

# BRAND GUIDELINES

Brand Guidelines ensure that the visual design elements of the Lovitt & Touché identity are applied correctly in every application in which it's used. It's important that the standards are strictly followed to give the Lovitt & Touché logo a uniform identity and greater visibility in all methods of communication.

## COLORS



**PANTONE**  
2748 CP

### 4-COLOR

C 100  
M 95  
Y 2  
K 10

**WEB**  
001871

R 0  
G 24  
B 113



**PANTONE**  
1665 CP

### 4-COLOR

C 0  
M 79  
Y 100  
K 0

**WEB**  
DC4405

R 220  
G 68  
B 5



**PANTONE**  
PROCESSED  
BLACK CP

### 4-COLOR

C 0  
M 0  
Y 0  
K 100

**WEB**  
2C2A29

R 44  
G 42  
B 41

## FONTS

The Lovitt & Touché fonts are from the font family DIN. These fonts are to be used on all visual materials including logos, stationery, collateral materials, signage, advertising and web applications.

DIN Light

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

DIN Regular

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

DIN Medium

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

DIN Black

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

## TWO COLOR



## ONE COLOR



## BLACK



## REVERSE



## LOGO WITH TAGLINE



## CLEAR SPACE

To ensure legibility and clarity, the logo should always appear with an adequate amount of clear space around it. The minimum amount of clear space on all sides is shown here as 1X, where X equals the total height of the symbol.



## MINIMUM SIZE

For maximum readability, the logo and tagline should never be reduced smaller than 0.3" tall.

