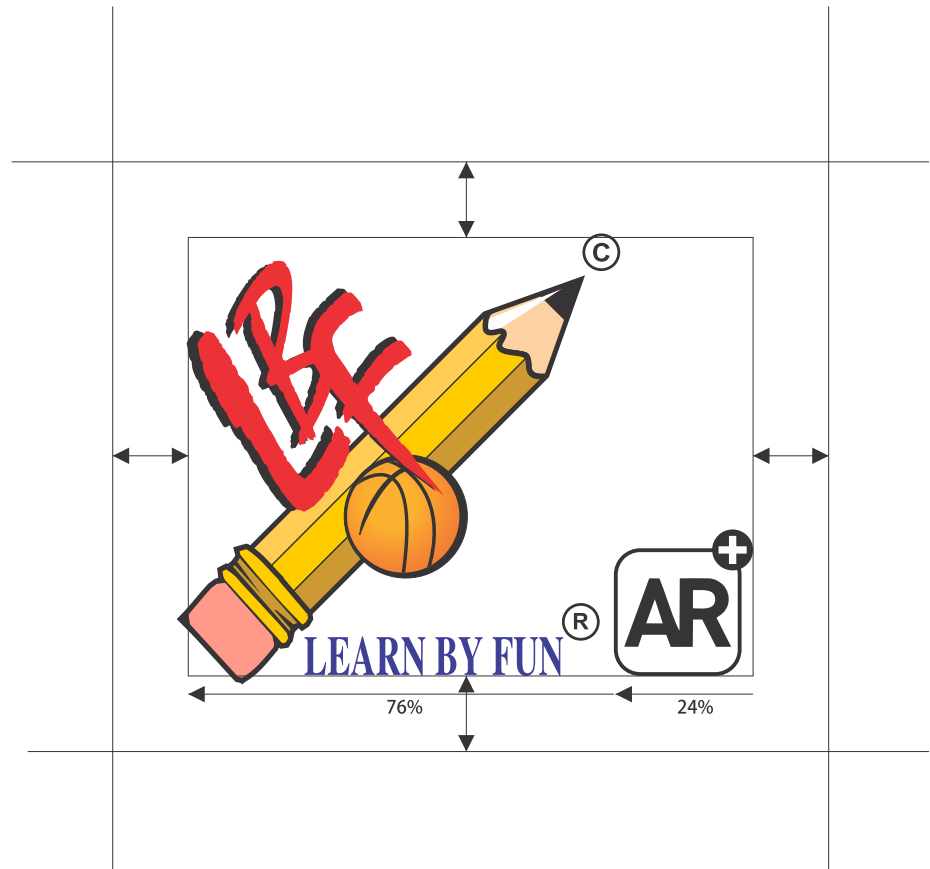


# LOGO DESIGN

Client : LBF Publications Pvt. Ltd.



The above representation is of the LBF logo with the inclusion of the AR (Augmented Reality) logo unit. Note that the AR logo should always be represented in black or white depending on type of the background being used. No further customization should be made.



## LOGO GRID

Always maintain a clear space around the LBF identity to protect the logo from distraction from other graphics. The safe margin of 10% from left, right, bottom and top is mandatory.

The LBF symbolic unit is designed to be the "Identifier" of the organization and its products. Also, the unit will include the 'AR' logo located at the bottom right.

The complete symbolic unit should always be placed before the company's complete name.

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## LOGO VARIANTS

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The LBF logo should only be used on a white background. Using another coloured background will disturb the overall look of the logo. Also, a black coloured 'AR' logo should be placed at the bottom right of the logo.

## LOGO PROPORTION

### DON'Ts



### DO'S



The logo should never be meddled in its proportion. It shouldn't be stretched or condensed. The logo should always be scaled with its original proportion.



The 'AR' logo along with the text 'Augmented Reality' will be displayed on the LBF books as shown above. Keep in mind that the 'AR' logo cannot be further customized.

**Thank You**