



Brand Guidelines

Lyte grid + dot type studies

LUTE

LYTE

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Selected Parent

LYTE

Offspring

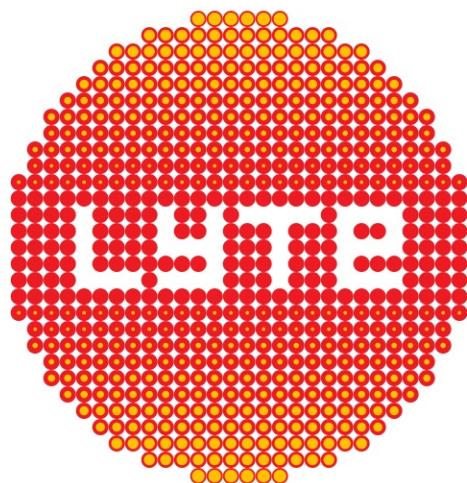
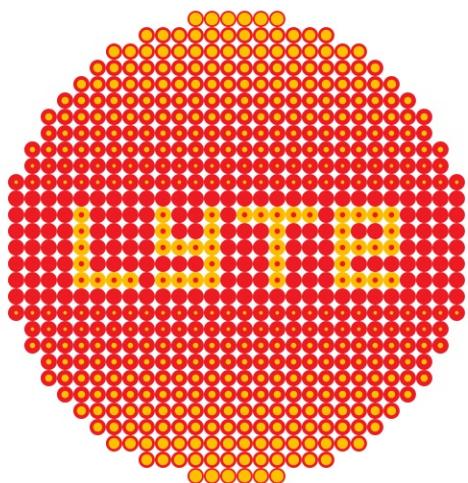
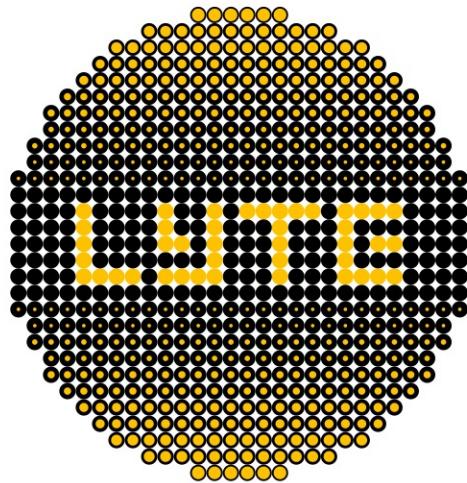
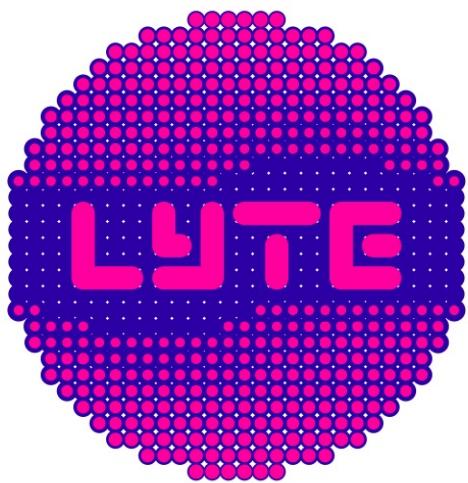
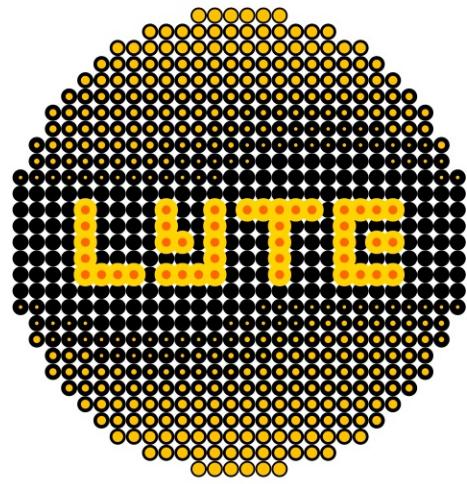
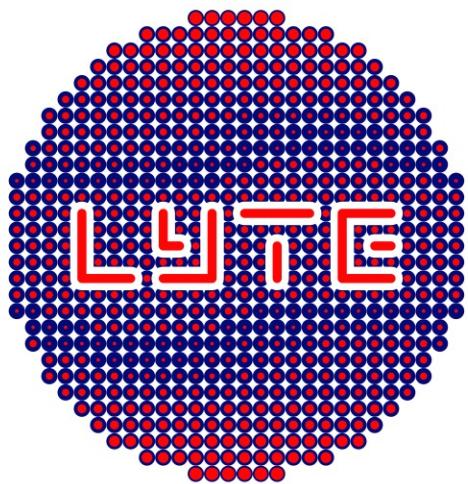
LYTE

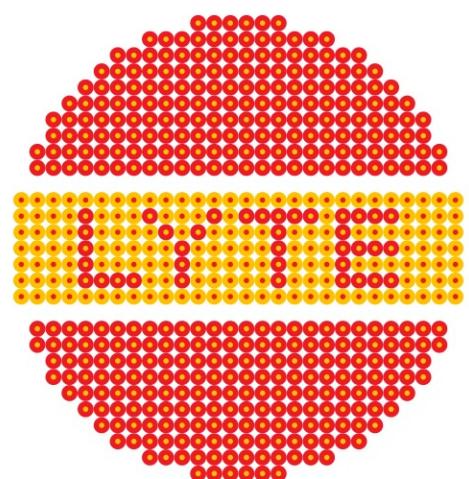
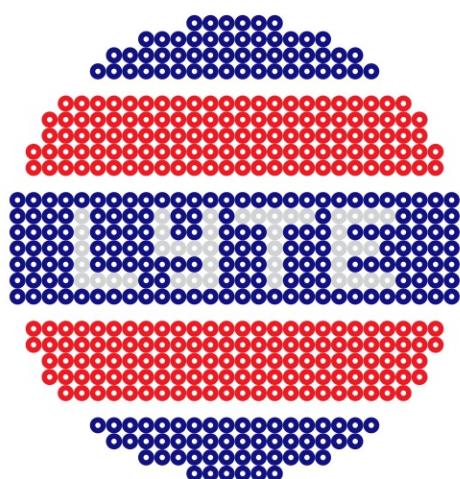
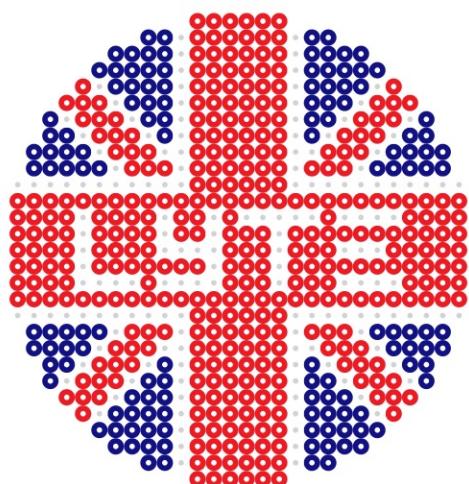
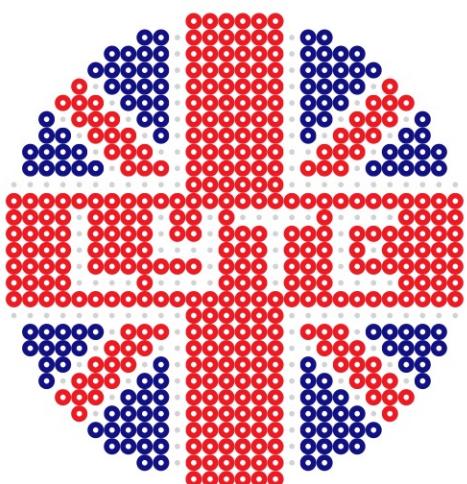
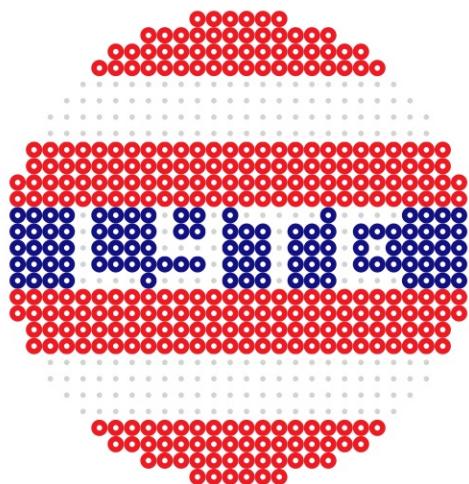
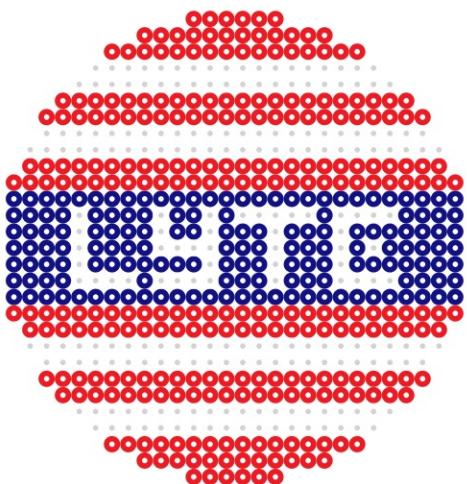
Offspring continued

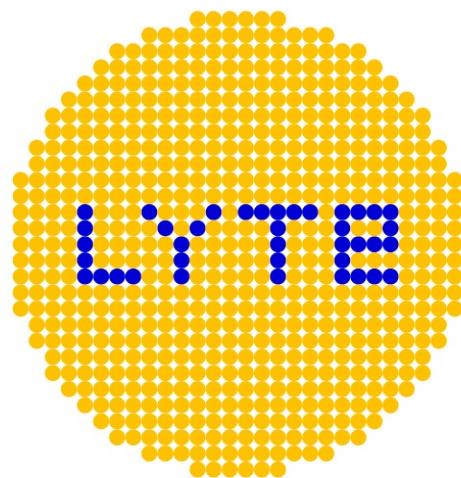
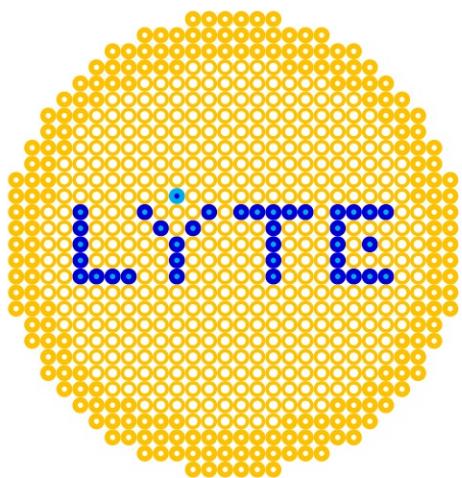
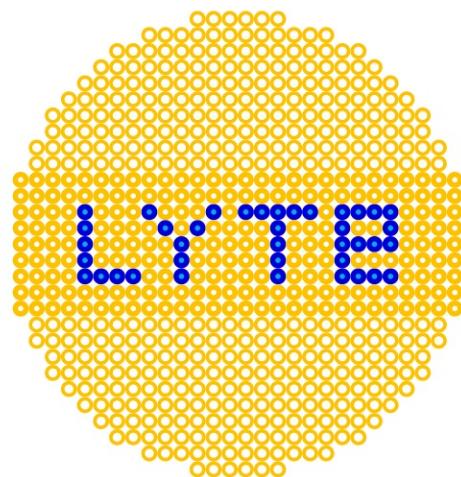
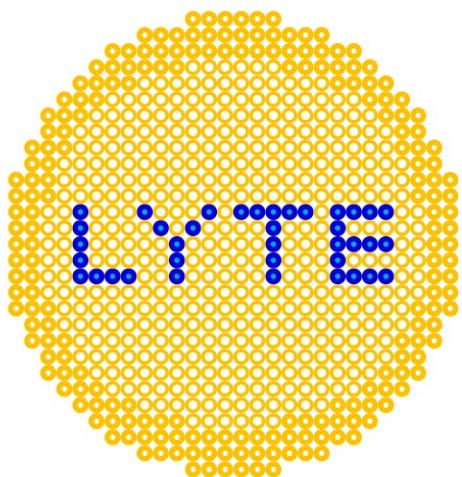
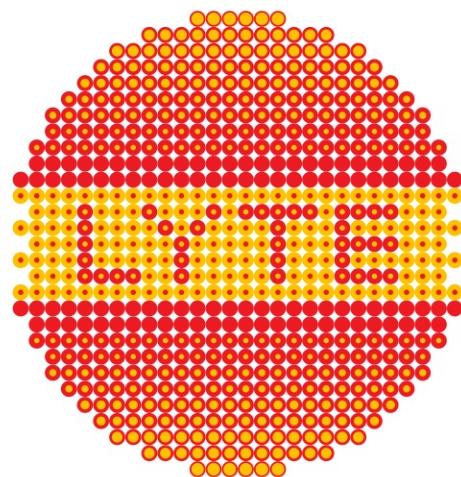
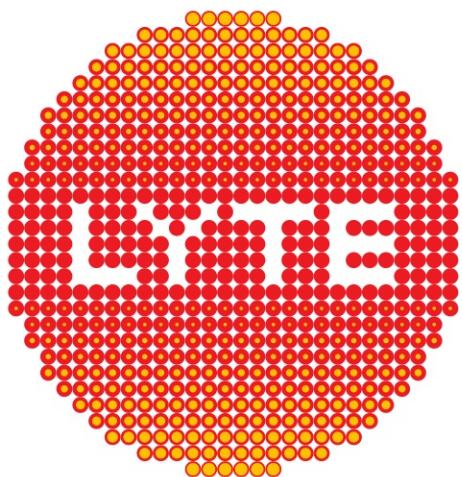
LYTE

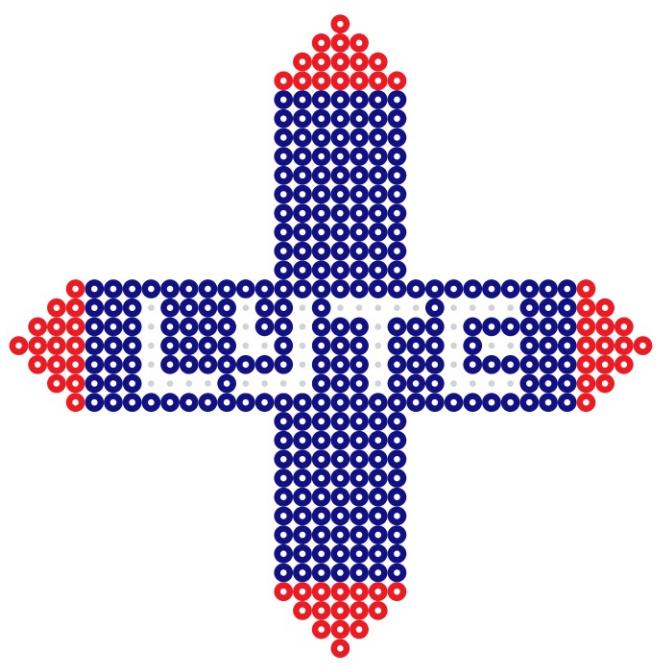
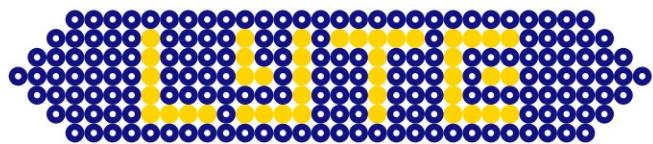
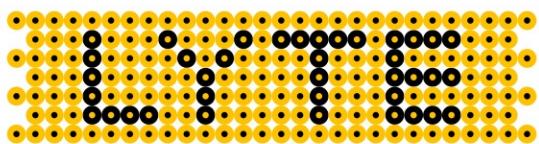
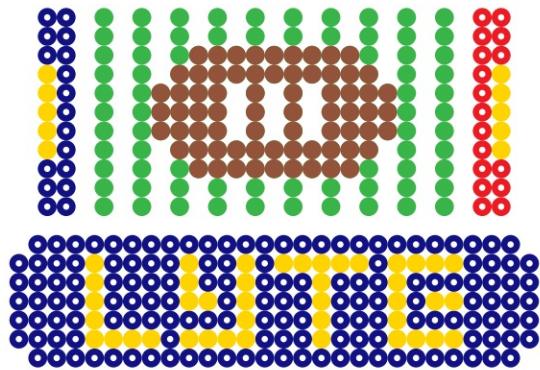
Lyte wordmark in circular matrix, & misc matrix studies



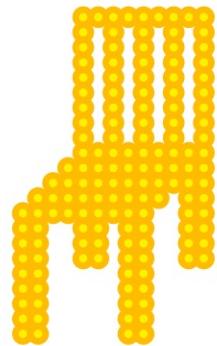


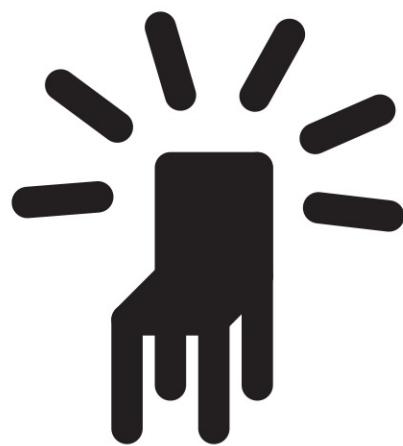






“Empty Seat”





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Buy and resale tickets. Fairly.



LYTE

because empty seats suck.



LYTE

because unused tickets suck.



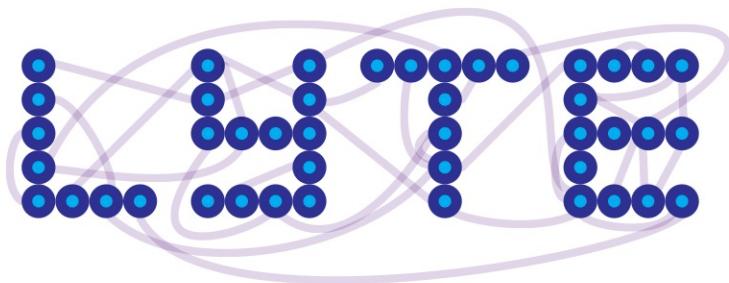
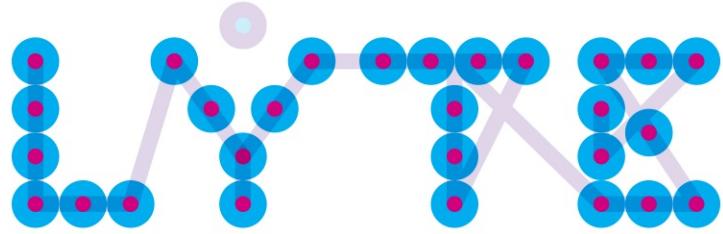
LYTE

because empty seats suck.

LYTE

because empty seats suck.

Misc.



LYTE

LYTE

LYTE

Logo / Black & White

Standard

LYTE

Reversed



Logo / Color

Standard

LYTE



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Alternates

LYTE



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Color Basics

Primary colors



Pantone 213c
hex: #FF0086
cmyk: 0, 95, 27, 0
rgb: 255, 0, 134



Pantone 2746c
hex: #1B007C
cmyk: 100, 92, 0, 10
rgb: 27, 0, 124



Pantone Warm Gray 1c
hex: #E8E5D6
cmyk: 0, 2, 5, 6
rgb: 232, 229, 214

Secondary colors



Pantone 215c
hex: #AD2F83
cmyk: 0, 100, 35, 27
rgb: 173, 47, 131



Pantone 2736c
hex: #2C00A5
cmyk: 100, 91, 0, 0
rgb: 44, 0, 165



Pantone 2765c
hex: #260647
cmyk: 100, 97, 0, 45
rgb: 38, 6, 71



Pantone Warm Gray 3c
hex: #C9C6B9
cmyk: 0, 4, 10, 17
rgb: 201, 198, 185

Color Distribution



P - Primary colors

S - Secondary colors

Color / Copy

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