



Brand Guideline By Embark Digital

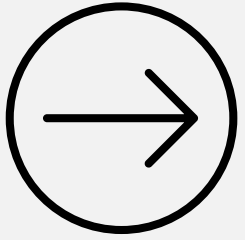
Brand Guidelines for Liasons





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Liaisons

01

About



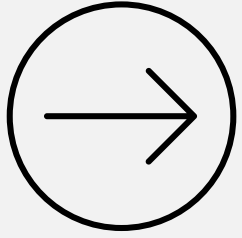


About Liaisons

The Brand Guidelines for Represent Your Brand

Liaisons Trading Enterprise, a safety compliance brand since 2017, embodies strength and trust. Our golden eagle and globe symbolize leadership and connectivity, reflecting our commitment to safety, integrity, and collaboration in high-risk industries like mining, ensuring excellence in every partnership.





Liaisons

02

Brand Logo





Brand Logo

Brand Logo Description

- The Liaisons Trading Enterprise logo embodies strength, trust, and global connectivity.
- **Central Symbol:** A golden eagle with spread wings, symbolizing leadership, vision, and protection—key traits for a safety compliance leader.
- **Background Element:** A globe with meridian lines and arrows, representing our role as a liaison and our potential for global expansion.
- **Text:**
 - "LIAISONS" in bold, black serif font, with a trademark symbol (™), reflecting professionalism and authority.
 - "TRADING ENTERPRISE" in smaller black serif font, clarifying our business focus.
- The gold and black color scheme conveys excellence and integrity, aligning with our commitment to safety and compliance.





Logo Color Variant

Our logo is versatile for various applications while maintaining brand consistency. Below are the approved variations:

1. Logo with Wording:

- Full logo including the eagle, globe, and text ("LIAISONS TRADING ENTERPRISE").
- Use for formal documents, marketing materials, and website headers.

2. Logo Icon Only:

- Eagle and globe without text.
- Ideal for favicons, social media profile icons, or small-scale applications.

3. Logo in Black and White:

- Full logo (eagle, globe, and text) in grayscale.
- Use for monochrome printing or when color printing is unavailable.

4. Logo in Black and White, No Wording:

- Eagle and globe in grayscale, without text.
- Suitable for subtle branding on documents or packaging.

01



02



03



04





Brand Icons

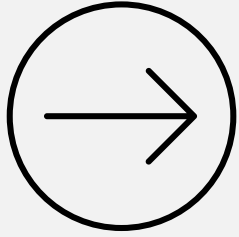
The brand icon for Liaisons Trading Enterprise consists of the golden eagle and globe, excluding the text. The icon is sleek and modern, making it versatile for digital and print applications where space is limited.



Eagle: Represents strength, leadership, and protection, reflecting our role in ensuring safety in high-risk industries.



Globe: Symbolizes connectivity and our potential for expansion, aligning with our vision to build partnerships and expand our reach.



Liasons

03 Brand Colour



Logo Color Palette

•**Content:** The Liaisons Trading Enterprise color palette reflects our values of excellence, trust, and professionalism. Use these colors consistently across all branding materials:

- **#462523 (Deep Brown):**
 - Represents stability and reliability, ideal for backgrounds or secondary accents.
- **#CB9B51 (Golden Yellow):**
 - The primary gold shade of the eagle and globe, symbolizing excellence and leadership.
- **#F6E27A (Light Gold):**
 - A lighter gold for gradients or highlights, adding a premium touch to designs.
- **#000000 (Black):**
 - Used for text and outlines, ensuring readability and a professional contrast.

#462523

#CB9B51

#F6E27A

#000000