

VISUAL IDENTITY STYLE GUIDE.

Issue 1 3.3.18

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The logo

The Gray & Purple Gradient logo is the official LEX logo.
This version should be used on white or very pale backgrounds.



LEX²⁴⁷



Colour Variations



ON A DARK BACKGROUND

Use the full white version of the logo on adequately dark backgrounds.



ON A MEDIUM DARKNESS BACKGROUND

In some cases, the background might not be suitable for either the full colour or the full white logo. In these cases, use the reverse version of the logo instead.



SPOT COLOUR

There are some cases where full colour printing is not an option (e.g. promotional material, cross-stitching, small budget). In these cases, you can use the flat version of the logo which is comprised of only two Pantone colours.



GREYSCALE

The grayscale logo is suitable of any black & white printing needs. There is also a full black logo supplied, which is suitable for very basic or low quality printers that don't support gradients.



FULL BLACK

This version is suitable for very basic or low quality printers that don't support gradients.

Logo size & position

SIZING

It is advised that the logo should not be displayed less than 15mm wide.

LEX²⁴⁷

50mm

LEX²⁴⁷

25mm

LEX²⁴⁷

15mm

CLEAR SPACE

For optimum logo display, use the height of 'LEX' around the logo to ensure that the logo is far enough from other elements and the edges of the artwork.

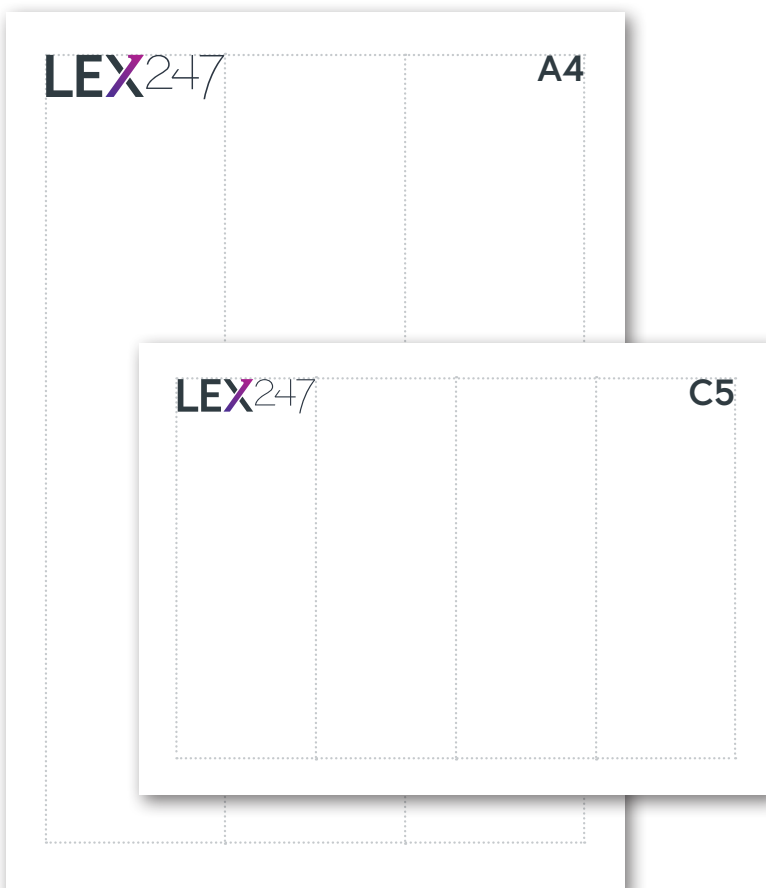


ON STANDARD PAPER SIZE

As a rule of thumb, the logo size should be:

- **Portrait:** 1/3 of the width of the margins
- **Landscape:** 1/4 of the width of the margins

The margins should be **no smaller than the height of 'LEX'**



Logo do's



Do scale the logo in proportion.



Do place the logo on solid backgrounds. If using an image, place the logo on an empty, non-distracting spot or edit the picture using the brand gradients (p.6)



Do keep it simple!

Logo don't's



Don't scale out of proportion.



Don't place at an angle or vertically.



Don't alter the colours of the logo.



Don't add any reflections, watermarks or other effects around the logo.



Don't use a shadow or a glow.



Don't use any special effects on the logo like 3D or Bevel/Emboss.



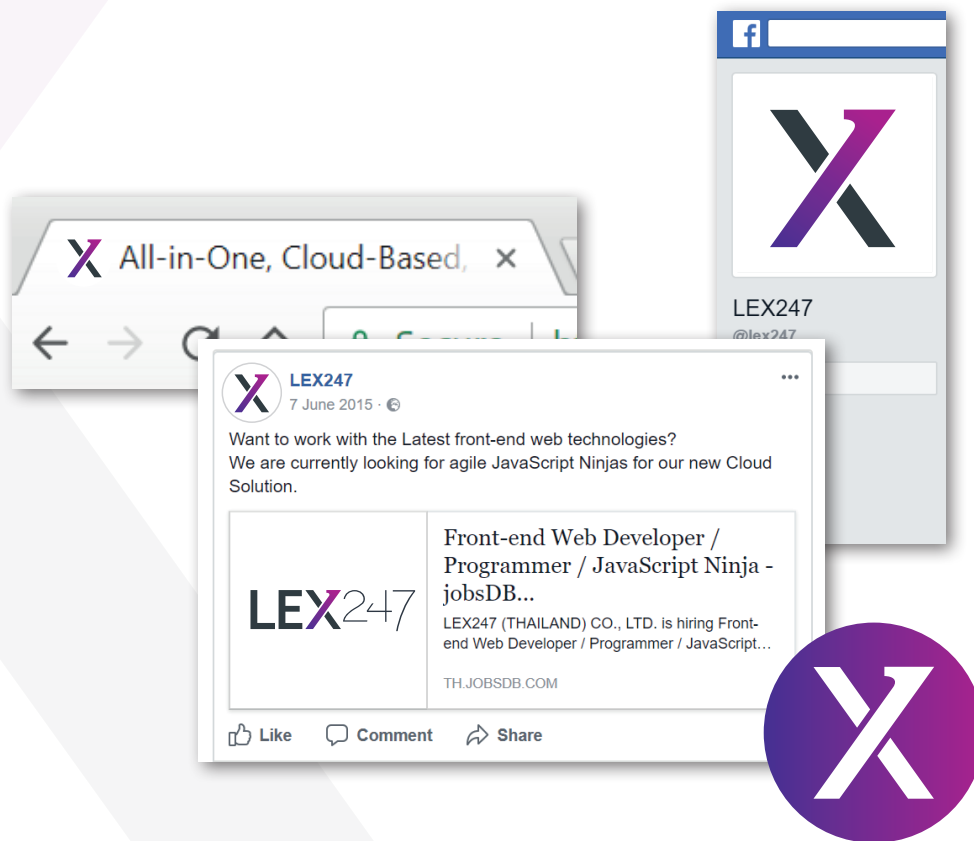
Don't use on a low-contrast background that doesn't allow for the logo to be clearly visible.



Don't use on busy backgrounds like patterns or pictures.

The X icon

The X can be used on its own as a secondary form of recognition, like an avatar, favicon, button, decorative element, watermark, etc.



Colour Palette

Use the colour palette consistently in all internal and external material to reinforce the brand.



MAGENTA

PANTONE 2405C

CMYK 34 - 100 - 1 - 0

RGB 176 - 0 - 142

B0008E



GRAPE

PANTONE 2602C

CMYK 59 - 99 - 0 - 0

RGB 135 - 24 - 157

87189D



VIOLET

PANTONE Violet C

CMYK 89 - 100 - 1 - 2

RGB 68 - 0 - 153

440099



MINT

PANTONE 2413C

CMYK 73 - 1 - 58 - 0

RGB 52 - 183 - 143

34B78F



BLUE

PANTONE 310C

CMYK 52 - 0 - 11 - 0

RGB 106 - 209 - 227

6AD1E3



ONYX

PANTONE 425C

CMYK 66 - 55 - 53 - 28

RGB 84 - 88 - 90

54585A



COOL GRAY

PANTONE Cool Gray 1C

CMYK 14 - 10 - 13 - 0

RGB 217 - 217 - 214

D9D9D6

MAGENTA 100 -10%

GRAPE 100 -10%

VIOLET 100 -10%

MINT 100 -10%

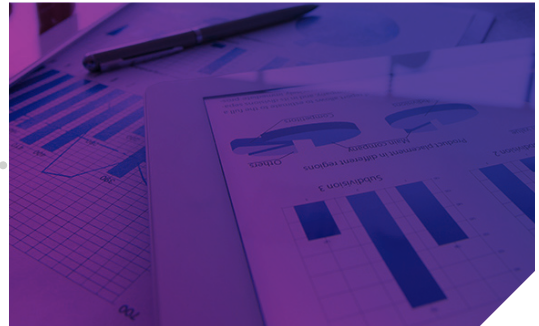
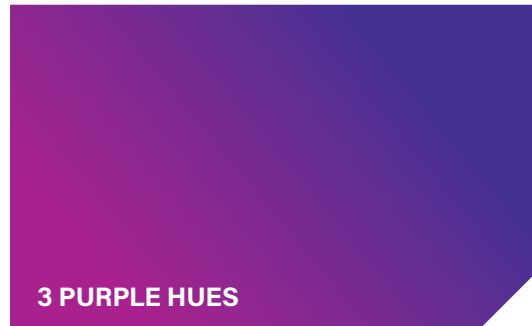
BLUE 100 -10%

ONYX 100 -10%

COOL GRAY 100 -10%

Gradients

Gradients can be used on their own or as picture overlays.



Typefaces

The typefaces below should be used for all professionally created material. They are the typefaces on which the logo was based and thus compliment the logo perfectly.

The brand typefaces are available to sync for print and web via the Adobe typekit with a standard Adobe subscription.

Headers

Europa Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !"£\$%^&*()

Body Copy

Acumin Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !"£\$%^&*()

Acumin Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !"£\$%^&*()

Typefaces - Internal use

It is important to use the right typefaces on all internally created documents so that there is consistency everywhere.

Headers

Tahoma Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !"£\$%^&*()

Body Copy

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !"£\$%^&*()

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !"£\$%^&*()