

LAIRE

BRAND GUIDELINES | 2020

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Brand Overview

LAIRE. Leads to growth.

LAIRE has always focused on growth. Our brand reflects our mission to grow business in innovative, digital ways and incorporates key initiatives we've launched, including:

The Marketing Action Plan (MAP) designed to give our clients a custom marketing strategy and road map with tactics positioning them for revenue growth.

The millionLAIRE Club. Growth is meant to be measured. Our clients have 7 figure goals and we help them get there. Become our newest millionLAIRE.

Helping the world be better than we found it through P.A.C.E. Supporting People, Animals, Community and Environment in everything we do. We are always aligning with organizations who bring change to the world through service and growth.

Our brand isn't just a logo or mission statement. It's a real name representing real people who care about consistent personal and business growth.

Our brand image extends our philosophy into a visual statement that reaches for new heights once thought out of reach with digital marketing and revenue growth.

Logo

The LAIRE logo is a word mark, that can be transformed by using different color variations. The A in the logo is representative of LAIRE's core values, which are: growth and upward movement. The A can also be used as a stand-alone icon.

COLOR VARIATIONS OF LOGO



PRIMARY LOGO



SUPPORTING ICON



Logo With Bounding Box

This version of the logo is to be used for promo materials or other deliverables as a stand alone logo. The same color schemes and rules apply for this version of the logo.



Color Variations

LAIRE'S logo can be presented in the following color schemes as well as the schemes on pages 4 and 5. These color variations apply to both the logo with and without the bounding box.



Color Variations

LAIRE'S logo can be presented in the following color schemes on promo items only.



LAIRE

LAIRE

LAIRE

LAIRE

LAIRE

LAIRE Tagline

LAIRE'S logo can be presented with the following tagline. The tagline typeface is Josefin Sans.

LAIRE
LEADS TO GROWTH

Space & Sizing

These space and size recommendations are used to prevent crowding and logo non-legibility.

MINIMUM SIZE PRINT



SPACE

Use the width of the "A" in the logo to determine the clear space.



When using the icon please use the width of the smaller part of the "A."



Usage Dont's

The following alterations to LAIRE'S logo are prohibited. These guidelines are in place to ensure the logo can be clearly recognized and used consistently.



Using colors that are not approved.



Applying a drop shadow.



Stretching or squeezing the logo.



Applying a tilt.



Scaling elements of the logo.

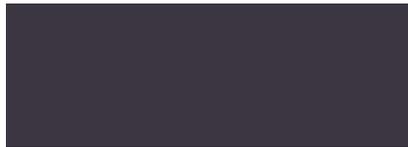


Applying other logos or design elements to closely.

Color Palette

The following colors are to be used to create strong brand recognition and to leave a lasting impression. The primary colors should be used as the main colors and the secondary colors should be used to provide visual contrast.

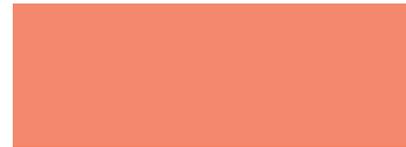
PRIMARY



Midnight Sunset
Pantone: 4147 U
CMYK: 71/71/52/47
RGB: 61/54/67
HEX #3D3642



Sea Foam Blue
Pantone: 5493 U
CMYK: 57/26/26/0
RGB: 117/161/175
HEX #73A1B0



California Coral
Pantone: 164 U
CMYK: 0/58/55/0
RGB: 245/136/109
HEX #F5876E



Margarita Salt
Pantone: 584 U
CMYK: 24/7/67/0
RGB: 201/209/119
HEX #CAD177

SECONDARY



Palm Tree Green
Pantone: 451 U
CMYK: 44/34/59/6
RGB: 146/145/115
HEX #929172



Dolphin Gray
Pantone: Cool Gray 1 C
CMYK: 5/5/1/0
RGB: 238/236/243
HEX #EFEDF3

Typography

The following typefaces are to be used consistently in both print and digital settings. Lato should only be used in all caps as H2's. Heebo should only be used as H1's in **Canva and Google Documents**.

PRIMARY BODY TYPEFACE

Khula Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&'()*+,-./

PRIMARY H1 TYPEFACE

Neue Haas Grotesk Display Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&'()*+,-./

SECONDARY H2 TYPEFACE

Lato
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&'()*+,-./

****PRIMARY H1 TYPEFACE FOR CANVA AND GOOGLE DOCUMENTS****

Heebo Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&'()*+,-./

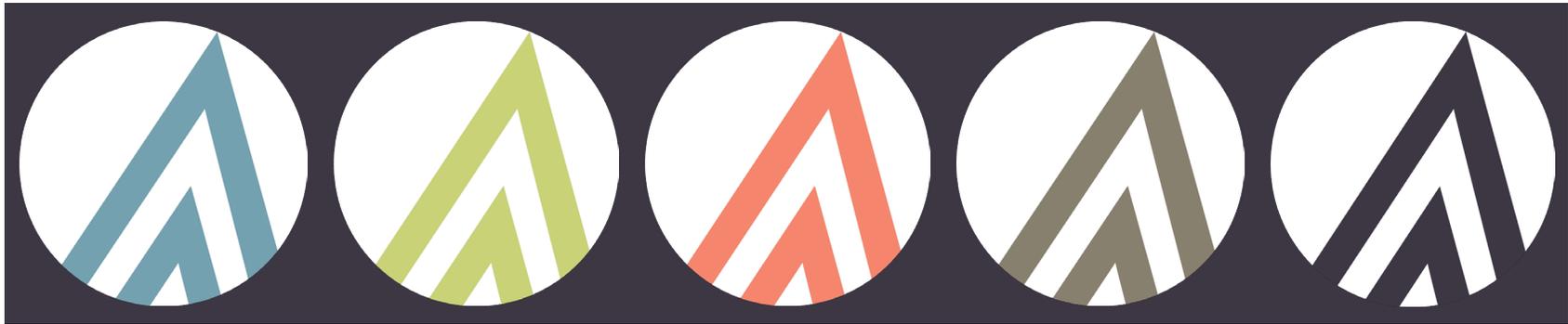
Headlines are Neue Haas Grotesk Display Pro

HEADERS ARE LATO IN ALL CAPS

Body copy is Khula Regular, maximincte quam, sudenti dollam, cor ma doluptaeria pernatis que doluptur, unti berfera secaborem sinctur erferum acerum re, et ut volecta quissit odic tem simus eum assit venducium ut laborio quis eossunt voloraturaut aut et est, tempori ut omni arum. Quissit odic tem simus eum assit venducium ut laborio quis eossunt voloraturaut aut et est, tempori ut omni arum.

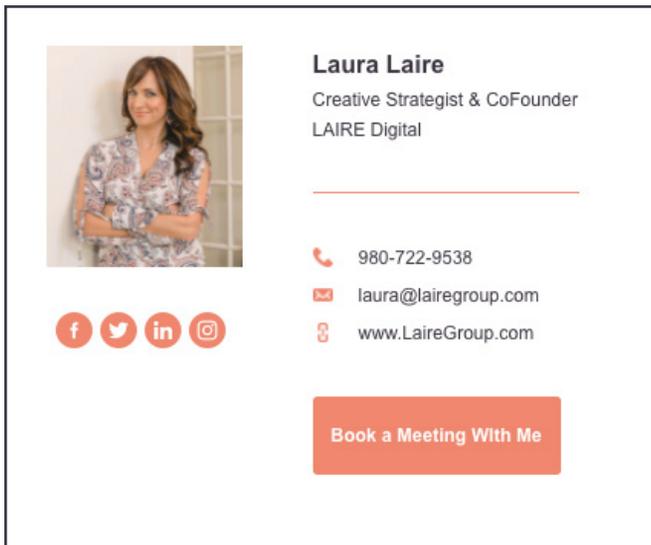
Graphic Elements

Graphic Elements are to be used in website and other elements of marketing collateral.



LAIRE Signature

All LAIRE employees should follow our signature design template and create their own signature like the examples shown below.

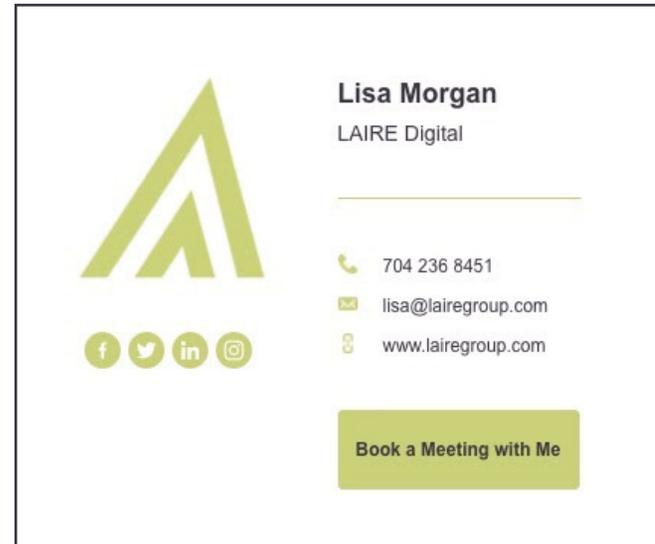


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[Book a Meeting With Me](#)

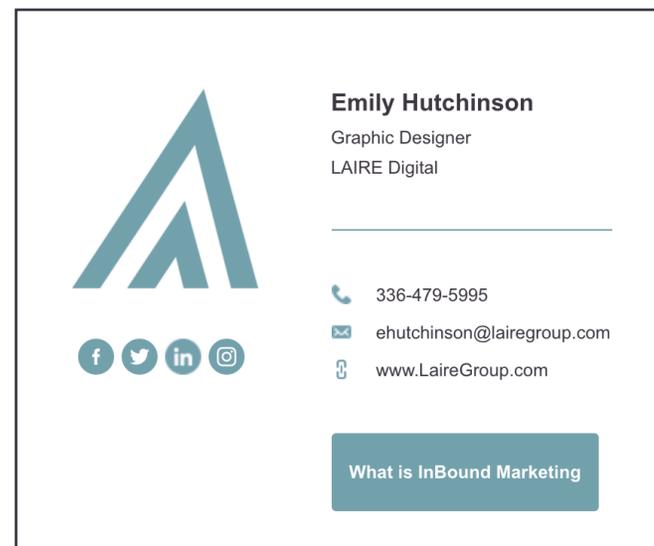


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[What is InBound Marketing](#)

Pattern

Pattern Elements are to be used in website and other elements of marketing collateral. They are to be used as background texture and should never cover an image or text.



Imagery

LAIRE photography choices should give off a natural, warm, retro vibe. These images should mirror the happy, professional, inviting and fun environment we work in. Imagery for social media should match our brand voice and have warm lighting or have an added color scrim or vignette.

People in photos should be wearing neutral color clothing or shades similar to our brand colors.



LAIRE in Use



LAIRE