

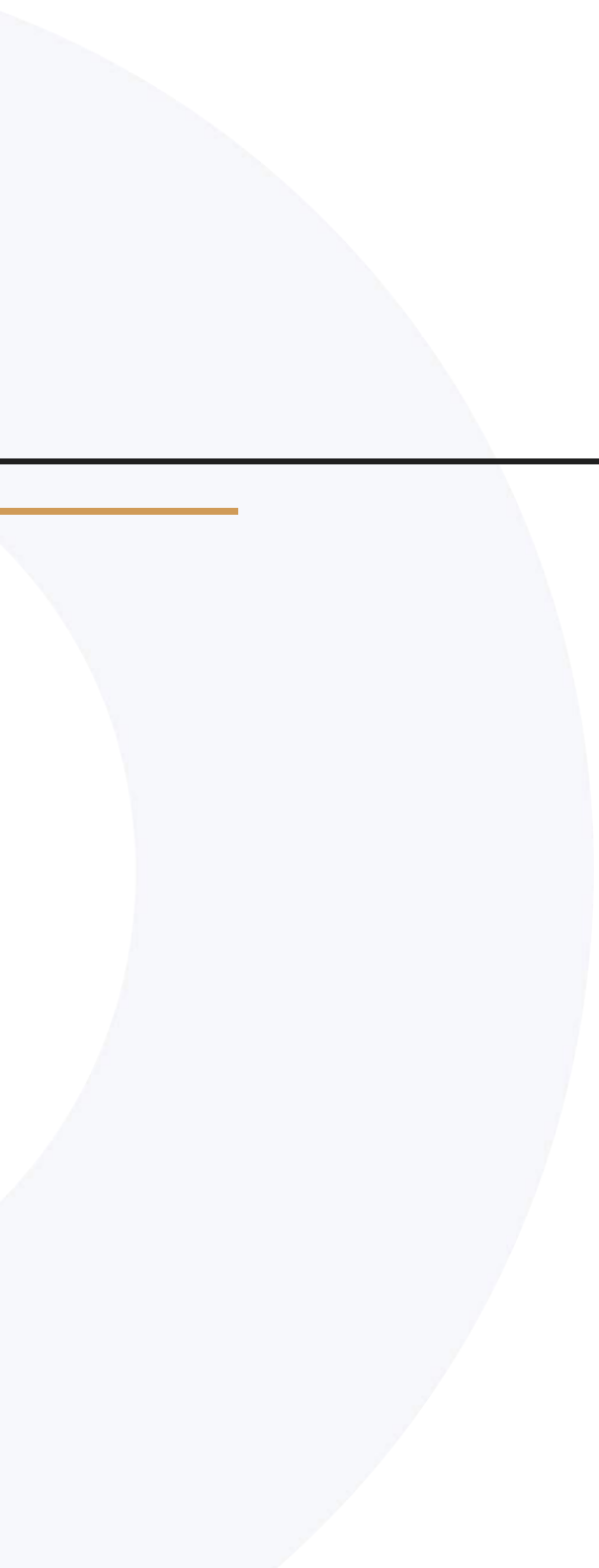


Brand Style Guide



Our Purpose

Loop delivers a solution stack that bridges the gap between digital and physical landscapes. Turning data into actionable insights, providing real-time personalized marketing at scale.



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Logo and Brand Mark



Guidelines and Restrictions



DO NOT use elements of the mark separately



DO NOT change colours



DO NOT stretch



DO NOT place on an angle

Primary Logo Use primary logo on light backgrounds



Secondary Logo Use secondary logo on dark backgrounds



Colours



Gold

HEX #D09B58
CMYK 0/21/47/18
RGB 208/155/88

Pacific

HEX #39A3C0
CMYK 53/11/0/25
RGB 57/163/192

Stanley Park

HEX #43BC82
CMYK 47/0/23/26
RGB 67/188/130

Whistler

HEX #F4F5F8
CMYK 2/1/0/3
RGB 244/245/248

Night

HEX #212121
CMYK 0/0/0/87
RGB 33/33/33



Aa

Heading 1

Comfortaa Regular

30px (should always be 2x the size of heading 2)

If titling or main headings are not needed Heading 2 can be used.

Aa

Heading 2

Montserrat Bold

15px (should always be half the size of heading 1)

Heading 2 can use Bold and Italic to create additional levels of headers

Aa

Paragraph

Montserrat Regular or Light

10px (should always be 1/3 the size of Heading 1)

Paragraph can use Bold and Italic to create emphasis on words or sections of text when needed.

Heading 1 Secondary Heading

The main Loop Insights typeface is Montserrat. Montserrat Light should be used for branding material, both online and print. For titles and main headers use Comfortaa regular. For secondary headers use Montserrat Bold.

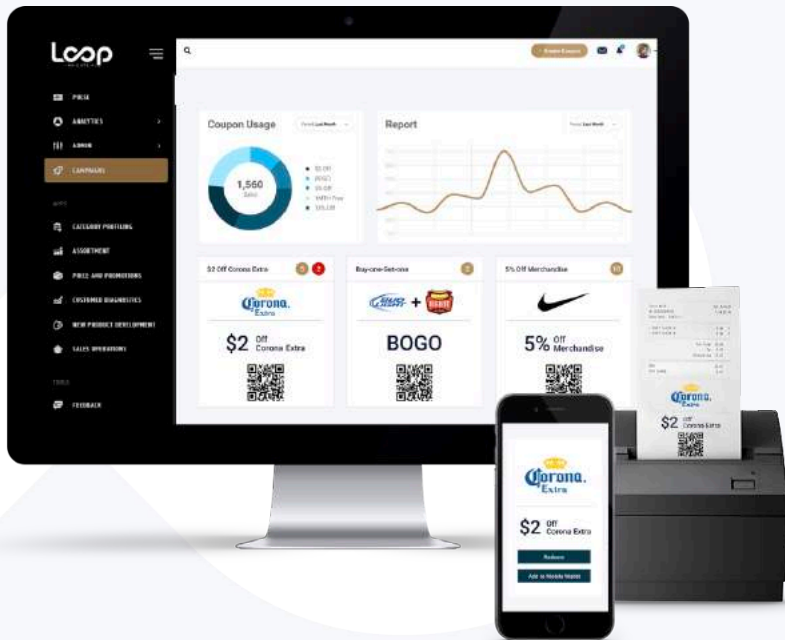
Example*

UI Elements



Mockups

When selecting mockups use plain devices with no brand logos. Real hands holding devices can be used as well.



Background

The brand mark in “whistler” colour can be used to breakup large white spaces and add emphasis to other elements.

Iconography

When selecting iconography or designing charts and graphs use simple straight line images that are one of the core brand colours.



Imagery

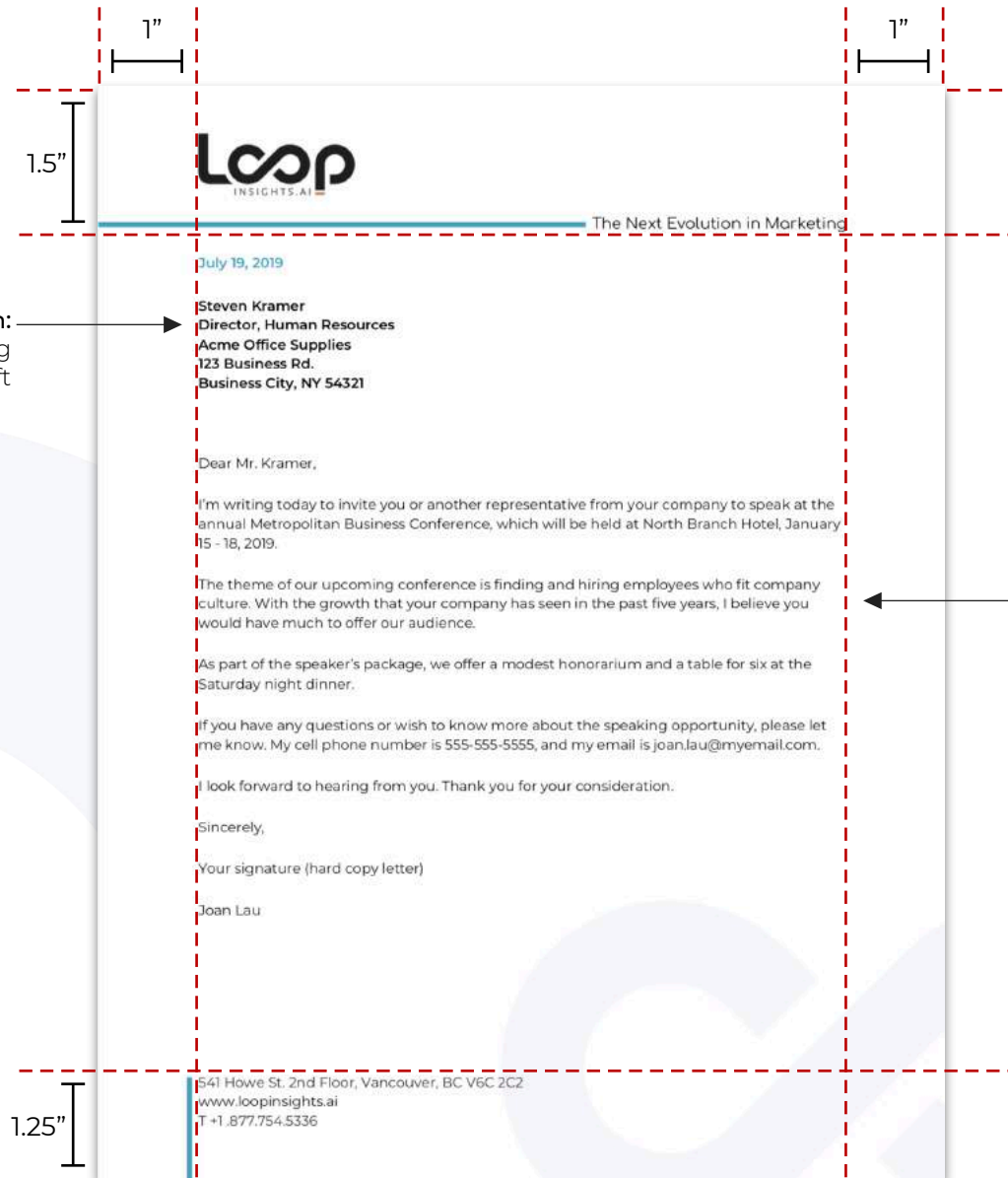
When selecting photos use images that include the core brand colours to create consistency with branding.



Colour Blocks

Use colour block shapes, in brand colours, to break-up text and add colour.

Letterhead Guidelines



In a Microsoft or Google Program:
Montserrat, Bold, 10 pt line spacing
set to Single Space flush left

In a Microsoft or Google Program:
Montserrat, Regular, 10 pt line spacing
set to Single Space flush left