



nice to
meet you

brand manual
version one



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welcome to lloydluna brand manual

These guidelines are carefully designed to look us consistently remarkable. This brand guide is for everybody's reference as we create our marketing materials and other communications.

OUR DESIGN FOUNDATION

Our brand is more than our logo. It is a design scheme made up of a number of core elements and guiding principles that combine to create a distinctive look and feel that is immediately recognizable as lloydluna.

This guide will introduce core brand elements to assist you in designing and producing dynamic, powerful and flexible communications.

If unsure, just ask us. We are cool!

what we are about

Our new brand identity is all about demonstrating how lloydluna is a platform for lifelong learning and enabler of people.

We help people navigate their direction toward success and personal development. We give them tools to do that.

Every year, hundreds of thousands finish their high school and college. We're here to help them prepare for their life after school, navigate their lives, teach them strategies, explore their interests, and multiply their opportunities.

We also give speakers, authors and thought leaders various platforms to connect with their audience in more meaningful ways—through websites and apps, through seminars and workshops, through public events and meetings and through social conversations.

This is what our branding is all about—teaching, enabling, providing direction, reaching people where they are and providing them with real life education that can best prepare them to life's never-ending challenges.

identity

the logo

our logo

Our logo is the most visible element of our identity—a universal signature across all lloydluna communications. It’s a mark of quality that unites our diverse products and services.

We consistently use the same mark in print, on screen, and other public placements. It’s simple. Easy to understand. No emboss, no tricky reflections, no fancy graphic effects.

Our logo is a simple, dynamic, energetic and personal graphic statement. It signifies time, direction, and knowledge.

The logo is made up of two elements: the symbol and the logotype.

While it is a simple logo, we must use it properly. The following pages will guide us to ensure the logo always looks its best.



Symbol

Logo type



Logo

just colorful

Our logo or background color may be any color within the lloydluna color palette. Contrast is important—use a white logo on color backgrounds and a color logo on white backgrounds.

Color logo with white background

✓ 	✓ 	✓ 	✗ 
✓ 	✓ 	✗ 	✗ 

White logo on color backgrounds

✓ 	✓ 	✓ 	✓ 
✓ 	✓ 	✗ 	In cases, a vibrant color logo may not be appropriate, and may potentially clash with other colors. In these instances, an all gray logo can be used.

Monochrome

✓ 	✓ 	✓ 	✓ 
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identity

typography

smooth face

VARELA ROUND IS OUR TYPEFACE. WE USE IT IN TWO WEIGHTS—REGULAR AND BOLD.

Typography is an important aspect of our brand identity. Our typographic style contributes to our distinctive aesthetic. The typography usage examples on the following pages should be followed to ensure all of our communications appear consistent.

ROUNDED
ELEGANT
SMOOTH
EASY
CLEAR

typeface in action

Varela Round is used for all headlines and titles.

Varela Round (smaller type size) is used for standard body-copy

secondary typeface

Arial Rounded MT Bold is our secondary typeface if Varela is unavailable.

VARELA FONT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789—!@#%^&*();:,.?

VARELA FONT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789—!@#%^&*();:,.?

ARIAL ROUNDED MT BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789—!@#%^&*();:,.?

typesetting guides

Typography is always ranged left. This provides the eye with a constant starting point for each line, making text easier to read. The only exceptions are when typesetting headlines with the arrowheads.

When typesetting headlines, the leading should be 15% larger than the type size. To calculate, multiply the type size by .15 and add the result to the typesize.

When setting body copy, the leading should be 25% larger than the type size. To calculate this, multiply the type size by .25 and add result to the typesize. All type should be set to -20 tracking.

Body column width should ideally be between 7-9 words long.

LLOYDLUNA LIFELONG LEARNING 10/11.5

As dollestiatum con pratem dolupta dolor sint
molessendam, idus minctas sunteni mpores
et voluptiant quat hiliquam non pel minctisite
oditas adis ent eicimpo riteces equisitibus
arumend ererchitem quidero reperum quiatur
sequias etum ni re est que endi cuptat.
10/12.5

LLOYDLUNA LIFELONG LEARNING 15/17.25

As dollestiatum con pratem dolupta dolor sint
molessendam, idus minctas sunteni mpores
et voluptiant quat hiliquam non pel minctisite
oditas adis ent eicimpo riteces equisitibus
arumend ererchitem quidero reperum quiatur
sequias etum ni re est que endi cuptat.
15/18.75

graphic elements

arrowhead

arrowhead

Our graphic identity is more than just our logo, typeface, and colors.

An important part of our graphic look and feel are the use of arrowheads. The arrows are derived from our logo, and signify time, direction and education.

Used alongside our bold color palette and angled headline typography, the arrows provide a bold and engaging graphic look and feel to all our communications.



graphic arrow

When typography interacts with the arrows, there are specific rules that apply.

Arrow on cluttered image; Right aligned text inside



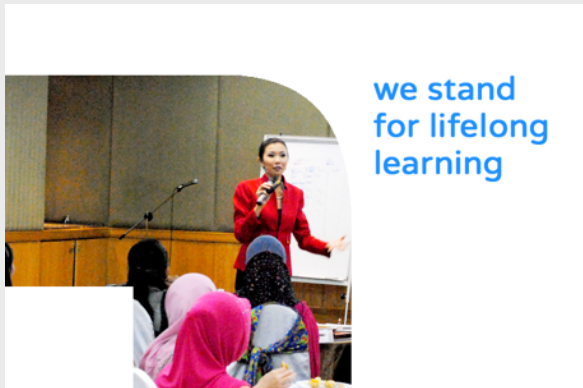
Arrow on white space; Right-aligned text outside



Arrow on color background; Left-aligned text inside



Image inside arrow; Left-aligned text outside



Arrow on white background; Left-aligned text -35'

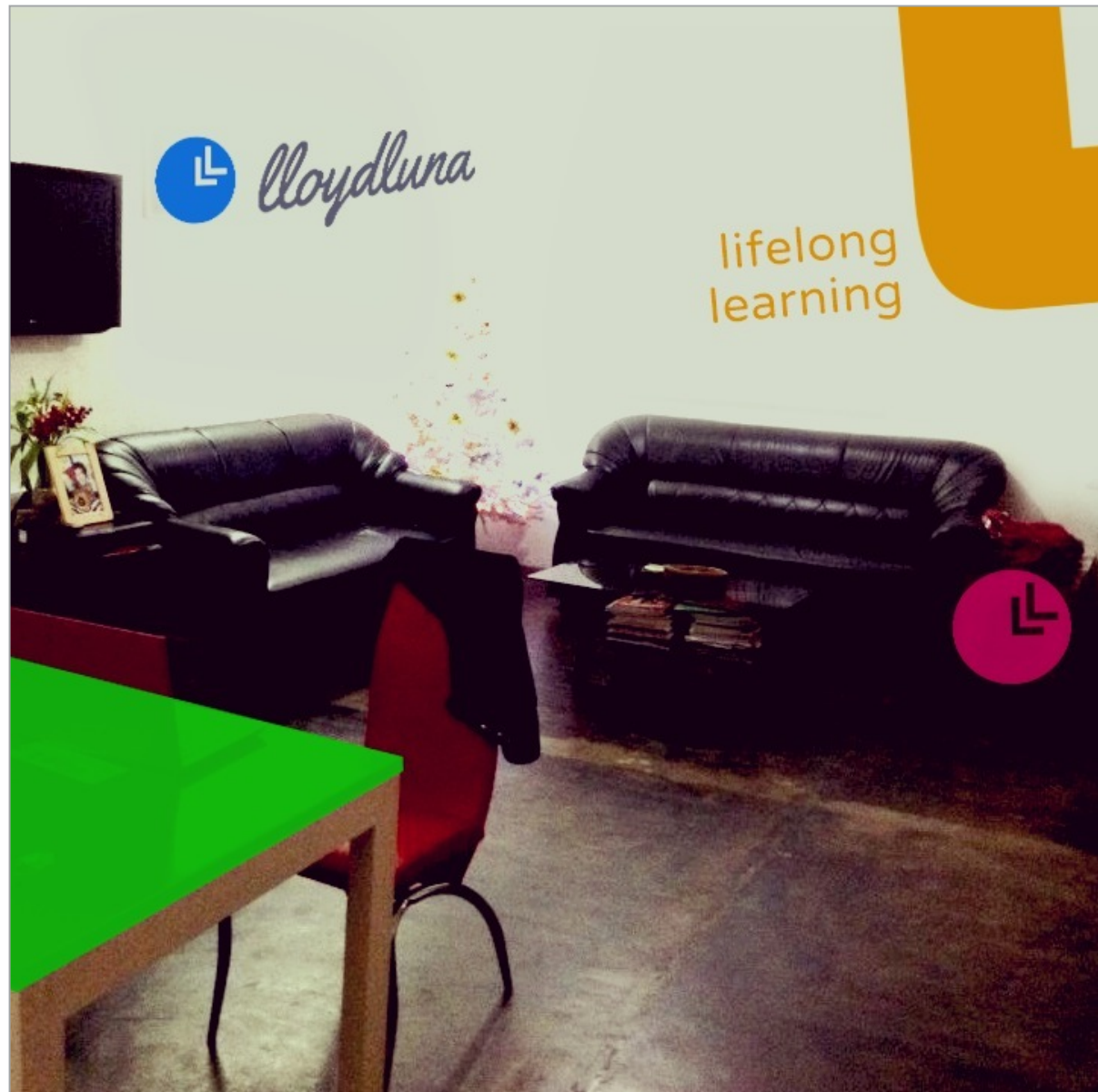


Arrow on white background; Left-aligned parallel text



internal wall graphics

Inside the office is a colorful yet elegant furnishings.



welcome poster

Just saying hi to the world.

✓ Poster on 50% opacity background



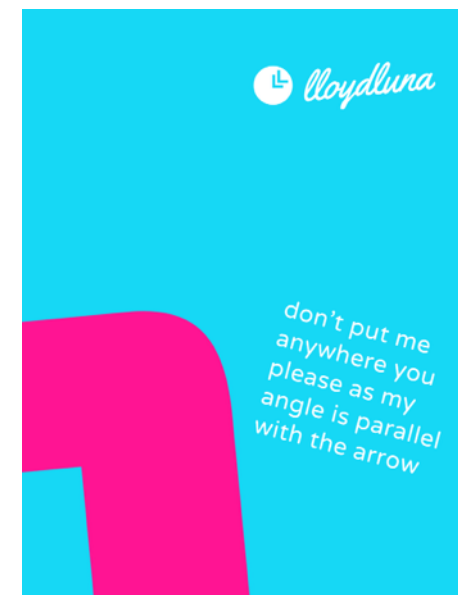
✓



✗ Please don't experiment with colours



✗ Wrong color combination; Wrong text angle



inspired by

ATTRIBUTION BADGE

We have created these attribution badges to help strengthen and build equity in the master brand, and to create a clear relationship between lloydluna and the various businesses it owns.

Used consistently and accurately, this badge will build awareness for our brand across our entire network.

Built from our primary logo, this badge includes the moniker “inspired by” as an indication of the role lloydluna plays regarding our various properties and content creators.

When using the attribution badge, choose the color logo that closest matches or compliments its color.

Peaches & Cream String Quartet with attribution badge



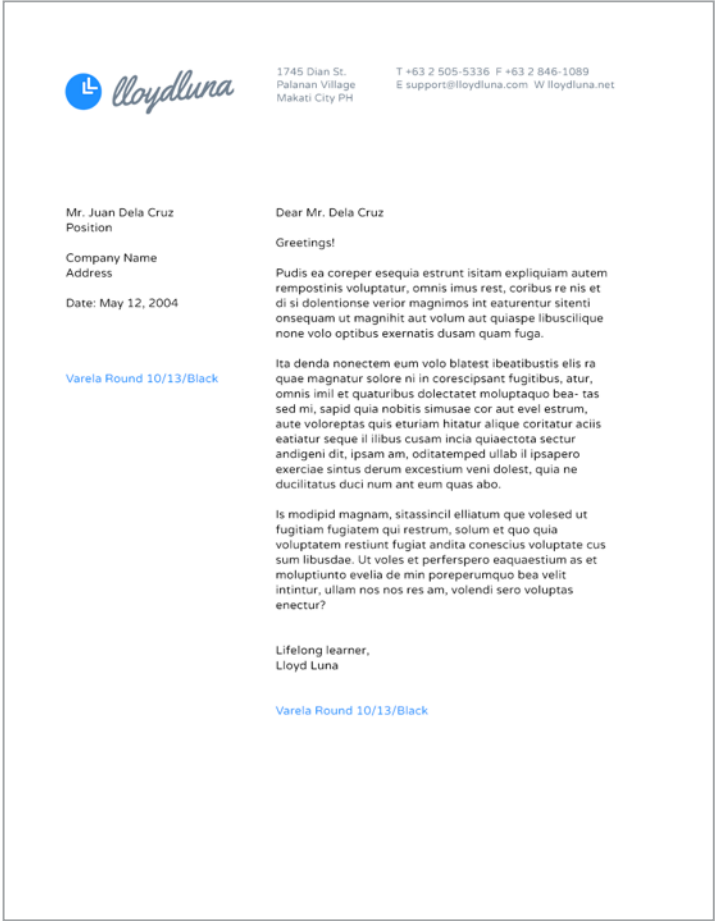
umbrella with attribution badge



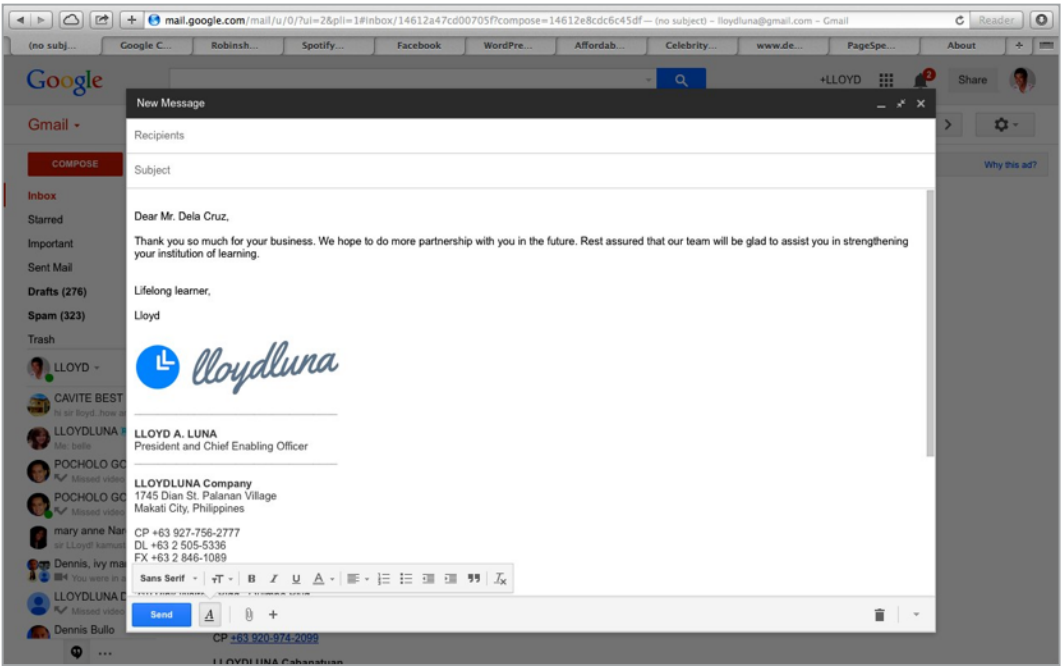
marketing
essentials

How we communicate through
the old and the new channels.

Business card on pearly white paper



Business digital communication



look and feel matter

We appreciate your time. Thank you for reading this brand manual. It means you share our belief in details and quality. We know applying these principles takes time and effort, but the stories we tell in all our lloydluna communications will be stronger for it.

If you ever have additional questions about our visual identity and its application in design, don't hesitate to contact us at help@lloydluna.com.

Thank you.

