



LEDKYB
STUDIOS

LOGO & BRAND IDENTITY
GUIDELINES

by Iloan alas

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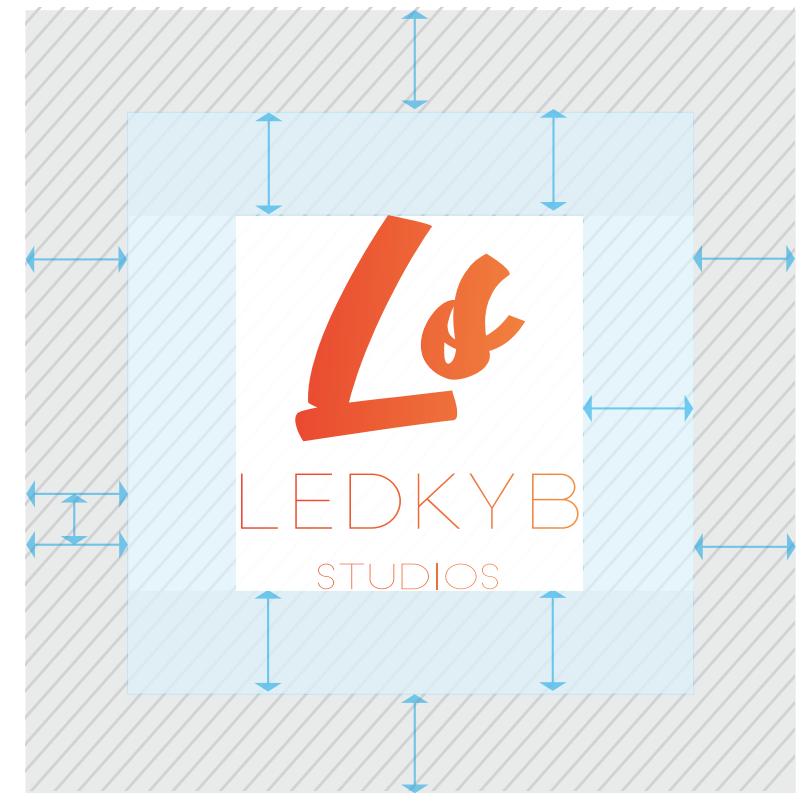
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0.1 LOGO SPECIFICS

Logo Clear Space

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

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



Logo Construction



0.2 TYPEFACE DETAILS

The Typeface Family

Only two font styles are used for the logo, and they are Graceland and Slim Joe.

The Avenir family consists of several typeface weights, the ones used : Avenir light, book and heavy.

The huge variety of font weights and widths will ensure immense flexibility.

When to Use:

Graceland is the exclusive font used in the Ledkyb Studios icon. Slim Joe is the secondary font used in the full Ledkyb Studios logo.

Graceland
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

When to Use:

Avenir is the font used for large sets of body copy and all web pages. Variations of this font can be used for headers.

SLIM JOE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

Avenir
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

0.3 COLOR PALETTE

Pantone Orange 021 C



PROCESS	C0 M91 Y99 K0
SCREEN	R239 G60 B36
WEB	HTML #EF3C24

Pantone 654 C



PROCESS	C100 M85 Y30 K16
SCREEN	R0 G58 B112
WEB	HTML #003A70

Pantone 164 C



PROCESS	C0 M63 Y80 K0
SCREEN	R255 G127 B65
WEB	HTML #FF7F41

Pantone 642 C



PROCESS	C14 M6 Y8 K0
SCREEN	R217 G225 B225
WEB	HTML #D9E1E2

Pantone 7546 C



PROCESS	C91 M81 Y46 K47
SCREEN	R31 G42 B68
WEB	HTML #1F2A44

Pantone 419 C



PROCESS	C73 M65 Y66 K72
SCREEN	R33 G35 B34
WEB	HTML #212322

Pantone 656 C



PROCESS	C12 M6 Y3 K0
SCREEN	R221 G229 B237
WEB	HTML #DDE5ED

0.4 LOGO STYLES

Primary Full Tone Colour

This is the primary logo, with a slight diagonal gradient.



Primary Full Flat Colour

This is the flat colour version, and can be used in environments that might require a cleaner aesthetic.



Full Tone Greyscale

The greyscale version can be used for higher quality, but still B/W print reproduction, where a finer halftone screen is used.



Solid Black

The solid black version is only to be used for Fax, and some forms of black/white commercial printing applications, such as local newspapers etc, where course halftones screens are used.



Social Media

There 2 versions of the Social Media profile image. Each are saved with Transparent backgrounds.



The 1st one can be used for all round & square cornered profile destinations, such as: Twitter, Facebook etc, and is placed within a container (shown as cyan & magenta keylines).



The 2nd one is for circular profile destinations, such as: Google+, Instagram etc and as such does not come inside a container.

0.5 LOGO

Do Not: Logomark

To ensure the brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo.

Some examples of logo misuse are shown below.

Logo modification is at the discretion of the design team, specially for holidays or events.



Do Not: Alter

Do not resize or change the position of the logomark.



Do Not: Fonts

Do not use any other font, no matter how close it might look to Slim Joe or Graceland.



Do Not: Resize

Do not use squish or squash the logo. Any resizing must be in proportion.



Do Not: Color

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines

