

BRAND GUIDE

LDP
2023

logos



LIFE > DESIGN
PROJECT



For alternate versions, arrow can be changed out with the following colors:



Black and white look

LIFE > DESIGN
PROJECT

Fonts

Use for H1, headlines, and titles

Typo Hoop Demo

Regular - Sample

Use for H2, H3, sub-headline, and body text

Century Gothic Pro

Regular - Sample

Italic - Sample

Bold - Sample

Bold Italic - Sample

colors



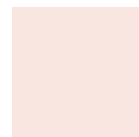
#005457
RGB: 0 84 87
CMYK: 100 48 58 32



#410b41
RGB: 65 11 65
CMYK: 71 100 35 49



#f26664
RGB: 242 102 100
CMYK: 0 75 55 0



#f8e5e0
RGB: 248 229 224
CMYK: 1 10 8 0



#808285
RGB: 128 130 133
CMYK: 0 0 0 60