



Lingis Agrilife

Branding Manual
2020

DESIGNED BY

IDEA**SEVEN**

The design guidelines

This document specifies the identity of Lingis Agrilife by describing the verbal and visual characteristics. These elements can be the name or the logo based on its color, typography and visuals.

Reading this manual, will grand you an insight of the construction of the logo, the thoughts behind its creation while providing you the grid system and its application in light or dark backgrounds.

The documentation demonstrates the professionalism and seriousness of our work to achieve the best outcome for our clients.

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01. Expression



Logo Introduction

Logo is very important because it helps building the identity of the company. The logo consists of a logomark and a logotype. Both can be used separately from each other.

Logotype

The logotype consists of a very simple font that can easily be recognized and read. The letter "r" is the symbolic matter of the logo, since it is the logomark of the company and it shapes like two leaves. Its modern but yet serious expression attracts many people because of its simple minimalistic design. Due to the minimal approach, it can be used in websites very easily and it's adjustable to many circumstances.

Brand Personality

- Modern
- Professional
- Elegant
- Unique

Logomark

As discussed before, the symbol of the logo are two leaves. Although, when used alone as a logomark, the icon has a gear so it shows that the company is selling agriculture equipment. By applying that, people won't confuse it with an agriculture company.



Gear



+



Letter and Leaves



02. Characteristics

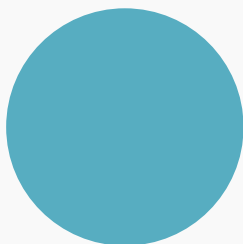
Typography

The font is called "Baloo Da 2". It's a simple font so the viewer can read with ease. Its curved characteristics bring emotions of cleanness and friendliness, while showing a modern side.

BALLOO DA 2

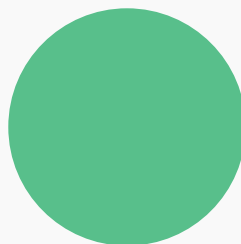
A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z

Colors



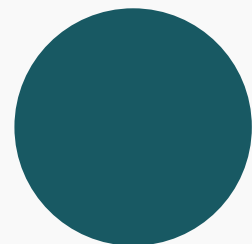
#57ADC1

Nature
Trust
Reliability



#58BF8B

Nature
Environment
Growth



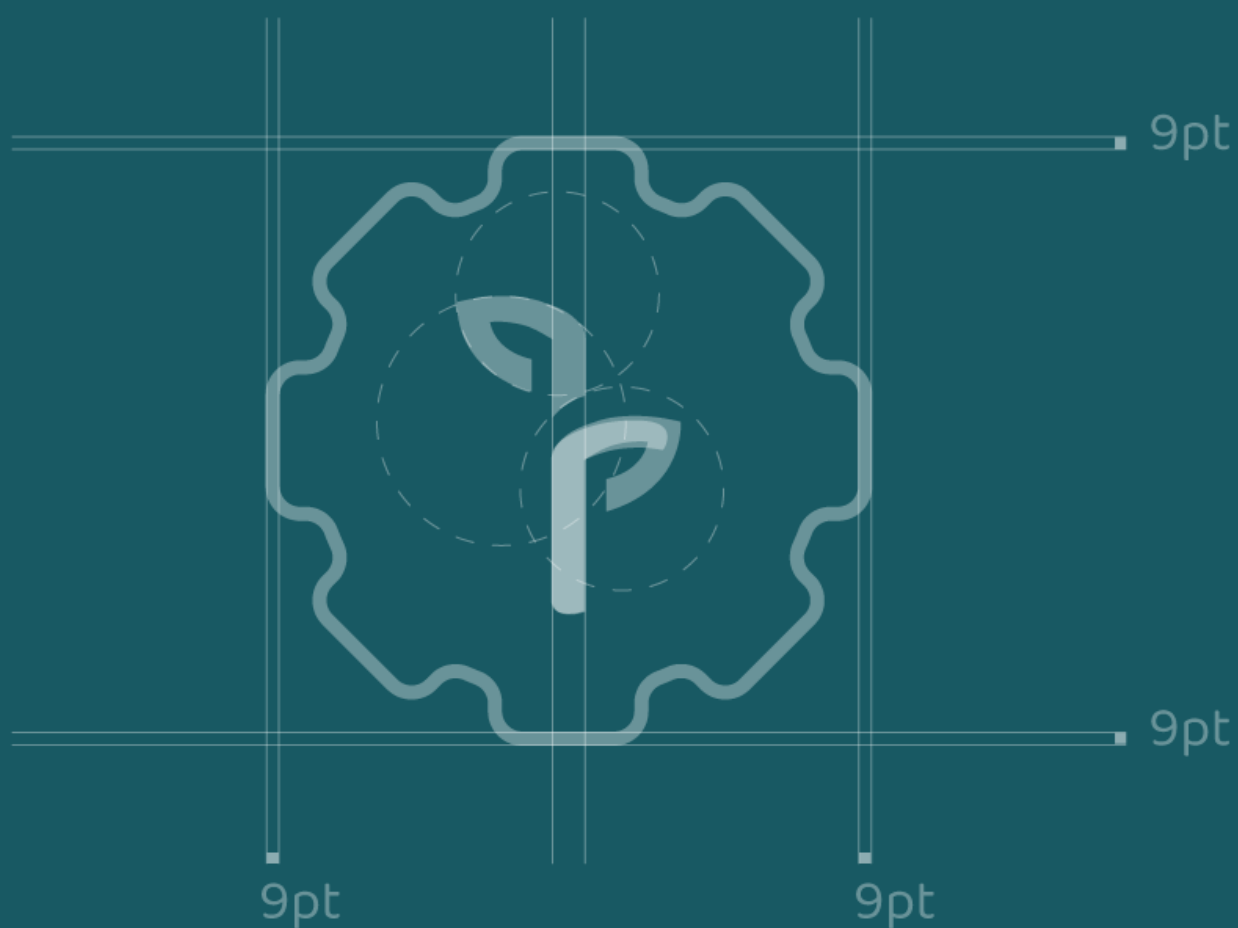
#185963

Can be used as a
dark background
color.

03. Construction

Guides

The leaves were inspired from the letter "r" of the font "Baloo Da 2 Regular".



04. Versions



Logo Variations

The logo has many variations for both dark and light versions.

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Thank you.