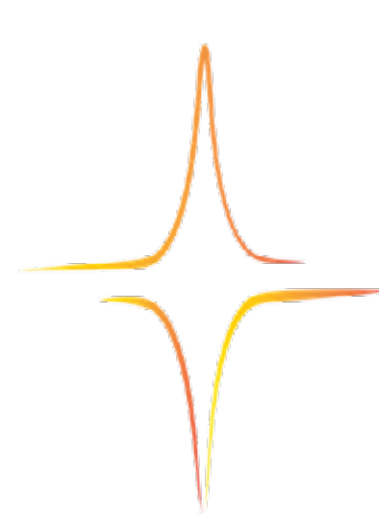# Logo

LYTE utlilizes a logo of a spark of light without the use of text.
Created using two curved strokes, neither of which intersects with the other, the logo symbolizes the peaking of one life and the beginning of another.
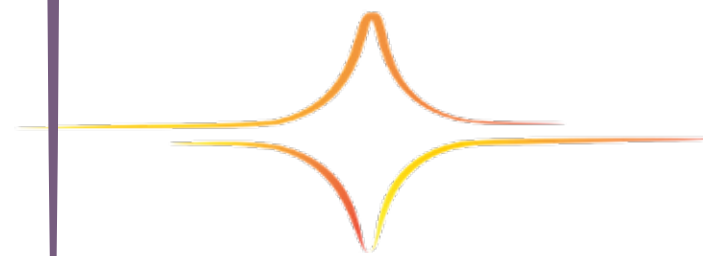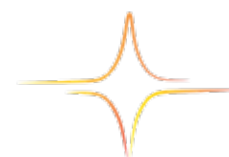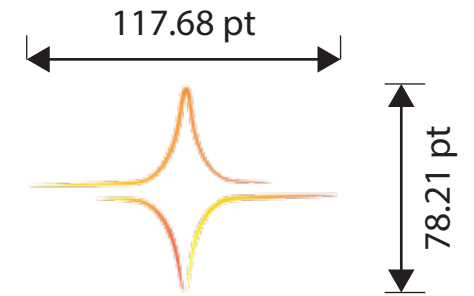
Never:

Stretch the logo design vertically

Rotate the logo design in any way
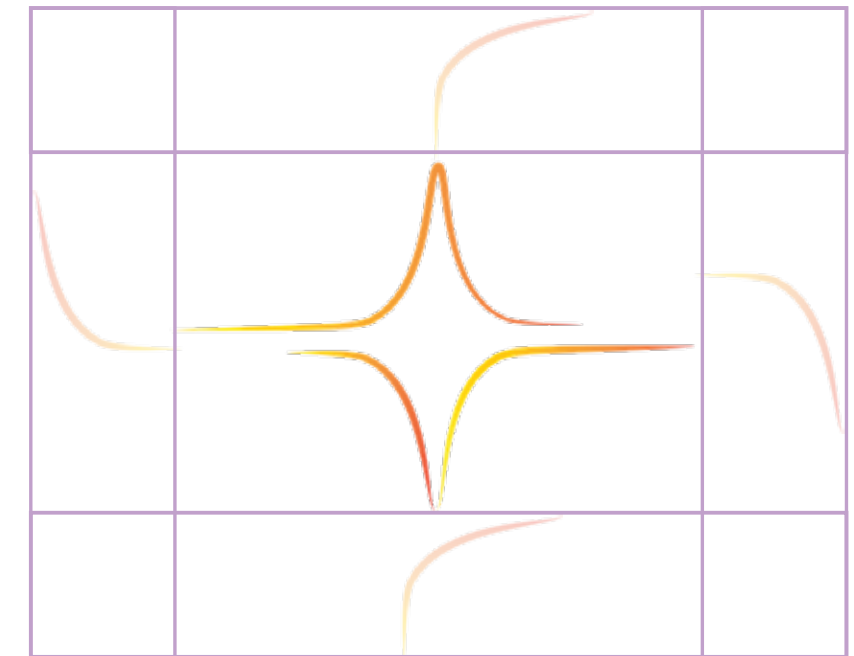
Stretch the logo design horizontally

Shrink the logo past guidelines

117.68 pt

78.21 pt

Shrink Guidelines
The logo cannot dip lower than the designated measurements, those being:
Length: 117.68pt
Width: 78.21pt

Safe Space
In order to remain clear and professional, there should be enough space to fit a curved stroke on each side

Typography

Heading: Rockwell Regular
Subheading: Rockwell Italic
Body: Calisto Regular
Caption:Calisto Italic

To ensure headings and body copy are distingishable from another, headings utilize a slab serif with a bolder stroke weight while body and caption content use a serif font that is lighter on the eyes.

Text will always be aligned to the left, unjustified. This is to allow consistent reading and a natural flow of text, letting viewers to feel seen and understood.

Example Header

Example Subheading

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te
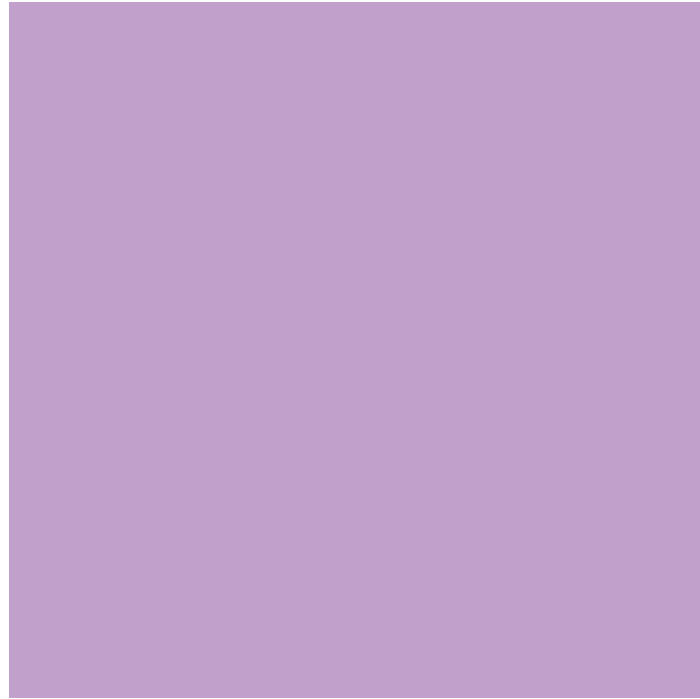
Color

Main: Rebirth

HEX: #c1a0cb
RGB: 193, 160, 203
CMYK:5%, 21%, 0%, 20%

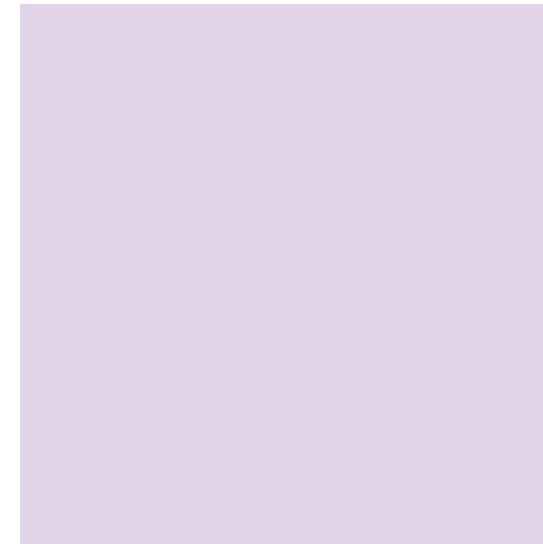This color is meant to express a calmness and a sense ofunderstanding towards the audience
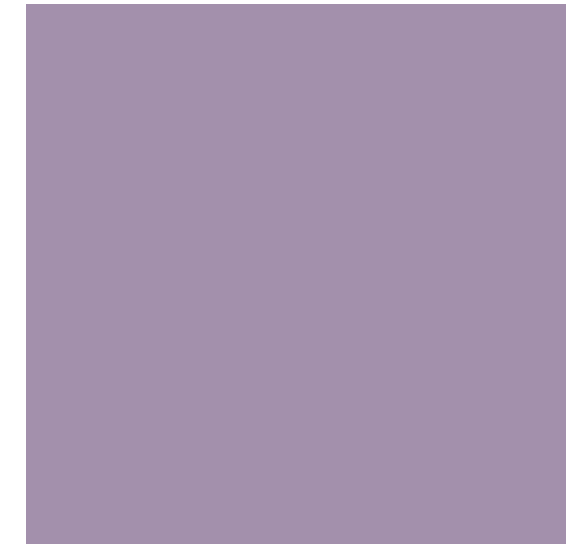
50% Tint

125% Tint

Accent: Spark

HEX: #fbb040
RGB: 251, 176, 64
CMYK:0%, 30%, 75%, 2%

When used as an accent, this color is used to focus on positivity, hope, and the signature bright nature LYTE is known for.

50% Tint

125% Tint

Navigation

Primary

Secondary

Primary (H)

Secondary (H)

When opening up navigation, the top bar will have primary buttons in a row, colored with our signature shade "Rebirth". Upon selection, the color will shift to the 50% tint of the accent color "Spark". Selecting options from secondary menus will have the same system with the colors reversed.

Color decisions were made to keep conistency in mind for audiences as to avoid overstimulation and confusion.