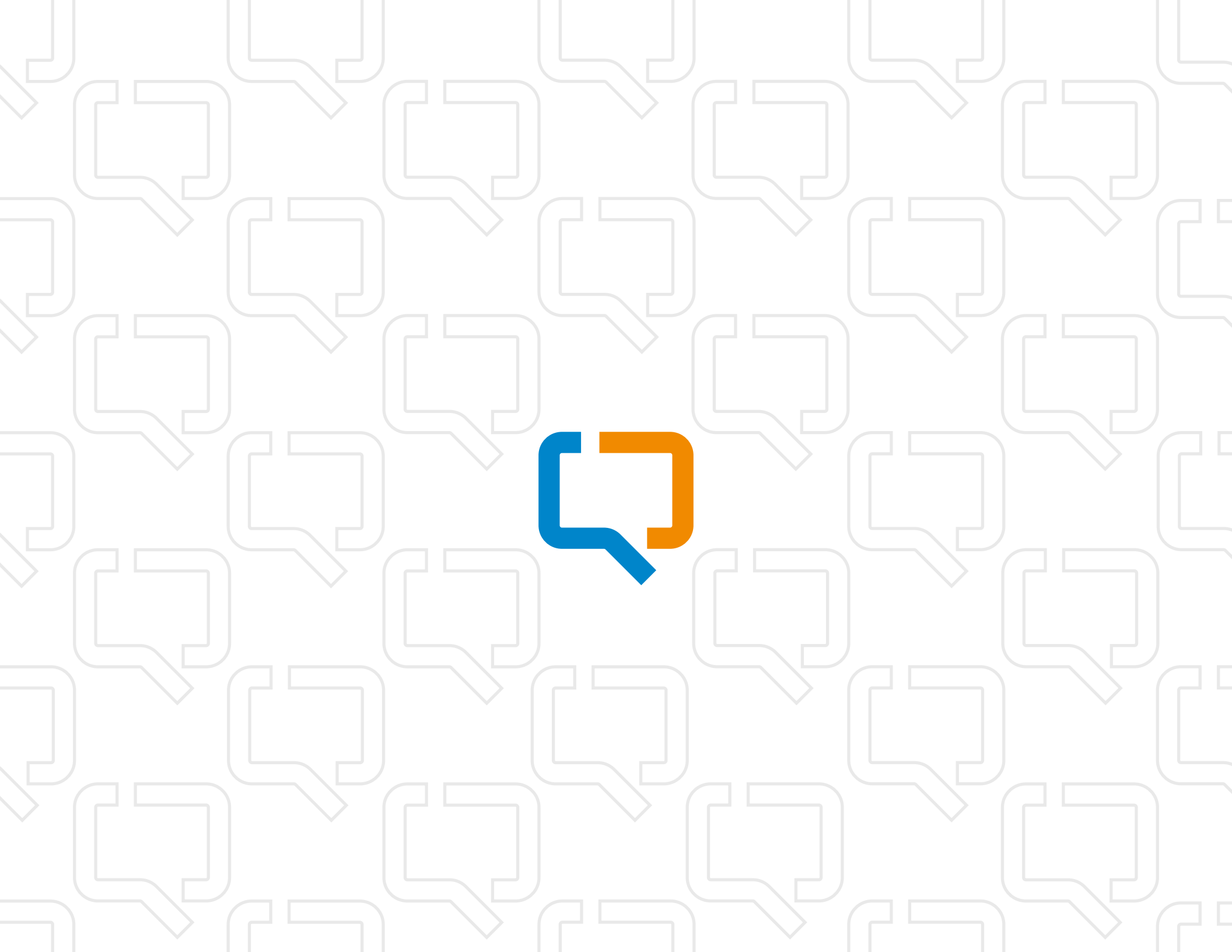




# LogicalOutcomes

Brand Guidelines





# Brand Guidelines



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Logo

SECTION 1



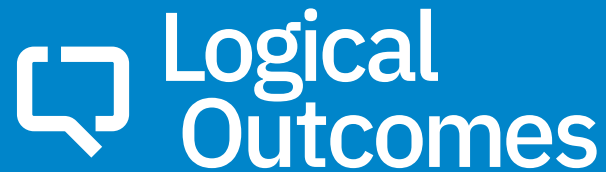
### Primary Logo

LogicalOutcome's primary logo features a bright and colourful thought bubble mark, paired with elegant and clean typography that celebrates our professionalism, and best-in-class services. Blue and orange serve as our organization's foundation in colour.



## Icon

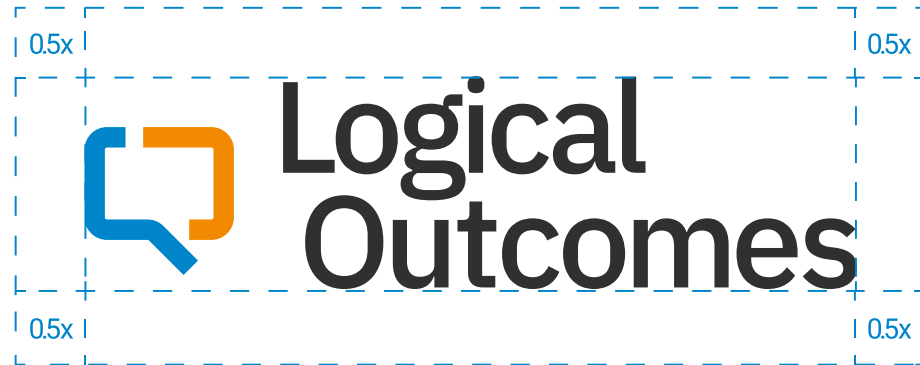
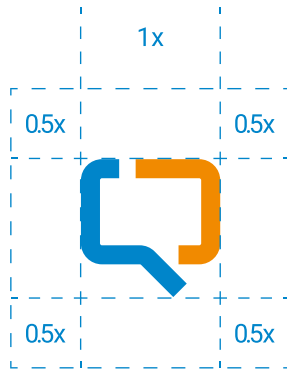
The icon offers a simple and easily identifiable option perfect for nearly any size. The icon is ideal for small printing, web icons, and mobile applications.



### One - Colour

The logo may be used in one-colour, if there is limited colour available such as a black-and-white print, cutout, or embroidery.





### Print Clear Space

In print and layout, please ensure the logo has the proper amount of clear space outlined above. Allow for roughly 0.5x icon widths around the logo at all times.



Stacked - 1.5" x 0.4"



Icon - 0.25" x 0.25"



Horizontal - 2 x 0.25"

## Minimum Size

The logo should not exceed the sizes listed above for each to ensure it remains legible at all times.



Simple Layout



B+W Printing



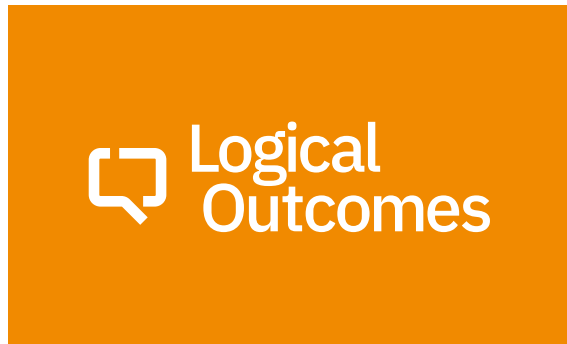
One Colour



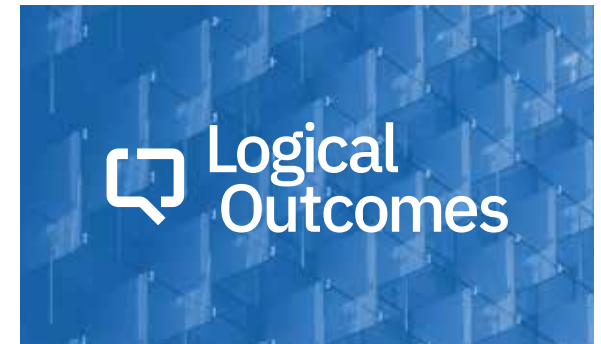
Full Colour on Subtle Image



White on Brand Colour



White on Duotone Image



## Proper Logo Usage

Shown above are approved usages of the logo within the brand guidelines.



Rotated



Off-Brand Colour(s)



Adjusting Type Size



Stretched



Drop Shadows



Full Colour Photo



## Improper Logo Usage

Shown above are forbidden usages of the logo within the brand guidelines.



# Typography

SECTION 2



Main Logo

# LogicalOutcomes

IBM Plex Sans (Open source download)

Main Logo must only appear in Charcoal #30302f, rgb (48,48,48).

Headers

## We provide evaluation systems

Franklin gothic medium (office compatible).

Body

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Franklin gothic Book (office compatible).

Accent Text

**We provide evaluation systems and expert  
support to mission-driven organizations around the world.**

Franklin gothic Bold + Book Italic (office compati-

Headers, Body and Accent Text may be in Charcoal or the Primary colors listed in the next section (Pantone Process Blue C and Pantone 144 C).



# Colours

SECTION 3



Most text should be in Charcoal for best visibility and accessibility.

## Primary

## Secondary

## Neutral

	<div><b>Pantone Process Blue C</b> #0085ca rgb (0,133,202)</div>	<div><b>Pantone 144 C</b> #ed8b00 rgb (237,139,0)</div>	<div><b>Pantone 7479 C</b> #26d07c rgb (38,208,124)</div>	<div><b>Pantone 100 C</b> #f6eb61 rgb (246,235,97)</div>	<div><b>Charcoal</b> #30302f rgb (48,48,48)</div>
75%	<div></div>	<div></div>	<div></div>	<div></div>	<div><b>White</b></div>
50%	<div></div>	<div></div>	<div></div>	<div></div>	<div><b>Gray</b> #e6e7e8 rgb (230,230,230)</div>
25%	<div></div>	<div></div>	<div></div>	<div></div>	

Text in Pantone Process Blue C against a white background should only be for larger text (size 14 and bolded, or size 18 or larger unbolded).

Pantone 144 C and both secondary colours do not meet accessibility guidelines and should be used only sparingly, never on major design elements.

Gray should be used sparingly, only for elements that won't impact the overall design if it can't be seen by the viewer.



# Patterns

## SECTION 4

Patterns are to be used as background images or section dividers on PowerPoint presentations. Avoid using patterns on reports or letterhead that contains a large amount of text.







# LogicalOutcomes

Brand Guidelines