

Consistency is key when looking to apply the Lite Group brand mark. This brief guide will help in the general application of the Lite Group logo.

This is by far a complete identity guide, but will provide the basics to ensure initial consistency of brand application.

The primary logo, see above, is to be used for the majority of including: Voidforming (under concrete slabs), Pallet manufacture, Graphic board, Packaging etc.

Guidelines prepared by
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Positional & Spacial Considerations



The outer Grey striped padding indicates the Safe Zone. Other graphical and visual elements can be safely positioned up to the Blue line.

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'. The width is equal to the height.)

Magenta indicates type and element alignment and boundaries.

Positional & Spacial Considerations for logo layouts and formatting



The logo can be positioned above the brand name, center placement.



The logo icon can be placed centered between the words "Lite" and "Group". The top and bottom tips of the logo should align slightly above and below the brand name.



The logo icon can be placed to the left hand side of the brand name. The top and bottom tips of the logo should align slightly above and below the brand name.

Brand Colours and Values



Pantone Black
CMYK C75 M68 Y67 K90 / RGB R0 G0 B0



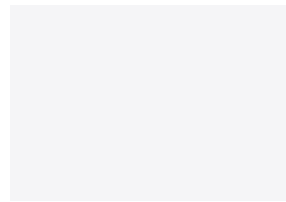
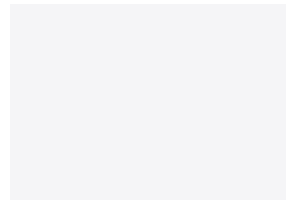
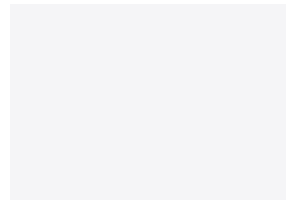
Pantone 5615 C
CMYK C62 M42 Y59 B18 / RGB R99 G113 B99



Pantone 1807
CMYK C0 M0 Y0 B0 / RGB R255 G255 B255



Pantone 362 C
CMYK C0 M66 Y100 B7 / RGB R43 G142 B38



The primary logo is Pantone 5615 C and Pantone 362 C.
The primary logo can also be used reversed out of any of the core brand colours.

Do Not Abuse The Logo



⊗ Do not change the format of the logo even if you feel it looks good.

⊗ Do not change the position of the wording.



⊗ Do not recreate the font in another typeface.



⊗ Do not stretch the logo in any way.



⊗ Do not mix a coloured logo with a coloured background.

⊗ Do not use colours, or mix colours, that are not part of the brand colour scheme as shown on previous page.

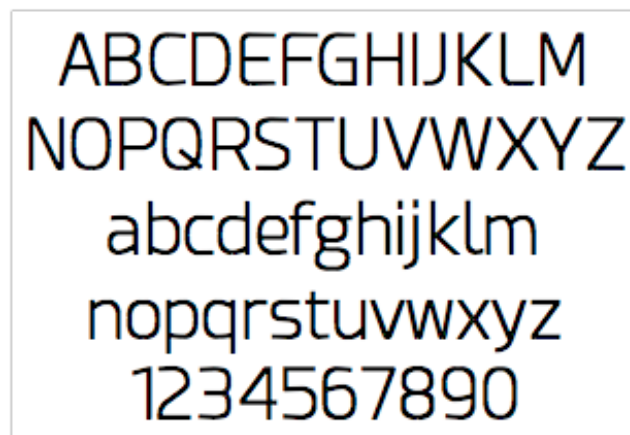
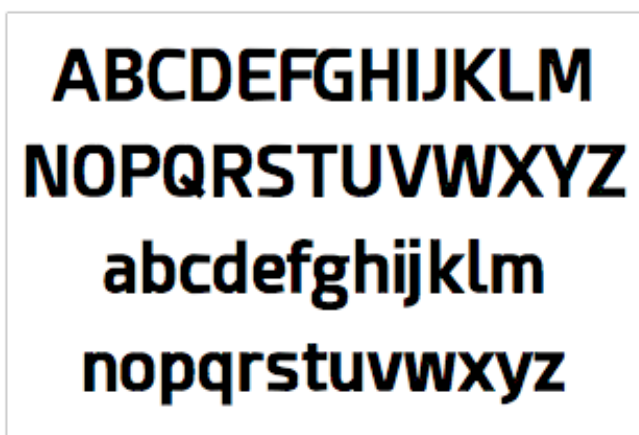
Font and Typeface Useage

Primary Typeface Useage

Esphimere Light & Esphimere Bold for Lite Group lettering,.

"Lite" = Esphimere Light

"Group" = Esphimere Bold



Secondary Typeface Useage

The secondary typeface uses in the slogen is a variety of Minion Pro styles and weights which is to be used for all internal stationery and correspondance.

Type Specifications For All Stationery Elements.

All secondary font sizes must be smaller then the Primary "Lite Group" Lettering.

