

LIMBIC ARC

Brand Guideline



LIMBICARC

The Universal Logo:

The universal logo is Limbic Arc's primary logo. It's perfect for use on both web and print material. When using the logo be sure to never change the color scheme of the logo and never overlay it on a dark background. When resizing the logo, make sure you never skew it.



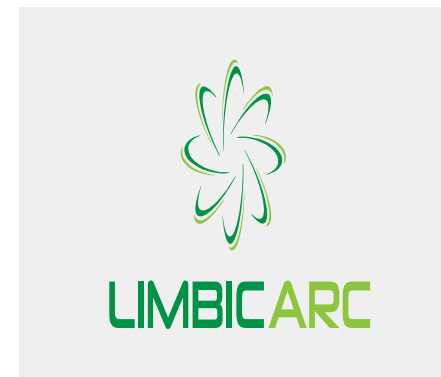
LIMBICARC



Horizontal Universal Logo

LIMBICARC

How Not to Use the Logo



Don't skew the logo



Don't overlay on dark BG



Don't change color

Minimum Logo Sizing



Minimum Sizing is 60px wide



Minimum Sizing is 121px wide



White Logo:

The Limbic Arc white logo is the only time you are allowed to stray from the original color palette. The white logo is perfect to overlay over approved colors and images. Use the white logo when you want to give contrast to the logo.

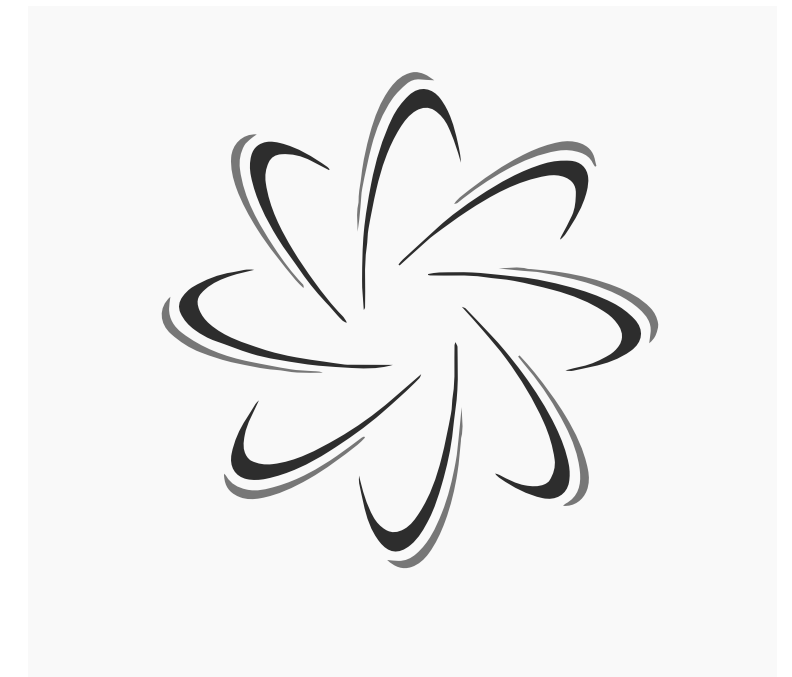


The Logo Mark:

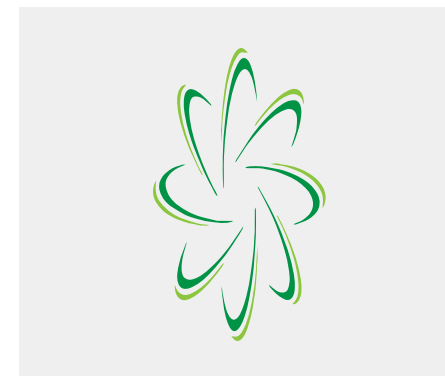
The Limbic Arc logo mark is the universal symbol of the company. It can be used as a stand-alone symbol and is perfect for use on social media profiles and other marketing material.



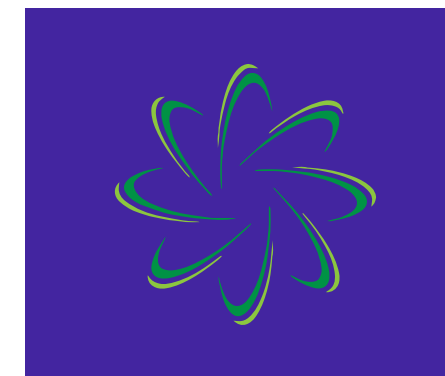
Inverted Logo Marks



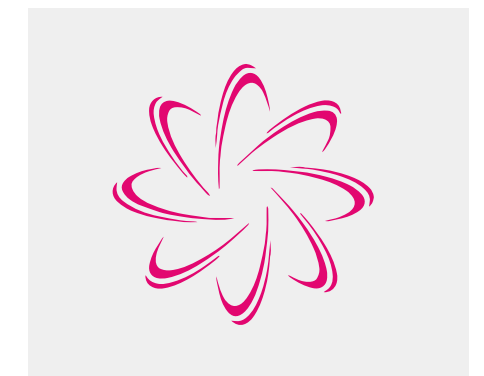
How Not to Use the Logo Mark



Don't skew mark



Don't overlay on dark BG



Don't change color



Typography:

Limbic Arc uses the Google Font, Lato, for all its web and printed materials. Lato is a versatile font that has a wide variety of font weights which makes it the perfect typeface for any medium.

LATO BLACK

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

LATO BOLD

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

LATO REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

LATO LIGHT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Typography Usage Guide

Lato Black:

Best used for H1 tags on the web or headlines in printed material.

Lato Bold:

Best used for H2 tags on the web or sub-headers in printed material.

Lato Regular:

Best used for all body copy on the website and printed material.

Lato Light:

Best if used periodically in body copy. Should never be used for headlines.



Color Palette:

Our color palette uses different greens and shades of gray. This color palette creates great contrast and can be used across web and printed material.

Primary Dark Green

Hex: #009245 CMYK: 86 18 100 4
RGB: 0 146 69 Pantone: 347 C

Primary Light Green

Hex: #8cc63f CMYK: 50 0 99 0
RGB: 140 198 63 Pantone: 368 C

Secondary Color Palette:

Dark Grey

Hex: #2d2d2d CMYK: 70 64 63 64
RGB: 45 45 45 Pantone: Neutral Black C

Grey

Hex: #606060 CMYK: 70 64 63 64
RGB: 96 96 96 Pantone: Neutral Black C

Light Green

Hex: #f7fbed CMYK: 2 0 7 0
RGB: 247 251 237 Pantone: 7485 C



Independent Affiliate Logo:

The Independent Affiliate logo should be used by any Affiliate or customer of Limbic Arc when creating self-promotional marketing materials or social-media profiles. Use this logo to distinguish yourself from the main corporate brand.



LIMBICARC
Independent Affiliate



Horizontal Universal Logo

LIMBICARC
Independent Affiliate

How Not to Use the Logo



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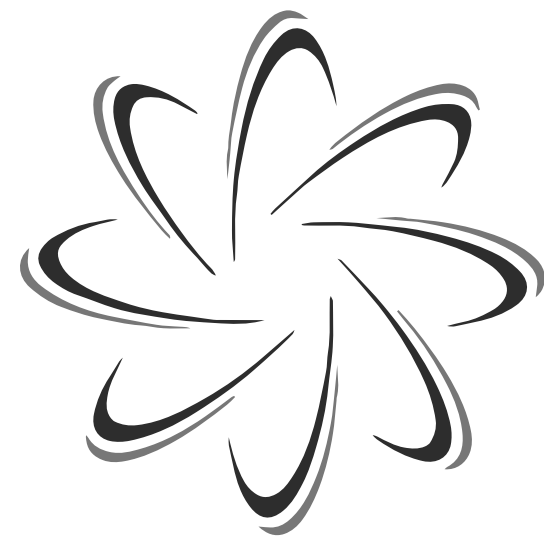
Don't change color

Minimum Logo Sizing



Grayscale Logo:

The grayscale logo is perfect for print-friendly materials. It shouldn't be used as the primary logo on the web. If you desire to use a one color logo, please use the white logo overlaid on an approved color.



LIMBICARC

How Not to Use the Logo



Don't skew the logo



Don't overlay on dark BG



Don't change color

Grayscale Color Palette

Dark Grey

Hex: #2d2d2d
RGB: 45 45 45
CMYK: 70 64 63 64
Pantone: Neutral Black C

Medium Grey

Hex: #777777
RGB: 119 119 119
CMYK: 55 46 46 11
Pantone: Cool Gray 9 C

Light Grey

Hex: #efefef
RGB: 239 239 239
CMYK: 5 3 3 0
Pantone: 649 C



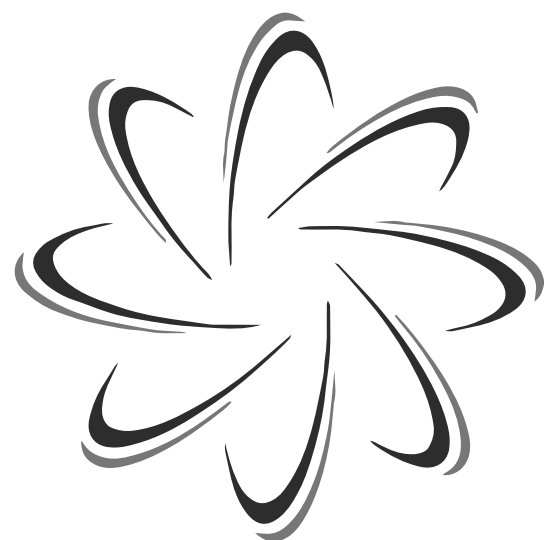
Independent Affiliate White Logo:

The Independent Affiliate white logo is the only time you are allowed to stray from the original color palette. The white logo is perfect to overlay over approved colors and images. Use the white logo when you want to give contrast to the logo.



Independent Affiliate Grayscale Logo:

The Independent Affiliate grayscale logo is perfect for print-friendly materials. It should not be used as the primary logo on the web. If you desire to use a one color logo, please use the white logo overlaid on an approved color.



LIMBICARC
Independent Affiliate

How Not to Use the Logo



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Grayscale Color Palette

Dark Grey

Hex: #2d2d2d
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CMYK: 70 64 63 64
Pantone: Neutral Black C

Medium Grey

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RGB: 119 119 119
CMYK: 55 46 46 11
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