

PRIMARY LOGO & IDENTITY LXAI

PRIMARY LOGO

The primary logo and wordmark are the official trademarks and primary symbols of our brand. They are not permitted to be altered or re-proportioned in any way, except as specified in this manual. To maintain art integrity, they must be reproduced from original files.



CLEAR SPACE

Our logo is what connects with customers and it is the #1 item that costumers will associate with our brand, therefore it needs to stand out, respecting the perfect amount of clear space will give our logo the optimal legibility, visibility, prominence, and impact. Do not place any text, graphics or images within this area of clear space.



The logo clear space is equivalent to the height of the logo.



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LOGO USAGE



Don't rotate the logo, it should always be used horizontally.



Do not distort or stretch the logo.



Make sure the logo is never cropped or incomplete and always adheres the exclusion zone guidance.

COLOR PALETTE

Color is an integral part of brand identity. Consistent use of the color palette not only reinforces the cohesiveness of the brand, but also serves a psychological purpose by communicating certain feelings to your audience.

<ul style="list-style-type: none"> Black Teal Turquoise Navy Bright Grey 		<table border="0"> <tr> <td style="text-align: center;"> <div style="background-color: black; width: 40px; height: 40px; margin: 0 auto;"></div> <p>Black</p> </td> <td style="text-align: center;"> <div style="background-color: teal; width: 40px; height: 40px; margin: 0 auto;"></div> <p>Teal</p> </td> <td style="text-align: center;"> <div style="background-color: cyan; width: 40px; height: 40px; margin: 0 auto;"></div> <p>Turquoise</p> </td> <td style="text-align: center;"> <div style="background-color: navy; width: 40px; height: 40px; margin: 0 auto;"></div> <p>Navy</p> </td> <td style="text-align: center;"> <div style="background-color: lightgrey; width: 40px; height: 40px; margin: 0 auto;"></div> <p>Bright Grey</p> </td> </tr> <tr> <td> <p>HEX 000000</p> <p>RGB 0 0 0</p> <p>CMYK 0 0 0 100</p> </td> <td> <p>HEX 018081</p> <p>RGB 1 128 129</p> <p>CMYK 95 15 38 3</p> </td> <td> <p>HEX 00f0ff</p> <p>RGB 0 240 255</p> <p>CMYK 87 0 0 0</p> </td> <td> <p>HEX 000540</p> <p>RGB 13 5 64</p> <p>CMYK 95 97 33 25</p> </td> <td> <p>HEX f7f7f7</p> <p>RGB 247 247 247</p> <p>CMYK 3 2 2 0</p> </td> </tr> </table>	<div style="background-color: black; width: 40px; height: 40px; margin: 0 auto;"></div> <p>Black</p>	<div style="background-color: teal; width: 40px; height: 40px; margin: 0 auto;"></div> <p>Teal</p>	<div style="background-color: cyan; width: 40px; height: 40px; margin: 0 auto;"></div> <p>Turquoise</p>	<div style="background-color: navy; width: 40px; height: 40px; margin: 0 auto;"></div> <p>Navy</p>	<div style="background-color: lightgrey; width: 40px; height: 40px; margin: 0 auto;"></div> <p>Bright Grey</p>	<p>HEX 000000</p> <p>RGB 0 0 0</p> <p>CMYK 0 0 0 100</p>	<p>HEX 018081</p> <p>RGB 1 128 129</p> <p>CMYK 95 15 38 3</p>	<p>HEX 00f0ff</p> <p>RGB 0 240 255</p> <p>CMYK 87 0 0 0</p>	<p>HEX 000540</p> <p>RGB 13 5 64</p> <p>CMYK 95 97 33 25</p>	<p>HEX f7f7f7</p> <p>RGB 247 247 247</p> <p>CMYK 3 2 2 0</p>
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TYPOGRAPHY

PRIMARY FONT

Roboto is used for body text.

Roboto
ABCDEFGHIJKLM NOTUVWXZ
0123456789 ?<>-+()\$%&#@!/=}

REGULAR	MEDIUM
ABCDEFGHIJ KLMNOPQRST 0123456789	ABCDEFGHIJ KLMNOPQRST 0123456789

SECONDARY FONT

Poppins is used for headings and subheadings.

Poppins
ABCDEFGHIJKLM NOTUVWXZ
0123456789 ?<>-+()\$%&#@!/=}

BOLD	ITALIC	REGULAR
ABCDEFGHIJ KLMNOPQRST 0123456789	ABCDEFGHIJ KLMNOPQRST 0123456789	ABCDEFGHIJ KLMNOPQRST 0123456789

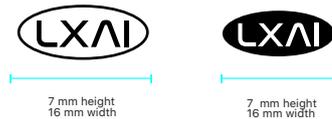
SECONDARY LOGO

It's important to consider the different ways to use our logo. When circumstances do not allow for the use of the primary logo, you can use the secondary logo.



MINIMUM SIZE

To make sure our logo is always visible, we've determined a minimum display size for the digital and print applications.



LOGO VARIATIONS



SAMPLE SETTINGS

Main title of the text

This is a sample of an ideal font stacking and hierarchy to use on materials

This is a sample of an ideal font stacking and hierarchy to use on materials.

Lorem ipsum dolor sit amet, "reque urbanitas accommodare duo ea". Usu tamquam acc sata scriptorem eu. Possim cotidieque mei no, nullam placerat sit ut. Vis tation oportere, et eum imperdiet consetetur. Te prima accusamus his. Mea ad maiestatis argumentum, no sit nihil adversarium, no dico denique efficiendi qui imperdiet consetetur. Te prima accusamus his. Mea ad maiestatis argumentum, no sit nihil adversarium, no dico denique efficiendi qui. Mea ad maiestatis argumentum, no sit nihil adversarium, no dico denique efficiendi qui. Mea ad maiestatis argumentum, no sit nihil adversarium, no dico denique efficiendi qui. Mea ad maiestatis argumentum, no sit nihil adversarium, no dico denique efficiendi qui.

This is a sample of an ideal font stacking and hierarchy.