



Lalaue
capoeira

Identity & logo

USAGE GUIDELINES

designed by sokko for **Lalaue Capoeira**



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Why is this brand so important?

This identity guideline is a tool designed to project the image, values, and aspirations behind the brand. It is the cornerstone of all communication efforts and must be followed carefully to ensure a consistent style and quality of presentation. Every participating institution is responsible for representing or coordinating the use of the brand along with an individual institution's brand.

Here's our mission, vision and values:

We believe people are best when they work together, fighting for what is right and for each other.

We believe technology can be a force for good. La-laue's mission is about using technology to fight against isolation, inequity and injustice and to fight for freedom for all.

Our mission at La Laue is to promote capoeira using the best that modern technology can offer. Via our web portal and mobile app, we wish to inspire the wider community to bring each other closer.

It is through capoeira; `a beautiful art transcending into a way of life` our mission will

- Inspire
- Strengthen bonds of community and family
- Fight for freedom
- Find the power within
- Promote wellbeing and healthy living
- Do good

The Logo



A Lalaue word mark

B Graphical element

The **Lalaue Capoeira** logo combines two elements: the logotype and the symbol as a graphical element. These elements should never be changed. Position, size, and color, along with the spatial and proportional relationships of **Lalaue's** logo elements, are predetermined and should not be altered. Used consistently, they will reinforce public awareness of the company.

There are two versions of the logo which can be used.



Standard Logo

This is the logo of choice, to be used whenever possible. For all print and digital marketing.



Secondary Logo

A secondary version of the logo for all versions which need a background, for example over photos.

The Logos in black & white and greyscale



LaLaue
capoeira

Standard Logo: greyscale



LaLaue
capoeira

Secondary logo, dark background

Spacing around the logo



The **LaLaue** logo requires separation from the other elements around it. The space required on all sides is roughly equivalent to the cap height of the logo type. It never should be less than that.



Please note that text or pictorial figures which have strong impact or impression should not be placed near the logos even though you keep the isolation area blank.

Do not alter the logo

Please note: The logo cannot be changed!

Although creativity is appreciated please do not alter the logo in anyway!



Do NOT rotate the Logo



Don't use stroke shadows



Don't change relationship between height and width



Do NOT use different colours

The logo sizes



80 mm

Lalaue
capoeira



45 mm

Lalaue
capoeira

You will find the logo in following sizes:

80mm | 45mm

Minimum sizes

Lalaue's logo can be reduced in printing to 45 mm (width), it can be used on screen (72 dpi) up to 150 pixels (width).

The second choice logo sizes



80 mm



45 mm

You will find the logo in following sizes:
80mm | 45mm

Minimum sizes

Lalaue's logo can be reduced in printing to 60 mm (width), it can be used on screen (72 dpi) up to 170 pixels (width).

Color system



A comprehensive color palette has been developed to provide flexibility while creating a unified, recognizable appearance across all communications.

Main colour palette

Use of color for the printed and digital logo

The following palette has been selected for use in Lalaue's communications.



CMYK

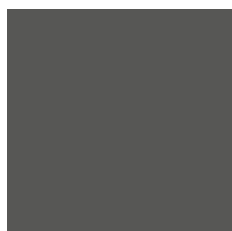
73 / 3 / 43 / 0

RGB

70 / 172 / 136

Hex

46AC88



CMYK

63 / 55 / 56 / 30

RGB

67 / 59 / 58

Hex

433B3A



CMYK

4 / 27 / 78 / 0

RGB

244 / 167 / 28

Hex

f4b732

Hierarchy



The typography

The font

The institutional **Lalaue's** typeface is Circular Std. These fonts should be used in all Lalaue's communications to project a consistent visual identity. This includes promotional materials, advertising, digital assets, and printed materials.

This sans serif font is available in various weights. Lalaue's brand uses regular, medium and bold weights.

Circular Std Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz01234567890

Circular Std Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz01234567890

Circular STd Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz01234567890

aA bold **aA** black

Print and web

As a general rule, Circular regular is used for body text and headings or sub-headings. All body text should always be set in upper and lower case. All text should be left justified wherever possible. This font is also available as web font (Lato)!

Paragraph styles and font sizes

Heading 1

Circular Std Bold 36pt
Circular Std Bold 28pt

Heading 2

Circular Std 22pt, colour grey

Heading 3

Circular Std Bold 14pt, colour grey

Circular Std Book 14pt, colour green

Intro Text

Circular Std Bold 12pt, colour grey

Basic Text

Circular Std Book 10pt, colour grey

Text examples

Is ea sunt facesequia si sitia siminti nusdaepellam solut debit eic test utature riorro bea voluptate pelest la sundese nus cuptatem quo que nist fugia anihit minullent quas pro mil mo con consequi aut evelique audae es etum dolut es que quae lantus.

Is ea sunt facesequia si sitia siminti nusdaepellam solut debit eic test utature riorro bea voluptate pelest la sundese nus cuptatem quo que nist fugia anihit minullent quas pro mil mo con consequi aut evelique audae es etum dolut es que quae lantus.