**BRAND BOOK**

ver 1.0, May 2018

**VISUAL IDENTITY SYSTEM**

*LET/S* visual identity system is constructed of *LET/S* logotype and *LIVE EVENT TECHNOLOGY SOLUTIONS* tagline.

Main elements of LET/S visual identity should always be included in all branding contexts and marketing assets.

LOGOTYPE TAGLINE

LET/S **LOGOTYPE**

LET/S logotype should be used on a black backgound in full- color whenever possible.

Usage on white background is allowed (in full color) when black is not possible.

On all other backgrounds one-color logo (black or white should be used).

LET/S **TAGLINE**

LIVE EVENT TECHNOLOGY SOLUTIONS tagline can be used as a lockup with LET/S logo or as a standalone - with visible LET/S logo on the same marketing communication material / asset (see design examples for reference)

LET/S **SAFE ZONE**

Logotype and tagline are surrounded by its safe zone.

Safe zone is defined by minimum free space between logotype and other graphic elements.

X/2

X/2 X/2 X

X/2

X

X/2

X/2

X/2

X/2

LET/S **MINIMUM SIZE**

**Logotype + tagline** & **Logotype only** can be used in different sizes, but in all applications must retain their readability.

These are minimal sizes for print and on-screen usage:

***Print:*** Logotype + Tagline: >50 mm Logotype only: >25 mm

***On-screen:*** Logotype + Tagline >200 px Logotype only: >100 px

50 mm / 200 px

50 mm / 100 px

LET/S **INCORRECT USAGE**

It is not permitted to change the logotype and tagline in any way. The logotype and tagline colours must not be changed and any rotation, skew, proportion manipulation, element separation is not allowed.

It is not permitted to add any other graphical elements to the tagline and logotype.

LET/S **COLOR SYSTEM**

***Primary colors:*** Used in logotype & tagline. Used for backgrounds and other graphic elements.

***Secondary colors:*** Used in headlines, subheadlines, body copy and other graphic design elements.

CMYK: RGB: HEX:

**LET/S DARK**

18/0/0/80

CMYK: 69/82/90

RGB: #45525a

HEX:

CMYK: RGB: HEX:

PRIMARY COLORS

SECONDARY COLORS

**LET/S MID**

**LET/S BLACK LET/S GREY LET/S**

**LIGHT GREY**

0/0/0/100 0/0/0 #000000

**LET/S LET/S MIDARK BLUE** CMYK:

30/0/0/68

CMYK:

44/0/0/53

63/0/0/30 RGB:

75/102/115

RGB:

71/122/143

38/149/185 HEX:

#4b6673

HEX:

#477a8f

#2695b9

CMYK:

0/0/0/80

CMYK:

0/0/0/20 RGB:

80/80/80

RGB:

210/210/210 HEX:

#505050

HEX:

#D2D2D2

LET/S **TYPOGRAPHY**

Primary typography for all types of communication (Digital & Print) is Lato (Regular, Italic, Bold, Bold Italic) in Sentence Case and/or Caps and should be used whenever possible.

Lato Light abcčćdđđžefghijklljmnnjopqrsštuvwxyzž ABCČĆDĐDŽEFGHIJKLLJMNNJOPQRSŠTUVWXYZŽ

Lato Regular abcčćdđđžefghijklljmnnjopqrsštuvwxyzž ABCČĆDĐDŽEFGHIJKLLJMNNJOPQRSŠTUVWXYZŽ

*Lato Italic abcčćdđđžefghijklljmnnjopqrsštuvwxyzž ABCČĆDĐDŽEFGHIJKLLJMNNJOPQRSŠTUVWXYZŽ*

**Lato Bold abcčćdđđžefghijklljmnnjopqrsštuvwxyzž ABCČĆDĐDŽEFGHIJKLLJMNNJOPQRSŠTUVWXYZŽ**

***Lato Bold Italic abcčćdđđžefghijklljmnnjopqrsštuvwxyzž ABCČĆDĐDŽEFGHIJKLLJMNNJOPQRSŠTUVWXYZŽ***

LET/S **DESIGN EXAMPLES**

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LET S

LIVE

EVENT TECHNOLOGY SOLUTIONS

LIVE

*LET'S*

EVENT

TECHNOLOGY SOLUTIONS

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