

lalela

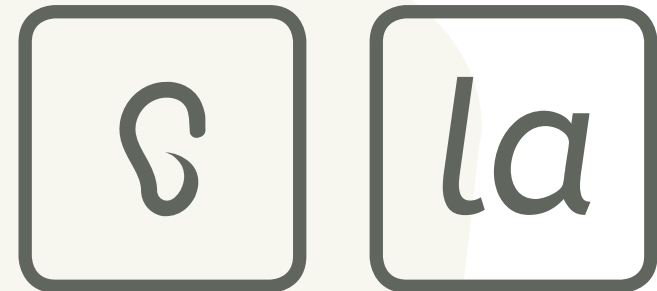
CORPORATE IDENTITY

Logo

Main Logo



Icons



logotype

lalela

lalela

lalela

Story

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.

Identity Rationale

We are sturdy, steadfast, ever-evolving and science-driven. We believe that knowledge is the key to human wellness.

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.

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.

Stationary

Letterhead

T: 000 000 0000
E: mail@lalela.co.za
W: lalela.co.za

Physical Address
XXXXXXXXXX
XXXXXXXXXX
XXXXX

Business Card



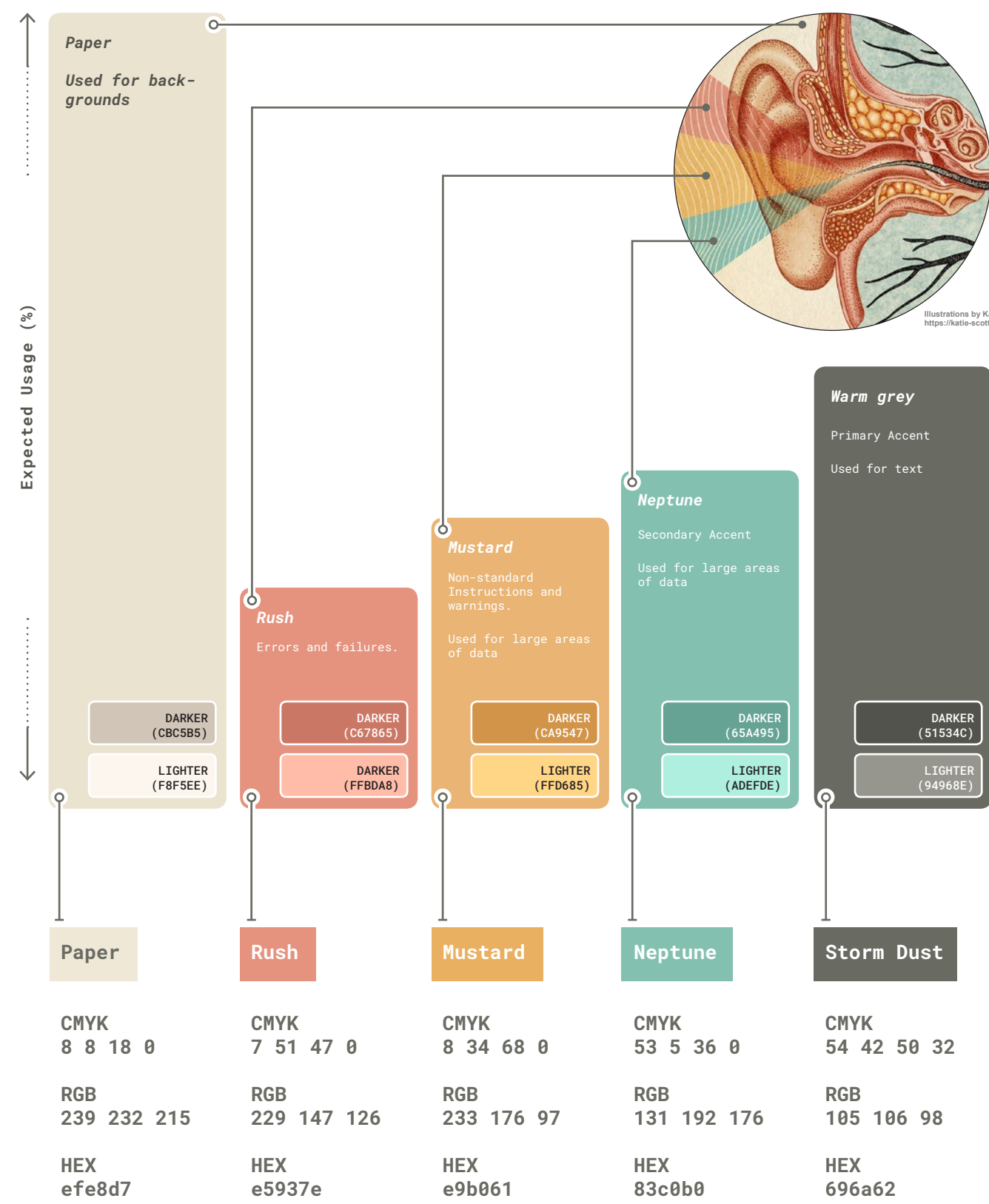
Dr. Gregory Daniel
Ross-McDonald
P: 082 000 0000
E: rossmcdonald@lalela.co.za

Email Signature

Dr. Gregory Daniel Ross-McDonald
P: 082 000 0000
E: rossmcdonald@lalela.co.za



Colours



Fonts

Vision

Vision - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Vision - Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Vision - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Vision - Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Vision - Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Vision - Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

.....

Vision is our primary font.

It's used for any and all long-form body copy and main headlines

Roboto Mono

Roboto Mono - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Mono - Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Mono - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Mono - Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Mono - Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Mono - Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

.....

Roboto Mono is our secondary font.

It's used for and data displays, secondary headlines and smallprint.