

LGM Soil

BRAND GUIDELINES

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THE BRAND

We are gardeners at heart! When we are not creating, selling and distributing soil amendments, we are using our products to produce some of the most beautiful gardens and yielding healthy produce our families enjoy.

Our team is dedicated to supporting our efforts of creating, and distributing great soil amendments.

PRIMARY LOGO

As the visual cornerstone of your brand identity, creating a professional logo is essential. A well-designed logo not only increases brand recognition but also communicates to your target audience your values, mission, and level of dedication. It's the initial impression that prospective customers get of you and is very important in building credibility and trust. A well-designed logo establishes the tone for your entire business, making it essential to creating a powerful and memorable online presence that will eventually draw in and connect with your target market.



LOGO USE

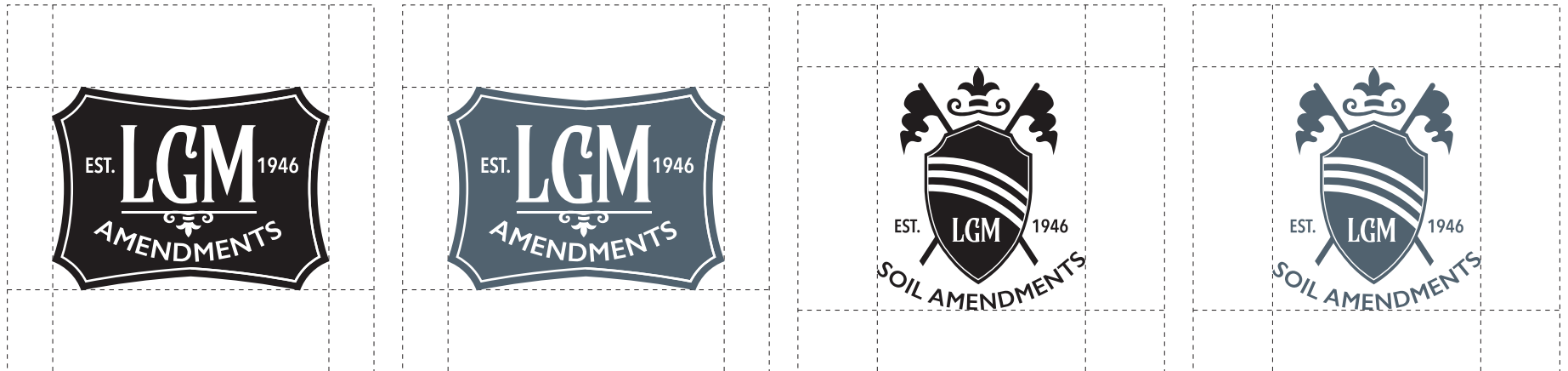
While using any design, there are some basic and logical rules to follow. These are the foundations for monochrome backdrops, graphics, or video. On light, white, or yellow backgrounds, it is not recommended to use the white form of any logo.

It is not suggested to utilize a logo's full color rendition on its analog color. On dark backgrounds (black), it is not suggested to use the black form of any logo. When it comes to backdrops with a variety of colors or videos, it's important to remember that the logo's legibility must not be compromised. Because its purpose is not emphasized, the logo can be used in a very clear color over white for watermarks.



ICON USE

Icons play a vital role in creating a cohesive and recognizable brand identity.



PRIMARY PALETTE

The primary brand colors refer to the primary and consistent colors utilized in all publications, signage, graphics, and other materials.

Being essential to the visual identity of the brand, primary brand colors are rarely altered.

GOLD

HEX #FFD600

CMYK 0, 16, 100, 0

PANTONE 012 C

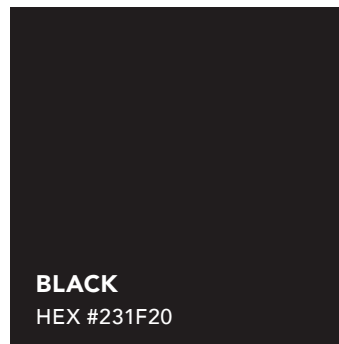
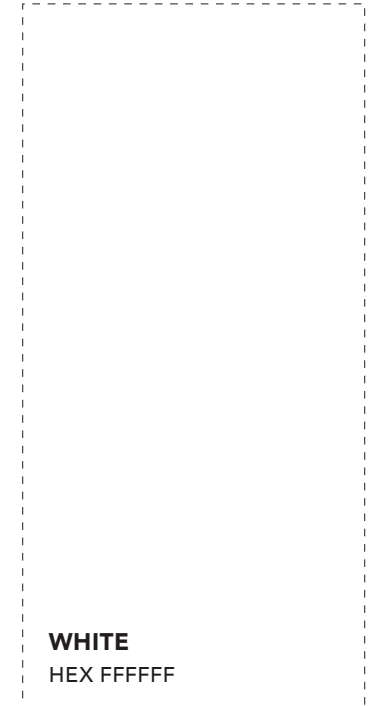
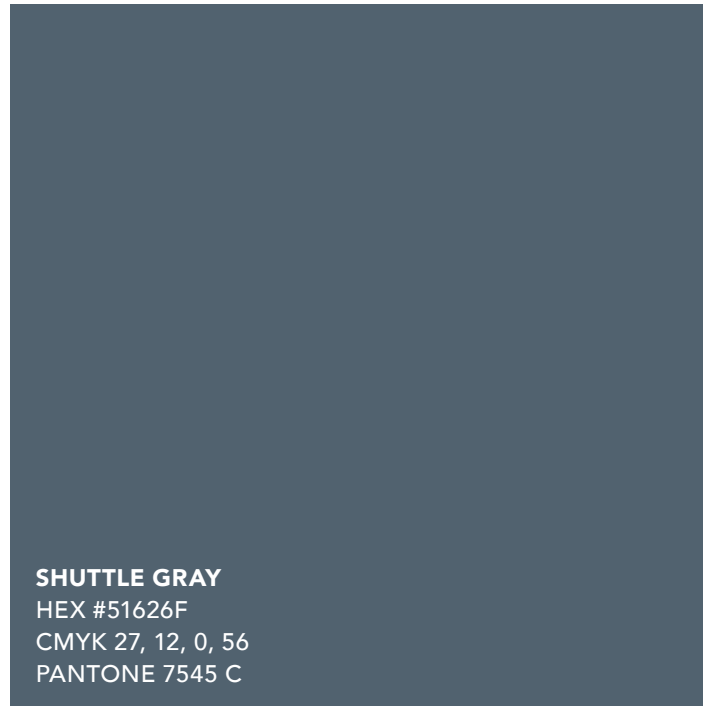
SECONDARY PALETTE + COLOR APPLICATION

Print

CMYK colors work best when printing. It is advised to use the Pantone Matching System (PMS) spot colors when printing in large quantities with few colors.

Web

It is advised to use RGB or HEX color values when using them on the web. However, keep in mind that different computers and devices may display colors differently due to uneven monitor color calibration.



TYPOGRAPHY

Establishing a set of branded fonts for use in all marketing materials promotes visual consistency and strengthens brand identity, which increases audience recognition and trust.

The font families Gill Sans, Helvetica, Acumin Variable Concept and Quintana can be utilized in slogans, taglines, websites, extra information, and so on.

Primary

Gill Sans SemiBold

abcdefghijklmnopqrstuvwxy^z

Acumin Variable Concept

abcdefghijklmnopqrstuvwxy^z

Helvetica Regular

abcdefghijklmnopqrstuvwxy^z

Secondary

Logo Font

Quintana

abcdefghijklmnopqrstu^{vwxyz}

Contact

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