

LYFTER

BRAND MANUAL

LYFTER

BRAND MANUAL

This brand manual describes the visual and verbal elements that represent **Lyfter's** brand identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect **Lyfter's** commitment to quality, consistency and style.

The **Lyfter** brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the **Lyfter** name and marks.

BRAND MANUAL

TABLE OF CONTENTS

SECTION 1		THE LYFTER BRAND IDENTITY
SECTION 2		DYNAMIC BRAND IDENTITY
SECTION 3		TYPOGRAPHY
SECTION 4		COLOR SYSTEM
SECTION 5		ICONOGRAPHY

01

THE LYFTER BRAND IDENTITY

Our Logo is the key building block of our brand identity, the primary visual element that identifies us. The Logo is a our name

that stands for the verb 'Boost' in Swedisch. The E is the signature that represents this visually in our name and our logo.

LYFTER

02

DYNAMIC BRAND IDENTITY

Brands have to become a platform, a place of exchange, and an experience that arouses an emotional attachment. Brands need to constantly adapt in their fast-changing environment in order to survive. They living organisms.

Our brand identity sees the limitations of consistency and is liberated by a balance between consistency and change. No matter which medium is used to communicate, the message should allways be as strong as possible. Our brand identity is guided by possibilities and restrictions.

LYFTER

LYFTER



LYFTER



LYFTER



03

TYPOGRAPHY

We want to be straightforward, clear and helpful. This is done best with a font that brings statement and readability with itself. Brandon Grotesque is such a font.

THIS IS A TITLE

This is a subtitle

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur.

PRIMARY FONT
BRANDON GROTESQUE

DESIGNER :
HANNES VON DÖHREN

BRANDON GROTESQUE

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

TYPE EXAMPLES
BRANDON GROTESQUE

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! “ § \$ % & / () = ? ` ; : ; “ ¶ ¢ [] | { } ≠ ¿ ‘
« Σ € ® † Ω “ / ø π • ± ‘ æ œ @ Δ ° ª © f ð , å ¥ ≈ ç

SECONDARY FONT OPEN SANS

DESIGNER :
STEVE MATTESON

OPEN SANS

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

TYPE EXAMPLES OPEN SANS

Figures

0 1 2 3 4 5 6 7 8 9 0

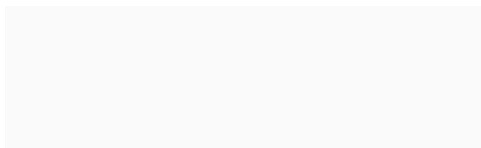
Special Characters

! " § \$ % & / () = ? ` ; : ; " ¶ ¢ [] | { } ≠ ¿ ' « » € ® † Ω ⁂ / ø π • ± ' æ œ @ Δ ° ª © f ð , å ¥ ≈ ç

04

COLOR SYSTEM

Lyfter has two base colors: Black and white. The secondary colors will give Lyfter personality and will help to accentuate important information en interactions. These colors are recognizable identifier for the company.

**BASE COLOR**

CMYK	: C003 M002 Y002 K000	RGB	: R245 G245 B245
Pantone	: 442C	Web	: #f4f4f4

**BASE COLOR**

CMYK	: C000 M000 Y000 K095	RGB	: R050 G050 B050
Pantone	: 447C	Web	: #333333

**SECUNDARY COLOR**

CMYK	: C000 M000 Y000 K000	RGB	: R000 G000 B000
Pantone	: 000A	Web	: #000000

**SECUNDARY COLOR**

CMYK	: C000 M000 Y000 K000	RGB	: R000 G000 B000
Pantone	: 000A	Web	: #000000

05

ICONOGRAPHY

An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in a easier way. The icon itself is a small picture or symbol serving as a quick, “intuitive” representation of a software tool, function or a data file.

DOWNLOAD LINK Hier komt een link

LYFTER