

# Lalela

## Brand Manual

This brand manual creates harmony between Lalela and the community by being a brand that truly listens.

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MTN Solution Space

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Brand is just a perception, and perception will match reality over time. Sometimes it will be ahead, other times it will be behind. But brand is simply a collective impression some have about a product.

– Elon Musk.

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# Hello,

The story everyone should hear.

Lalela is a disruptive hearing testing solution that creates affordable and mobile access possible for anyone.

Our brand creates trust between key stakeholders such as gatekeepers, within the medical field, whilst also pushing for an agenda of social reformation concerning those who would otherwise be excluded from hearing testing.

# Manifesto

## HOPEFUL HARMONY

It's striking to hear an orchestra in harmony. A single instrument is fair enough but there's something to the power of 90 musicians striking, blowing and bowing about their roles in synchronicity.

When we look at society there isn't much different. We all hustle and bustle to the tunes of our responsibilities, choreographing our choruses to accommodate each other.

This world's symphony doesn't need to be heard, it is seen, tasted, felt and smelt all around us. When we're in perfect harmony we unlock the sixth sense.

A sense of graceful connectivity, a radicalised relatedness that gives our earthly orchestra a hum of its own. It's the sense of progress, of inclusivity. With hopeful harmony, there is no player out of place.

# Persona

## CONVICTION

We believe the strongest societies are those with the greatest accessibility.

## PURPOSE

Increasing accessibility to hearing testing.

## TONE OF VOICE

Educated | Optimistic | Empathetic | Clinical

## VALUES

### - *Resonance*

Our company is based on the cusp of audiology technology. Our innovations are based on radicalising new inventions for easier access to hearing testing.

### - *Transformer*

We are primarily focused on digital transformations that meet the requirements of physical challenges.

### - *Loop System*

Ergonomy is at the centre of our design motivations and, by extension, so too are the social development requirements necessary to make audiology accessible.



# Who Are We

## MISSION

Lalela uses digital and smart technologies to create mobile and accessible audiology testing solutions for everyone.

## VISION

We're listening for a future where healthy hearing is a possibility for everyone.

## LOGLINE

- Sophisticated hear testing technology that fits into your pocket.
- Test patient hearing anywhere with the latest in audiology technology.
- Integrate patient information and communication all from one app.



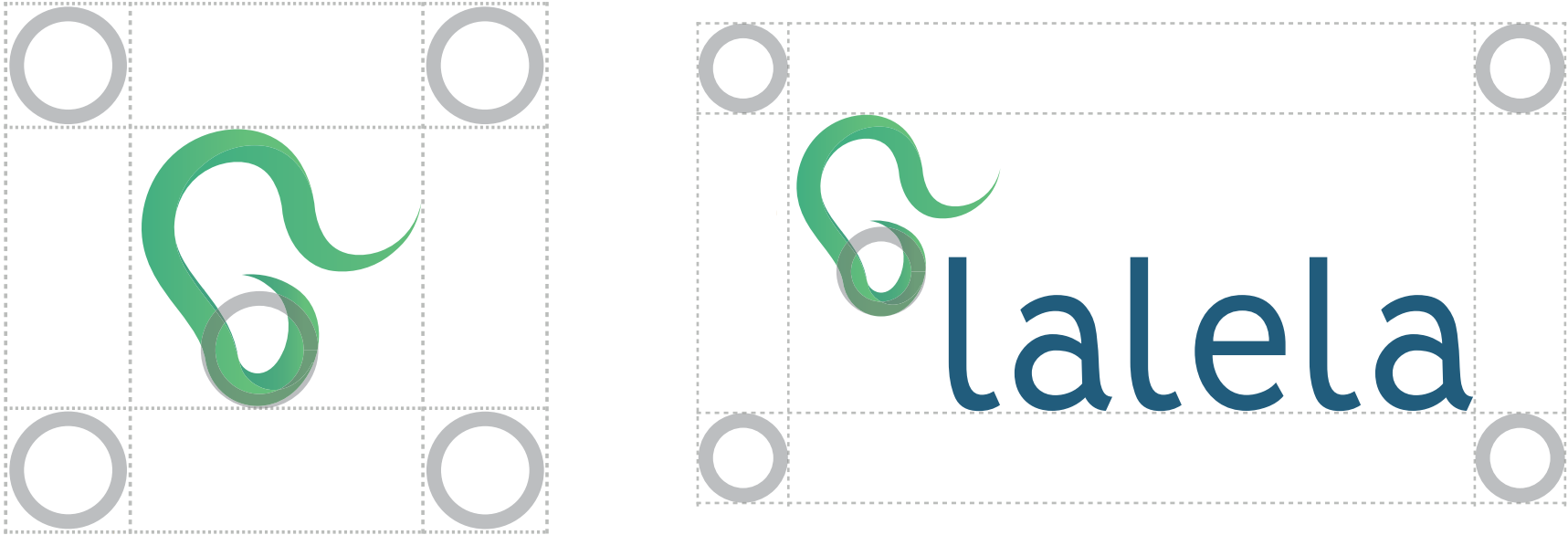
Logo Variations and Rules



LOGO FONT  
Vision



Logo Clear space



Our logotype and full-form logo needs enough room on all its sides in order to remain readable and drive its impact. The 'a' in Lalela is a useful marker in the full-form logo while the circle in the ear lobe advantageous in the logo mark.



# Font Selection

## STORY BEHIND OUR FONT

Vision is a clean, geometric sans serif with humanist touch. The type family consists of 12 fonts.

It's design started as an exploration of geometric forms from early 20th century Lissitzky's prouns.

Perfect for display and small text, it's born to be versatile, a

clear and modern font with great legibility in large and short texts.

In addition, it has extended ligatures, OpenType features and alternative glyphs which provide flexibility and uniqueness wherever it is placed.



# Vision Font Family

VISION REGULAR – FONT SIZE 12  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

VISION **BOLD**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

VISION LIGHT  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

VISION *ITALIC*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

## Hierarchy

HEADLINE ONE – VISION – BOLD  
**lalela**

HEADLINE TWO – VISION – REGULAR – CAPITALISED  
LALELA

HEADLINE THREE – VISION – REGULAR – TRACKING 100  
lalela

BODY TEXT – VISION – REGULAR  
lalela

CAPTION VISION – LIGHT ITALIC  
*lalela*

# Colour Scheme

## PRIMARY CORPORATE COLOUR

Green is important to our brand for it's ability to create a sense of calm and tranquility. It is also synonymous with nature which gives the ear or more natural, resting feeling.



COLOUR NAME – SHAMROCK

### #33e887 Color Hex

RGB	51	232	135
CMYK	61%	0%	69% 0%

## SECONDARY CORPORATE COLOUR

Our dark blue buys us emotional credibility with its connotations of intellect, experience and reliability.



COLOUR NAME – MIDNIGHT BLUE

### #05295c Color Hex

RGB	5	41	92
CMYK	100%	90%	34% 30%

# Gradient Variations



LIGHT

DARK

## PRIMARY CORPORATE GRADIENT

A gradient is the gradual blending from one color to another. It enables our designs to almost create a new colour. It makes objects stand out by adding a new dimension to the design and adding realism to the object. In simple terms, gradients add depth



LIGHT

DARK

## SECONDARY CORPORATE GRADIENT

# Imagery and Blending Modes

Our product and brand has two primary subjects, the abstract qualities of sound and the physical qualities of the ear. We capture both of these with our imagery themes.

## ABSTRACT IMAGES



## PORTRAIT IMAGES



## IMAGE BLENDING MODES



MULTIPLY 100%



SOFT LIGHT 100%

## USE OF BLENDING

Intertwining our brand colours with our imagery is as easy as using a blending mode when overlaying a colour shape over an image.



Lalela