

Lifestyle
Labs

CORPORATE DESIGN MANUAL

LOGO

Lifestyle
Labs

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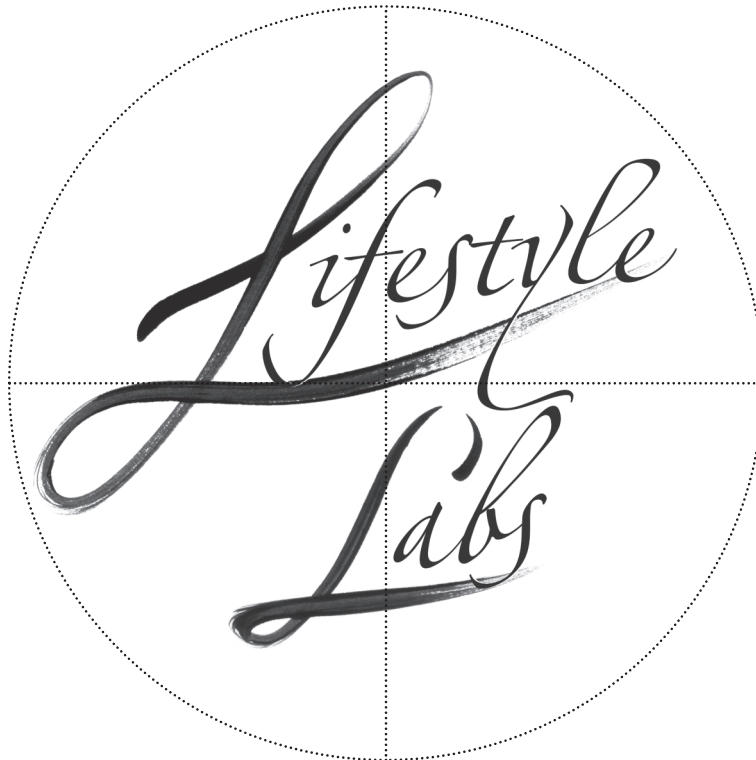
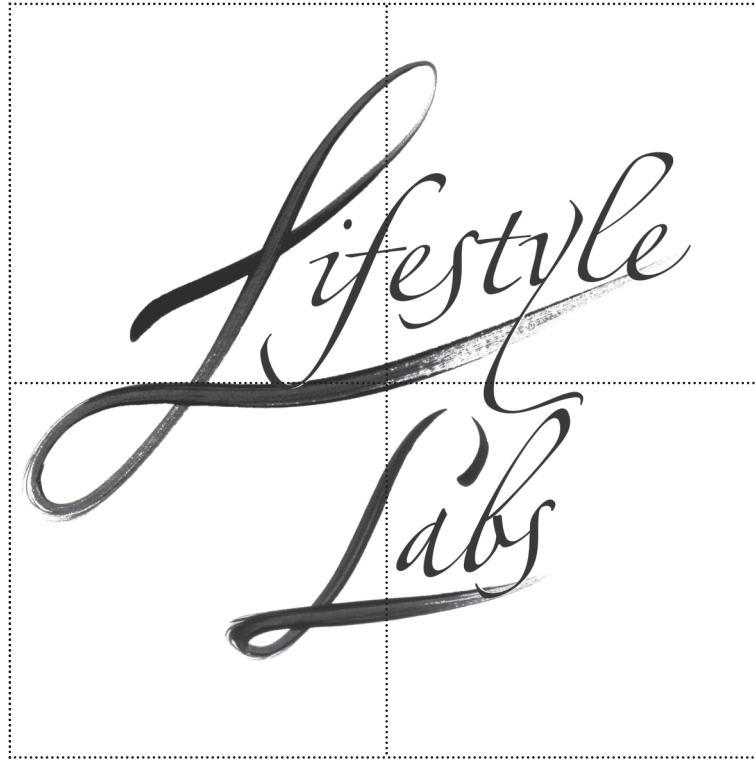
Lifestyle
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LOGO



TYPO

logo: Calligraphy & LTZapfino Three



a b c d e f g
h i j k l m n
o p q r s t u
v w x y z.

copy: Syntax LT Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 ! " \$ % & / () = ? @ €

Syntax LT Std Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 ! " \$ % & / () = ? @ €

COLOUR

main colour:



coffee-brown

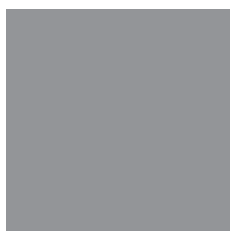
cmyk:

5/20/45/20



white

0/0/0/0



silver

0/0/0/50



black

0/0/0/100



black-varnish

30/30/30/100

secondary colour:

100%

70%

50%

30%

0/30/100/0



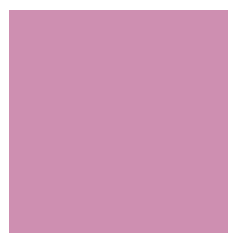
0/55/100/0



100/60/40/0



35/100/20/0



50/10/100/0



LAYOUTS

business card: GMUND ACT GREEN FSC BROWN 300g, 1/1c (hot foil stamping silver / black)



compliment note: GMUND ACT GREEN FSC BROWN 300g, 1/1c (hot foil stamping silver / black)



gimmick "tin":
matt black
embossing:
coffee-brown





John Sample

123 Any Street

456 789 Any City

Head

Copy 11pt 15pt line spacing

Address 9pt 13pt line spacing, hyphen "l" 70% black

100% Recycling ECO, 100g/m²

LAYOUTS

business email sender:



valerian voegele | co-founder | +44 7426 360207

52 highgate road | NW5 1NU LONDON



valerian voegele | co-founder | +44 7426 360207

52 highgate road | NW5 1NU LONDON



9pt

symbols / icons

folding box: KRAFT PAPER, 1c (hot foil stamping silver) or white



Lifestyle
Sales