

PRIMARY LOGO

The LuckyVitamin logo is formatted in horizontal and stacked versions with and without the tagline, “spread the wellness.” The primary version is horizontal. It should be used on a background that is white or, if placed on photography, as close to white as possible to retain sufficient contrast. “LuckyVitamin” is charcoal grey. The tagline is clover. The logomark is composed of clover at 100% and at 70%, and citron at 100% and at 70%.

Continuous use of the primary logo strengthens brand recognition. Other versions of the logo may be used when use of the primary logo is prohibitive. Alternate logos are shown on successive pages. The color palette on page 10 lists specific color formulations for all logos.

CLEARSPACE

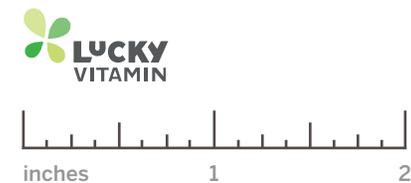
Always apply the LuckyVitamin logo with the proportionate amount of clearspace indicated. This ensures that the logo is consistently represented, easily identified, and allowed the space needed around it to maintain its impact. It is the minimum space required between the logo and any other elements of the layout to give it breathing room. It is determined by an x-height, defined by the height of the capital “L.” Clearspace is also the minimum distance allowed between the logo and the edge of a printed or online application.

MINIMUM SIZE

The LuckyVitamin logos may be scaled down to any size necessary, provided the minimum size requirements are met. For most applications, the horizontal version of the LuckyVitamin logo with the tagline should be sized no less than 1.5” wide. Without the tagline, the logo should be sized no less than .75” wide. Always maintain the aspect ratio of the logo when scaling.



suggested minimum size: about 1.5 inches wide



suggested minimum size: about .75 inches wide

STACKED LOGO

The stacked version of the LuckyVitamin logo may be used when limited horizontal space or other design considerations prevent use of the primary logo.

CLEARSPACE

Clearspace for the stacked version of the LuckyVitamin logo with the tagline follows the same rules as the primary logo. It is determined by the same x-height, the height of the capital “L.”

MINIMUM SIZE

For most applications, the stacked version of the LuckyVitamin logo with the tagline should be sized no less than 1” wide, while the logo without the tagline should be no less than .5” wide.



suggested minimum size: about 1” wide



suggested minimum size: about .5” wide

HORIZONTAL LOGO

The horizontal version of the LuckyVitamin logo may be used when extremely limited vertical space prevents usage of the primary logo, as in a mobile app.

CLEARSPACE

Clearspace for the horizontal version of the LuckyVitamin logo with the tagline follows the same rules as the primary logo. It is determined by the same x-height, the height of the capital "L."

MINIMUM SIZE

For most applications, the horizontal version of the LuckyVitamin logo with the tagline should be sized no less than 1.5" wide. Without the tagline, the logo should be sized no less than .75" wide.



suggested minimum size: about 1.5 inches wide



suggested minimum size: about .75 inches wide

KNOCKED-OUT LOGOS

Alternate, “knocked-out” versions of the LuckyVitamin logo are intended for use on a background color selected from the color palette. They may also be used on photography, provided that the image offers sufficient contrast. All versions of the logos have knocked-out counterparts.

The fully knocked-out versions of the logo have all elements in white, and may be used on any background color from the brand palette. For use on the citron background, the logo size should not be so small as to make the tagline unreadable.

A partially knocked-out version of the logo is also available for use on the charcoal background. Here, the logomark is rendered in full color, while the typography is knocked out.

ICON

Occasionally, the icon may be used independently from the logo, but it should only be deployed when the full logo exists elsewhere in the layout. Some possible uses could be as an avatar on a social media site, a watermark in the background of a letterhead, or an emblem on the back of a business card.

All examples shown are on backgrounds sized for illustrative purpose only. It is not meant to imply the logos or icon should be used in rectangles this way.



MISUSE

Brands are cumulative. This means, through consistent usage, they build equity and recognition over time. They are also fragile. If you “break” the branding by not adhering to some basic rules, they lose their impact and can even cause confusion. That’s why it’s important to avoid creating new versions of the logos and icon, even if, visually, they support good design.

Altering of the icon form follows the same rules that apply to misuse of the logo.



Never rotate the logos or icon to any angle other than horizontally level.



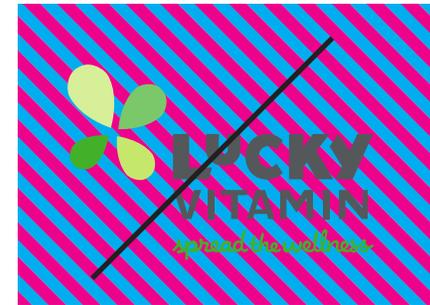
Never stretch the logos or icon disproportionately.



Never squeeze the logos or icon disproportionately.



Never reproduce the logos or icon in any color other than that which is outlined in this style guide.



Never reproduce the logos or icon on any texture or color background other than that which is outlined in this style guide.



Never reproduce the logos in any other typeface.



Never intrude on the logo clearspace, including placement too close to the edge of a page.