

LATIS

Logo Styleguide



LOGO CONCEPT

Latis is a spin on the english word "lattice," a graph structure that when drawn in 2D or 3D space forms "Regular" Euclidean Tiling. The name evokes a sense of connectedness, simple-to-understand structure, and well-orderedness of a system.

Words that represent the Latis Brand Image: **Credible; Trustworthy; Approachable; Human; Concierge; Service; Robust, User-centric, Actionable, Growth-oriented, Sales-Enablement, Simple, User-friendly, Fast, Quick, Step-by-Step.**

Words that represent the Latis Logo Aesthetic: **Minimalist; Colorful; Conservative; Approachable; Serious; Professional; Modern; Safe.**

Outline

**RUSSIAN
VIOLET**
#3B2651

HEX 59,38,81
CMYK 27,53,0,68

Filling

**LIGHT
COBALT**
#7EACDC

HEX 126,172,220
CMYK 43,22,0,14

Highlight

**PASTEL
BLUE**
#9ABFD8

HEX 154,191,216
CMYK 29,12,0,15

LOGO

TYPOGRAPHY

Glyph

LI

Characters

ABCČĆDĎEFGHIJKLMNOPQRSŠTUV
WXYZŽabcčćdďefghijklmnopqrsšt
uvwxyzžАБВГГґДґЕЁЄЖЗСИІЇЈ
КЛЉМНЊОПРСТҢУЎФХЦЧЏ
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Styles

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JOHN DOE
CEO & Founder
123 456 7890

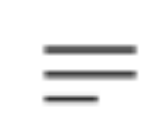
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Compliance made easy!

We are Latis and we create efficient and easy-to-use compliance solutions.

01.b

We are Latis and we create efficient and easy-to-use compliance solutions



Compliance made easy!

Leverage agile frameworks to provide a robust synopsis for high level overviews. Iterative approaches to corporate strategy foster collaborative thinking to further the overall value proposition.

[READ MORE](#)

01.b



A Frame Box for web.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat

