

Brand Guidelines



Project

LP-BG-23III-00
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The background is a solid teal color. It features several abstract, semi-transparent geometric shapes in a lighter shade of teal. These shapes include rounded squares, triangles, and irregular polygons, some of which are partially cut off by the edges of the frame. A large, light teal letter 'A' is positioned in the upper right quadrant. The word 'INTRODUCTION' is written in a bold, white, sans-serif font, centered horizontally in the lower half of the image.

INTRODUCTION

ABOUT THIS GUIDE

This manual gathers the basic tools for the correct onegraphic application of Lapiacery brand in all its possible expressions.

It has been designed with the needs of all those responsible people to interpret, communicate and apply the brand in their own different areas.

Correct and consistent use of the Lapiacery brand will help to achieve the objectives of identification and reinforcement of the same. It is a team job, of which we are all part to make LPRY a great brand.



B

LOGO

CORPORATE COLOURS

The corporate colour (green) defines the Lapiacery brand and its use will be preferred in all those activities that require it. Colour references are as specified then.

PANTONE 3282C

CMYK 100 / 0 / 100 / 48

RGB 0 / 133 / 120

HTML #008578

PRIMARY COLOUR

PANTONE 430

CMYK 0 / 0 / 0 / 68

RGB 81 / 81 / 81

HTML #515151

SECONDARY COLOUR

PRIMARY LOGOTYPES

These are the go-to logos for all brand communications. It's a trademark to help viewers easily identify the Lapiacery brand. It is essential that the logo is always applied with care and respect.



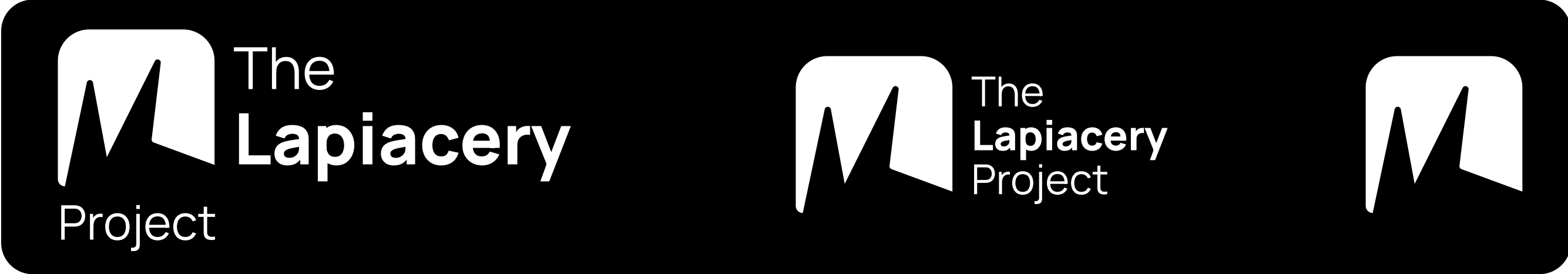
ALTERNATIVE LOGOTYPES (deprecated)

The Lapiacery brand also has a typographic-only 1 mark and an icon mark 2. These are to be used particularly in situations where legibility at small screen sizes becomes an issue. The Lapiacery information lockup should be standard when information needs to be listed on any type of form, email...



BLACK AND WHITE LOGOTYPES

When using the Lapiacery logo on dark backgrounds, simply inverse the logo to a complete white. When colour cannot be used, simplify the logo by using the secondary colour grey.



CLEAR SPACE

To ensure the prominence and legibility of the logo, always surround it with a field of clear space. Clear space isolates the logo from competing graphic elements such as text or photography that may divert attention from the logo.

This area is measured using half the height of the logo, as shown. No other graphic elements, typography, rules, or images should appear inside this clear space.



MINIMUM SIZE

Minimum size refers to the smallest dimensions allowed for the Lapiacery logo. The minimum sizes for each configuration of the logo are listed below.



For print: 0.75" minimum
For web: 60 pixel minimum



For print: 1" minimum
For web: 100 pixel minimum



For print: 0.25" minimum
For web: 30 pixel minimum

CORRECT LOGO USES

Maximum visibility, legibility and contrast must be ensured in all applications.

Below we indicate how the logo should look depending on the background we have in each case



INCORRECT LOGO USES

The logo has relative sizes and proportions determined by the composition criteria, hierarchy and functionality. Under no circumstances will modifications be made of these sizes and proportions.



Wrong colour code



Wrong colour percentage



Wrong composition



Wrong typography



Wrong aspect



Wrong composition



TYPEFACE

PRIMARY TYPOGRAPHY

The corporate typeface is the **Manrope** family. It is used in its Regular and Bold versions, in addition to their italic versions.

This will be the one used by studies and design agencies.

Manrope Regular

ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@&\$%*()

Manrope Bold

ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@&\$%*()

ALTERNATIVE TYPOGRAPHY

The alternative font Arial will be used exclusively in cases where Manrope font is not available, For templates of forms, letters, documents, etc.

Arial is a highly readable sans serif typeface family. It's installed by default on all Macintosh and Windows systems.

Arial Regular

ABCDEF

abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@&\$%*()

Arial Bold

ABCDEF

abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@&\$%*()

The background is a solid teal color. It features several large, semi-transparent, light-teal geometric shapes scattered across the frame. These shapes include rounded squares, triangles, and irregular polygons, some of which are partially cut off by the edges of the image. The overall aesthetic is modern and minimalist.

ADD VISUALS

PATTERNS

The Lapiacery pattern can be used on a variety of different collateral all across the brand. The pattern can even be used with type or imagery placed on top



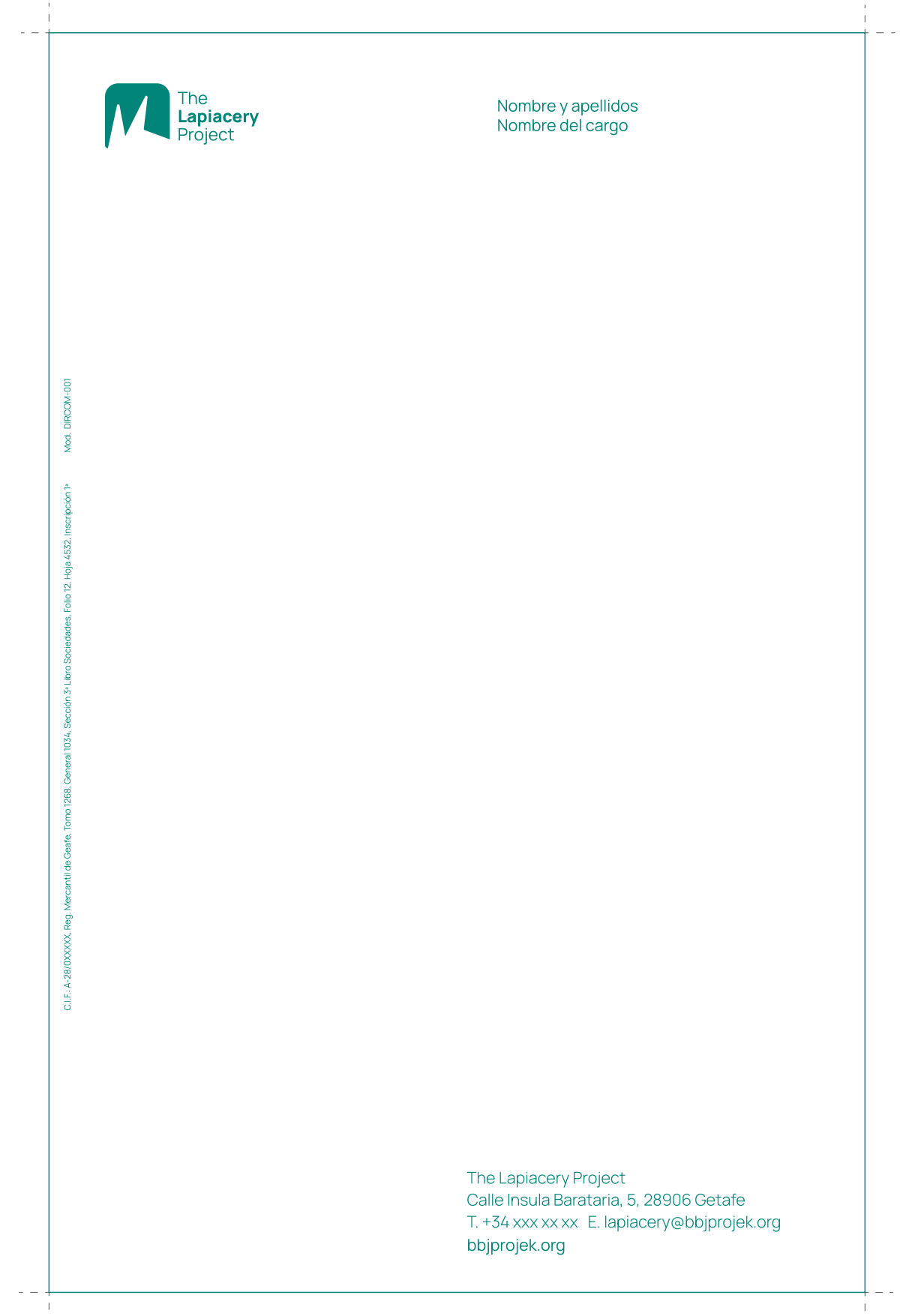
LETTER PAPER

The graphic proportions that define the exact and correct structure of model letter 1 are indicated.

Format: A4 210x297mm

Inks: Pantone 3295

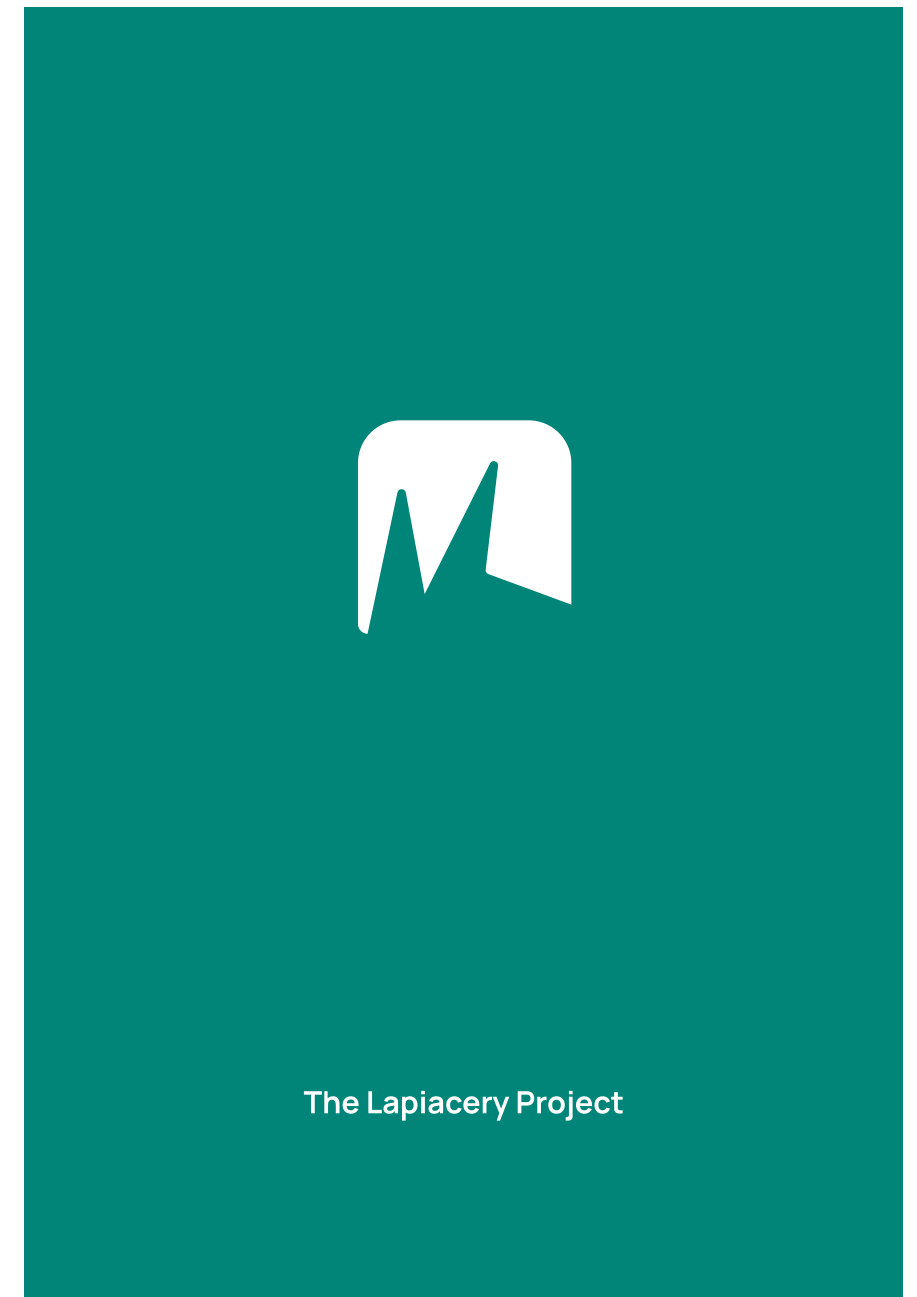
Fonts: Manrope Regular, Manrope Bold



FOLDERS

The graphic proportions that define the exact and correct structure of model letter 1 are indicated.

Format: A4 210x297mm
Inks: Pantone 3295
Fonts: Manrope Regular,
Manrope Bold



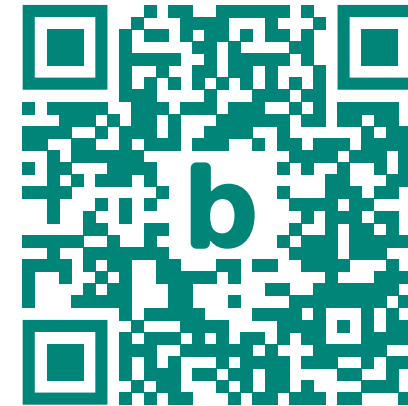
The background is a solid teal color. It features several large, semi-transparent, light teal geometric shapes. These shapes include rounded squares, triangles, and irregular polygons, some of which are partially cut off by the edges of the frame. The shapes are scattered across the background, creating a modern, abstract pattern.

FREE RESOURCES

RESOURCES

In the following link you can download additional resources for the bbjprojek Corporate Identity application, so that you can access vectorized logos and other resources.

<http://wiki.bbjprojek.org/media/lapiacery-brand-toolkit.zip>



Lapiacery

A brand from bbjprojek labs



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