

L N L N

Brand Guidelines

Logo, color, typography and how to apply them consistently.

InIn.eu

Generated by Typestor



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01

Logo

1.1 Logo variants

Use the correct logo version for the background it sits on. Always keep strong contrast and never recolor the mark outside the palette.



ON LIGHT



ON DARK



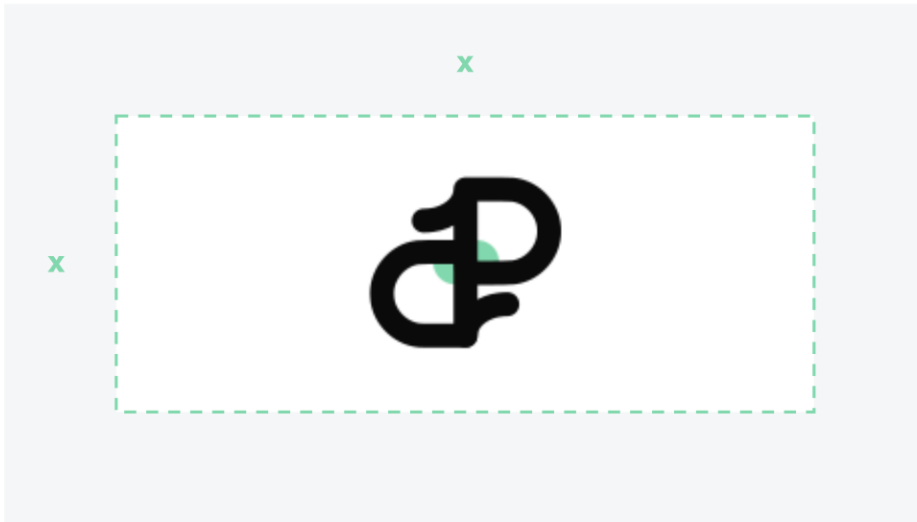
ON BRAND COLOR



Primary horizontal lockup

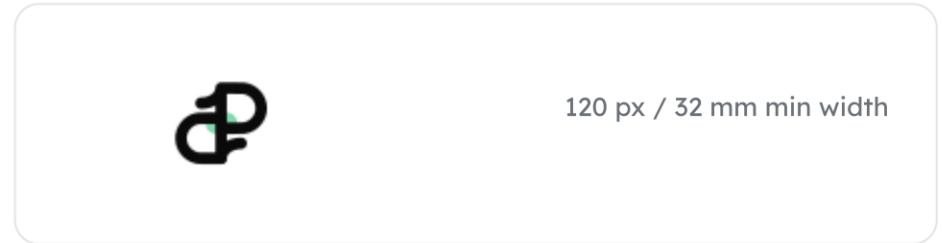
1.2 Clear space & sizing

Clear space



Keep free space around the logo equal to the height of the icon (x).

Minimum size



Don't

- Stretch or distort the logo
- Recolor outside the palette
- Add shadows or effects
- Rotate or crop the mark

02

Color

2.1 Palette

The palette below defines the brand colors. Use the light values for primary application and the dark values for dark-mode interfaces.

**ACCENT**



#82D8AE

**PRIMARY**

#141414

2.2 Color values

Use these exact values across all media.

	ROLE	HEX	RGB	DARK
	Accent	#82D8AE	130, 216, 174	#00AF98
	Primary	#141414	20, 20, 20	#F0F0F0

03

Typography

3.1 Typefaces

Headings — Lexend

Ag

ABCDEFGHIJKLM

abcdefghijklm

0123456789 &@#%

Body — Lexend

The quick brown fox jumps over the lazy dog. Body copy is set at 16px with comfortable line height for long-form reading.

Scale

Heading 1

40 / 48

Heading 2

30 / 38

Heading 3

22 / 30

Body

16 / 26

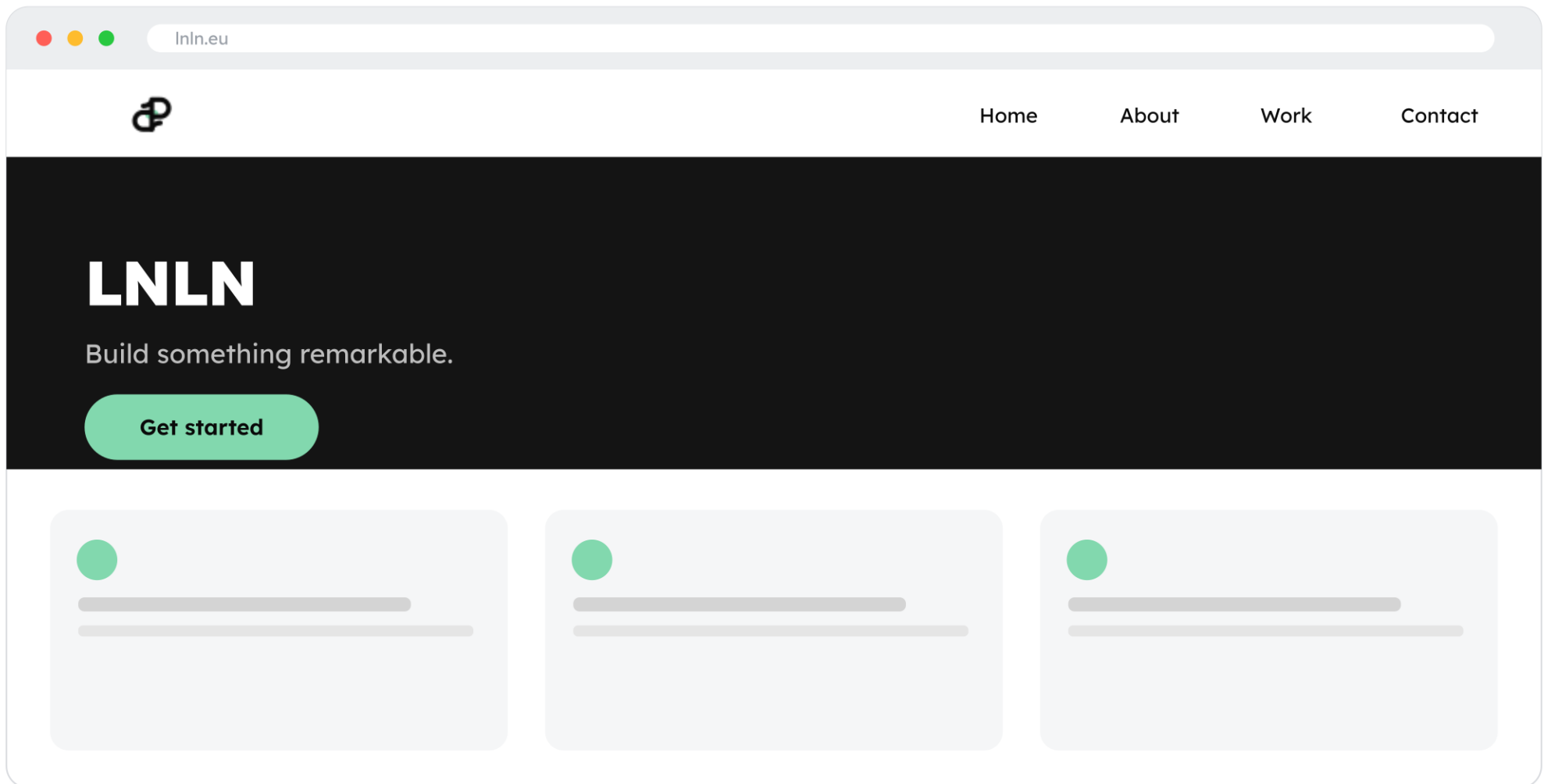
Caption

13 / 20

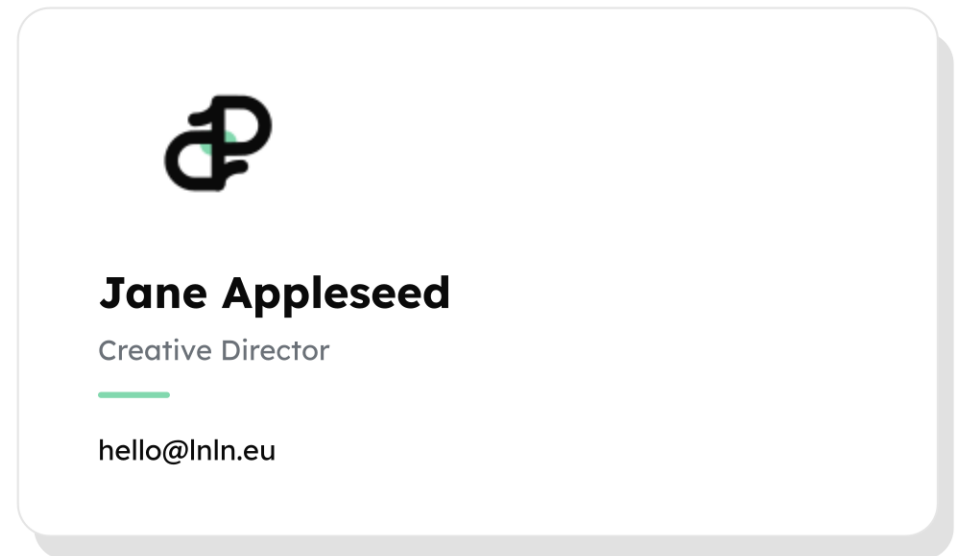
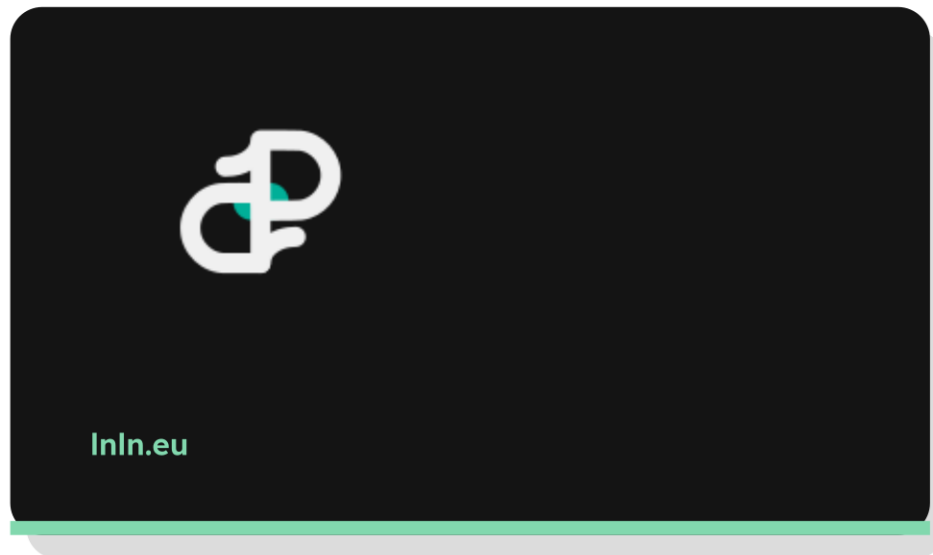
04

Application

4.1 Website



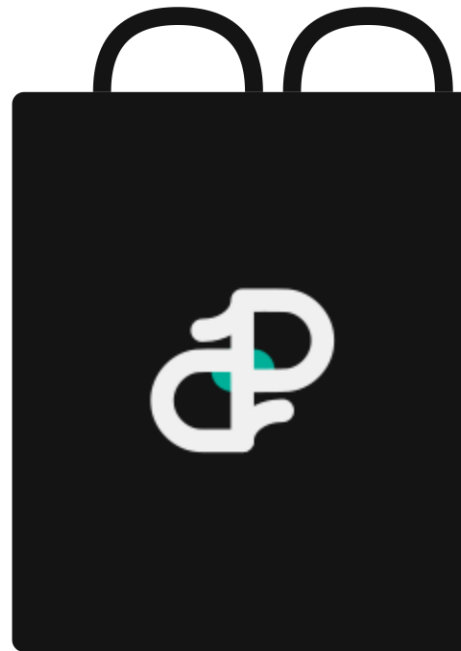
4.2 Stationery



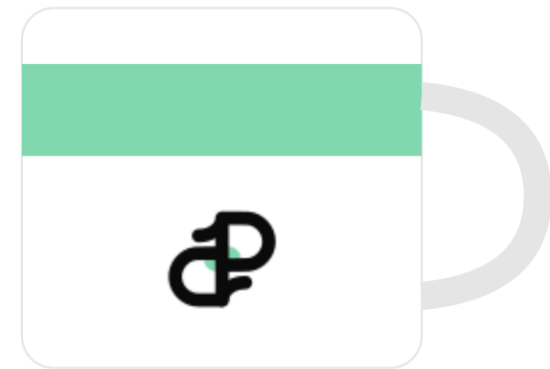
4.3 Promotional items



POSTER



TOTE BAG



MUG



Thank you

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