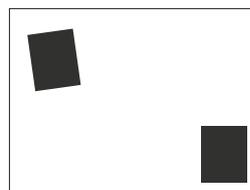
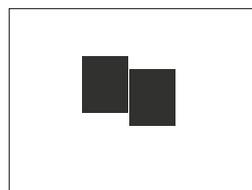
50x70 Poster

Wall

Our 50x70 posters are ideal for product storytelling and must be used in connection with our products or brand area. Must be placed 160 cm from the floor to the center line. Can be placed next to each other or above each other if the wall height allows it.



*Special placements of the logo because of a specific exhibition/display must be approved by the LYFA design team

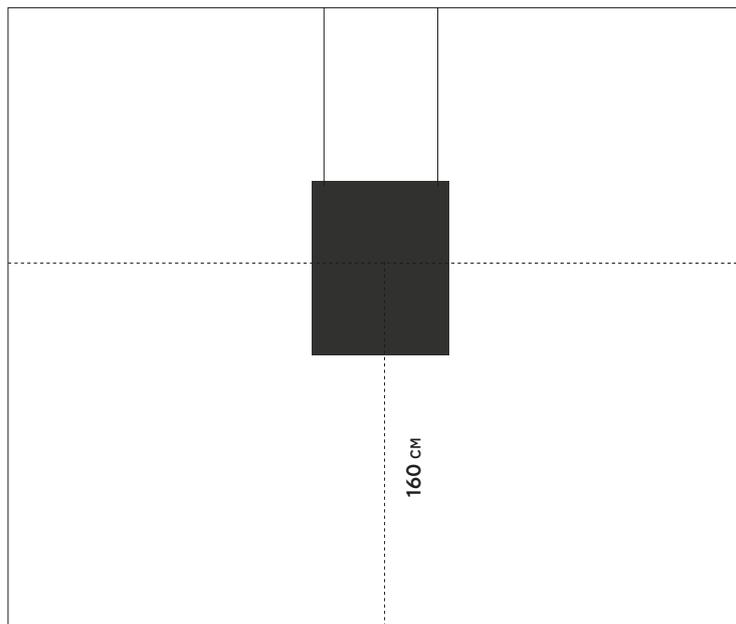




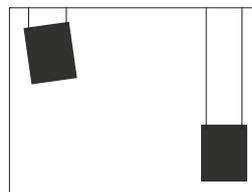
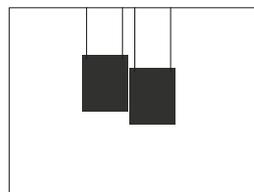
50x70 Poster

Hanging

Our 50x70 posters must be hung 160 cm from the floor to the center line.



*Special placements of the poster because of a specific exhibition/display must be approved by the LYFA design team

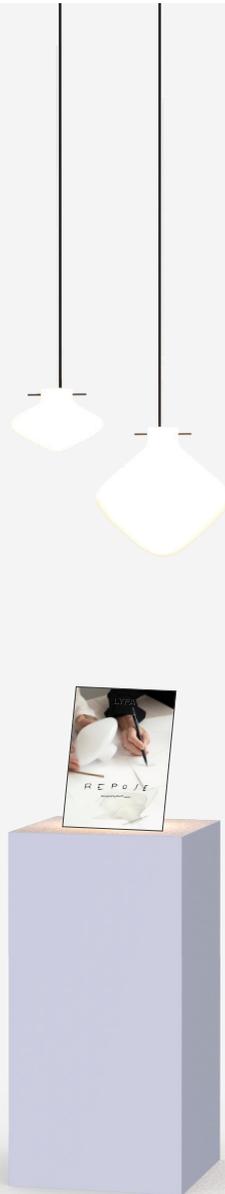




LYFA space

Small

Includes a small selection of lamps with an A4 or A3 board on display



Benefits

- Storytelling material displaying craftsmanship and the design process
- Does not take up much space
- Can be placed up against a wall or in the middle of a room



LYFA space

Medium

Includes one product family with a 50 × 70 poster on display



Benefits

- Displaying one product family in different sizes and colours
- Storytelling poster showing the origin of the design
- Visibility from a distance



LYFA space

Large

Includes a selection of lamps from two or more product families with a 50 × 70 poster on display



Benefits

- Displaying a smaller selection of lamps from different product families
- Storytelling poster showing the heritage and craftsmanship of LYFA
- Visibility from a distance



LYFA space

XL

Includes the several product families with 50 × 70 posters and A4/A3 boards on display

Illustration coming soon

Benefits

- Displaying a wide selection of lamps from different product families
- Multiple storytelling posters and boards showing the heritage, collection and design stories
- Strong visibility from a distance



LYFA space

XXL

Includes the entire collection with several special made posters on display



Benefits

- Showroom displaying the entire LYFA collection
- Various posters and boards telling the stories behind the designs, heritage and craftsmanship
- Multiple brand universes for each product family



Contacts

For questions regarding the LYFA Merchandise Guidelines, you can always contact the LYFA design team or your local sales representative

info@lyfa.com
+45 88 44 44 10

For specific display or exhibitions, please send us images of the space with dimensions of the floor, walls and/or windows.

How to order

Following LYFA merchandise items can be ordered:

Shop-in-Shop modules
Logo for wall
Logo for window
Boards
Posters

Please contact your local sales representative or order@lyfa.com for specific requests, prices and orders.