

>LEPIDUS<

**Visual identity
manual**

NAME CHOICE

➤ *LEPIDUS* ➤

The name “Lepidus” can mean agile, dexterous, flexible, light and jovial in Latin, it also bring the idea of something sophisticated.

- > Lepidus literally means quickness in Latin
- > Lepidus is the name of a former Roman consul
- > Brings the idea of something sophisticated and elite

FONT CHOICE

LEPIDUS

LEPIDUS

LEPIDUS

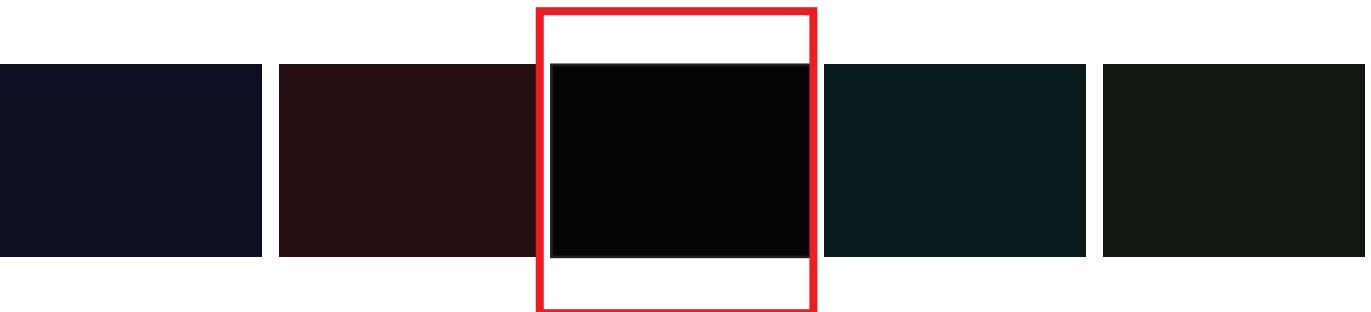
LEPIDUS

LEPIDUS

The choice of font (italic times new roman) took in consideration,
primarily, what the appearance that the
company wants to convey: elegance, quickness and sophistication.

COLOR CHOICE

To convey the desired image, it was necessary to choose a dark color. The black color was chosen in order to convey an idea of sophistication and elegance. The secondary color is the opposite, white.

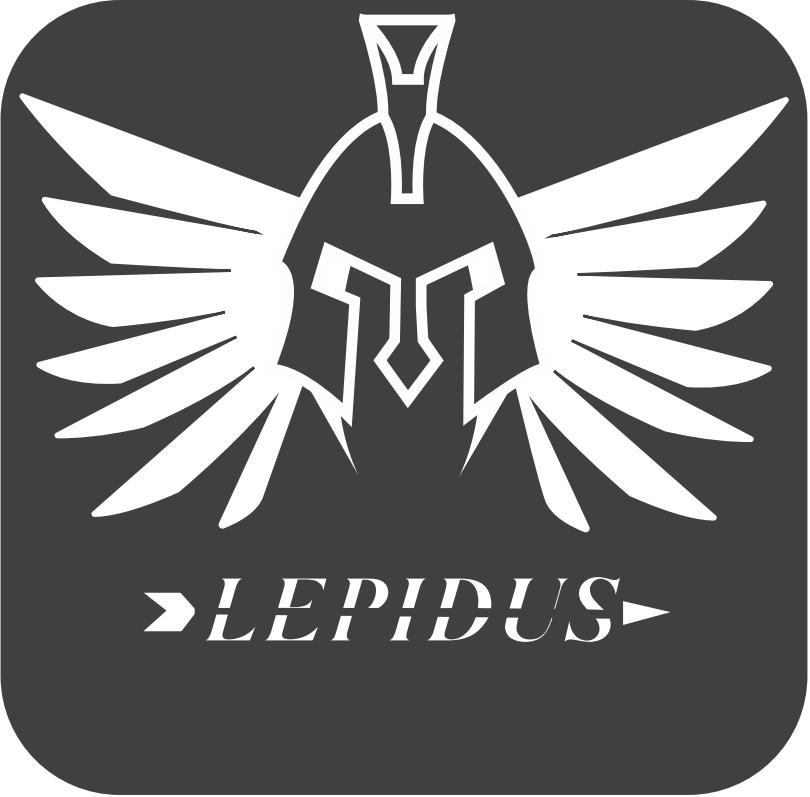


USE IN ENVIRONMENTS WITH DIFFERENT



DARK

In dark environments
the black is outlined
by white edges
except for the arrow.



MIDLIGHT

In midnight environments
the black is replace
by grey shades.



LIGHT

In light environments
the colors are all opsite
from the dark environment

VERTICAL USE



SUPPORT FONT

THE SUPPORT FONT (FRANKLIN GOTHIC MEDIUM) IS USED WITH THE PURPOSE OF TRANSMITTING A MESSAGE WITH MORE CLARITY TO THE PUBLIC AND INTEGRATES THE VISUAL IDENTITY.

➤ BE INTERESTING. ►

MOCKUP 1



MOCKUP 2



MOCKUP 3

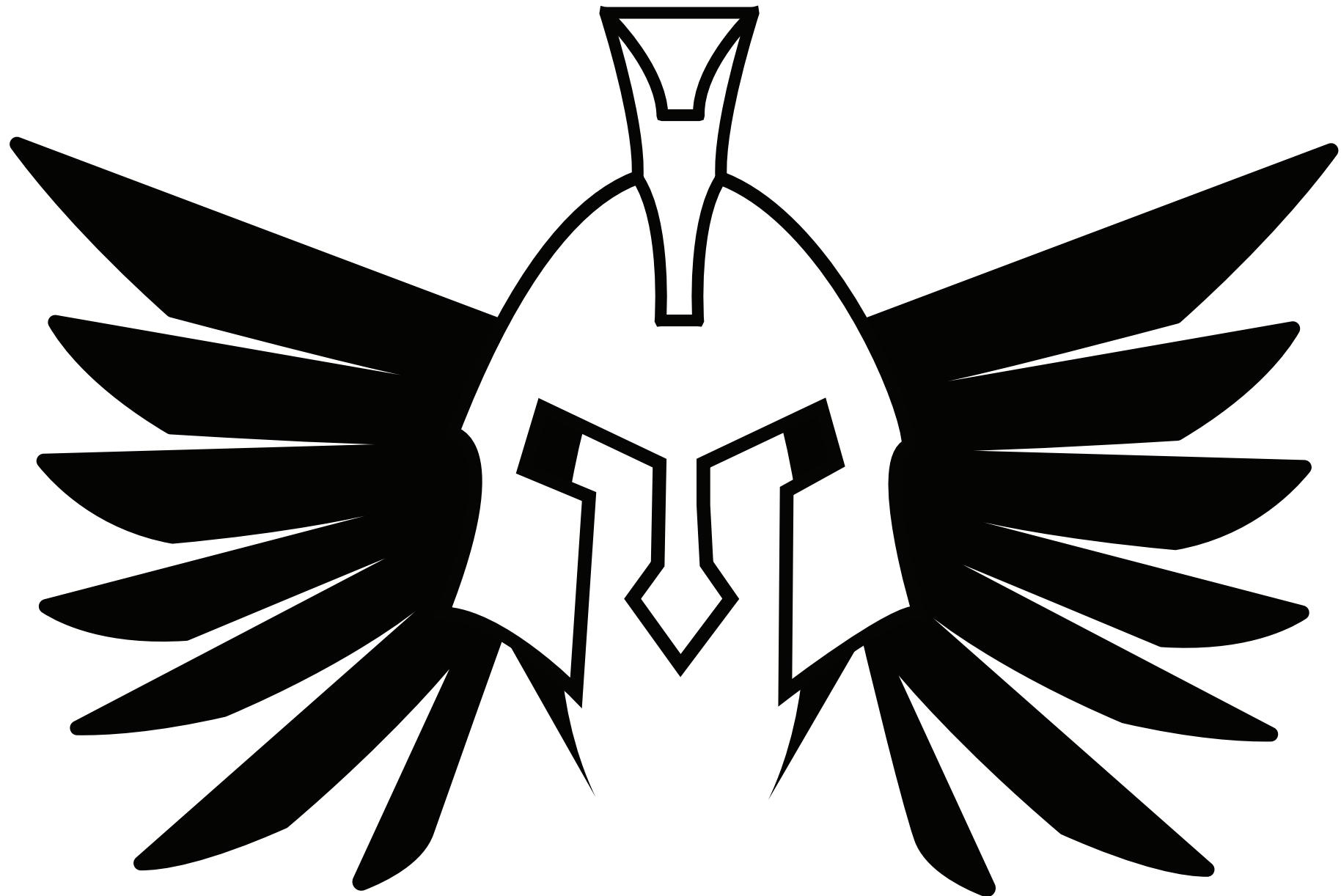


MOCKUP 4



MOCKUP 5





➤ *LEPIDUS* ➤