



LoyaltyLion Visual Style Guide

April 2018



LOYALTYLION

Maintaining visual consistency across the LoyaltyLion brand

Welcome to the LoyaltyLion visual style guide. This document has been created to help our team, partners, and others who work with LoyaltyLion to understand how to use LoyaltyLion brand assets effectively.

In this document, we will cover the following visual brand areas:

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About LoyaltyLion

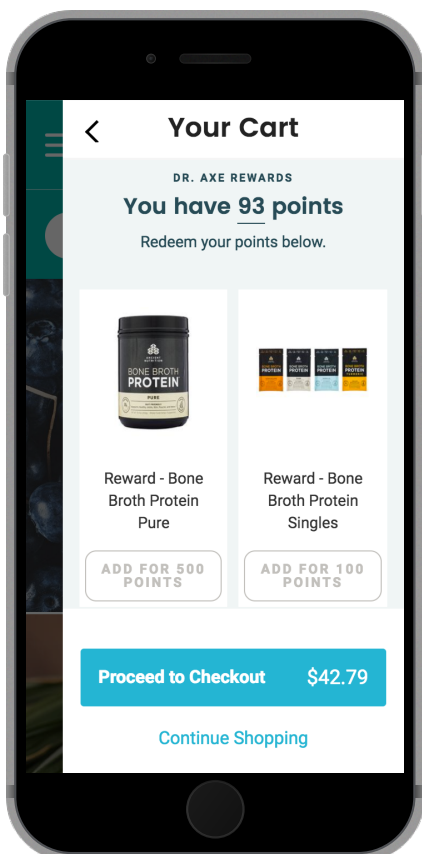
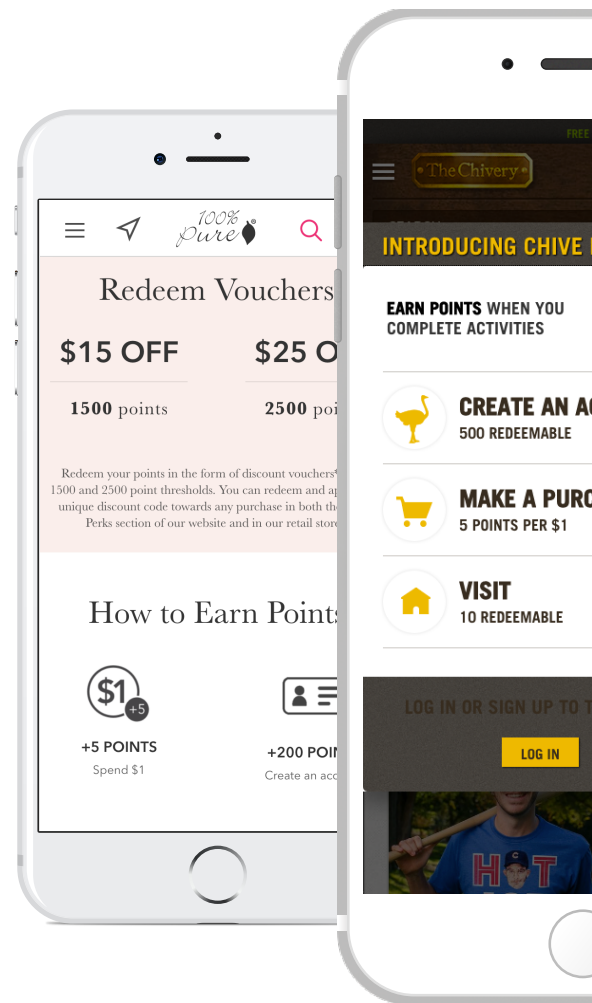
What is LoyaltyLion?

LoyaltyLion is innovative customer loyalty and engagement platform for fast growth ecommerce retailers.

LoyaltyLion is a customer loyalty and engagement platform for ecommerce that enables fast growth retailers to increase customer engagement, retention and spend.

What does LoyaltyLion do?

LoyaltyLion helps fast growth ecommerce retailers increase customer engagement, retention and spend with their own customisable loyalty and engagement program.



It's LoyaltyLion, without a space.

Primary logo

The LoyaltyLion logo features both a logomark and a logotype. The logotype is a modified version of the typeface Quicksand.

The logos primarily used for LoyaltyLion branding are shown below. A folder containing all logos and variants accompanies this document.

The full logo to be used in most cases uses both the logomark and logotype. The logomark may also be used independently.



Primary logo



Primary logomark

Logo variants

In some circumstances, it may be necessary to use a modified version of the LoyaltyLion logo.



Stacked logo

To be used when there is minimal horizontal space. Ex: vertical banners.



Balanced logo

To be used when resizing the logo smaller, resulting in the type being less legible due to the larger mark, or when extra space is not appropriate.

Ex: email templates, footers, Loyaltylion.com header.



Square logo

To be used when there is a limited amount of both vertical and horizontal space, such as on small merchandise items, or social media icons.

Logo colours

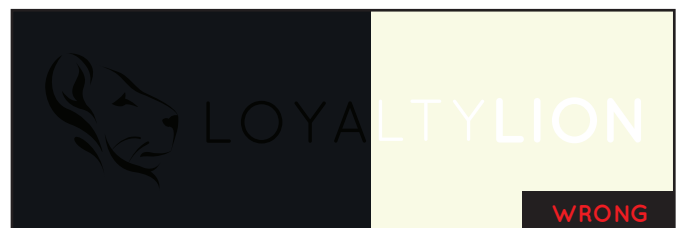
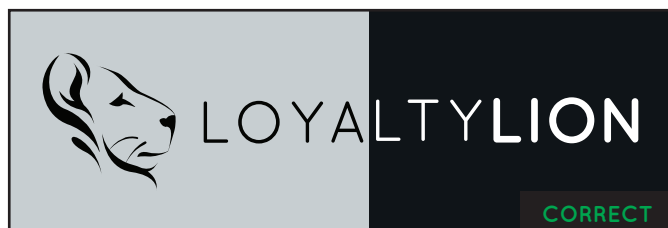
A common way to display the LoyaltyLion logo is on a purple background with a white logo. In many cases this presentation makes a bigger impact, and reinforces the brand. If the logo is in a contained space, a purple background may stand out more. If the logo is “floating” beside other logos, stick to the simple black logo on a white background.



Logo usage



The logo must be displayed in proportion at all times, so users should be careful when resizing the logo images. The logo should not be rotated.



Logo may be displayed in black, LoyaltyLion purple or white, keeping contrast levels in mind to ensure the logo is always easily visible.

Brand colours



LoyaltyLion purple

There is one true LoyaltyLion purple and it is **Pantone 268**.

This colour may also be used online and in print using the following values:

HEX/HTML: #582C83

RGB: 88 44 131

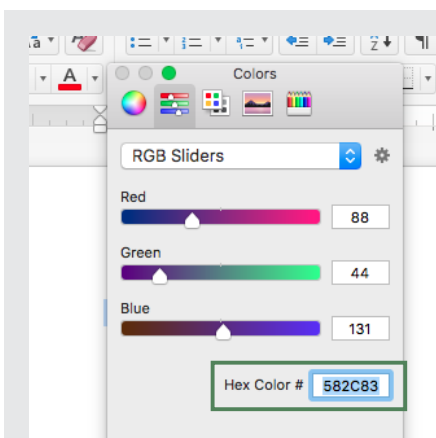
CMYK: 82 98 0 12



LoyaltyLion orange

Loyaltylion.com uses an orange accent colour. We do not use this colour in other areas of branding. Please refrain from using this colour outside of loyaltylion.com.

HEX/HTML: #f38900



In Microsoft applications, you may get the exact LoyaltyLion colours by pasting the above Hex code into the box on the RGB sliders tab (second from the left on the top bar of the colour picker).

Typography

The LoyaltyLion logotype itself is in the typeface Quicksand. However, this is not used elsewhere in the LoyaltyLion brand.

Loyaltylion.com, all printed brand materials, and our social media branded graphics all use the typeface Roboto. A copy of the font family will be included alongside this document. If it is not available, the font is available several places online including Google Fonts and Typekit.

Roboto has six weights in both regular and italicised styles. However, the LoyaltyLion brand typically makes use of the Thin, Light and Regular weights, with very occasional use of the Medium weight (for emphasis, etc).

Examples:

Large headings typically use the thin weight and are usually LoyaltyLion purple in colour.

Smaller headings may use the light weight.

Smaller headings may also use the regular weight.

Body text typically uses the Light weight in print. Online in CSS, the font-weight for body text is typically set at 300. Line spacing for all type should be set to 1.5 or 150%.

