

LooREADY

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1.3 Brand Manual

This document outlines the Brand Guidelines of the LooREADY brand. It is a summary of its most important features and a guide on how to maintain their consistency.

Recommendations in this document are intended for faster design decisions and keeping the brand image professional and authentic. It should be viewed as a helpful tool rather than a limitation.

2.1 Logo

The LooREADY logo represents the essence of our brand - simple and easy to use. The applied colors are a reference to the environment our products are used in (Blue) and also to their environmental impact (Green).

The Jaldi font was edited from its original format to provide additional features. Letters "L" and "Y" were scaled to provide visual margins of the logo. Letter "Y" was also edited to resemble a check mark (quality approved). To enhance the dynamic of the design, the two words "Loo" and "Ready" also use different capitalization.

The logo consists of the word "Loo" in a bold, rounded green font and the word "READY" in a bold, rounded blue font. The letters are all uppercase, with the 'L' in "Loo" being significantly larger than the other letters. The 'Y' in "READY" is stylized to resemble a checkmark.

The logo consists of the word "LooREADY" in a bold, sans-serif font. The "Loo" is green and "READY" is blue. The letters are all uppercase and have a consistent weight and spacing.

Original Format

The logo consists of the word "LooREADY" in a bold, sans-serif font. The "Loo" is green and "READY" is blue. The letters are all uppercase. The "L" is significantly taller than the other letters, and the "Y" has a more pronounced, slanted tail.

Edited Format

2.2 Typography

2.2 Typography / Logo Font

The LooREADY brand utilizes two fonts. Jaldi is the primary typeface used in our logo (sample shown on the right). The edited logo version is the primary use of this typeface, but it can also be used as a visual addition to marketing materials whenever the secondary font is not used.

Jaldi

Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890.,:”/(?&@ \$#)\

Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890.,:”/(?&@ \$#)

2.2 Typography / Secondary Font

Sofia is our secondary typeface used in all body text, packaging and UI elements. In combination with Jaldi, both of these fonts, along with their weight variations provide enough variability for our design needs.

Sofia

Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
01234567890.,;:"/(&@ \$#)|\

Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
01234567890.,;:"/(&@ \$#)|\




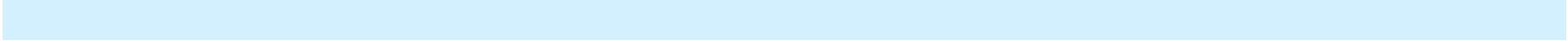

Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
01234567890.,;:"/(&@ \$#)|\

2.3 Color Palette

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The LooREADY color palette consists of two primary and two secondary colors. The primary colors are LooREADY Blue, LooREADY Green and LooREADY White. These colors are used in all digital and print experiences. Whenever neutral colors are required to supplement the primary palette, LooREADY Blue 2 and LooREADY Green 2 can be used.

	LooREADY Blue	R: 0 G: 131 B: 208	C: 81 M: 41 Y: 0 K: 0	HEX: 0083D0
	LooREADY Green	R: 64 G: 185 B: 46	C: 73 M: 0 Y: 100 K: 0	HEX: 40B92E
	LooREADY White	R: 255 G: 255 B: 255	C: 0 M: 0 Y: 0 K: 0	HEX: FFFFFFFF
	LooREADY Blue 2	R: 210 G: 240 B: 255	C: 16 M: 0 Y: 0 K: 0	HEX: D2F02FF
	LooREADY Green 2	R: 224 G: 244 B: 231	C: 11 M: 0 Y: 11 K: 0	HEX: E0F4E7

3.1 Avoid

Editing and distorting the logo will disrupt the brand consistency and professional image. On the right are examples of logo tweaks that should be avoided at all times. These rules apply to all color variations. Whenever hesitant about a specific rule or logo use, refer to your direct supervisor.

- X Avoid stretching or compressing the logo
- X Avoid changing the size of the letters
- X Avoid changing the weight of the font
- X Avoid rotating or flipping the logo
- X Avoid using the logo on busy backgrounds
- X Avoid applying effects like shadows or gradients
- X Avoid applying colors not included in our palette

3.2 Placement

3.2 Placement

The logo should always be placed in a non-disruptive context. In addition to all previous recommendations, it should also have enough clear space. This will ensure that the brand assets are always visible. The minimum clear space for all logo sizes is half the size of the letter “O”.



3.3 Size

The minimum sizes of the LooREADY logo for print and digital assets are based on the height of the letter “L”. The minimum height of the letter for print assets is 0.3 inches. The minimum height of the letter for digital assets is 25 pixels at 70 ppi. Note that these are the minimum values. Larger sizes make the logo more visible and should be used if possible.

Print
Minimum Height of “L”
0.3 inches



Digital
Minimum Height of “L”
25px at 70ppi



4.1 Brand Managers

We hope this booklet helps you on your journey at LooREADY and that you will protect the LooREADY brand at all times.

In case of any additional design inquiries, not addressed in this document, please refer to your manager or contact the HUDAC agency.

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