



The logo features the text "Linker Logic" in a light blue, sans-serif font, centered within a dark blue circle. The circle is composed of three concentric rings, with the text positioned between the middle and outer rings.

Linker Logic

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Background

Overview

Linker Logic Technologies is a modern and very forward thinking technology company.

Our sophistication lies in our ability to deliver concise content.

Our brand identifies us as clean , fresh , energetic and professional. We focus on simplicity and minimalism as well as boldness.

Our graphical and typographical styles focus on clarity and brevity.

Identity



COLORS

Our primary and accent colors provide a bold, high contrast pallet. Our neutral secondary colors provide contrasting background and various blend options.

Aa Aa

Aa Aa

Aa Aa

FONTS

We selected a blocky font for bold headings and special usage. We selected a curved font for ease of reading in heavy amounts of blocked type.



Linker Logic

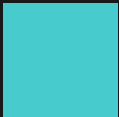
LOGOS

Our modified montessarat type provides the right combination of roundness and sharpness. The hexagonal signature provides uniqueness and the square provides compatibility.

Design

Colors

PRIMARY



LL Blue | # 48CBCD
C M Y K R G B
61 00 41 00 072 203 205



LL Light Blue | # A8E5E6
C M Y K R G B
31 00 12 00 168 229 230

SECONDARY



LL Gray | # 333340
C M Y K R G B
76 71 52 50 051 051 064



LL Black | # 191919
C M Y K R G B
73 67 65 79 025 025 025

ACCENT



LL Red | # AD3340
C M Y K R G B
23 93 73 13 173 051 064



LL Yellow | # D3CF3D
C M Y K R G B
21 09 93 00 211 207 061

Fonts

TITILLIUM WEB

Used for headings and emphasis.

SAMPLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Cras molestie ligula et pharetra malesuada.

MAVEN PRO

Used for body text and main content.

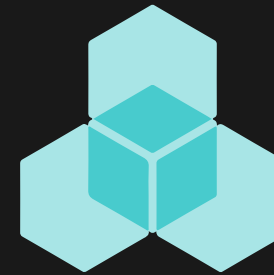
SAMPLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Cras molestie ligula et pharetra malesuada.

TW

Logo

MARK



1 x 1
Ratio

The logo must be bound in a square shape. The background color must be LL Blue and the foreground diamond color must be LL Light Blue. The use of transparency to modify the shades of blue must require special approval.

TYPE

Linker Logic

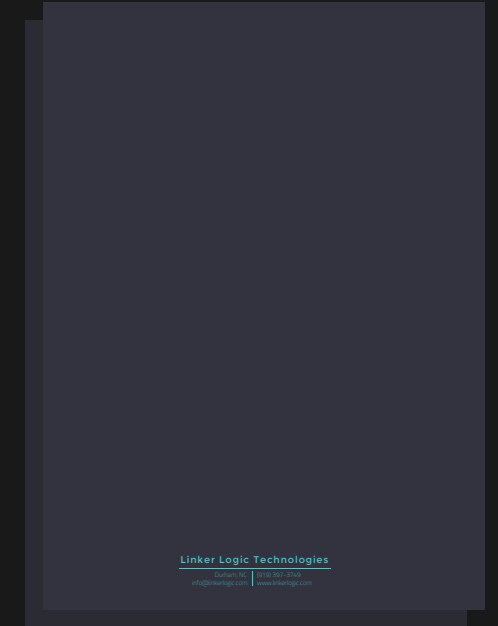
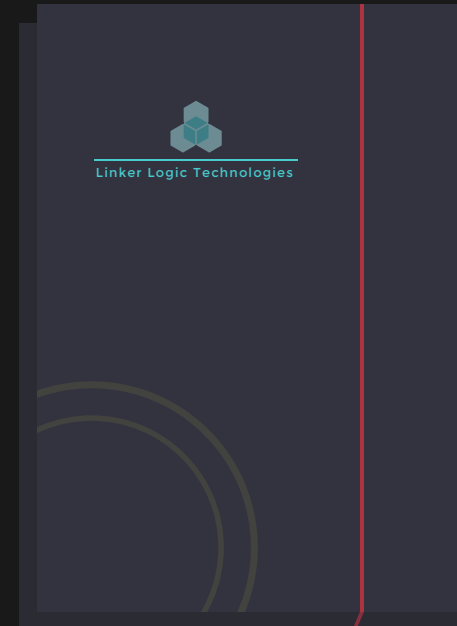


The type is a Montserrat font variation. The font is reserved for the type logo and may not be used in any 3rd party materials in which Linker Logic is associated.

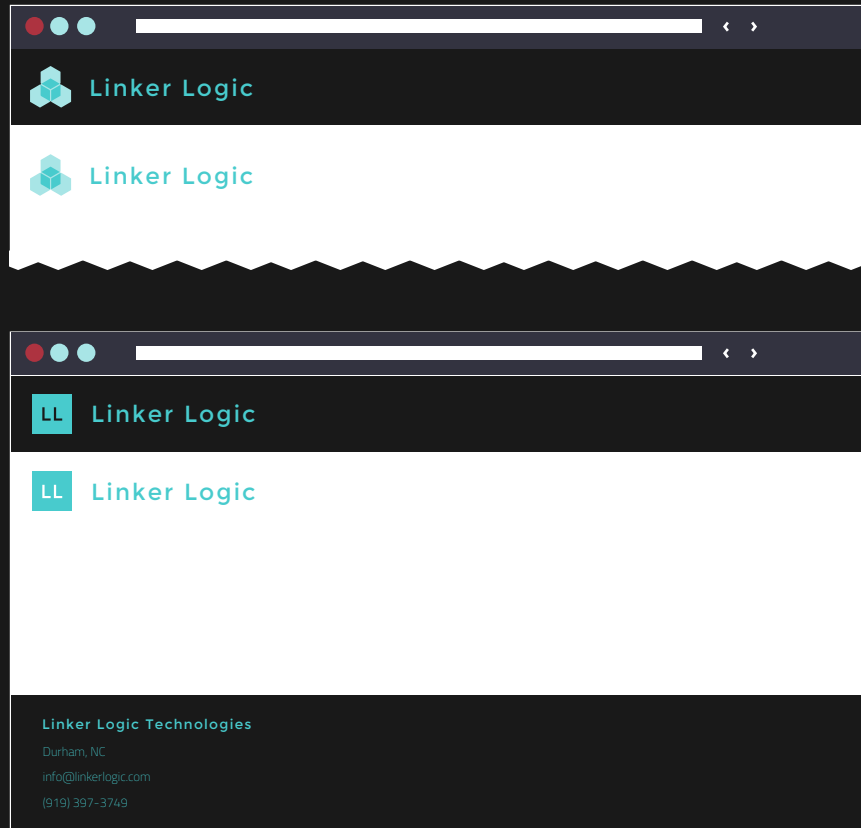
This alternative mark may be used where the primary mark is insufficient. The linker Logic Ls must be transparent on a solid background with a square bounding box colored LL Blue.

Usage

Print



Web



Improper Use

Linker Logic  The mark should never follow the type.

 Linker Logic The mark's height should never be smaller than 1.25x the leading.

 Linker Logic  Linker Logic Marks should never be placed directly above the type.



TRANSPARENCY

Transparent LL marks should never appear on busy backgrounds or images. The "LL" should **always** be a solid color. The hexagonal logo may be conservatively transparent. However, the mark should never be transparent on solid backgrounds.



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