

# Brand Manual

visual design guidelines for LNG Academy, PLL



presented by

[monsoonproductions.in](http://monsoonproductions.in)

## Purpose of Brand Manual

Every Brand exhibits a certain tone of communication, a certain style. This tone & style is reflected in every touchpoint of the brand, be it consumer facing or internal. In order to ensure that this style & voice is consistent throughout all marketing materials and every other brand communication, we need to establish a set of rules. Brand Manual enables us to do that by explaining the appropriate usage of brand elements like logo, colour, type and more. It ensures correct & consistent reinforcement of visual and messaging elements in all our communications like advertising pieces, presentations, products and more.

Before designing any material for LNG Academy LLC, it is recommended to go through this guide so as to get a better understanding of LNG Academy LLC as a brand. Keep in mind that creating a style guide is only half the battle. You need to be proactive on monitoring how the guide is being used on your behalf.

## Primary Logo

This is our brand logo + Type style. Logo has been created specially for LPGA.

The logo uses a solid fill of three primary colors and the type style uses one primary colour of the logo. Together, the logo & type style create our identity.



**LPGA**  
LNG Academy, PLL

# Logo Elements

Logo is made up of a symbol and logo text.  
These two elements should be used together  
at all times, to maintain our Brand Identity.



Logo

**LNGA**  
LNG Academy, PLL

Type style

# Master logo

Construction grid

The logo ratio is 1 : 1.5

The size and position of the elements are fixed and must not be altered under any circumstances. Digital master artwork must always be used when reproducing the logo and no attempt should be made to reconstruct the elements manually.



# Colour

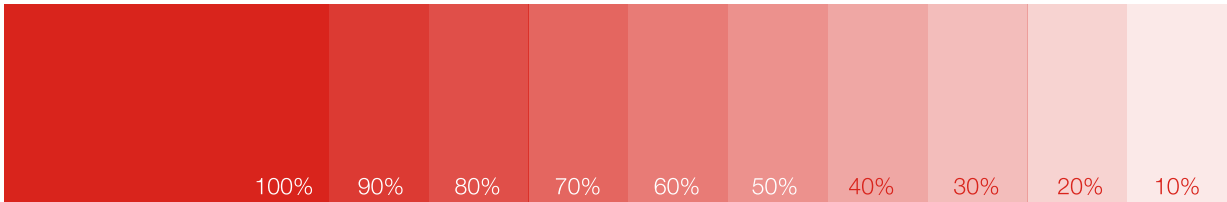
Primary colour palette

Primary level colour are our main colours :  
LNGA Red, LNGA Blue and LNGA Grey. These  
are used for main corporate applications, such  
as business cards, letterheads, envelops,  
corporate brochures and signage.  
They can be used solid colours or as tints.

For full colour printing, CMYK colours can be  
used with the specifications shown here.

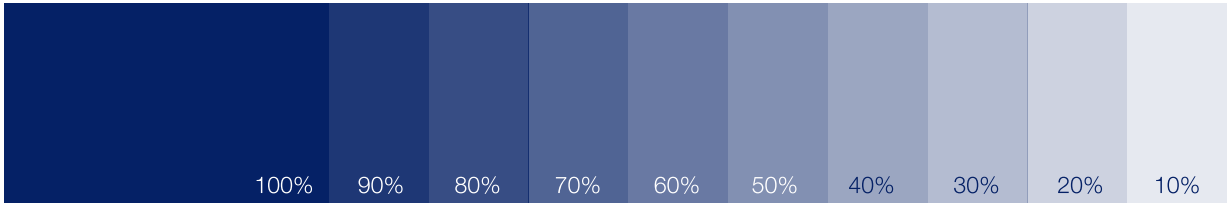
## Primary Colour Corporate Level

UARF Red



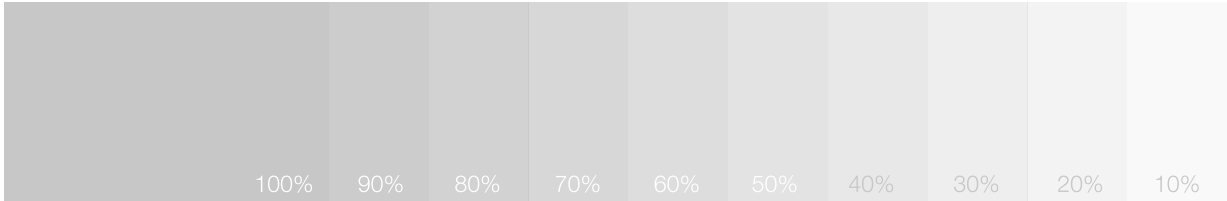
C 100 M 100 Y 0 K 5  
R:217 G:36 B:27  
#D9241B

UARF Blue



C 100 M 100 Y 0 K 40  
R:4 G:33 B:102  
#042166

UARF Grey



C 0 M 0 Y 0 K 28  
R:200 G:200 B:200  
#C8C8C8

