



BRAND STANDARDS GUIDE

# Our Logo

The Lattis logo can be used in many iterations, each having a specific use dependent upon production considerations. To remain consistent with the Lattis branding standards, the logo should not be stretched, rotated and/or colorized in any fashion. Here are the chosen formats in which the logo can be represented in.

**1 Color-** Logo on light background



**2 Color-** Logo on light background



**1 Color-** Logo on dark background



**2 Color-** Logo on dark background



# Our Colors

## Primary Color Palette

The primary Lattis colors are displayed here. Pantone and CMYK values are to be used in printed materials and packaging, while RGB and Hexadecimal values are used for online purposes. Full-color printing should always be used when possible, with black and white production as a last resort.

### PANTONE 7700C

<b>C:</b> 85	<b>R:</b> 59
<b>M:</b> 69	<b>G:</b> 83
<b>Y:</b> 31	<b>B:</b> 119
<b>K:</b> 13	<b>#:</b> 3b5377

### PANTONE 542C

<b>C:</b> 35	<b>R:</b> 164
<b>M:</b> 11	<b>G:</b> 200
<b>Y:</b> 3	<b>B:</b> 226
<b>K:</b> 0	<b>#:</b> a4c8e2

### PANTONE 305C

<b>C:</b> 58	<b>R:</b> 90
<b>M:</b> 0	<b>G:</b> 201
<b>Y:</b> 6	<b>B:</b> 231
<b>K:</b> 0	<b>#:</b> 5ac9e7

### PANTONE COOL GRAY 4C

<b>C:</b> 27	<b>R:</b> 188
<b>M:</b> 21	<b>G:</b> 188
<b>Y:</b> 22	<b>B:</b> 188
<b>K:</b> 0	<b>#:</b> bcbcbc

### PANTONE 5425C

<b>C:</b> 55	<b>R:</b> 124
<b>M:</b> 32	<b>G:</b> 152
<b>Y:</b> 24	<b>B:</b> 171
<b>K:</b> 1	<b>#:</b> 7c98ab

# Secondary Colors

The secondary colors shown should be used as accent points on products, packaging, web apps, websites or merchandise to accent brand elements and main colors. They should never be used as main color areas or headings in these materials.

## PANTONE 164C

C: 0 R: 255  
M: 62 G: 128  
Y: 78 B: 74  
K: 0 #: ff804a

## PANTONE 2592C

C: 50 R: 157  
M: 89 G: 49  
Y: 0 B: 179  
K: 0 #: 9d31b3

## PANTONE 311C

C: 69 R: 12  
M: 0 G: 194  
Y: 11 B: 221  
K: 0 #: 0cc2dd

# Our Typeface

The Lattis typeface, or fonts, have been chosen for their simplicity and clarity. Aktiv Grotesk Bold, is to be strictly used for titles and headings only, but can be styled with any of the Lattis primary colors. For example, this font can be used for names on business cards, trademarks or proposal cover titles. Aktiv Grotesk Regular can also be used for titles and headings, as well as sub-heads and other highlighted text where words or short phrases must attract immediate attention, and sometimes used as body text when needed. Aktiv Grotesk Light is to be used as body text, mainly on items such as envelopes, business cards, white papers and other forms.

## AKTIV GROTESK BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

## AKTIV GROTESK REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

## AKTIV GROTESK LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

# Logo Lockup

When pairing the parent company Lattis branding to individual product names, this is the preferred method and usage. Product branding should have more emphasis in conjunction with Lattis logo as shown. The "BY" line should always separate both name and brand.

PREFERRED LOCK-UP



# Design Element

The accent linework used in materials such as products, packaging, web apps, websites or merchandise is used to strengthen the brand identity and create a cohesive tie with the Lattis logo. The preferred method of use is shown as 45° lines and should never be used with secondary colors. Always retain the same stroke width to compliment the canvas.