Graphic Standards Manual

no.2223 January, 2023



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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 acheivments.



This logotype is the preffered 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.

Les Interestables Interestable

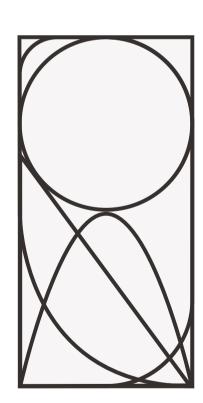
This logotype is the preffered orientation when the horizontal width of a space makes Logo A unapplicable / illegible. This is the only

application of this logotype, Logo A is always preferred.



LW Retail Design 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

- 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 anlgle.
- 11. The logotype should never be resolved in two different colours
- 12. The logotype should never be set vertically.





4.

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8.

11.

5.

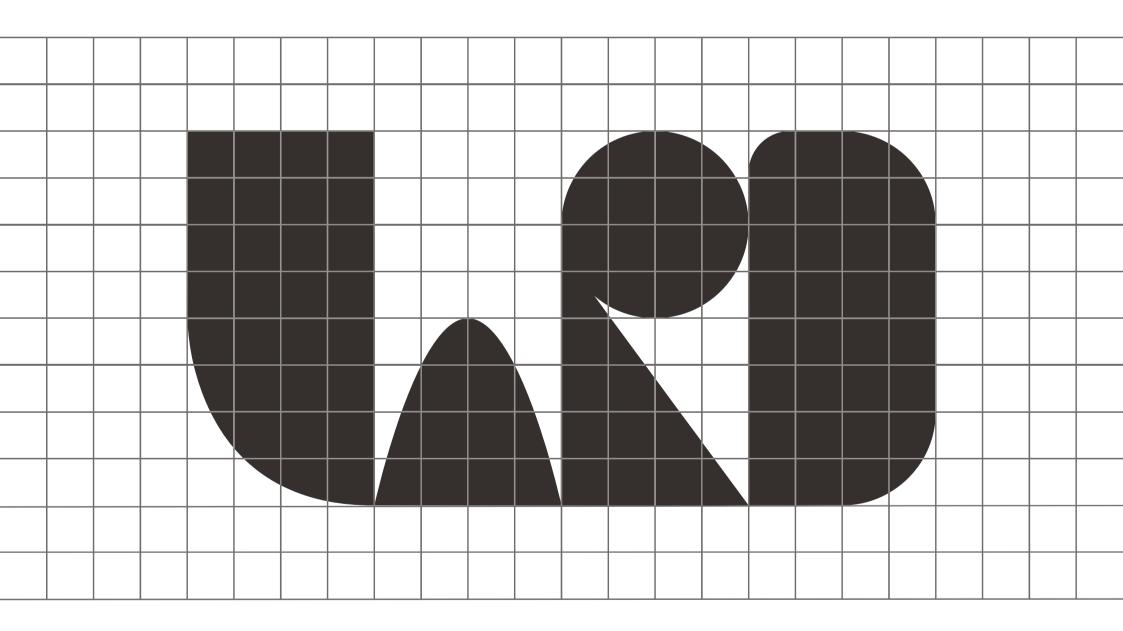




12.

Incorrect Uses

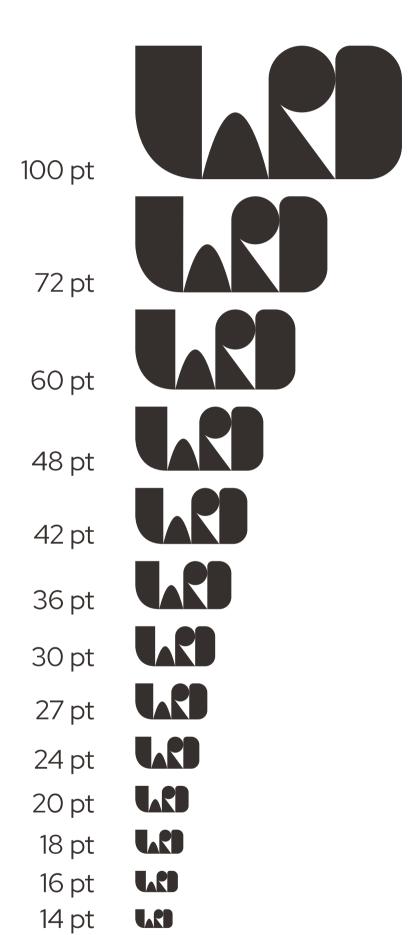
The LWRD logotype follows a standardised grid system. Use this grid in order to recreate the logo if necessary. Note each letter fits within a 4x8 grid.



The Grid

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

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



Reproduction Artwork

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

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100 pt	Lesign Lesign
72 pt	Lesign Lesign
60 pt	LCD lw retail design
48 pt	LCD lw retail design
42 pt	LtD lw retail design
36 pt	LCD lw retail design
30 pt	Lt Iwretail design
27 pt	LCD lw retail design
24 pt	LtD lw retail design
20 pt	LCD lw retail design
18 pt	Lt Iwretail design

Reproduction Artwork

LCD lw retail design

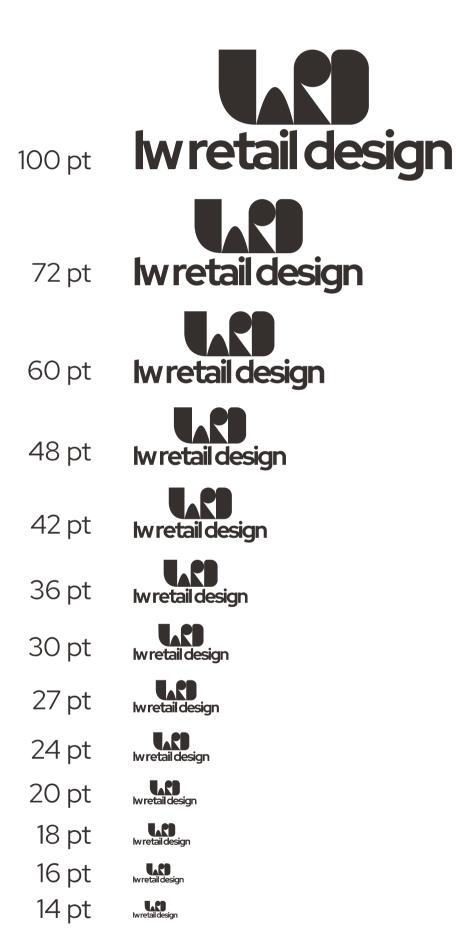
LCD lw retail design

16 pt

14 pt

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

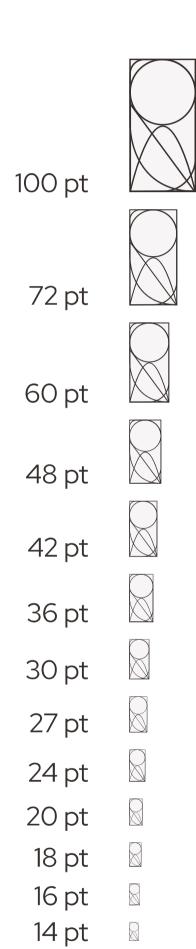
Only use raster artwork if it wont be subjected to resizing.



Reproduction Artwork

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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 swatched 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	#352F2D	#352F2D
LWRD Black	LWRD Black	LWRD Black
#352F2D LWRD Black	#352F2D LWRD Black	#352F2D LWRD Black
#352F2D	#352F2D	#352F2D
LWRD Black	LWRD Black	LWRD Black
#352F2D LWRD Black	#352F2D LWRD Black	#352F2D LWRD Black
#352F2D	#352F2D	#352F2D
LWRD Black	LWRD Black	LWRD Black

#706C6B	#706C6B	#706C6B
LWRD Grey	LWRD Grey	LWRD Grey
#706C6B	#706C6B	#706C6B
LWRD Grey	LWRD Grey	LWRD Grey
#706C6B	#706C6B	#706C6B
LWRD Grey	LWRD Grey	LWRD Grey
#706C6B	#706C6B	#706C6B
LWRD Grey	LWRD Grey	LWRD Grey
#706C6B	#706C6B	#706C6B
LWRD Grey	LWRD Grey	LWRD Grey

#F7F5F5	#F7F5F5	#F7F5F5
LWRD White	LWRD White	LWRD White
#F7F5F5 LWRD White	#F7F5F5 LWRD White	#F7F5F5 LWRD White
#F7F5F5	#F7F5F5	#F7F5F5
LWRD White	LWRD White	LWRD White
#F7F5F5	#F7F5F5	#F7F5F5
LWRD White	LWRD White	LWRD White
#F7F5F5 LWRD White	#F7F5F5 LWRD White	#F7F5F5 LWRD White

#659070	#659070	#659070
LWRD Green	LWRD Green	LWRD Green
#659070 LWRD Green	#659070 LWRD Green	#659070 LWRD Green
#659070	#659070	#659070
LWRD Green	LWRD Green	LWRD Green
#659070	#659070	#659070
LWRD Green	LWRD Green	LWRD Green
#F7F5F5 LWRD White	#F7F5F5 LWRD White	#F7F5F5 LWRD White

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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

Red Hat Display Regular 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 Regular

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

Red Hat Display Regular in Upper & Lower Case

This font is inteded for use as a text typeface. The reccomended text setting is justified. 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 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.

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 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 readability at font sizes smaller than 10pt. Justified paragraph with close & even word spaces.

The 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.

White Type
White Type
White Type
White Type
Black Type
Black Type
Black Type

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This page contains copy paste ready reproduction artwork for the LWRD logotype. This artwork may be reduced or inlarged digitally.

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



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



Generic Titleblock

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

Double Spaced for Extra Long Titles drawing title
OO1 drawing #
Lorem lpsum job title
1234 job #
A3 sheet size
Universal Store client
22 Real St, Woolloongabba site address
Lang lw retail design
O7 3123 5423
Marry weston architect

LW Retail Design titleblocks are to be used on standard sheet sizes A3 & A1. Titleblock long is always preffered over titleblock tall.

LCD lw retail design 07 3123 5423 C	Double Spaced for Extra Lorem Ip	sum A3 Universal Store	
larryweston.com.au ⊕	Long Titles drawing title O01 drawing # Job title 1234 Job #	sheet size client 22 Real St, Woolloongabba site address	
	Journal Journ	aite dadieaa	

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

This page contains copy paste ready reproduction artwork for the LWRD logotype. This artwork may be reduced or inlarged digitally. When resizing artwork it is best to use .svg graphics. Only use raster artwork if it wont be subjected to resizing.

reliminaries					issue e - revised layout
ordinate with building owners and tenants for estruction within the tenancy and provide	Cabinet Maker / Carpenter co-ordinate with building owners and tenants for	Metal Worker	Cabinet Maker / Carpenter co-ordinate with building owners and tenants for	Legend - refer to material & finishes schedule ac air conditioning	Transmittal
istruction within the tenancy and provide thought with landlord fitout guidelines and evant tutory regulations, te to be fully cleaned at practical completion	construction within the fenancy and provide method of works and safety plans. • comply with landlord fitout guidelines and	co-ordinate with building owners and tenants for construction within the tenancy and provide method of works and safety plans. comply with landlord fitout guidelines and relevant statistical requisitions.	construction within the fenancy and provide method of works and safety plans. comply with landlord fitout guidelines and release.	affl above finished floor level ap access panel bffl below finished floor level	Drawing no. – Drawing Title 000 series drawing – general
fessional cleaners and suitable for upation.	statutory regulations. • site to be fully cleaned at practical completion by professional cleaners and suitable for	statutory regulations. site to be fully cleaned at practical completion by professional cleaners and suitable for	statutory regulations. site to be fully cleaned at practical completion by	bffl below finished floor level bl black laminate	100 series drawing = floor plans & rcp
work carried out after practical completion il be cleaned in the same manner, works to be carried out to best trade practice, work to be in accordance with manufacturer's nuctions, local authority requirements or vant australian standards.	occupation, any work carried out after practical completion shall be cleaned in the same manner. • all works to be carried out to best trade practice, all work to be in accordance with manufacturer's instructions local authority pressingents or	occupation, any work carried out after practical completion shall be cleaned in the same manner. all works to be air accordance with manufacturer's instructions local authority multivements or	professional cleaners and suitable for occupation, any work carried out after practical completion shall be cleaned in the same manner. • all works to be carried out to best trade practice, all works to be haccordance with manufacturer's instructions, local authority requirements or	cal column cup cold water connection edo electrical distribution board ej expansion joint ext; existing for fibre cement	
cted and will be replaced at builder's cost. terials to be protected on site and handed ers new condition, supply by owner items are	relevant australen standards. • substandard materials or workmanship will be rejected and will be replaced at builders cost, materials to be protected on site and handed	relevant australian standards. substandard materials or workmanship will be rejected and will be replaced at builder's cost materials to be protected on site and handed	relevant australian standards. • substandard materials or workmanship will be rejected and will be replaced at builder's cost. materials to be protected on site and handed	fg fixed glazing fx fixing/fixture	200 series drawing – elevations
inspected and certified by the builder as fit to	in 'as new' condition, supply by owner items are to	in 'as new' condition, supply by owner items are to	in 'as new condition, supply by owner items are to	hwdb recycled hardwood beam, refer detail, idf existing data comm point	300 series drawing = sections
prior to use, protect all finished materials on and during installation, and during installation for all building list. Its. notices, approvals and fees regarding	to be inspected and certified by the builder as fit to use prior to use, protect all finished materials on site and during installation. • builder is to supply certification for all building works.	be inspected and certified by the builder as fit to use prior to use, protect all finished materials on site and during installation. builder is to supply certification for all building works.	to be inspected and certified by the builder as fit to use prior to use, protect all finished materials on site and during installation. • builder is to supply certification for all building works.	msb main switch board mdf medium density fibre board mr moisture resistant ms mild steel	
struction to be allowed for by the builder, the builder is sotify the certifier for relevant local authority	works. notices, approvals and fees regarding construction are to be allowed for by the builder the builder in	works. notices, approvals and fees regarding construction are to be allowed for by the builder the builder is	works. notices, approvals and fees regarding construction are to be allowed for by the builder the builder is	pb plasterboard pf paint finish	400 series drawing – elevations & sections
only time terms in Secretary in Scandard in My dider is to maintain a safe site to statutory diders. In provide a program with critical path, greas and completion didtes for supply of standing information, authority inspection, sovals and the completion and review of shop vings, this program is to be provided prior to mencement on site and to be updated.	use to be allowed for by the builder, the builder is to notify the certifier for relevant local authority inspections. Duties a to ministal a safe site to stautuory standards to provide a program with critical parts progress and completion dates for supply of outstanding information, authority inspection, approvides and the completion and netween of shop	are to be allowed for by the bulder, the bulder is to notify the certifier for relevant local authority inspections.	construction are to be allowed for by the builder, the builder is so notify the certifier for relevant local authority to certifier for relevant local authority standards. • builder is to maintain a safe site to statutory standards. • provide a program with critical path original and comprehen distinction or supply of cuttistanding information, authority inspection, approvales had the completion and review of shop	rhs rectangular hollow section sit structural filor level shs square hollow section sk stainless steel sink skt skirting ss stainless steel	
ekty. ilder is to co-ordinate all trades, including ninated subcontractors and suppliers.	drawings, this program is to be provided prior to commencement on site and to be updated weekly. builder is to co-ordinate all trades, including		drawings, this program is to be provided prior to commencement on site and to be updated weekly. • builder is to co-ordinate all trades, including	tbc to be confirmed tf tile finish	
	nominated subcontractors and suppliers. where subcontractors are to provide shop drawings to the architect for review prior to	Glazier	nominated subcontractors and suppliers. where subcontractors are to provide shop drawings to the architect for review prior to	tfl topping floor level tw top of wall	500 series drawing = signage
wings to the architect for review prior to rication, this is to be scheduled in accordance in the builder's program. In to commencement on site subcontractors	drawings to the architect for review prior to fabrication, this is to be scheduled in accordance with the builder's program.	 within 24 hours of handover of site builder to complete a site measure and issue to architect for. 	drawings to the architect for review prior to fabrication, this is to be scheduled in accordance with the builder's program.	u/s under side wp waste point	
eview all documents for clashes, ambiguities		review.		wb white board	600 series drawing - perspectives
issions and provide written acceptance of ditions. ilder to provide written acceptance of site ditions following official site handover and	Signage	Tiler	Tiler		
stablishment on site, lider to provide evidence of all insurances, low for engineer to design or inspect pfront signage frames and supply certificate.	 by merbs coffee means supplied by owner and installed by builder. 100mm is the nominal wall thickness and room sizes should be adjusted to suit existing dimensions and frame sizes. provide manufacturer's standard and 	 by merlo coffee means supplied by owner and installed by builder. 100mm is the nominal wall thickness and room sizes should be adjusted to suit existing dimensions and frame sizes. 	by merlo coffee means supplied by owner and installed by builder. loOmm is the nominal wall thickness and room sizes should be adjusted to suit existing dimensions and frame sizes.		700 series drawing – axonometric
te: merlo coffee means supplied by owner and	 provide manufacturer's standard and conditional warranties where applicable and include in the operation and maintenance manuals. undertake all necessary testing and 	 provide manufacturer's standard and conditional warranties where applicable and include in the operation and maintenance manuals. undertake all necessary testing and 	 provide manufacturers standard and conditional warranties where applicable and include in the operation and maintenance manuals. undertake all necessary testing and 		
alled xuilder Omm is the nominal wall thickness and room s should be adjusted to suit existing	commissioning prior to dient operation, any equipment, apparatus	commissioning prior to client operation, any equipment, apparatus	commissioning prior to client operation, any equipment, apparatus		
ensions frame sizes	fixture or cabling found to be defective shall be replaced. • for designated tests, including pre-delivery	fixture or cabling found to be defective shall be replaced. for designated tests, including pre-delivery	fixture or cabling found to be defective shall be replaced. • for designated tests, including pre-delivery		
provide manufacturers standard and ditional ranties where applicable and include in the ration and maintenance manuals, undertake all necessary testing and projessioning.	tests, record results and submit reports or certificates and include in operation and maintenance manuals	tests, record results and submit reports or certificates and include in operation and maintenance manuals	tests, record results and submit reports or certificates and include in operation and maintenance manuals		
r to client operation, any equipment,	Concrete	Equipment Supplier			
ure or cabling found to be defective shall be laced. or designated tests, including pre-delivery	within 24 hours of handover of site builder to complete a site measure and issue to architect	within 24 hours of handover of site builder to complete a site measure and issue to architect			
s, ord results and submit reports or certificates	for review.	for review.			*insert location plan here*
ude in operation and maintenance manuals					dont include dotted line just a reference
se Building Works thin 24 hours of handover of site builder to nplete a site measure and issue to architect	Vinyl Flooring • within 24 hours of handover of site builder to complete a site measure and issue to architect for	Wall & Ceiling Linings • within 24 hours of handover of site builder to complete a site measure and issue to architect			
ew.	review.	review.			
w retail design	O7 3123 5423 Double Spa Long Titles	ced for Extra Lorem lpsum	A3 Universal Store		\pm
	larryweston.com.au @ drawing title	job title	sheet size client		\Box

Trade Notes

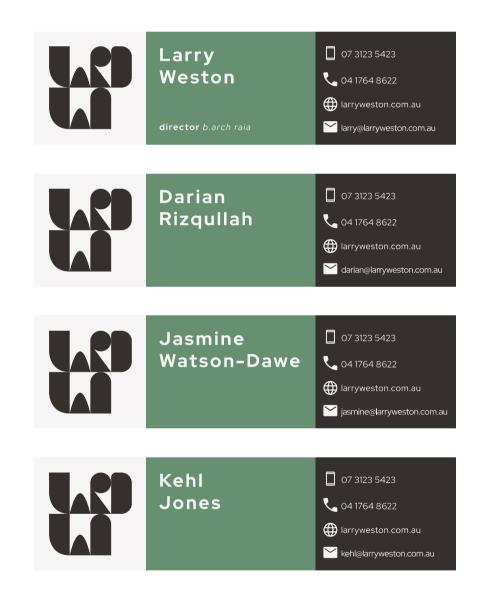
The business card design has a qr code which takes the user to the contact page on for lw retail design. From this page the user can find Larry's email, phone number, and the address for lw retail design.



Business Card

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

representative only.





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W	A grid is a predetermined under-	execution. It will also bring conti-
retail design logotype	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	nuity to various diverse projects. For the sake of simplicity & flexibility the golden ratio grid will be the preffered layout for graphical elements within a page.
		2X
The Grid Portrait		

W		A grid is a	predetermir	ned under-	execution. It will also	
retail desi logotype	gn	employ to syle & cha nizer of r	which the degive a designanter. It's a general was man ho	n cohesive great orga- s such will	nuity to various diversor the sake of simple bility the golden rational the preffered layout elements within a page	licity & flexi- o grid will be for graphical
The Grid I	_andscape					

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