

BRAND & FUNCTION // A CORPORATE DESIGN MANUAL GUIDELINE

life

front

● BRAND &
FUNCTION

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LOGOTYPE /

The Logo
1, on light / white background



logo monochromatic



logo in color



logo in color



logo in greyscale

LOGOTYPE /

The Logo
2, on dark / black background



logo monochromatic



logo in color



logo in color



logo in greyscale

LOGOTYPE / & ITS USAGE

Logo Clear Space OPTION 1

Blue area indicates Safe Zone.

Other graphical and visual elements can be safely positioned up to the adjoining Blue area.

Grey 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'.



Logo position usual

LOGOTYPE / & ITS USAGE

Logo Clear Space OPTION 2

This option is mostly to be used on a cover or images.

Blue area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Blue area.

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

Red indicates the background. The logo can be put right on the edge of a page or next to a white margin around an image.

The minimum required Clear Space is defined by the measurement 'X'.



Logo position exceptional - on edge



Logo position next to edge or white margin on image

LOGOTYPE / & ITS USAGE

Logo use and size

Full size logo

to be used for large print and web use, starting from 400 pixel / 4 cm width

The full size logo consists of the word "life" in a lowercase sans-serif font, positioned above a thick horizontal line. To the right of this line is the word "front" in a larger, bold lowercase sans-serif font, followed by a period.

Logo Icon used for medium size applications between 400 and 100 px or 4 and 100cm.

The logo icon is a simplified version of the full logo. It features the word "life" above a thick horizontal line, followed by the letters "ft." in a bold sans-serif font.

Logo Icon for very small requirements such as favicons or icons. Less than 100 px or 1cm.

The small logo icon is the most simplified version. It features a small square above a thick horizontal line, followed by the letters "ft." in a bold sans-serif font.

COLORS /

Codes



R: 0
G: 87
B: 148

C: 98
M: 71
Y: 15
K: 2

005693



R: 255
G: 199
B: 19

C: 0
M: 22
Y: 98
K: 0

FFC713



R: 36
G: 31
B: 33

C: 70
M: 69
Y: 63
K: 73

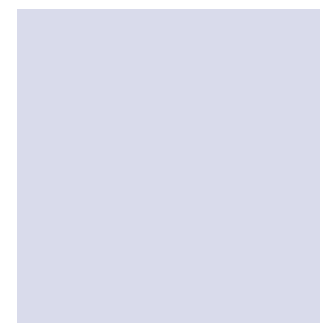
231e21



R: 140
G: 158
B: 176

C: 48
M: 31
Y: 22
K: 0

8c9eaf



R: 217
G: 219
B: 235

C: 13
M: 10
Y: 2
K: 0

d8dbea

TYPEFACES /

Font styles and use in text

Two font styles are used for the text from typeface KARLA for stationery, website design, brochures and all forms of general correspondence.

KARLA is used in 2 weights; Regular and Bold.

The typeface is open source and available on Google Web Font platform
(<https://www.google.com/fonts>)

The text can be in
8c9eaf dark grey
231e21 black

FFC713 yellow
only on dark background
and in # 005693 blue.

HEADLINES KARLA BOLD 36 pt

For the Headlines we are using KARLA bold in 36 pt and in capitals with a Tracking of 10.

Subtitles Karla Regular 18 pt

For the Subheadlines we are using KARLA regular in 18 pt with a Tracking of 10.

Body text - KARLA Regular

For the Bodytext we are using KARLA regular in 12 pt with a Tracking of 10.

Body text - KARLA Bold

For the Headlines in the Bodytext we are using KARLA bold in 12 pt with a Tracking of 10.