

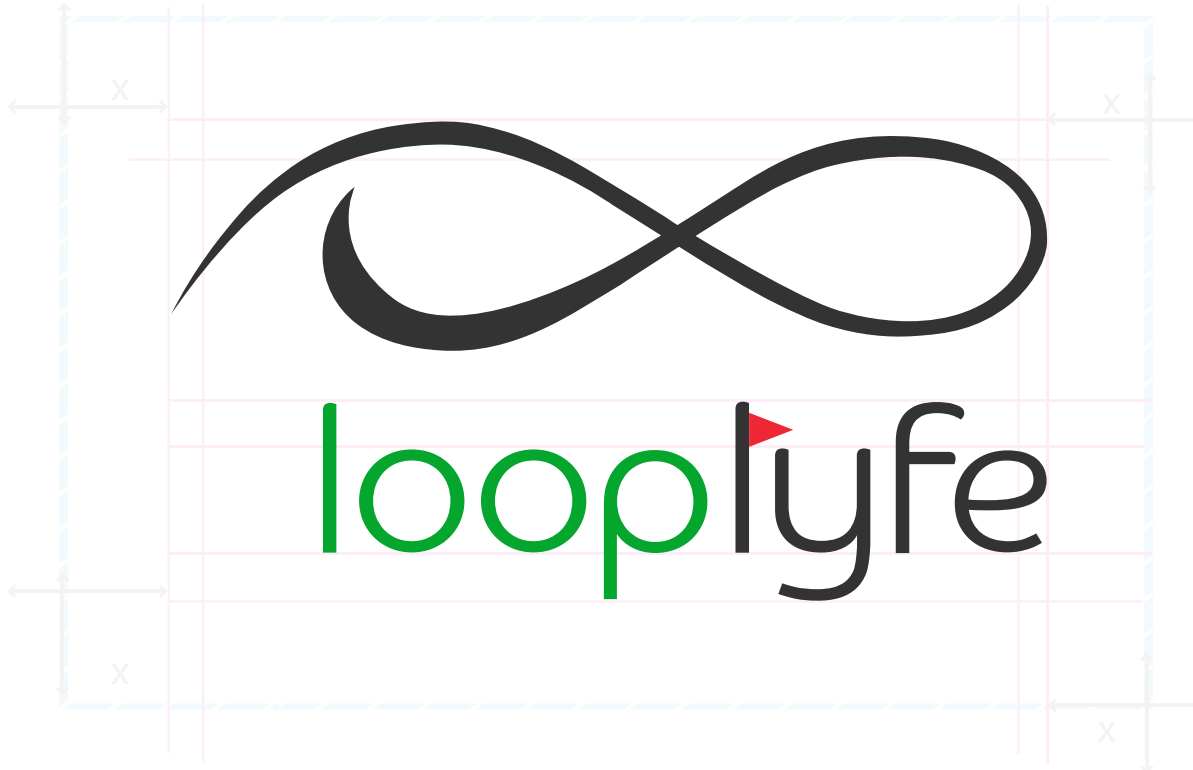


Logo Presentation
& Style Guide
Spring 2018





Primary logo for Loop Lyfe apparel brand



Consistency is key when using the Loop Lyfe brand mark. This short guide will help in the general application of the Loop Lyfe logo.

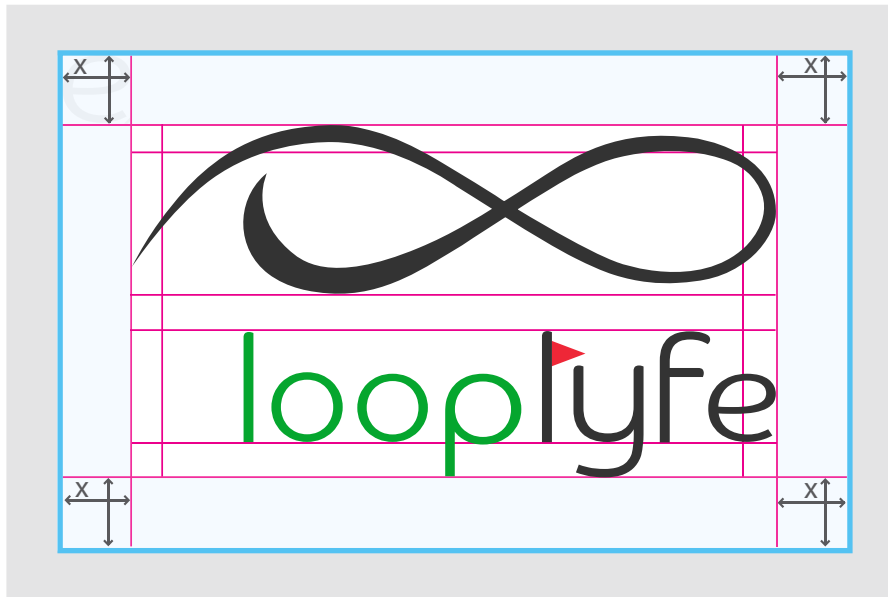
This is by far a complete identity guide, but will provide the basics to ensure initial consistency of brand application.

The primary logo, see left, is to be used for the majority of fashion and clothing branding including: screenprinting, embossing, embroidery, marketing and advertising etc.

Guidelines prepared by
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Positional & Spacial Considerations



The outer Grey padding indicates the Safe Zone. Other graphical and visual elements can be safely positioned up to the Blue line.

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the letter e, known as the 'cap-height'. The width is equal to the height.)

Magenta indicates type and element alignment and boundaries.



Image above shows the ideal logotype placement.

Notice that the Blue area creates a padded Clear Space top and right of the logotype.

Any other design element could be added to the photograph as long as it didn't cross over the Blue area; left and bottom of the logotype.



Brand Colors and Values

The primary logo uses Pantone 354 C and Pantone 447 C. Other color options can be used as the examples on this page show.

The primary logo can also be used reversed out of any of the core brand colors, but the logotype must always remain solid white.



Pantone 354 C
CMYK C82 M7 Y100 K0
RGB R5 G166 B46
HEX: #05A62E



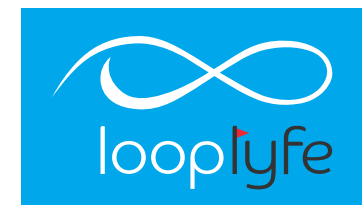
Pantone 447 C
CMYK C69 M63 Y62 K58
RGB R51 G51 B51
HEX: #333333



Pantone 1788 C
CMYK C0 M88 Y82 K0
RGB R238 G39 B55
HEX: #EE2737



Pantone 2925 C
CMYK C71 M17 Y0 K0
RGB R0 G168 B235
HEX: #00A8EB



The loop icon is always a solid core brand color.

The loop icon can also be used reversed out of any of the core brand colors.

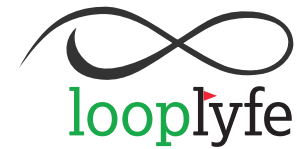




Do Not Abuse The Logo



- ⊗ Do not change the format of the logo even if you feel it looks good.
- ⊗ Do not change the position of the wording.
- ⊗ Do not change the position of the flag.



- ⊗ Do not recreate the font in another typeface.



- ⊗ Do not stretch the logo in any way.



- ⊗ Do not mix a Loop Blue or Loop Green brand colored logo with a Loop Blue or Loop Green colored background.
- ⊗ Do not use colours, or mix colours, that are not part of the brand colour scheme as shown on previous page.



Primary and Secondary Typeface Usage



Primary Typeface Usage

A modified version of the Typekit font, Co Headline Light, is used for the Loop Lyfe Logo lettering.

Secondary Typeface Usage


Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The secondary typeface uses a variety of Proxima Nova styles and weights which is to be used for all internal stationary and correspondence.

As an example the business card uses Proxima Nova Bold for the name, Proxima Nova Bold as the title/position, and Proxima Nova Light for the address and contact details.

Type Specifications For All Stationery Elements
Minimum Type size for all print wording is: 8.5pt
Leading set at a: 10pt min
Tracking set at: 50

		<p>YOUR NAME Title/Position 555 Any Street St. Louis, MO 55555</p>	<p>t. 555.555.5555 e. f.last@looplyfe.com</p>



Social Media Specifications

Social Media Image Post Size

Use the image size below when possible to create a consistent presence.

Facebook: Share Image 1200 x 630px | Highlighted Post: 1200x1800px

Twitter: Share Image: 1024x512px | Share Link: 520x245px

Instagram: 1080x1080px Square | 1080x1350px Vertical | 1080x566px Horizontal

Image Style Consistency

When possible use images that include the three primary colors. Use primarily grayscale images and images that have the main color as green.

Red is to only be used as an accent color. Use White or Gray text in the images using the Primary and Secondary Fonts or similar.

Keep consistency in images by using the same color ratio as the Primary Logo: 50% Gray, 40% Green, 10% Red or 50%Green, 40% Gray, 10% Red

Keep similar image styles in color and font for the 6 most recent posts.

