

Identity Style Guide

project

Litani Brand Identity

client

Litani

prepared by

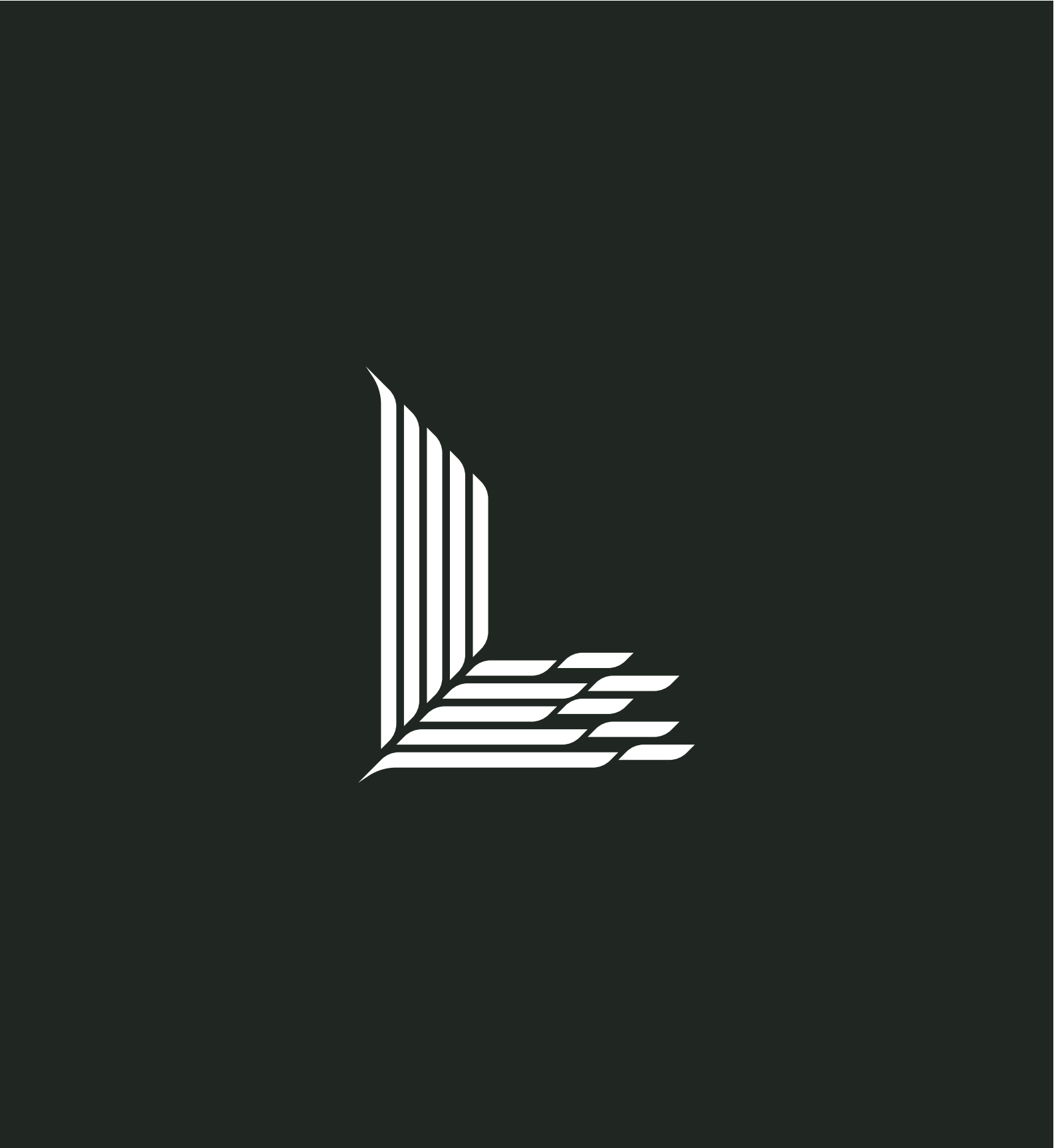
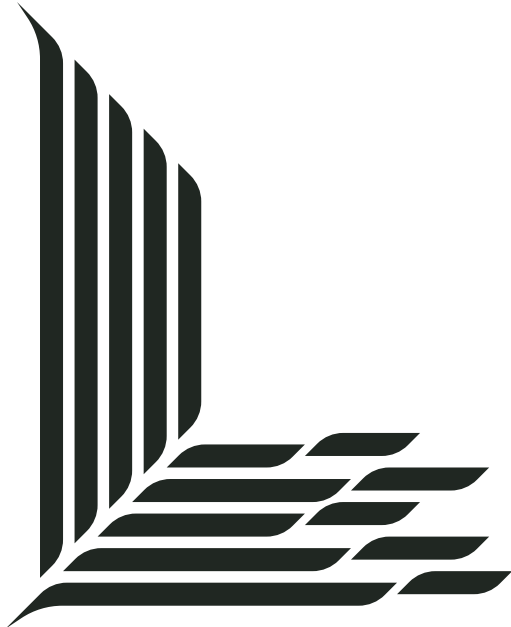
Scott & Victor LLC

date

April 27, 2018

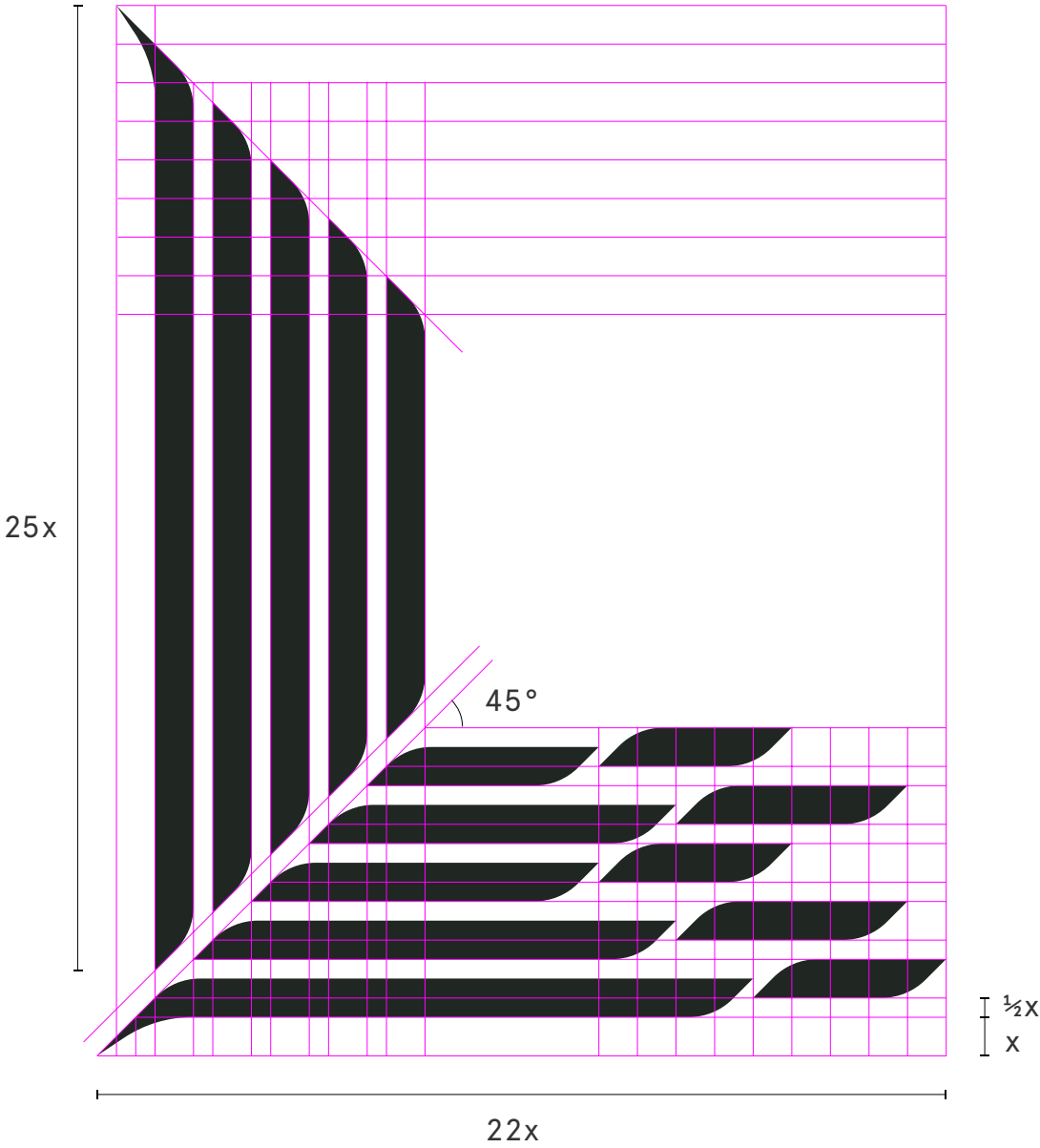
Logomark

Primary mark to be used in applications.



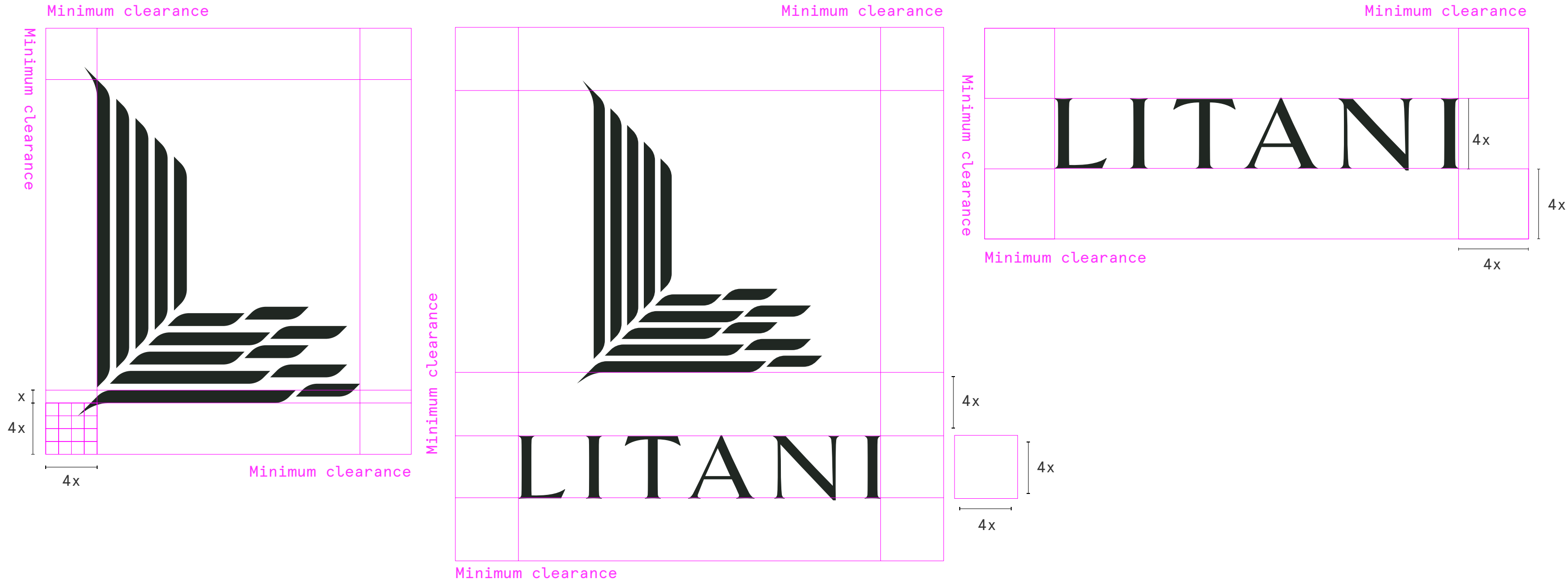
The mark is constructed using a grid following specific rules and proportions.

Maintain the integrity of the mark by reproducing it with the correct proportions. The mark can be scaled up or down, but do not distort it or alter the proportions.



LITANI

Use these guidelines to make sure the marks have enough empty space around them on all sides.

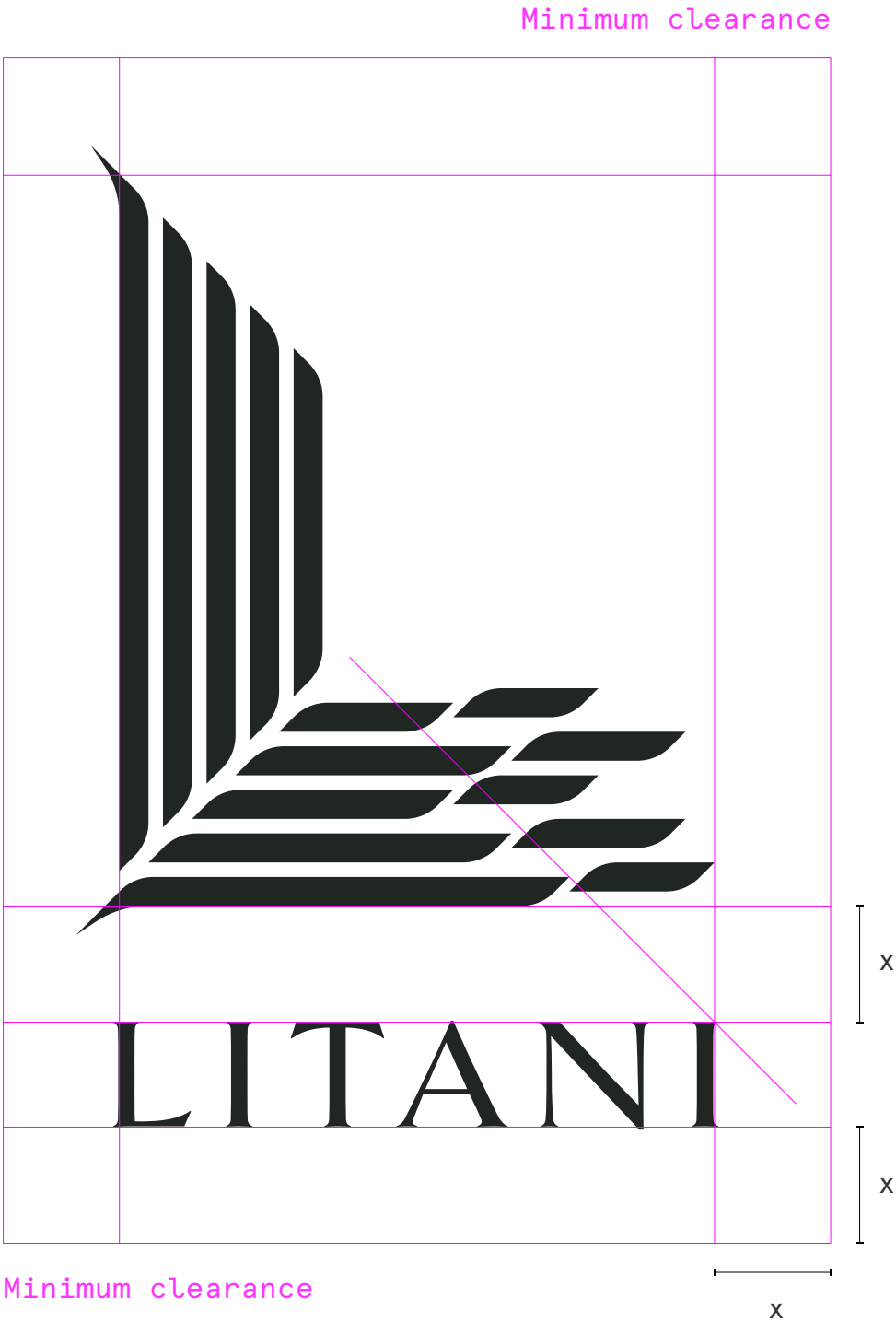


When used, this alternate wordmark should be presented in the lockup as shown below.



Logo Spacing (Alternate 2)

Use these guidelines to make sure the marks have enough empty space around them on all sides.

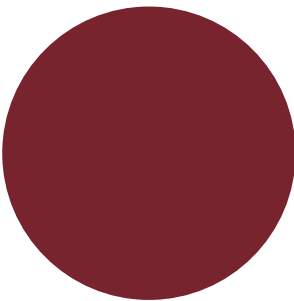


In certain circumstances where it may be necessary to contain the logo, the logomark should be contained in a circle as shown.



Primary brand color palette to be used on applications.

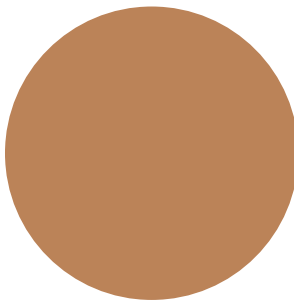
PRIMARY



Maroon

PMS: 188 C
C:33 M:92 Y:73 K:38
R: 121 G:36 B:47
#79242f

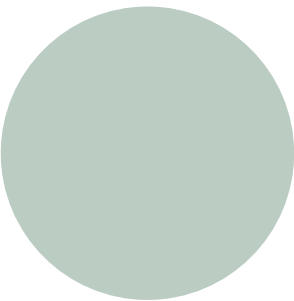
ACCENT



Copper

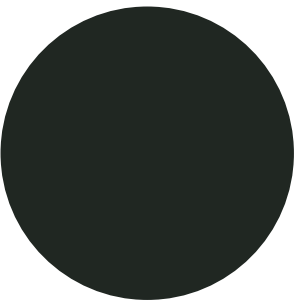
PMS: 10143 C
C:24 M:50 Y:72 K:4.5
R: 188 G:132 B:87
#bc8457

SECONDARY



Teal

PMS: 5595 C
C:26 M:11 Y:23 K:0
R: 189 G:205 B:194
#bdcdc2



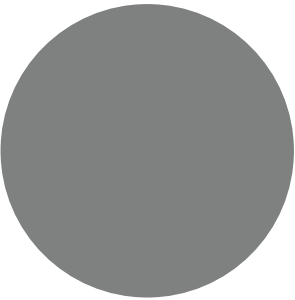
Black

PMS: Black 3 C
C:73 M:61 Y:70 K:71
R: 33 G:39 B:33
#212721



Teal 15% Tint

Use as white

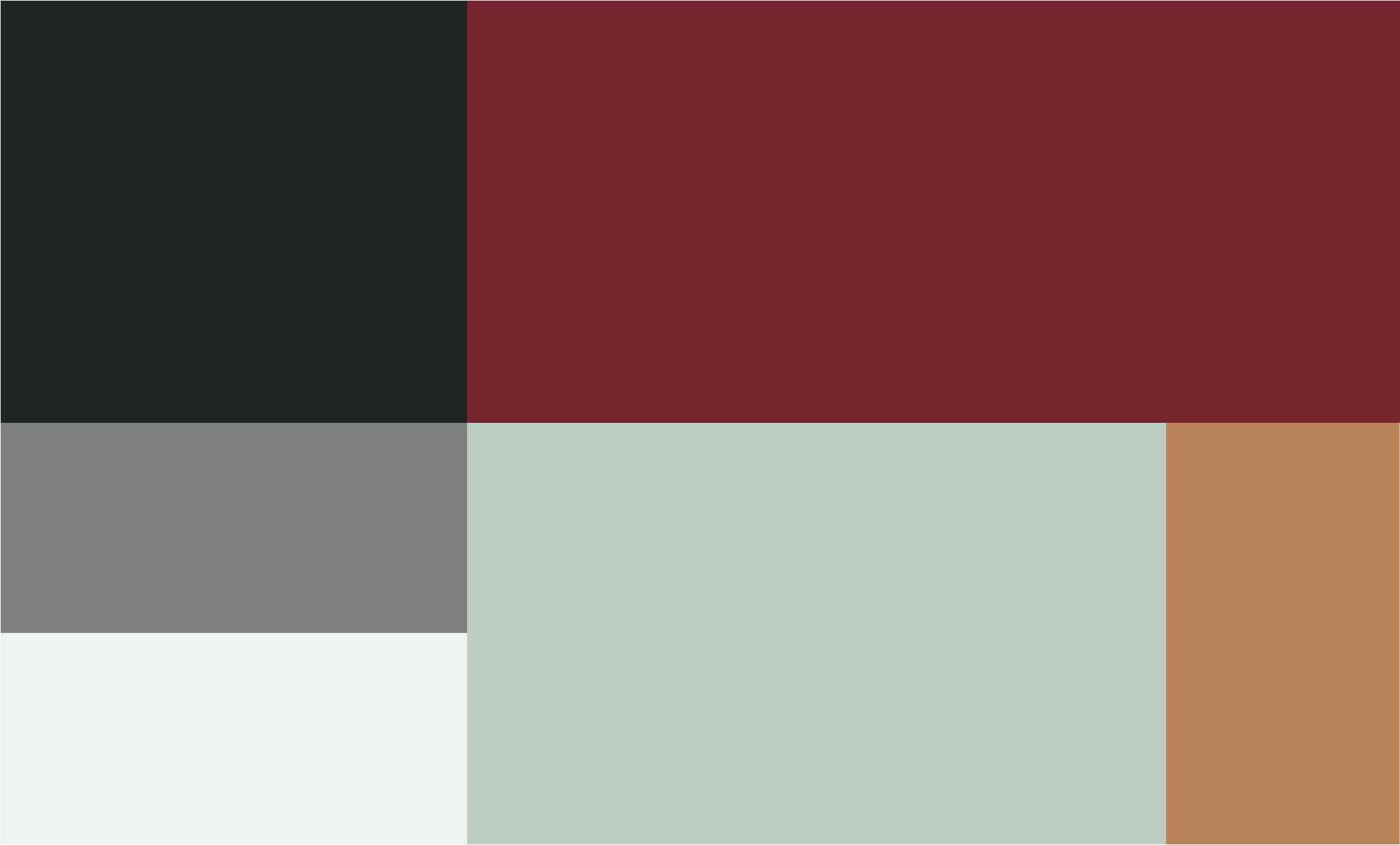


Black 60% Tint

Use as medium gray

Color Usage

Approximate proportion of colors when used in applications.



Typefaces and weights to be used in applications.
Priority should be given to creating visual hierarchy and ensuring legibility.

HEADLINE

Mercury Display

Bold, sentence case

For titles, headings,
larger applications

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

HIGHLIGHT

Metric

Bold, all uppercase,
ample letterspacing

For subheadings,
highlights, special usage

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BODY

ATC Arquette

Regular for body copy
Bold for highlights
Sentence case

For long format body
text, smaller usage

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

How typefaces can be combined in typical usage.

Headline usage

Mercury Display is used for headlines and callout statements.

Subhead usage

SUBHEADING

Body copy

Ererios solor audae int, occulpa neceati doluptas mo dem int ut ut is rectota sendio-necti dolore perae odi aliquam, vel imi, odit atibus a sunducideres etureperunt, sequo debis mi, ipsam res et volectent landam vendebit maximax impera cum rem di ab inis solest, il is exerum ulpa anditia valoris derio voluptius eliquo earum quam, eium harum ulpa quam ipiciis dolupti nusantescit occab iunt in cus, ommodi quosam aut officaestrum valoris tionem core re sim dolent vel maio voluptiste eos esedipsunt voluptionsed exces dolo imporepedita doluptatur andebit volorem venimpo reperatia con rero occatur epedic to eos simusan tescilla non eosae nimet repera adi unti as inimagnim doluptatur rendest ioreptat.

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