

LBC FLEET BRAND STRATEGY GUIDE

Full Logo



Used to make brand distinct and discoverable. Primary logo used in all stationary purposes, where white space is abundant. Can be used in email signatures, marketing materials, documentation and in advertisements. Defer to below logos when white space is limited and/or a circle logo is more applicable

Alt. Logo

Logo that can be used on social media platforms as profile picture. Can be used for stationery purposes where white space is limited.



Color Palette

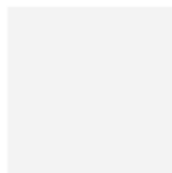
#B8142A

#12122B

#000000

#999999

#F5F5F5



Typography

Aktiv Grotesk(Bold)

Logo Font: To be used as typeface for graphic design and ads.

PirulenRg Regular

Main Content + Header Font: To be used as primary typeface for website content, use for menus, navigation and for content on graphic designs and advertisements. Use as primary typeface for emails, stationary, documentation and paperwork.

HK Gothic Light

Content Font: To be used as secondary typeface for website content when the "Header font" is used.