



LINEA 5

Brand Guidelines

2019 Linea 5 Brand Guidelines

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Brand guidelines

Main Colors

L5 Signature Red

R(211) G(68) B(68)

C(0) M(68) Y(68) K(17)

HEX #D34444

Pantone 20-0068 TPM

Fruit Punch

L5 Grey

R(178) G(178) B(178)

C(0) M(0) Y(0) K(30)

HEX #B2B2B2

Pantone Cool Gray 5 C

L5 Bold Red

R(203) G(53) B(45)

C(0) M(74) Y(78) K(20)

HEX #CB352D

Pantone 3517 CP

Brand guidelines

Secondary Colors

Maroon

R(148) G(53) B(45)

C(0) M(64) Y(70) K(42)

HEX #94352D

Pantone 18-1442 TCX Red Ochre

Silver

R(232) G(229) B(229)

C(0) M(64) Y(70) K(42)

HEX #e8e5e5

Pantone P 51-1 C

Salmon

R(249) G(192) B(192)

C(0) M(23) Y(23) K(2)

HEX #f9c0c0

Pantone 13-1513 TPG Gossamer Pink

Charcoal

R(63) G(60) B(60)

C(0) M(5) Y(5) K(75)

HEX #3f3c3c

Pantone 19-0000 TCX Raven

Brand guidelines

Primary Logo



Brand guidelines

Primary Logo Variations



L5 Signature Red



L5 Bold Red



Grey Logo



Dark Logo

Secondary Logo



L5 Signature Red



L5 Bold Red



White Logo

Brand guidelines

Logo Rules



L5 Rectangle must always have a 9.4888 : 12.125 aspect ratio.

Do not rotate logo in any way.



Logo must have padding and/or margins if there are shapes or text near it

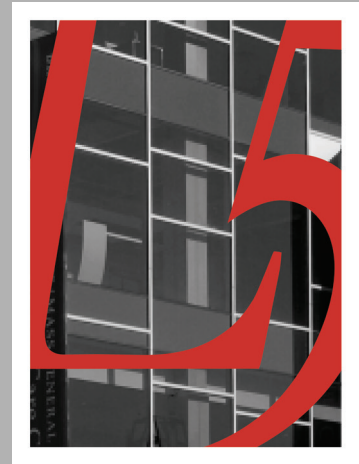
To ensure legibility, logo must not be sized smaller than 0.5 inches high



Do not change colors of logo

Brand guidelines

Photo Logo



Brand guidelines

Photo Logo Rules



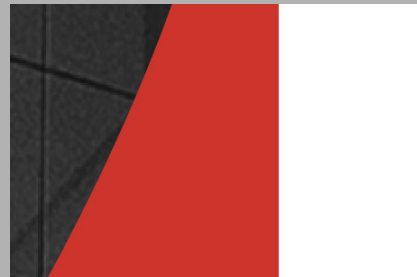
Photo must be in grayscale.

Photo must be of a Linea5 project.

Photo must be a .tif or high-quality jpeg.

L5 must always be L5 Bold Red

Photo must have a
25pt white stroke
aligned on the
inside.



For the two above, there must be a margin around the logo like so.

Brand guidelines

Wordmark Logo

Tracking set to 100

LINEA 5

Avenir Next Regular
Linea 5 Bold Red

Avenir Next Demibold Italic
Linea 5 Bold Red

Variations:

LINEA 5

Linea 5 Original Red

LINEA 5

Maroon

Rules:

LINEA 5 

No more ",inc"

Only the "5" may be italicized.
Do not change the font or font weights.
The tracking between the "A" and the "5" is normal/default.

Brand guidelines

Hybrid Logo

spacing is 0.15 in.



Rules:
L5 box cannot be transparent
No other color options

Avenir Next

Light *Oblique*

Regular *Oblique*

Medium *Oblique*

Demi Bold *Oblique*

Bold *Oblique*

Heavy ***Oblique***

Example **Heading**
Subheading
Body

Calibri

Light *Oblique*

Regular *Oblique*

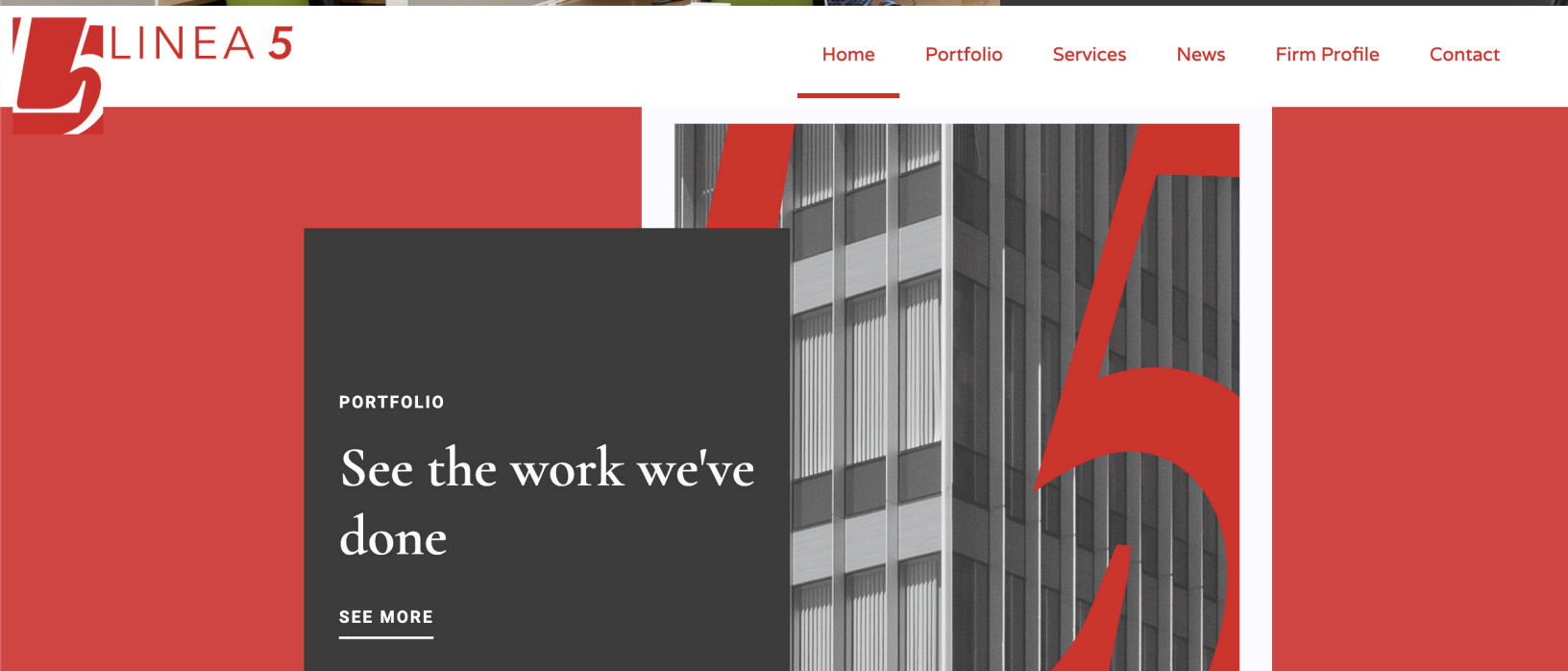
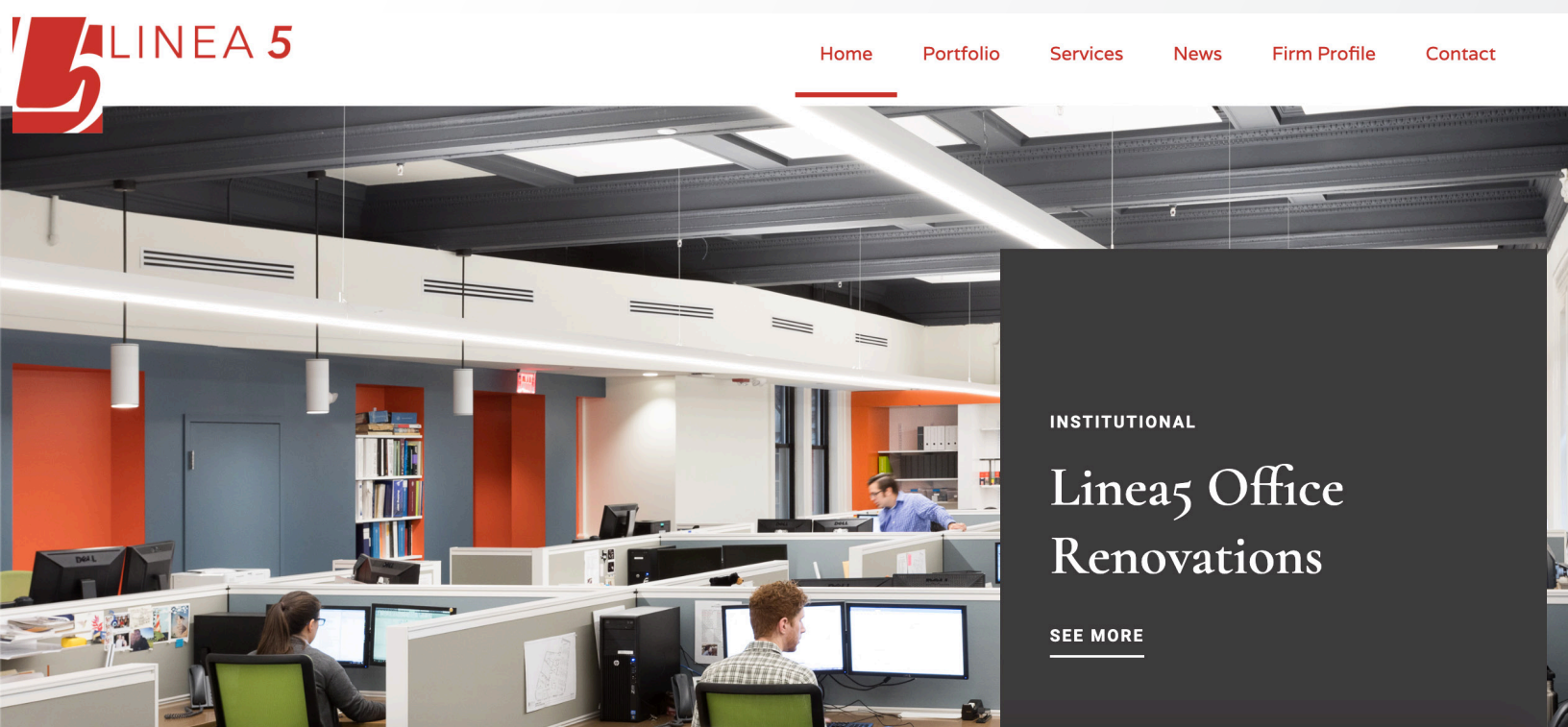
Bold

Example **Heading**
Body

Brand guidelines


Examples: Website

linea5.webflow.io



Brand guidelines

Examples: Resumés

<div>LINEA 5 Architecture Structural Engineering Interior Design Facility Assessments Planning</div>			
<div>NAME POSITION</div> <p>John Garcia's responsibilities include</p> <div>HEALTHCARE / RESEARCH DESIGN</div> <div>Example</div> <p>Part of the design team in the renovation of an existing Clinical Lab. The project included the installation of automation equipment for specimen analysis and requires the coordination of three separate and specific groups within the lab; Chemistry, Hematology, and Research.</p> <p>Project Manager for the installation of automation equipment at the MGH Core Lab located in the Gray/ Bigelow building. The project consists of four phases which require the relocation of existing equipment and workforce to make way for new automation equipment while maintaining a fully functioning lab.</p> <p>Project Manager for zebra fish culture rooms at the MGH Cardiovascular Research Center located in the Charlestown Navy Yard.</p> <div>Example 2</div> <p>Project Manager for 100,000 s.f. renovation of 140 The Fenway for Northeastern University. The project included Pharmacy research lab support and a Mass Spec Center for 28 mass spectrometers. Renovation also included a double height feature space for the College of Electrical and Computer Engineering and first floor Vivarium.</p> <div>BIO-TECH DESIGN</div> <div>Example 3</div> <p>Project Manager/ Designer for the renovation and re-purposing of an existing office building for R&D lab space. The project included a core and shell upgrade of the existing building and coordination of new MEP systems as well as the design of lab and office space for individual tenants.</p>			
<div>EXPERIENCE</div> <p>Linea 5, inc., XXXX – present</p> <p>Experience 2 XXXX-XXXX</p> <div>ACCREDITATIONS</div> <p>Accreditations if any</p> <div>EDUCATION</div> <p>College Degree</p>			
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Examples: Proposal



Linea 5 Proposal

Date

Other Consultants

Other Consultants

Brand guidelines

Examples: Letterhead



Client Name

Project Name | L5 Proj Number | Date

To: Name, Company

From: name, Linea 5

Re: Regarding

Cc: cc

