

# LILIER

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BRAND GUIDELINE ©2024

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# LOGOTYPE

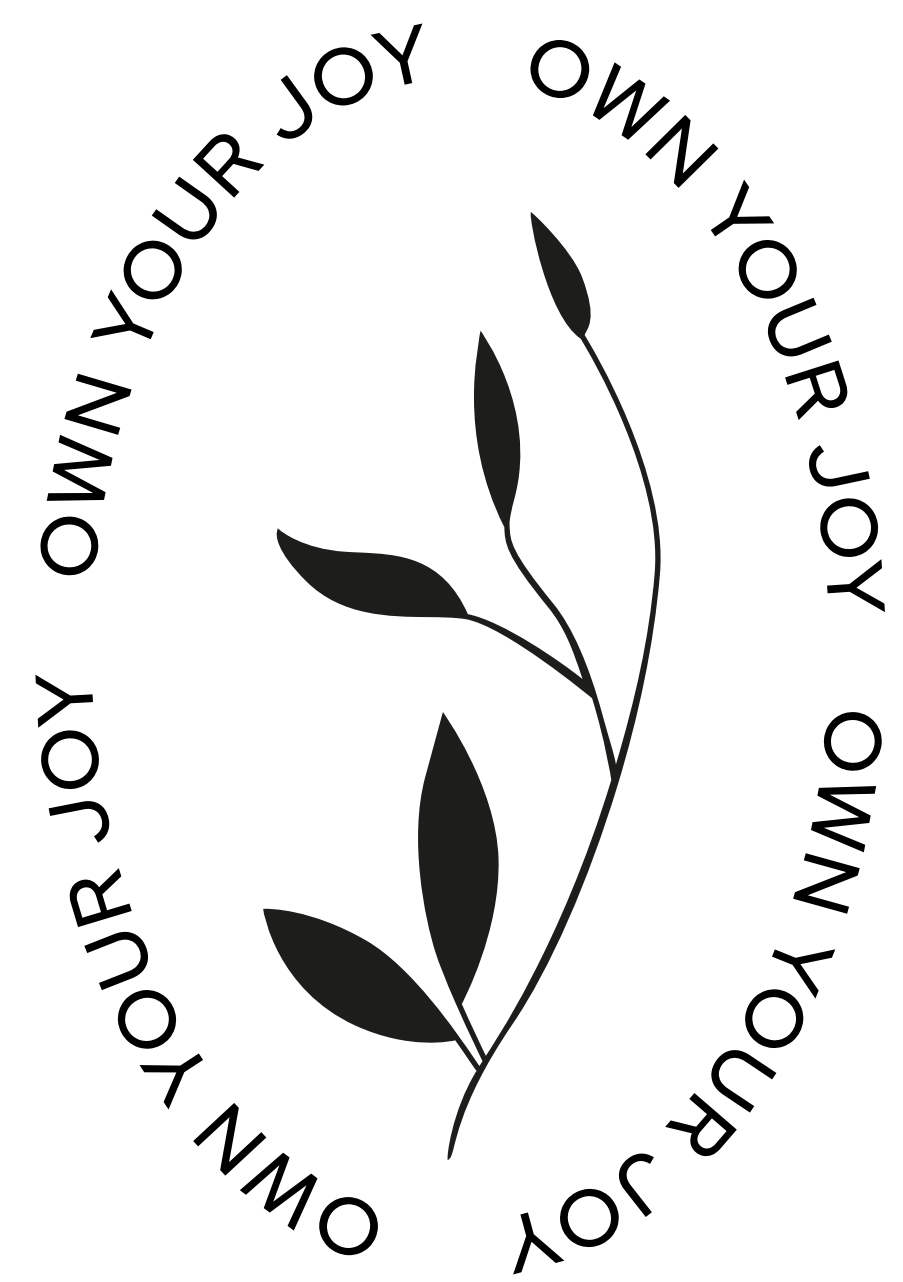
The Lillier logotype is the most important element of the brand communication.

The Lillier logotype was built based on classic serif typography.



# ICON

The icon is an additional element in brand communication. It may appear together with a sign or alone.



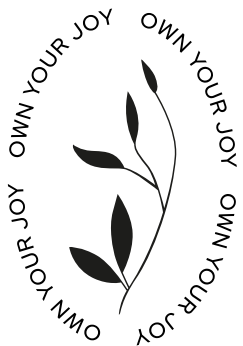
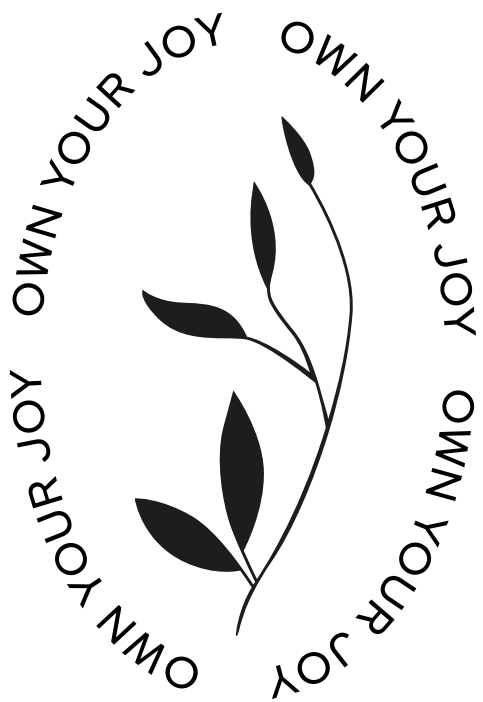
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VARIANTS

The Lillier brand has 3 variants of the sign:

- basic version: logo with a claim
- icon
- logo with icon

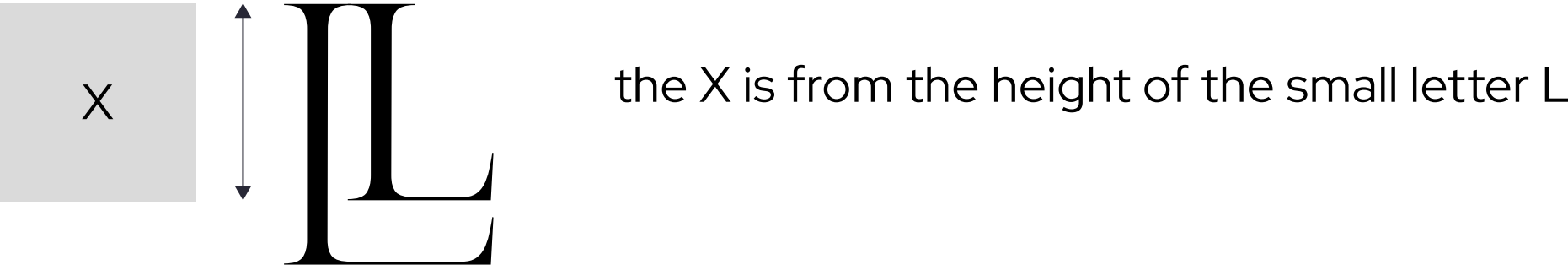


LILLIER

# LOGOTYPE CLEAR SPACE

To ensure consistency, legibility and prominence, an area of space surrounding the logo should be kept clear.

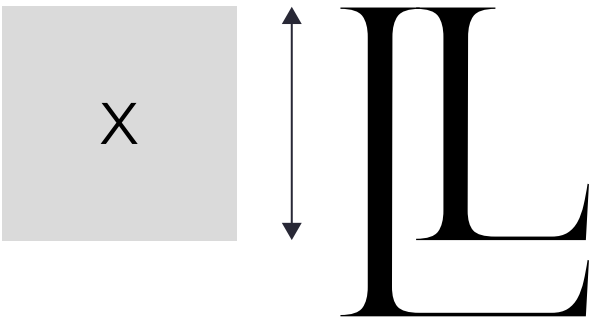
Only files should be used from the logopack attached to the Lillier brand.



ICON CLEAR SPACE

To ensure consistency, legibility and prominence, an area of space surrounding the icon should be kept clear.

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## COLOR PALETTE

Color palette is based on warm tones.  
The color values are given in HEX and RGB

RGB: R. 231   G. 167   R. 9  
#E7A709

RGB: R. 232   G. 220   R. 212  
#E8DCD4

RGB: R. 2   G. 34   R. 64  
#022240

RGB: R. 175   G. 202   R. 190  
#AFCABE



TYPOGRAPHY

In Lillier brand communication we use the Red Hat Display typeface.

Red Hat Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 – &\*#@?!/+-(.,:;)

# HOW TO USE THE LOGO WITH COLOR PALETTE

To ensure good readability and harmony in presented content, it is recommended to use it appropriately with the color palette. The acceptable variants and color combinations are depicted.



# HOW TO NOT USE THE LOGO

To maintain the legibility of the sign, it is worth following the rules for its use.

Several variants presented below will disturb the legibility of the sign and should be avoided.

✗ Colors from outside the color palette



✗ Disproportionate sign scaling



✗ Not using the logo's clear space



✗ Twisting the sign



✗ Applying effects



