

Brand Guidelines

The Guidelines For Luke Avery Lanning’s Brand



Welcome to Luke Lanning’s brand guidelines!
This document is designed to guide the usage
of Luke Lanning’s brand!

Requirements

- 01 BRAND
- 02 LOGO
- 03 TYPOGRAPHY
- 04 COLOR
- 05 BRAND IN ACTION



The Brand

OUR GOAL

To be able to customize this
template enough to look like
your own unique brand identity!

Why Do I Exist?

I strive to make things that help the lives of others and myself. Whether that is through the making of video games or computer software, I takes steps to achieve my goal and improve myself.

Who Do I Serve?

I serve people, people who exist in this digital world, people who need something to make their lives just a little bit easier. As someone who enjoys making things, I enjoy making things that bring people joy and comfort.

What Sets Me Apart?

I think my sense of humor is something that sets me apart

The Logo

The Typography

The Color

The Brand In Action

05

LAL Logo

While the Luke Lanning brand utilizes a different logo for traditional art pieces, it is important to have a professional digital logo mark that represents the brand and individual.

This logo is inspired by gothic stained glass windows and their colors. It utilizes dark, contrasting colors to achieve a professional and knowledgable feel.



Font Families

The fonts used by the Luke Lanning brand. These are fonts that synergize well together while also matching the brand.

Iowan Old Style

This font matches the gothic window aesthetic provoked by the logo.

Hatch Sans

Hatch Sans matches the lowan Old Style font while also standing out as its own.

Iowan Old Style

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When to use this font

Headers and Bold displays

Hatch Sans

Hatch Sans

Hatch Sans

Hatch Sans

Hatch Sans

When to use this font

Subheadings and body fonts



Color Palette

The colors used by the Luke



They work well together and they are
quite a nice aesthetic while provoking
good feelings towards the brand.

Purple

CMYK C70.46 M94.96 Y10.16 K1.42
RGB R108 G53 B135
HEX #6C3587

CYAN

CMYK C94.8 M59.64 Y39.74 K20.24
RGB R2 G85 B110
HEX #02556E

Dunkel

CMYK C69.53 M67.19 Y63.67 K73.83
RGB R35 G31 B32
HEX #231F20

Licht

CMYK C20.59 M16.03 Y16.71 K0
RGB R202 G201 B201
HEX #CAC9C9

Dunkel Licht

CMYK C44 M36 Y36 K1
RGB R150 G150 B150
HEX #969696



Deadline: December 11th, 2024

My goal was to make a brand that matches my personality and image. Towards that end, I wanted to create a professional brand and brand guidelines.

My Brand in the Wild

