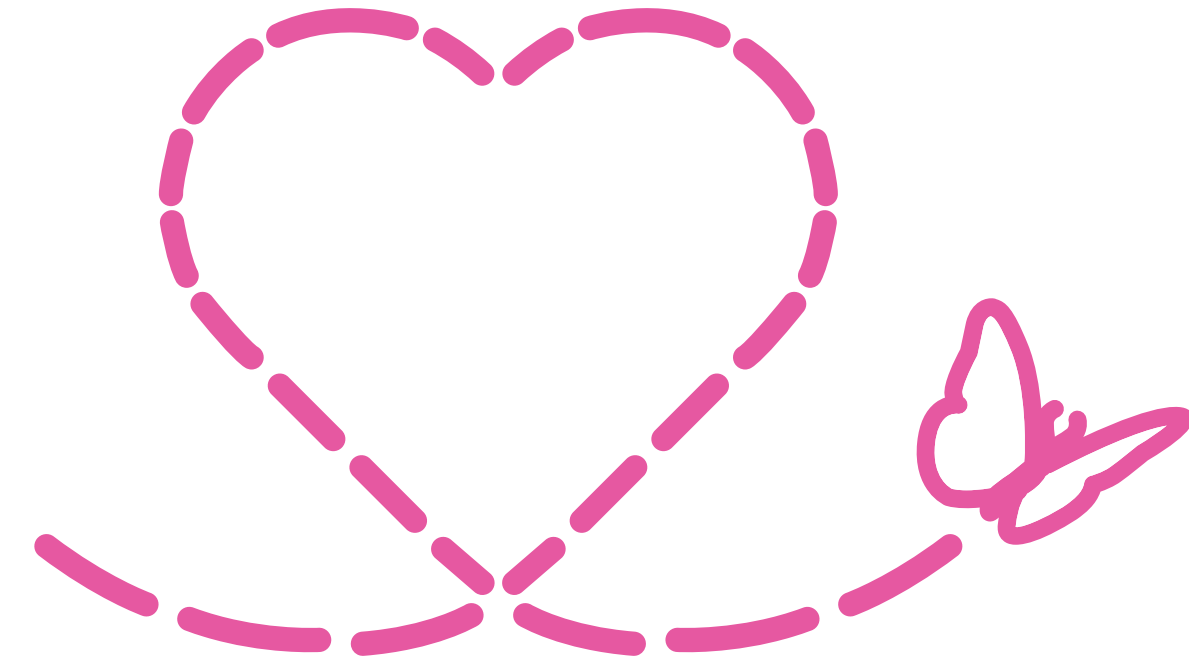
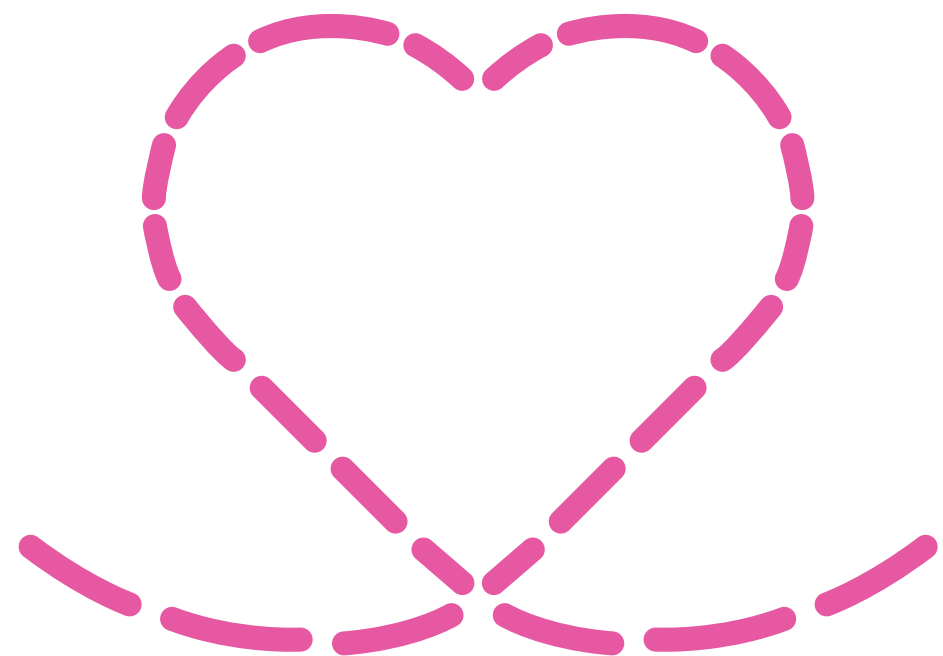


The Official

 **LoveBugs**

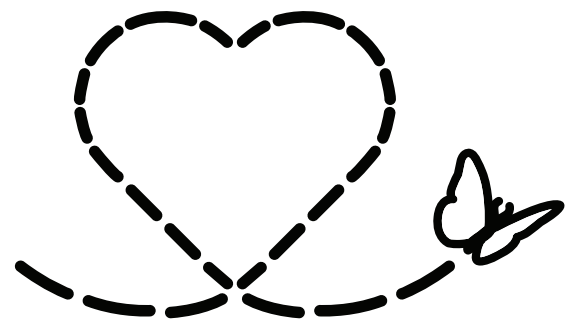
Style Guide

The mark is made of two parts:



The Love & The Bug!

The DOs

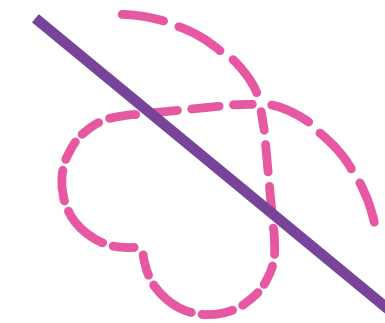
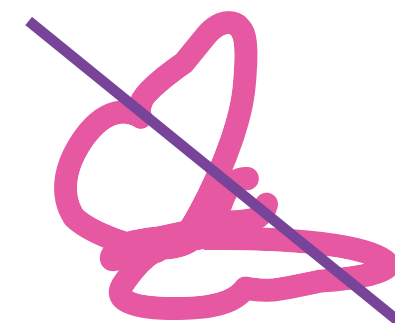


For non-print applications, such as etching or embossing on fabrics, metals, plastics, etc., it is acceptable to use an all black mark

Using the established proportions

Surrounding the LoveBugs mark with adequate clear space to ensure maximum prominence and visual impact

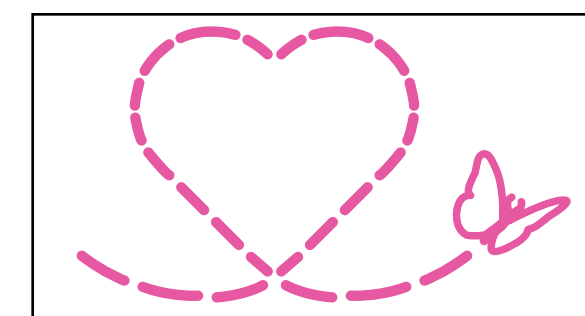
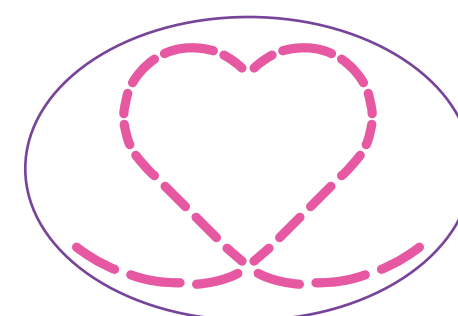
The DON'Ts



Rotating any part of the mark



Using The Love mark smaller than 50px wide, The Bug marks smaller than 30px wide, or The LoveBug mark smaller than 80 px wide



enclosing the mark in a shape

The logo

is also two parts!



LoveBugs

The Mark & The Type

The DOs

LoveBugs

Using the type by
itself when applicable

LoveBugs
LoveBugs
LoveBugs

Changing the type to
one of the approved
secondary colors

Using the established proportions

The DON'Ts

 **LoveBugs**

Using the logo smaller
than 320px wide

 **LoveBugs**

Changing the color of the mark

 **LoveBugs**

Skewing, beveling, folding,
stretching, or adding a drop shadow

The Colors

The two primary colors:

Purple	Pantone - 2593C
	Hexadecimal - 79459b
	RGB- 121, 69, 155

Pink	Pantone - 212C
	Hexadecimal - e65ba1
	RGB- 229, 90, 161

The three secondary colors:

Green	Pantone - 7738C
	Hexadecimal - 4bb74f
	RGB - 75, 183, 79

Red	Pantone - 198C
	Hexadecimal - e04661
	RGB - 224, 70, 97

Blue	Pantone - 298C
	Hexadecimal - 42b6e6
	RGB - 66, 182, 230

The Type

Museo Sans Rounded 900

The quick brown fox jumps over the lazy dog

Museo Sans Thin 100

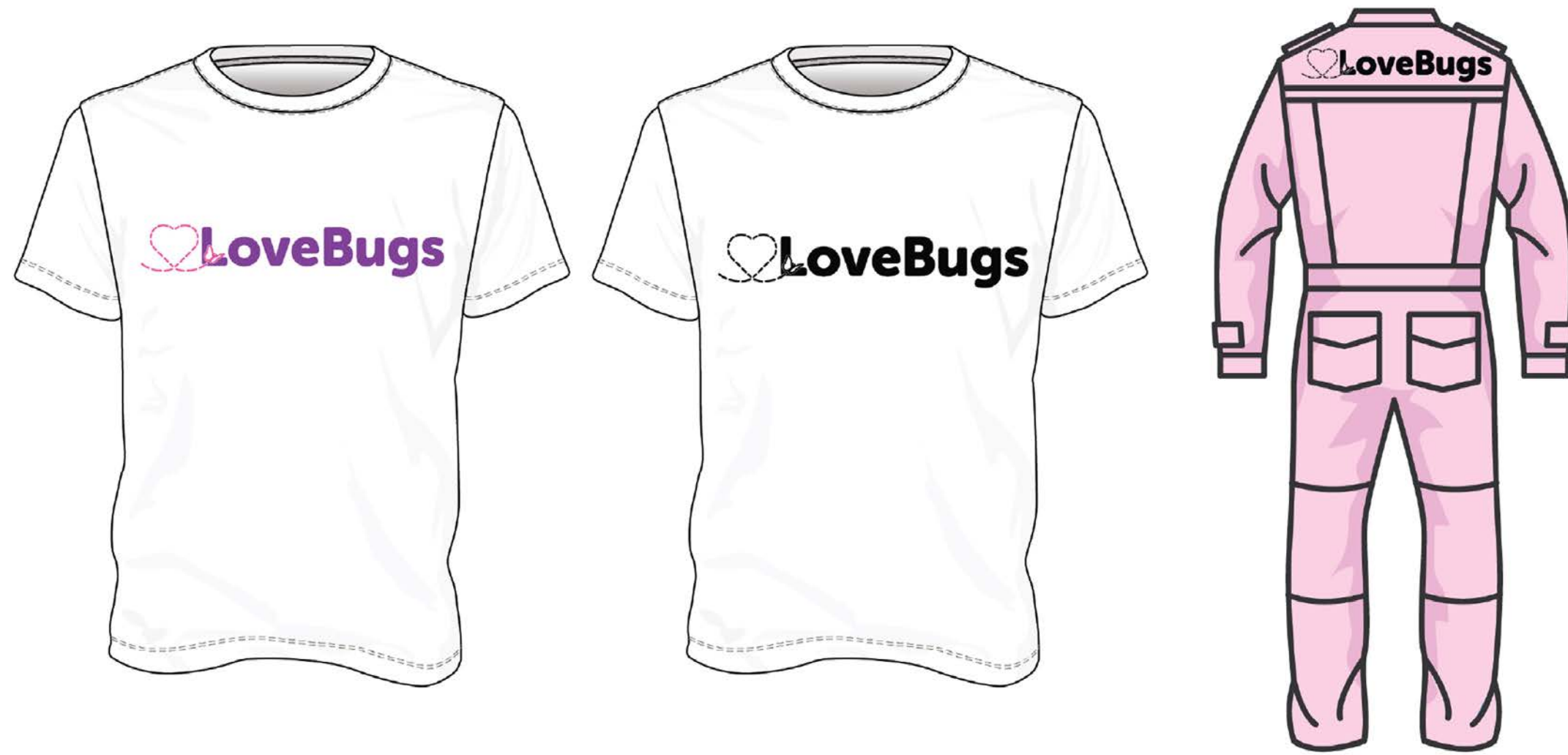
The quick brown fox jumps over the lazy dog

The Point

LoveBugs will provide a way to engage and entertain local communities using entomology education



The Mood



Fun

Welcoming

Comforting

Educational

Family Friendly

The Customers



Parents and grandparents of children under 14



School field trips



Curious minds of any age!

The Competitor



LoveBugs competes with other family friendly day-trip activities like science museums, amusement parks, and nature trails



The End

