

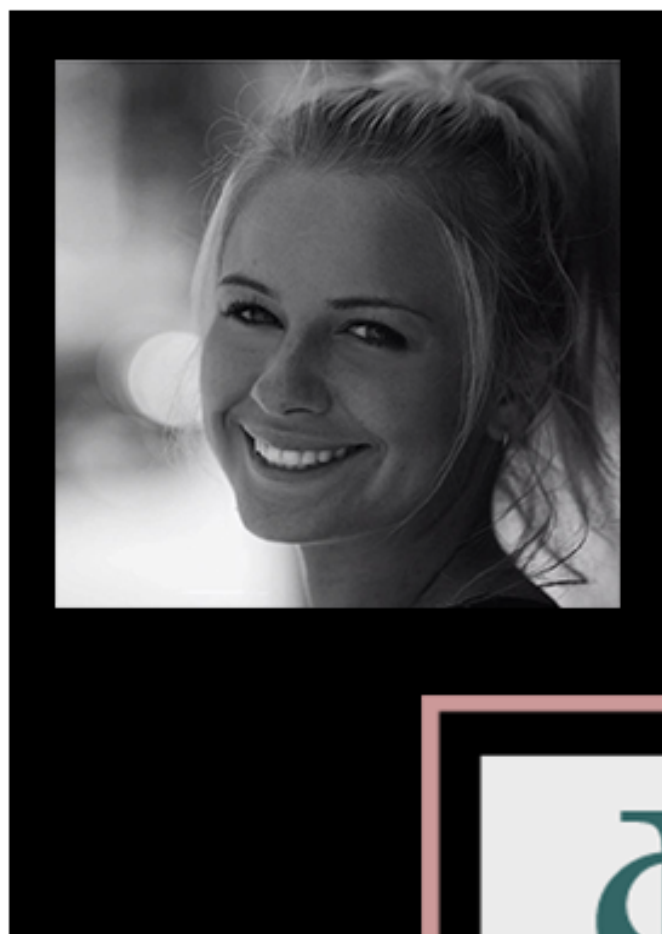


LEXI STERIO DESIGN



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ABOUT THE BRAND

Lexi Sterio Design is a graphic design and web development portfolio platform. Since its inception in 2017, Lexi Sterio Design has been creating digital products for various clients. Lexi Sterio Design aims to provide a simple, clean yet beautiful experience for each client.



SERVICES

Lexi Sterio Design specializes in three main categories to help clients enhance and develop thier brand.

- Graphic Design
- HTML + CSS
- Brand Identity

Working in collaboration with Clients, Lexi Sterio Design aids in brand identty descisions and then in turn create beautiful marketing strategies and digital resources.



LOGO VARIATIONS: ACCEPTABLE

The classic logo used for Lexi Sterio Design is a crucial part of the brand, and should always be used consistently. The base logo, to be used on white backgrounds displays the primary colors used in the brand. The logo is to be entirely white when placed with a black backdrop, and a variation of the logo without color or border is to be used when applicable. In addition, the logo can be placed upon our primary branding color #cc9999.





LOGO VARIATIONS: NOT ACCEPTABLE



Bright variations of the logo should not be used, along with different colors than the original. Rotating the logo is to be avoided as well as changing the original Baskerville font of the L and S. Placing the logo on bright colors, or colors that wash out the logo, should not be used in presentation.

COLOR PALETTE



#cc9999

R: 204

G: 153

B: 153



#d7d7d7

R: 215

G: 215

B: 215



#336666

R: 51

G: 102

B: 102

The primary color palette used is a combination of muted colors with cool blue undertones used in collaboration to create a consistent flow throughout the clients experience

TYPEFACE SYSTEM

Primary Sans Serif Font: Helvetica Neue Ultra Light

The primary font used throughout the brand is Helvetica Neue Ultra Light. This fresh take on a classic font gives a simple and clean yet effective font. Ultra Light can also be replaced with 'Thin' or 'Light', two different yet simple variations of the original font.

This font is intended for use within descriptions, body paragraphs as well as any notes applicable.

Primary Serif Font: **Baskerville**

The primary Serif font used throughout branding is Baskerville. This font is to be used for titles only, in addition, it should only be used with all capital letters. Baskerville keeps in line with the font of the Logo to create a seamless experience throughout.

This font may be bolded where applicable, however often should be avoided.

Aa
UltraLight

Aa
Thin

Aa
Light

Bb
Regular

Bb
Bold