





LJ ENGLISH 2026 BRAND GUIDELINES

Brand Colours

Name	HEX	Swatch
Primary – Deep Red	#7A0E1A	
Accent – Gold	#D4A72C	
Secondary – Off-White	#F3F2EE	
Support – Black	#0B0B0B	

Typography

Headline Font: Alpha Slab

Body Font: Arimo Regular

Accent Font: Alice

These colours and fonts must be used across all 2026 LJ English visual materials — including website banners, social announcements, posters, thumbnails, and video graphics.