



**LIFT JOB**

THE MODERN WAY FOR LIFTS

# Digital Logo Guidelines

This document contains a guide for Lift Job Digital Logo Guidelines identity system. Make sure to follow the rules to keep brand consistency.

The guide helps you with all elements - logo, colors, typeface, etc - in order to keep consistency in all materials.

# Logotype

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This is the official Lift Job logotype. This is the primary visual form in which Lift Job is presented to the public.



Main Logotype



Horizontal Logotype

## Logo Mark

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This is the official Lift Job logo mark. You can use it as a standalone in some cases, for example favicon, profile picture, small sizes, etc.



Mark

## Clear Space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of logo.

No graphic elements should encroach the border around the logotype.

This space is determined by the half size of the Icon.



## Minimum Size

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Specially for readability, scale needs to have special attention. Do not use logotype below the following pixel value.



75px

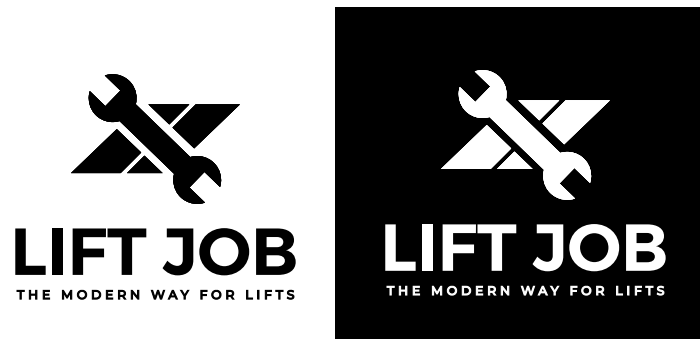
## Do's

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1. Always use a logo on white background



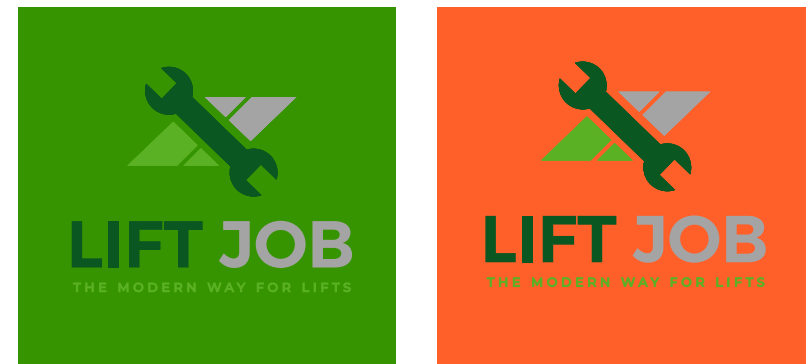
2. If it's unavoidable to sit the logo on a color or a photo, use the greyscale version of the Logo.



## Dont's

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1. Don't sit the logo on similar or weird colors



2. Don't rotate the logo



3. Don't add embellishments like drop-shadows, embossing etc.



# Color Palette

These are the primary and complementary colors of the brand. Make sure to always use these exact color codes, either for screens or prints.



Hex	#0B5721	#5AB124	#A5A4A4
RGB	11,87,33	90,177,36	165,164,164
CMYK	94,28,94,15	65,1,95,0	32,23,20,5



## Typography

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The main typeface for Lift Job brand identity is Montserrat Bold. Main Typeface for Tagline is Montserrat Medium.

### Montserrat

**Bold**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
&@£\$%[]!?\*°

### Montserrat

Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
&@£\$%[]!?\*°

## General Information

This document is the ultimate guide to use Lift Job brand elements correctly. It contains the rules for each and every element in order to keep the visuals of this brand consistent.

If ever in doubt, please refer back to this document.

It's recommended to share this guide with anyone responsible to use the brand elements in any way.

