



Brand Guidelines

Brand Guidelines

This document contains the rules for our visual communication system. Follow these rules strictly to maintain brand consistency.

This includes all of the elements you may need—logos, typefaces, colors, and more—to create a consistent tone, look, and feel for Lapelland's materials. We invite you to absorb this information and reference it often to become an informed keeper of the brand.

Last updated December, 2019

Logotype

The wheel in the Lapelland logo is a depiction of the brand's mobile solutions.



Logotype

Logo Color

The color logo options are the primary logo colorways to be used. The full color logo is the preferred version and should be used whenever possible.

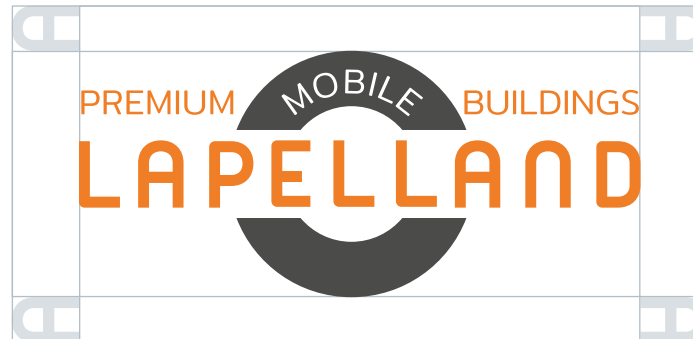
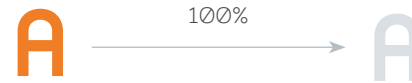
When a limited number of colors are available, choose the single color version. Only black/grayscale or white should be used.



Whitespace

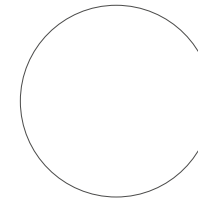
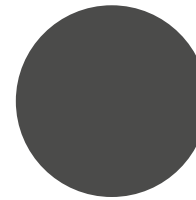
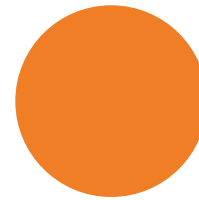
The importance of whitespace around brand elements and throughout all layouts cannot be overstated. It adds confidence and clarity to the visual messaging. The more, the better. These visuals are used to define minimums.

The minimum whitespace around the logotype is equivalent to A-letter.



Color Palette

The core palette will cover the majority of your needs. It's intentionally small in variety so as to not dilute the brand visuals, which adds confusion.

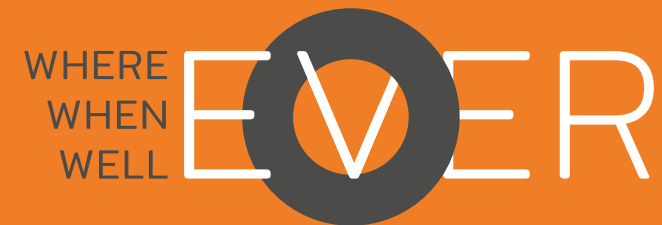
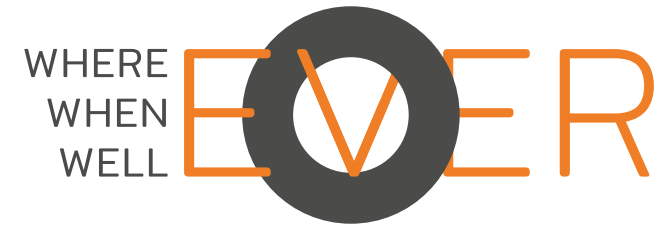


Hex	#F58233	#4C4D4F	#FFFFFF	#ECEDED
RGB	245, 130, 51	76, 77, 79	255, 255, 255	241, 241, 238
CMYK	0, 60, 90, 0	0, 0, 0, 85	0, 0, 0, 0	0, 0, 2, 8
Pantone	1585 C	412 C	11-4001 TPG	COOL GRAY 1 C

Slogan

Lapelland's slogan depicts the versatile possibilities of mobile buildings.

The slogan is not part of the logo file, but is its separate entity. The slogan can be considered to be used in its written form instead of the slogan material.



Typography

Mitr is a humanist sans serif typeface designed with an upright stress, open forms, and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Download for free at:
<https://fonts.google.com/specimen/Mitr>

Mitr Medium

ABCDEFGHIJKLMN
OPQRSTUVWXYZÅÄÖ
abcdefghijklm
nopqrstuvwxyzåäö
0123456789
&@£\$%[]!?*°

Aa

Mitr Extra Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZÅÄÖ
abcdefghijklm
nopqrstuvwxyzåäö
0123456789
&@£\$%[]!?*°

Aa

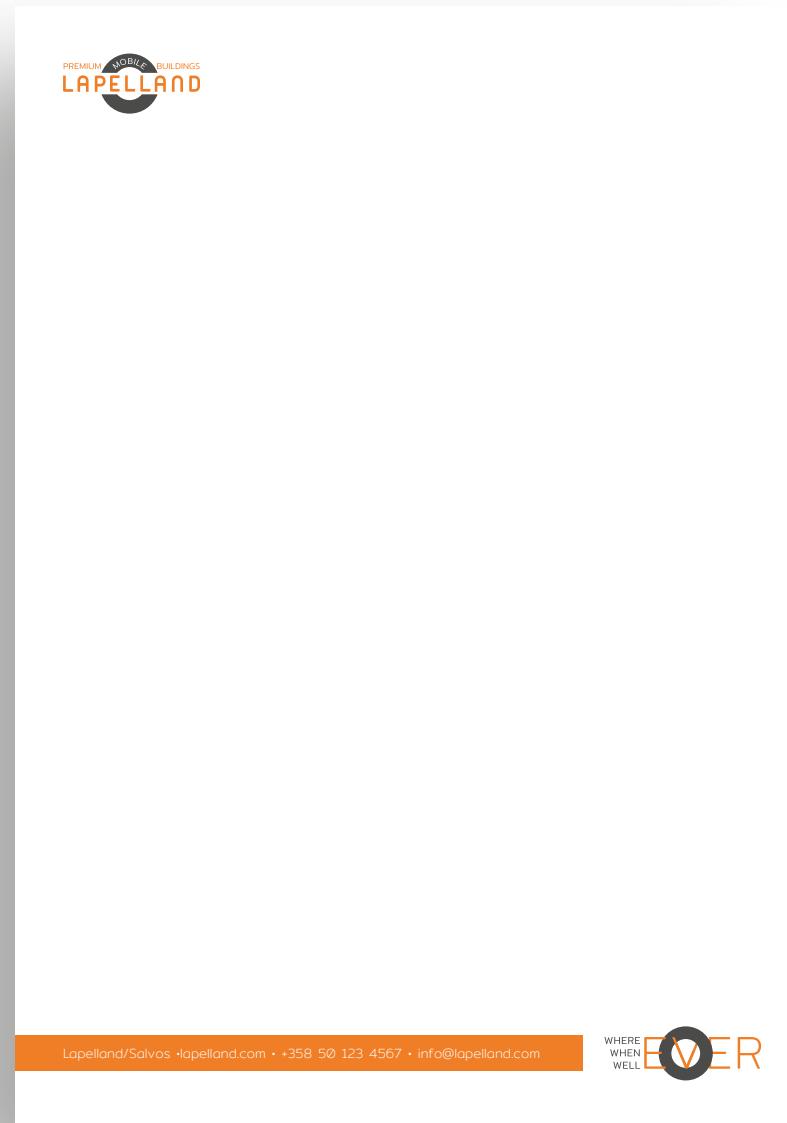
Business Card

5 mm rounding is used in the business cards.



Document templates

Lapelland's form template is set out to support the brand look.



Information

This document serves as a foundational guide to using this brand identity. These guidelines are for the use of the Salvos/Lapelland team and associated agencies only. If there is ever doubt, please refer back to this document. If you should have any questions please feel free to contact us at markus.pistemaa@salvos.fi.

Thank you.

WHERE
WHEN
WELL

EVER

PREMIUM MOBILE BUILDINGS

LAPELLAND



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