BRAND GUIDELINES

Welcome to the LM Creative (LMC) brand guide! Our attitude of progressive, creative solutions is conveyed through a high degree of flexibility and the bold use of basic elements that shape our brand.

LMC Brand Guidelines offers a direct, uncomplicated way for the creative handling of our brand. It offers many examples that inspire and convey the essentials – and it's structured in such a way that you can get started right away.

LM Creative

Manitoba Canada
www.lmcgrow.com

CONTENT

INTRODUCTION

ABOUT GUIDELINES

The purpose of the brand guidelines book is to ensure that across the organization and anywhere the LMC brand is being used, it is being properly represented and isn't altered in any way.

In this guide you will learn how to utilize the brand logo and it's alternates as well as our brand colours and typography correctly so that our brand identity remains impactful, striking and stands out among other brands as the penultimate creative agency.

LMC TEAM

Cyndie Mitchell
Noel Linsey
Dallas Mitchell
Skylor Mitchell

BRAND LOGO

1. LOGO SYMBOL

Our symbol is a rounded rectangle that is spilling outside the boundaries of the traditional shape. This represents quality, stability, creativity and outside the box thinking. .

2. LOGO TITLE

Our title is LM Creative. As part of the logo the font family used for "LM" is "Fat Frank Heavy" and "Creative" is "Adore You Regular". These should always be represented in titles and as part of the complete logo utilizing the above named typesets. Note that "creative" is always presented in lowercase.

3. FULL LOGO

Wherever possible the full logo should be used for branding, including letterheads, and all media both print and digital.

LOGO VARIATIONS

Below you will find accepted variation to the primary logo. Wherever possible the primary should be used, however using a dark background (Black Preferred) is often unavoidable.

LOGO CLEAR SPACE

To ensure our brand identity remains intact, it's important to include clear space around the logo. In all cases that the logo appears on standard sized stationary (8.5 X 11, 8.4 X 14, 11 X 17),the clear space must be a minimum of 0.5 inches on all sides as show below. When possible a clear space of 1 inch would be preferred, however 0.5 inches is the minimum requirement.

LOGO APPLICATIONS

We very rarely get to control the background colour our logo is placed on when it goes public. While this is a function we can control on our own in-house documentation and media, it's important that our brand pops off the screen, no matter the colour.

BLACK BACKGROUND

Use the standard logo to help our brand pop off the page.

GOLD BACKGROUND

A gold background requires the white rectangle so that the lettering doesn't disappear.

GREY BACKGROUND

Light grey like the example shown here allows the gold rectangle to remain visible and sharp.

ORANGE BACKGROUND

A bright background like this orange will often look good both with gold or black rectangle. When at all possible try to use the darker colour rectangle to help keep our logo visible.

BRAND COLOURS

PRIMARY COLOUR

Primary brand colours are the main, consistent colours used in all graphics, publications, signage, etc. Primary brand colour rarely change because they are central to the brand's visual identity.

The primary brand colour is tightly associated with the logo.
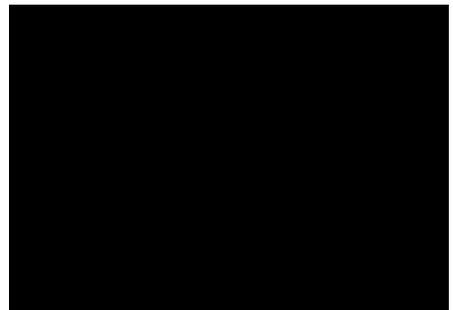
LMC GOLD

```
Colour Code : 85764E
CMYK        : 45 44 75 17
RGB         : 133 118 78
HSB         : 42 41 52
```

LMC BLACK

```
Colour Code : 000000
CMYK        : 75 68 67 90
RGB         : 0 0 0
HSB         : 42 41 0
```

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SECONDARY COLOUR

Secondary brand colours act as a complimentary to the primary brand colours. These colours should be the first variations considered for copy or content as highlights or added colour space.

LMC BLUE

Colour Code : 008080
CMYK   : 86 31 49 8
RGB   : 0 128 128
HSB   : 179 100 50

LMC ORANGE

Colour Code : F7901E
CMYK   : 0 52 99 0
RGB   : 247 144 30
HSB   : 31 87 96

TYPOGRAPHY

PRIMARY FONT

The primary font for LMC is the same font used in the logo type. The font should be used any time type exceeds a size of 20PT. Wherever possible the font colour should remain LMC black. Tracking should be no less than 0.

Fat Frank Heavy

REGULAR

**AaBbCcDd
EeFfGgHh
012345678
!@#$%&**

SECONDARY FONT

The secondary font for LMC should be used for headlines smaller than 21PT. Tracking for headlines should be set to 100 and bolded. For paragraphs use no smaller than 10PT font to keep communications legible.

Calibri

Bold/
Book/Light

Example of 100 tracking.

AaBbCcDd
EeFfGgHh
012345678
!@#$%&

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FONTS HIERARCHY

Typography is an essential part of LM Creative's brand Identity. Type plays a very up-front role, and along with colour, is commonly the only visual element of design within a given contextual setting.

In most common cases text should be left aligned, though on occasion it may be appropriate that text be centred and/or right aligned. Generous margins and spacing around typography and careful attention to line spacing (leading) and letter spacing (kerning) help to ensure a clean and readable design that resonates with readers.

SIZE 50PT

THE HEADLINE SIZE

SIZE 38PT

SUB-HEADLINE SIZE

SIZE 30PT

THE THIRD HEADLINE SIZE

SIZE 20PT

THE FOURTH HEADLINE SIZE

SIZE 16PT
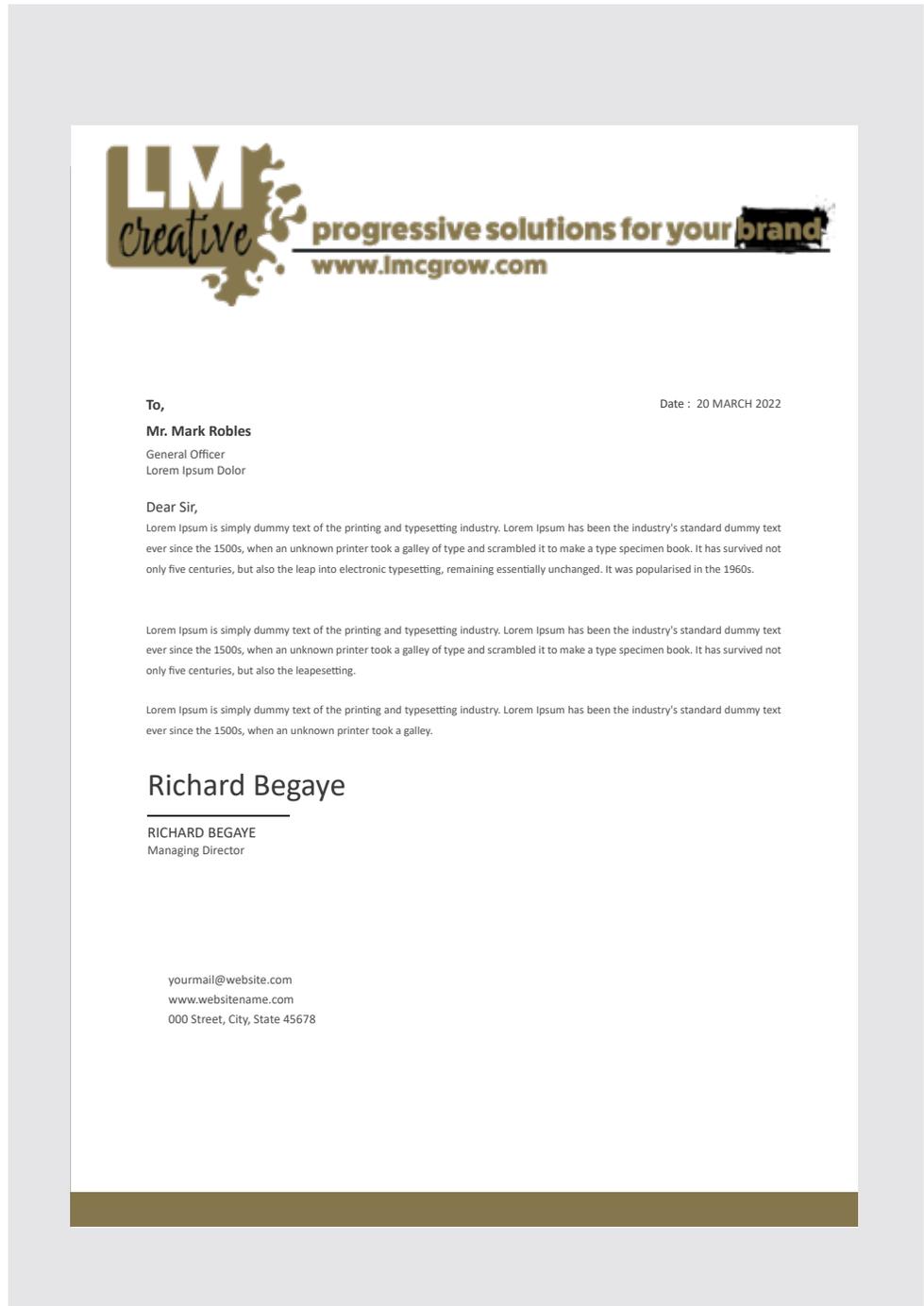
The 5th Headline Size

SIZE 12PT

Paragraph Font Size

LETTERHEAD

Letterhead should adhere to logo clear space guidelines. This will ensure enough room to print from a home printer without clipping. Any documents including solicitation letters, or outgoing communications should include the brand letterhead.

Size	:	A4 Size
Mode	:	CMYK Colour
Type	:	Print

To,

Date : 20 MARCH 2022

Mr. Mark Robles

General Officer
Lorem Ipsum Dolor

Dear Sir,

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s.

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Richard Begaye

RICHARD BEGAYE
Managing Director

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www.websitename.com
000 Street, City, State 45678

PHOTOGRAPHY

COLOURFUL IMAGES

Photography must be appropriate and supportive of the content message. It can be used as the main focal point, a featured element or as a background.

Artistic quality can be subjective, and a wide range of style options are available, but all efforts should be made to choose and use photography that supports the message and adds an element of personality & dynamism.

For printed uses, image quality should be no less than 300 dpi, at full size. For web use, the minimum required image quality should be at least 72 dpi, at full size.