

Larry Weston  
Retail Design

Graphic Standards  
Manual

no.2223  
January, 2023



Larry Weston  
Retail Design

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The Logotype

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## **lw retail design logotype**

This logotype is the central element in LWRD's visual communication system. Through consistent & repetitive use as a signature device

and design element within LWRD's branding, the logotype will become synonymous with LWRD's designs and achievements.



**Logo A**

**lw  
retail design  
logotype**

This logotype is the preferred orientation when the horizontal width of a space makes Logo A unapplicable / illegible. This is the only

application of this logotype, Logo A is always preferred.

 **lw retail design**

**Logo B**

**lw  
retail design  
logotype**

This logotype is the preferred orientation when the horizontal width of a space makes Logo A unapplicable / illegible. This is the only

application of this logotype, Logo A is always preferred.



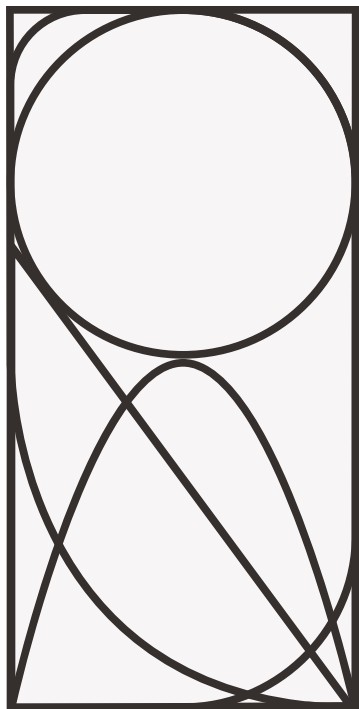
**lw retail design**

**Logo C**

**LW  
Retail Design  
Logotype**

This logotype is the preferred option when only visual communication of LWRD's branding is necessary and or in favicon use

cases. Brand context must be clear, concise and strong when in use.



**Logo D**

# lw retail design logotype

1. The logotype should never be broken by a super-imposed pattern.
2. The logotype should never be placed within a solid shape.
3. The logotype should never be placed within a shaped outline.
4. The logotype should never appear as outlined shapes.
5. The logotype should never be shown with a projected shadow and or shading.
6. The logotypes proportions should never be distorted.

7. The logotype should never have its opacity changed and or be overlayed ontop of anything.
8. The logotype should never have a gradient applied to it.
9. Elements of the logo must always have the same x height.
10. The logotype should never be set at an angle.
11. The logotype should never be resolved in two different colours
12. The logotype should never be set vertically.



1.



2.



3.



4.



5.



6.



7.



8.



9.



10.



11.

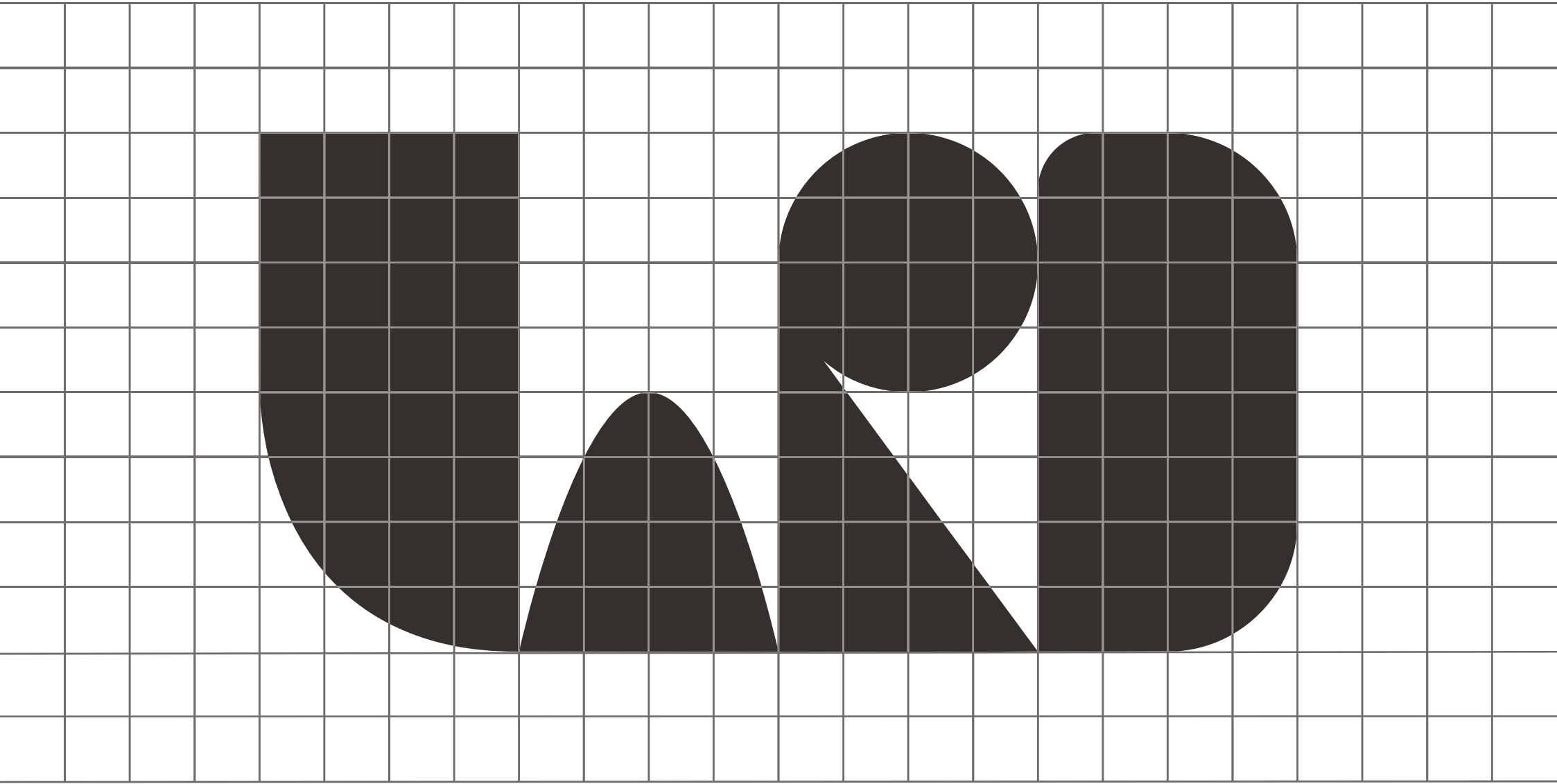


12.

## Incorrect Uses

**lw**  
**retail design**  
**logotype**

The LWRD logotype follows a standardised grid system. Use this grid in order to recreate the logo if necessary. Note each letter fits within a 4x8 grid.



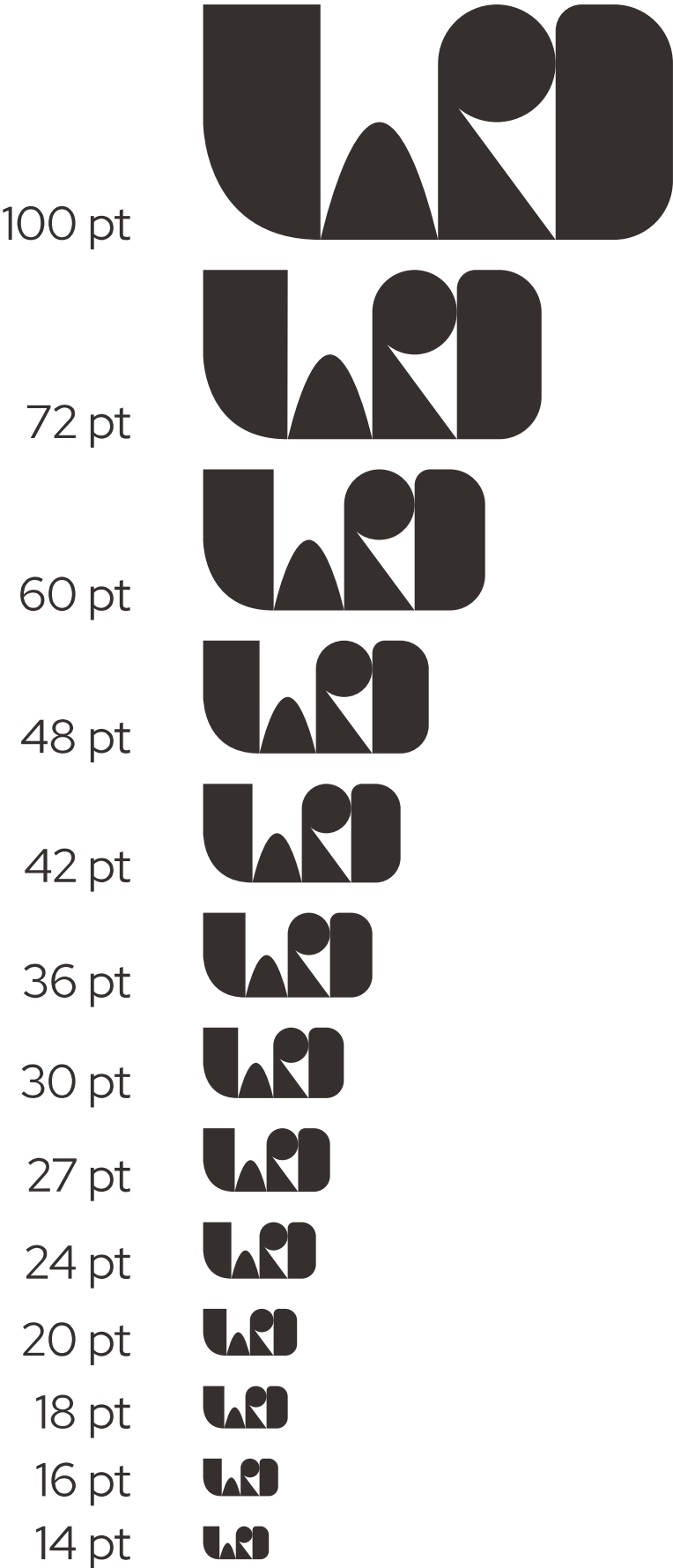
**The Grid**



**lw  
retail design  
logotype**

This page contains copy paste ready reproduction artwork for the LWRD logotype. This artwork may be reduced or enlarged digitally. When resizing artwork it is best to use .svg graphics.

Only use raster artwork if it wont be subjected to resizing.



**Reproduction  
Artwork**

**lw  
retail design  
logotype**

This page contains copy paste ready reproduction artwork for the LWRD logotype. This artwork may be reduced or enlarged digitally. When resizing artwork it is best to use .svg graphics.

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100 pt



72 pt



60 pt



48 pt



42 pt



36 pt



30 pt



27 pt



24 pt



20 pt



18 pt



16 pt



14 pt
















**Reproduction  
Artwork**

**lw  
retail design  
logotype**

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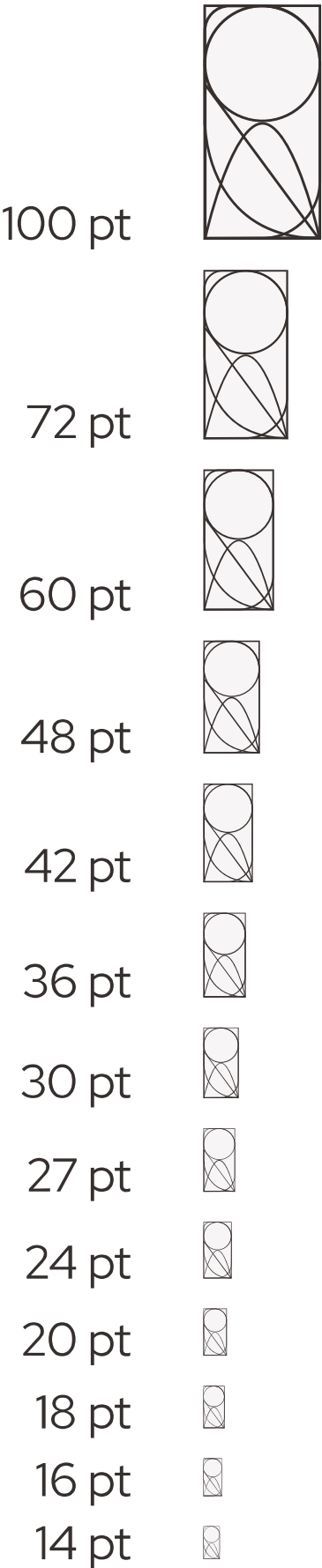
100 pt	 <b>lw retail design</b>
72 pt	 <b>lw retail design</b>
60 pt	 <b>lw retail design</b>
48 pt	 <b>lw retail design</b>
42 pt	 <b>lw retail design</b>
36 pt	 <b>lw retail design</b>
30 pt	 <b>lw retail design</b>
27 pt	 <b>lw retail design</b>
24 pt	 <b>lw retail design</b>
20 pt	 <b>lw retail design</b>
18 pt	 <b>lw retail design</b>
16 pt	 <b>lw retail design</b>
14 pt	 <b>lw retail design</b>

**Reproduction  
Artwork**

**lw**  
**retail design**  
**logotype**

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**Reproduction**  
**Artwork**

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**lw**  
**retail design**  
**colours**

The correct colour for use in the LWRD logotype is shown below. Further guidance for the use of the logotype in various colour situations is

contained on the following page.



**The LWRD**  
**Colours**

**lw**  
**retail design**  
**colours**

The examples shown below illustrate acceptable uses of the LWRD logotype in various situations.  
White background; the logo-

type may be shown in LWRD black, grey & green. Grey background; LWRD black and white. Black background; LWRD white.

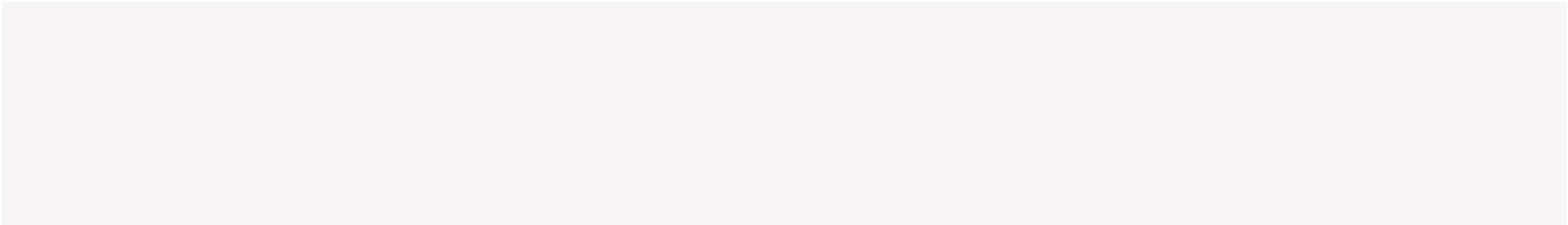


**Use of Colour**

**lw**  
**retail design**  
**colours**

The swatches shown below are to be used in achieving a visual match for LWRD black, grey, white & green in any medium of reproduction.

Hex codes for each is supplied in the following pages.



**Colour Standards**



**#352F2D**  
LWRD Black

**#352F2D**  
LWRD Black

**#352F2D**  
LWRD Black

**#352F2D**  
LWRD Black

**#352F2D**  
LWRD Black

**#352F2D**  
LWRD Black

**#352F2D**  
LWRD Black

**#352F2D**  
LWRD Black

**#352F2D**  
LWRD Black

**#352F2D**  
LWRD Black

**#352F2D**  
LWRD Black

**#352F2D**  
LWRD Black

**#352F2D**  
LWRD Black

**#352F2D**  
LWRD Black

**#352F2D**  
LWRD Black

**#706C6B**  
LWRD Grey

**#706C6B**  
LWRD Grey

**#706C6B**  
LWRD Grey

**#706C6B**  
LWRD Grey

**#706C6B**  
LWRD Grey

**#706C6B**  
LWRD Grey

**#706C6B**  
LWRD Grey

**#706C6B**  
LWRD Grey

**#706C6B**  
LWRD Grey

**#706C6B**  
LWRD Grey

**#706C6B**  
LWRD Grey

**#706C6B**  
LWRD Grey

**#706C6B**  
LWRD Grey

**#706C6B**  
LWRD Grey

**#706C6B**  
LWRD Grey

#F7F5F5  
LWRD White

#F7F5F5  
LWRD White

#F7F5F5  
LWRD White

#F7F5F5  
LWRD White

#F7F5F5  
LWRD White

#F7F5F5  
LWRD White

#F7F5F5  
LWRD White

#F7F5F5  
LWRD White

#F7F5F5  
LWRD White

#F7F5F5  
LWRD White

#F7F5F5  
LWRD White

#F7F5F5  
LWRD White

#F7F5F5  
LWRD White

#F7F5F5  
LWRD White

#F7F5F5  
LWRD White

**#659070**  
LWRD Green

**#659070**  
LWRD Green

**#659070**  
LWRD Green

**#659070**  
LWRD Green

**#659070**  
LWRD Green

**#659070**  
LWRD Green

**#659070**  
LWRD Green

**#659070**  
LWRD Green

**#659070**  
LWRD Green

**#659070**  
LWRD Green

**#659070**  
LWRD Green

**#659070**  
LWRD Green

**#F7F5F5**  
LWRD White

**#F7F5F5**  
LWRD White

**#F7F5F5**  
LWRD White

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**lw  
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Red Hat Display Bold is the most important family of type in the LWRD graphical design standard. In addition, thsi typeface can be used in

a variety of situations to create a clean & contemporary visual program. Also, being a variable font makes it extremelely versatile.

# Red Hat Display Bold

---

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(\$&?!%.,,:-)**

---

## **Red Hat Display Bold in Upper & Lower Case**

This font is inteded for use as a title or heading typeface. Headings should be emphasized by space & disposition. Sub-headings should be set as seperate lines. Words in all capital letters should be avoided at all times. Word spacing in all sizes & weights should be close & even and all letter spacing should be normal.

---

## **Red Hat Display Bold Heading**

The heading is set on a seperate line of its own in upper & lower case. Even though its in the same size as the text it stands out by disposition. (heading 10pt, text 10pt)

## **Red Hat Display Bold Heading**

The title is set on a seperate line of its own in upper & lower case. In this is example the title is emphasised through a different font size. (title 12pt, text 10pt)

**The Typography**

**lw**  
**retail design**  
**typography**

Red Hat Display Regular is the most important family of type in the LWRD graphical design standard. In addition, this typeface can be used in

a variety of situations to create a clean & contemporary visual program. Also, being a variable font makes it extremely versatile.

# Red Hat Display Regular

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(\$&?!%.,,:-)

---

## **Red Hat Display Regular in Upper & Lower Case**

This font is intended for use as a text typeface. The recommended text setting is justified. A minimum number of sizes & styles should be used on any one document. Words in all capitals should be avoided at all times. Word spacing in all sizes & weights should be close & even and all letter spacing should be normal.

---

This is an example of Red Hat Display Regular upper & lower case in 10pt. Justified paragraph with close & even word spaces.

This is an example of Red Hat Display Regular upper & lower case in 11pt. Justified paragraph with close & even word spaces.

This is an example of Red Hat Display Regular upper & lower case in 12pt. Justified paragraph with close & even word spaces.

**The Typography**

**lw**  
**retail design**  
**typography**

Red Hat Display Light is the most important family of type in the LWRD graphical design standard. In addition, thsi typeface can be used in

a variety of situations to create a clean & contemporary visual program. Also, being a variable font makes it extremelely versatile.

# Red Hat Display Light

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(\$&?!%.,,:-)

---

## **Red Hat Display Regular in Upper & Lower Case**

This font is intended for use as an emphasis text typeface. A minimum number of sizes & styles should be should be used on any one document. Words in all capitals should be avoided at all times. Word spacing in all sizes & weights should be close & even and all letter spacing should be normal.

---

This is an example of how Red Hat Display Light can be used for better readability at font sizes smaller than 10pt. Justified paragraph with close & even word spaces.

This is an example of how Red Hat Display Light can be used for better readabilityv at font sizes smaller than 10pt. Justified paragraph with close & even word spaces.

This is an example of how Red Hat Display Light can be used for better readability at font sizes smaller than 10pt. Justified paragraph with close & even word spaces.

**The Typography**



**lw**  
**retail design**  
**typography**

Shown below is a 7-step grey scale showing values from the darked LWRD colour to the lightest. When writing text on and inbetween these

colours use this scale as a guide in order to pick the correct font colour for optimal readability.



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**lw**  
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**stationary**

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**lw**  
**retail design**  
**stationary**

LW Retail Design titleblocks are to be used on standard sheet sizes A3 & A1. Titleblock landscape is always preferred.



**Generic Titleblock**

lw  
retail design  
stationary

LW Retail Design titleblocks  
are to be used on standard  
sheet sizes A3 & A1. Ti-  
tleblock landscape is always  
preferred.



Generic Titleblock

**lw**  
**retail design**  
**stationary**

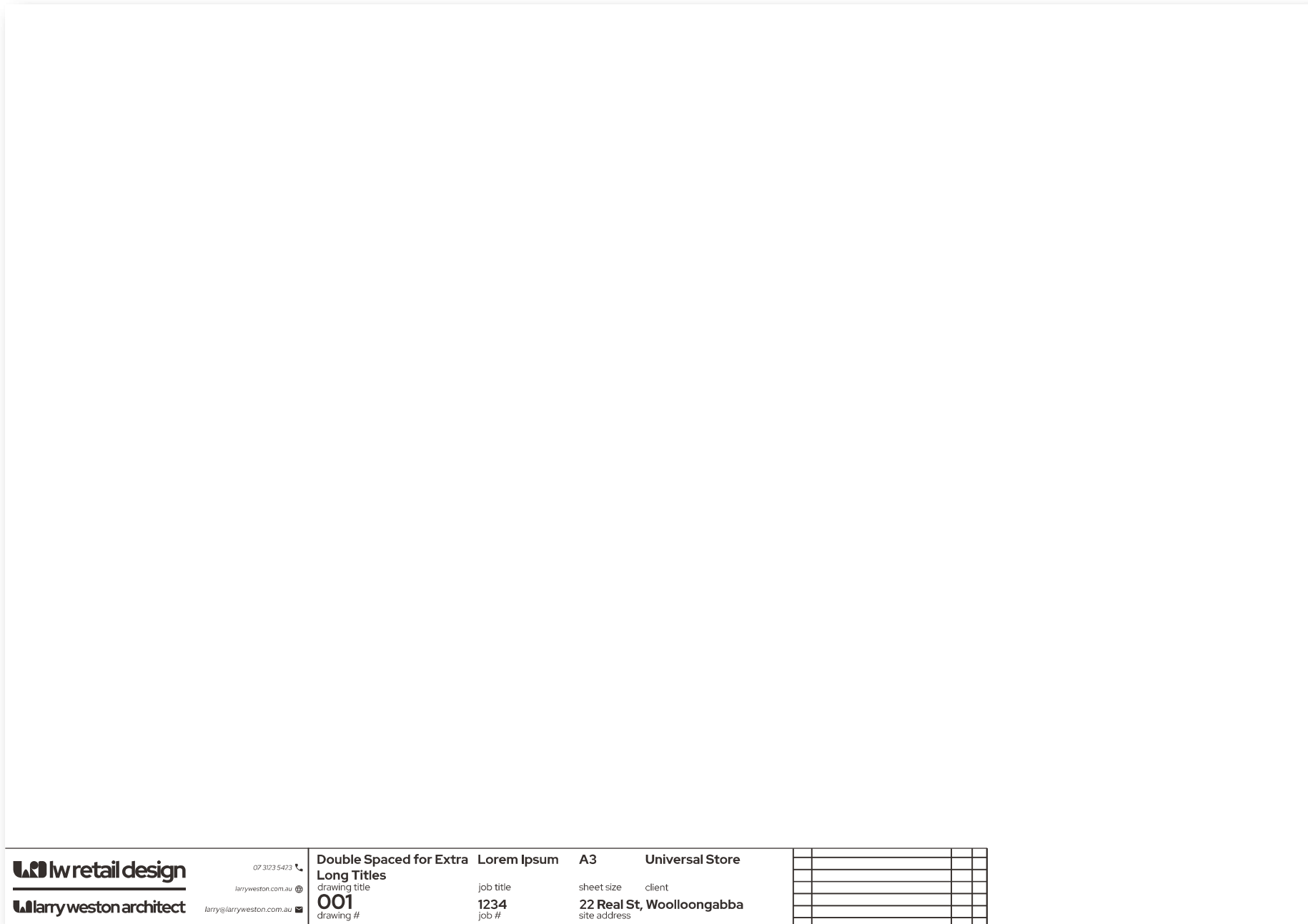
LW Retail Design titleblocks are to be used on standard sheet sizes A3 & A1. When titleblock long isn't applicable this one is.

[illegible]

# Titeblock Tall

lw  
retail design  
stationary

LW Retail Design titleblocks  
are to be used on standard  
sheet sizes A3 & A1. Ti-  
tleblock long is always pref-  
ered over titleblock tall.

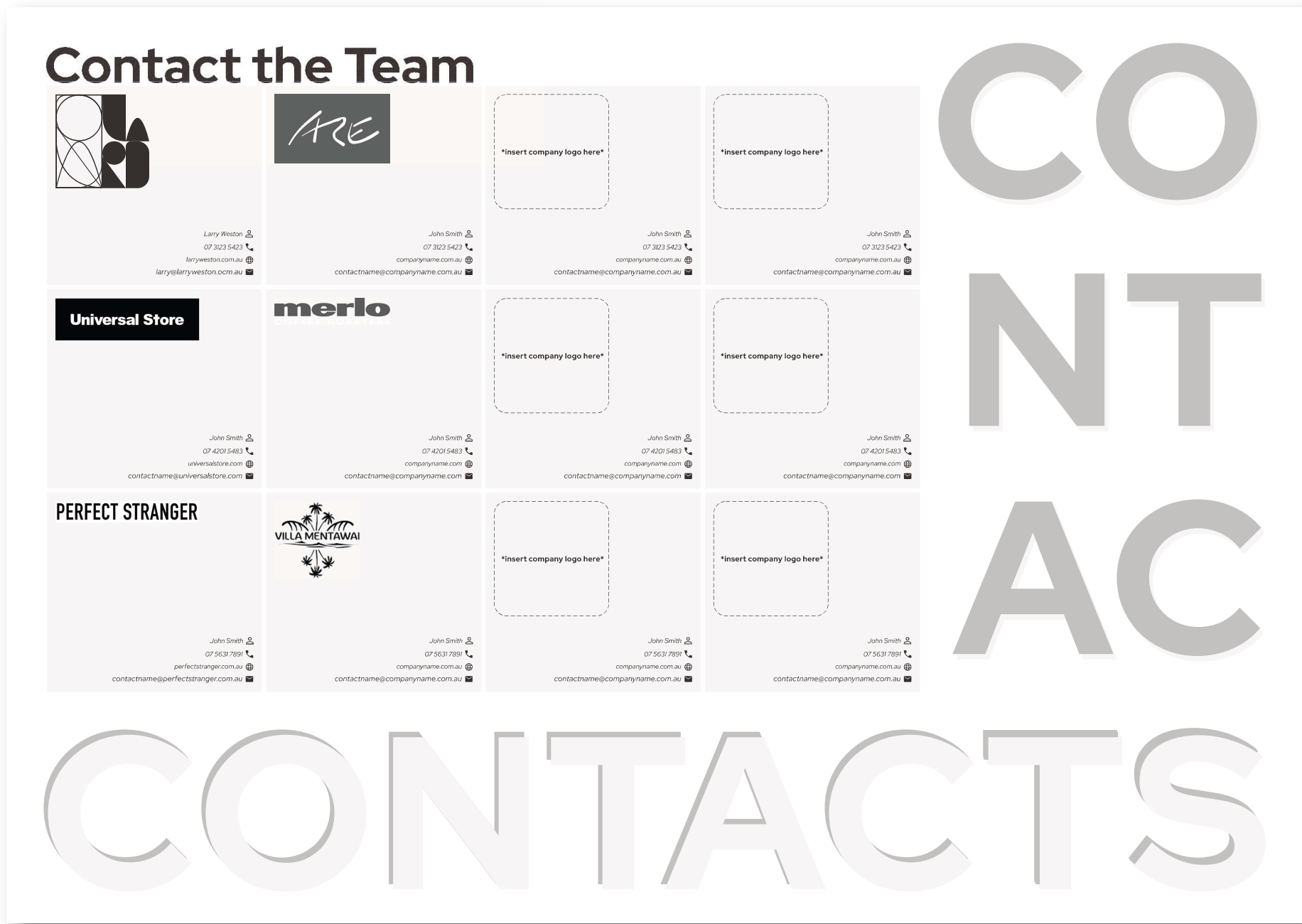


Titleblock Long

lw  
retail design  
stationary

The contacts page is to be put at the front of every document issued to any 3rd party. Any company that is affiliated with the build

process must have their person of contact added. At minimum there should be a phone number and email address.



Contacts



**lw**  
**retail design**  
**stationary**

This page contains copy paste ready reproduction artwork for the LWRD logo-type. This artwork may be reduced or enlarged digitally.

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[illegible]

## Trade Notes

lw  
retail design  
stationary

The business card design has a qr code which takes the user to the contact page on for lw retail design. From this page the user can find

Larry's email, phone number, and the address for lw retail design.



Business Card

lw  
retail design  
stationary

This page contains an exam-  
ple of all employees email  
signatures. A HTML email  
signature will be supplied in  
the full package, below is

representative only.



Larry  
Weston

director *b.arch raia*

07 3123 5423

04 1764 8622

larryweston.com.au

larry@larryweston.com.au



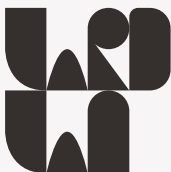
Darian  
Rizqullah

07 3123 5423

04 1764 8622

larryweston.com.au

darian@larryweston.com.au



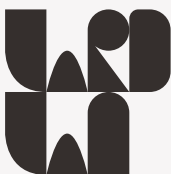
Jasmine  
Watson-Dawe

07 3123 5423

04 1764 8622

larryweston.com.au

jasmine@larryweston.com.au



Kehl  
Jones

07 3123 5423

04 1764 8622

larryweston.com.au

kehl@larryweston.com.au

To whom it may concern,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam at imperdiet leo. Integer id aliquet nibh. Ut accumsan ante et vestibulum placerat. Nam congue orci neque, ac consectetur mi bibendum nec. Aliquam erat volutpat. Sed efficitur nulla nec nunc auctor faucibus. In eget erat non felis fermentum pellentesque. Nulla non tortor quam. Vestibulum quis ex diam. Aenean dignissim non orci et semper. Nam eget nisl eleifend urna posuere aliquet nec sit amet risus. Suspendisse potenti. Aliquam erat volutpat. Etiam vestibulum lectus sed malesuada pharetra. Quisque at convallis diam. Suspendisse sodales turpis et velit commodo vestibulum.

Mauris iaculis nisl quis rhoncus convallis. Maecenas in pharetra lectus. Nunc ex nunc, pretium id tempus sed, porttitor eu sem. Sed iaculis imperdiet pulvinar. Donec luctus lorem nunc, nec vulputate metus bibendum ut. Fusce sollicitudin arcu vitae nisl accumsan pellentesque. Ut auctor eleifend aliquet. Ut in tincidunt libero, sed laoreet sem.

Nullam elementum enim ipsum, et pulvinar eros aliquam ut. Nam sapien justo, accumsan in cursus quis, volutpat vel nulla. Pellentesque tincidunt interdum tincidunt. Quisque hendrerit interdum libero ac ultrices. Praesent mattis erat vel mi tincidunt, in volutpat sapien pulvinar. Quisque nec mauris vel tellus dictum sollicitudin at in purus. Phasellus urna velit, posuere sit amet tellus nec, ultrices tincidunt nibh. Integer pulvinar quis risus non dignissim.

Regards,

Larry Weston,



Larry  
Weston

director *b.arch raia*

07 3123 5423

04 1764 8622

larryweston.com.au

larry@larryweston.com.au

Email Signature

Larry Weston  
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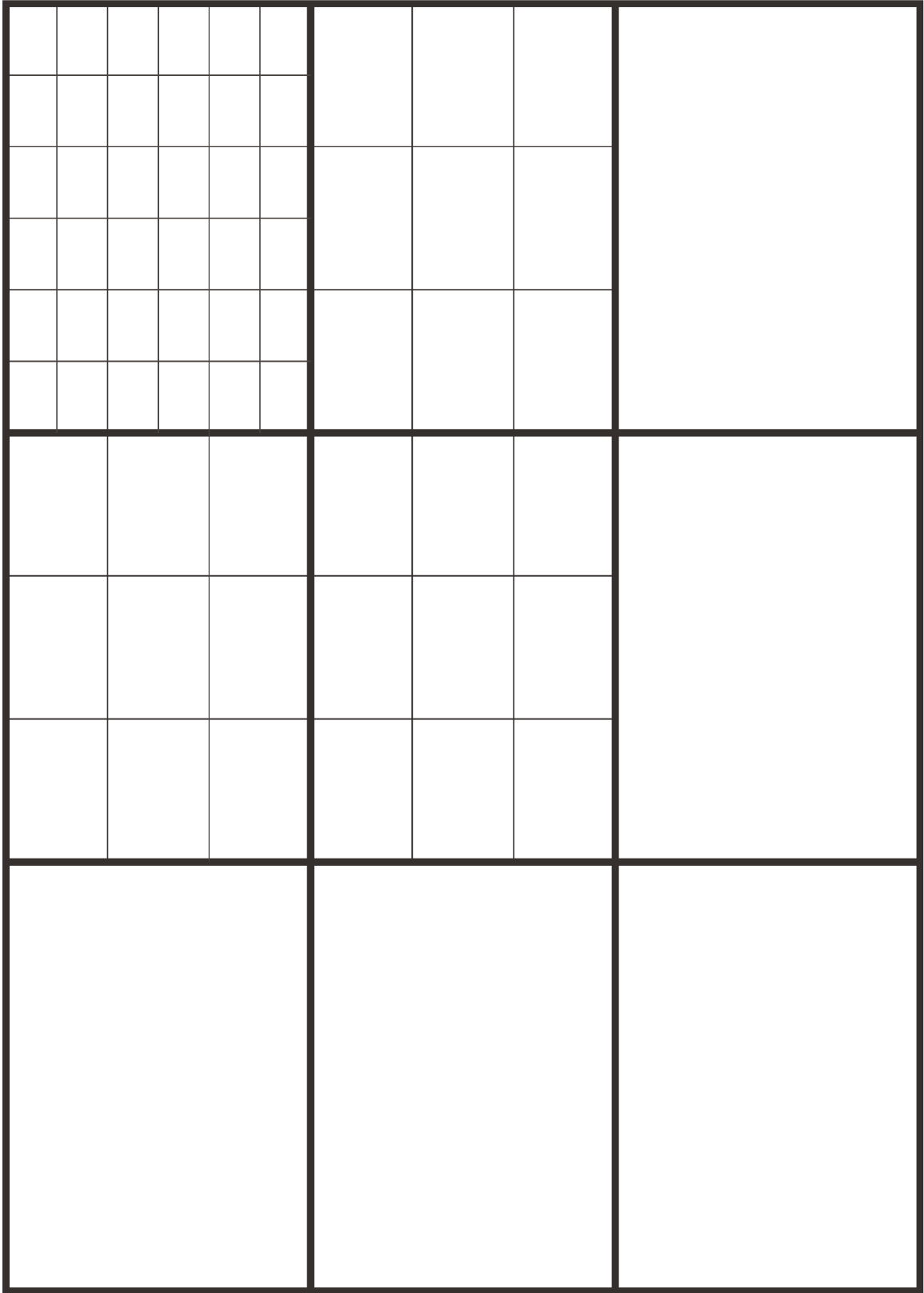
The Stationary

lw  
retail design  
logotype

A grid is a predetermined under-structure which the designer can employ to give a design cohesive syle & character. It's a great organizer of material & as such will save countless man hours in

execution. It will also bring conti-nuity to various diverse projects. For the sake of simplicity & flexi-bility the golden ratio grid will be the preffered layout for graphical elements within a page.

X



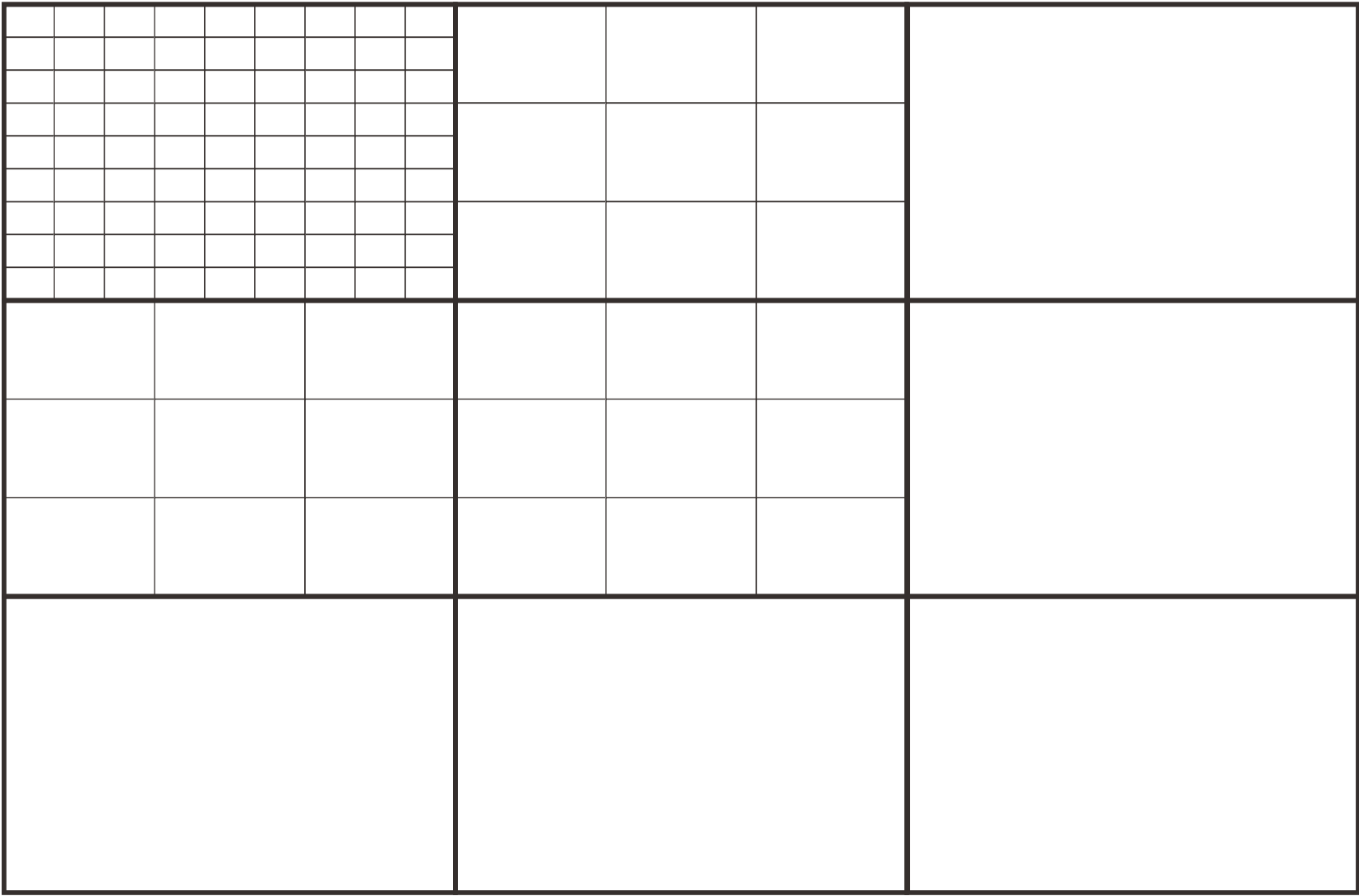
2X

The Grid Portrait

lw  
retail design  
logotype

A grid is a predetermined under-structure which the designer can employ to give a design cohesive syle & character. It's a great organizer of material & as such will save countless man hours in

execution. It will also bring conti-nuity to various diverse projects. For the sake of simplicity & flexi-bility the golden ratio grid will be the preffered layout for graphical elements within a page.



The Grid Landscape

Larry Weston  
Retail Design

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no.2223  
January, 2023

