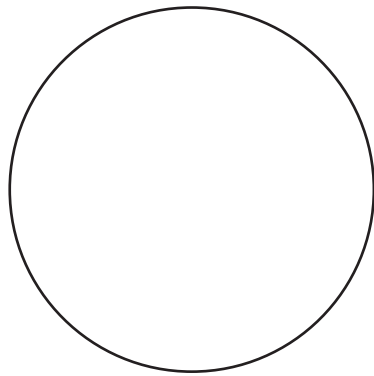


life:)

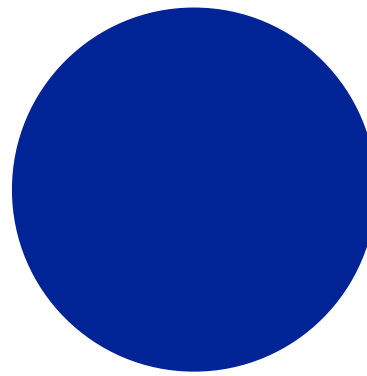
life:)

Colors



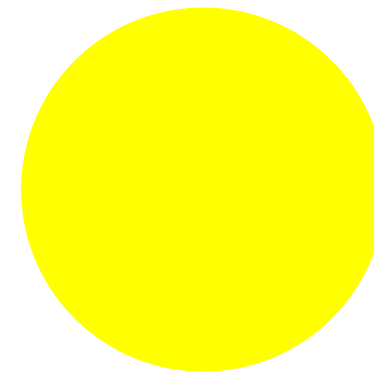
R	255	C	0
G	255	M	0
B	255	Y	0
		K	0

Pantone Reflex 000 C



R	0	C	100
G	35	M	82
B	149	Y	0
		K	0

Pantone 287 C/U
Oracal - 049



R	255	C	0
G	255	M	11
B	0	Y	96
		K	0

Pantone 106 U

Main font

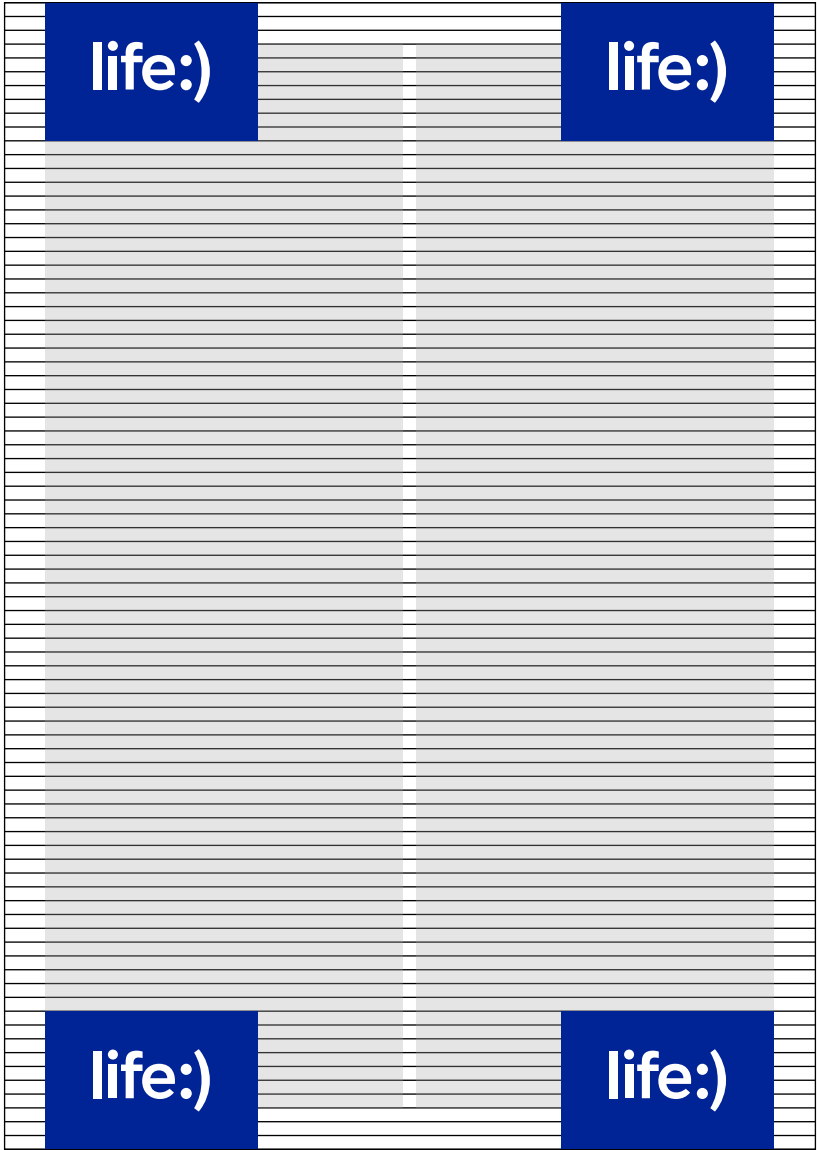
Graphik Regular

AaBbCc123

Graphik Semibold

AaBbCc123

Grid



Logo

The distance to the edges of the color die, is a safe field of the logo in cases where it is used without it.



Logo

The logo is used in blue and white (depends on the background on which is placed).

When the background on which the logo is placed — white, then used the white logo on the blue die or blue logo without die.

When the background on which the logo is placed — blue, then used the blue logo on the white die or white logo without die.



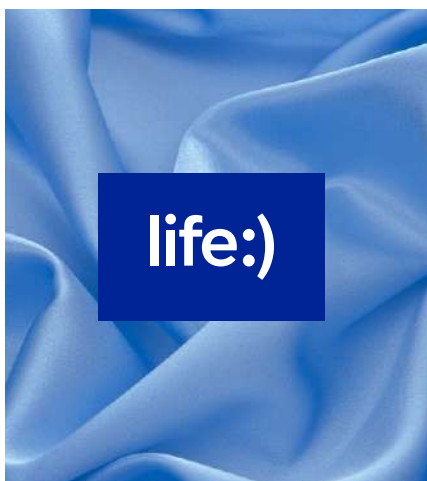
Logo

Black-and-white use case



Logo. Usage rules

Logo is used in the blue or white die on heterogeneous and colored backgrounds



Logo. Usage rules

White logo is used in blue die on uniform light backgrounds



White logo is used in white die on uniform dark backgrounds



Without color die, logo may use only with branded colors



Logo. Usage rules

Minimum size of the logo without a die is 5 mm.

Maximum can be any, depending on the size of the media on which it is placed.

A large, blue, sans-serif logo consisting of the word "life:" followed by a closing parenthesis ")", all in a single color.A small blue logo with a dimension line to its right indicating a height of 5 mm.

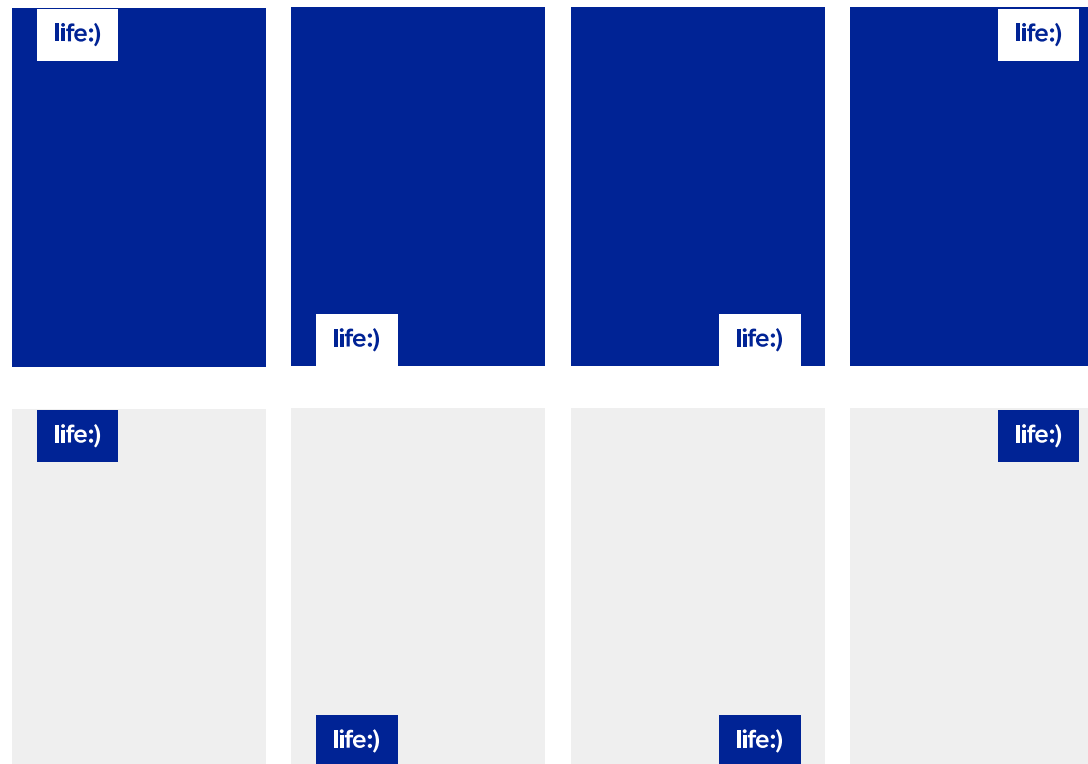
Minimum size of the logo in the die is 10 mm.

Maximum can be any, depending on the size of the media on which it is placed.

A small white logo on a blue square background with a dimension line to its right indicating a height of 10 mm.

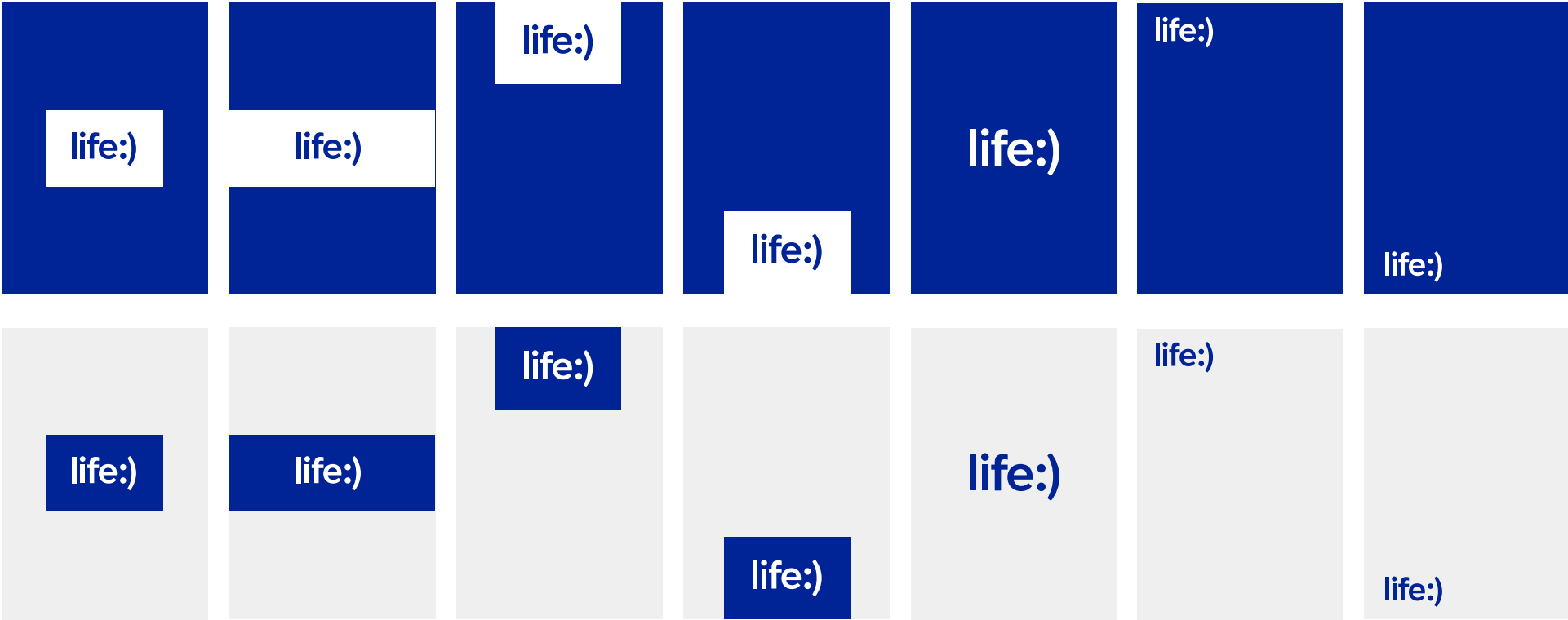
Logo

BlIn most cases, the logo is used in the grid at the edges of the layout.



Logo

In exceptional cases, you can use the logo in the center of the format, depending on the content and size.
Without a color die, the logo can only be used with corporate colors.



Social networks

All social networks are mostly light, therefore, it is recommended to use a white logo on a blue background for avatars.

