



GRAPHIC STANDARDS/LOGO MANUAL

# INTRODUCTION

The LOOP LLC logo is one of the most important assets in the corporate communication tool. This logo captures the essence of the brand: integrity, value, clarity, drive, technology and innovation. It is the visual face to our company, and it will accompany all internal and external corporate communications. To promote the correct application of this valuable asset, LOOP LLC has developed this guide to assist you in ensuring the consistency and the quality of our brand communications.

---

## ABOUT THE LOGO MANUAL

This manual strives to do the following:

1. Protect the organization's image and its brand experience
2. Increase and strengthen the recognition of the LOOP LLC brand.
3. Differentiate and elevate the LOOP LLC brand in the market.
4. Create unity and consistency across all channels of LOOP LLC.

# TRADEMARK

The logo for LOOP LLC comes in a variety of versions to provide you with the most flexibility in applying these trademarks.

---

FULL COLOR



ONE COLOR - GRADIENT



ONE COLOR - FLAT



# COLOR PALETTE

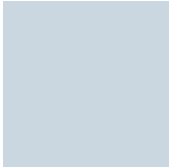
A primary and secondary color palette should be used exclusively for online execution. The secondary palette should be used sparingly, and is intended to complement and add emphasis to the primary.

---

## PRIMARY COLOR PALETTE



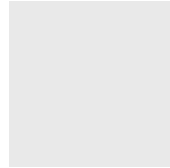
Blue, Value 1  
PMS: 534  
RGB: 23.74.124  
CMYK: 100.80.30.5  
Hex: 174A7C



Blue, Value 2  
PMS: 5445  
RGB: 203.214.223  
CMYK: 19.9.7.0  
Hex: CBD6DF



Gold, Value 1  
PMS: 1355  
RGB: 255.207.130  
CMYK: 0.20.56.0  
Hex: FFCF82



Gray, Value 1  
PMS: Cool Gray 2  
RGB: 230.231.232  
CMYK: 8.6.6.0  
Hex: E6E7E8

## SECONDARY COLOR PALETTE



Blue, Value 3  
PMS: 533  
RGB: 30.65.100  
CMYK: 95.75.37.25  
Hex: 1E4164



Blue, Value 4  
PMS: 432  
RGB: 69.85.96  
CMYK: 74.57.48.27  
Hex: 455560



Gold, Value 2  
PMS: 139  
RGB: 200.138.18  
CMYK: 21.47.100.3  
Hex: C88A12



Gray, Value 2  
PMS: Cool Gray 7  
RGB: 173.175.178  
CMYK: 33.26.25.0  
Hex: ADAF82

# BRANDING: GRAYSCALE/BLACK & WHITE

For applications requiring grayscale or monochromatic logo

---

## GRAYSCALE



## BLACK & WHITE

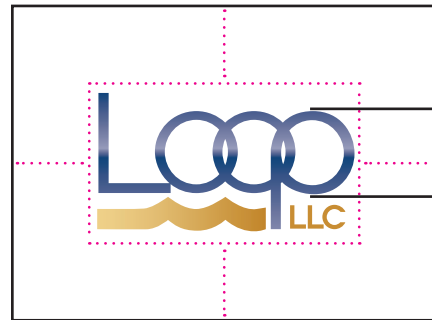


# LOGO SPACING

Using correct spacing around the logo ensures visibility and integrity of the trademark. Utilizing the height of the capital "L" in LOOP LLC, make certain that there is enough space between the trademark and the edge of the content area to which it is being applied. Also, keep clear of any objects with the same distance.

---

## LOGO PLACEMENT/MINIMUM SPACING REQUIRED



CAP HEIGHT of Lower Case Letter  
of Total Height of Logo Clear Space

# LOGO PROPORTIONS/SIZING

The logo must maintain approved height/width proportions any time it is being used. The logo cannot be smaller than 1.25" wide of the logo.

---

## USING CORRECT PROPORTIONS



## MINIMUM LOGO SIZES



# BACKGROUND

The logo for LOOP LLC can be applied on a variety of solid color backgrounds. However, avoid using the logo over a pattern or a complex image.

---

## USING THE LOGO OVER BACKGROUNDS

On White



On a Light Gradient



On Very Light Solid Color



Over a Photograph





## PRINTING LOGO WITH METALLIC INK

The logo for LOOP LLC can be applied on a variety of paper types, but when printing with metallic ink, please follow these guidelines.

---

1. 3 color PMS job. Blue PMS 534/yellow gradient PMS 139 and PMS 1355
2. Spot metallic varnish: silver
3. Coated paper stock