



## Identity guidelines

### 1. Using the mark

#### LMS Advisory logotype

The LMS Advisory logotype should be carefully managed to ensure consistent appearance and impact. Never change or alter any of the elements within the logotype. Always leave clear space around the logotype to ensure it is legible and impactful.



### 2. Corporate colours

#### Colour specifications

The LMS Advisory logotype was created using cmyk (four colour process) and colours were chosen for vivid impact and clarity, wherever possible these should be produced using the four colour process colours specified.

#### Dark Blue

CMYK: c:100 m:62 y:12 k:62

PMS: 7463

#### Orange

CMYK: c:0 m:50 y:100 k:0

PMS: 144c

#### Grey

CMYK: c:0 m:0 y:0 k:80

PMS: 432



### 3. Typeface

#### Primary typeface

Georgia has been chosen to support the LMS Advisory identity for its humanistic and highly legible qualities. It is available in a choice of weights to build variety across communications.

Aa