Lexplore ANALYTICS

Content

Logotype

The story of our logotype

Lexplore is about children discovering the adventure of reading and writing. So when it was time to create the logotype. We asked 6-10 year old children from sveral different countries to write the word "Lexplore" however they wanted. The results was a pile of paper sent to us from Berlin, Atlanta, Stockholm, etc. And the logotype is a mix of their writing.

Our most important target group actually created our brand symbol.

FINAL LOGOTYPE (POS)

Primary Logotype

Primary logotype (Red+white)

Our primary logotype is the red version (POS). This is our first choice when placed on a white or a bright background image. Our primary logotype on our colored backgrounds or images is our white version (neg).

Secondary logotype (Black)

The black version are our secondary logotype and should seen as a complement to the primary versions.

BLACK LOGOTYPE (POS)

RED LOGOTYPE (POS)

WHITE LOGOTYPE (POS)

Logotype placement

Free space

It's important to give the correct amount of free space around our logotype when placing it on a physical, printed or a digital surface. Use the letter "L" in the logotype as a reference of measurement. You can be sure it's placed with just enough space if the "L-height" fits around it.

Smallest size

We recommend not using our logo in smaller sizes than approximately 5 mm or 10 px in height.

FREE SPACE EXAMPLE

SMALLEST SIZE
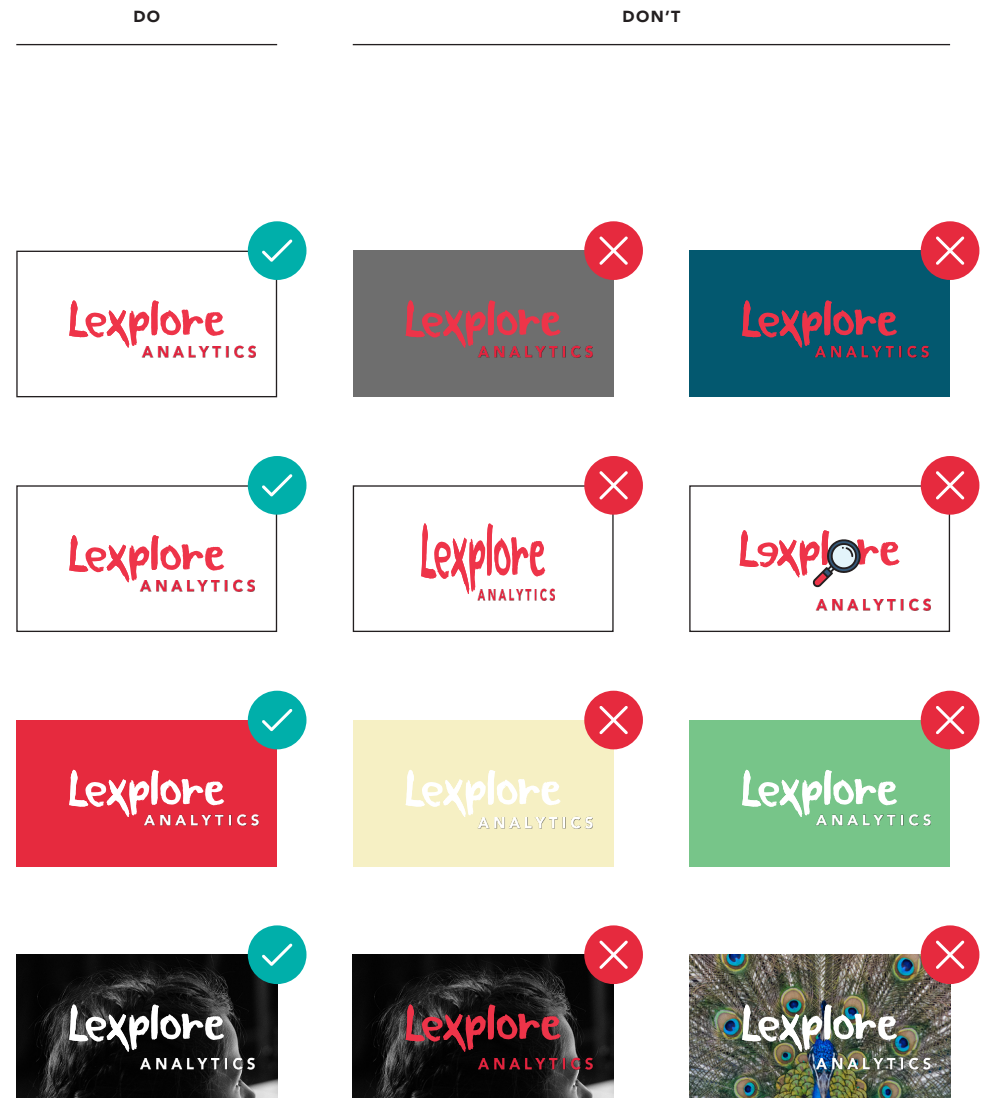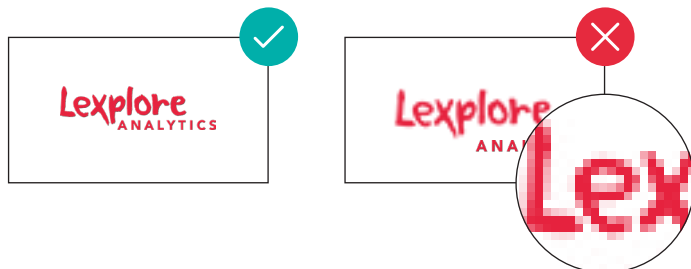
Approximately 5 mm

DON'T

Logotype treatment

Do and don't

Our red logotype is best placed on a white background. For use on images or colored background we suggest you to pick our white logotype.

Don't manipulate, redraw, stretch or condense the original logotype file.

ALWAYS USE CORRECT LOGOTYPE FILE.

DO	DON'T

Colours

Colour palette

Primary colour palette

Red in combination with white and a pinch of black is our primary colour combination and the dominant colour combination. This combination is our high profile expression.

Primary accent colours

As a complement to our primary colour palette we have Yellow, Turqouise, Light grey and blue. These four colours give us the possibility to express ourselves more. Remember that these colours are always are less dominant than our primary palette.
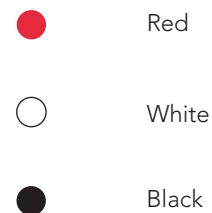
Secondary colours

For those situation when our primary and secondary colour palette not is enough we can choose from our secondary colours. This selection of colours can be especially useful on a digital platform as our web page.

PRIMARY COLOUR PALETTE

- Red
- White
- Black
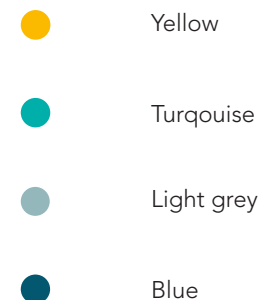
PRIMARY ACCENT COLOURS

- Yellow
- Turqouise
- Light grey
- Blue

SECONDARY COLOURS
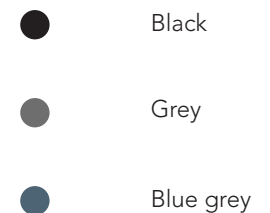
- Black
- Grey
- Blue grey

Colour codes

	DIGITAL		PRINT	

HEX+RGB

Two diffrent code systems, same colour space. These codes are designed for usage digital platforms only.

CMYK

This colour space is useful for offset printing such as magazines, newspaper etc.

Pantone

This solid colour system defines our true colour expression in offset print.

NCS

This colour system defines the correct colour for interior or exterior painting.

Red
HEX	E62A3E	CMYK	00, 92, 70, 00
RGB	230, 042, 062	PANTONE U	032U
		PANTONE C	032C
		NCS	NCS S 1080-Y90R

Yellow
HEX	FBB900	CMYK	00, 30, 94, 00
RGB	251, 186, 000	PANTONE U	1215U
		PANTONE C	1215C

Turqouise
HEX	00AFAA	CMYK	75, 00, 40, 00
RGB	000, 175, 170	PANTONE U	7466U
		PANTONE C	7466C

Light grey
HEX	93B7BB	CMYK	30, 15, 20, 00
RGB	148, 183, 188	PANTONE U	5445C
		PANTONE C	5455U

Blue
HEX	03586F	CMYK	91, 50, 38, 26
RGB	003, 088, 111	PANTONE U	7701U
		PANTONE C	7701C

Blue grey
HEX	4C6473	CMYK	70, 40, 40, 25
RGB	076, 100, 115	PANTONE U	645U
		PANTONE C	646C

Grey
HEX	6E6E6E	CMYK	54, 43, 43, 28
RGB	110, 110, 110	PANTONE U	428U
		PANTONE C	429C

Typography

Typeface

Primary typeface

Our primary typeface is called Avenir and should be used on all our branded materials such as merchandise, all printed matter and of course on our website.

For headlines in external and most internal communication we always use Avenir 65 Bold and Avenir 35 Light for body text. This combination gives our graphic compositions a strong visual apperance and great contrast.

Secondary typeface

On specific digital platforms such as "email clients" open and collaborative powerpoint presentations we can't use our primary typeface. We use Arial instead which is our secondary "backup" typeface.

Typeface for reading excersices

When you create excersises for kids to learn decoding and reading it is good to use the typeface Century gothic. It has some articulated letterforms such as: lower case u, t, etc.

PRIMARY TYPEFACE FOR HEADLINES

Avenir LT 65 Bold

**ABCDEFGHIJKLNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyz 0123456789
!"#%&/(-)=?@ −*;:.**

PRIMARY TYPEFACE FOR BODY TEXT

Avenir LT 35 Light

ABCDEFGHIJKLNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyz 0123456789
!"#%&/(-)=?@ −*;:.

SECONDARY TYPEFACE

Arial Regular for body text.
Arial Bold for headlines.

ABCDEFGHIJKLNOPQR-
STUVWXYZÅÄÖabcdefghijklm-
nopqrstuvwxyz 0123456789
!"#%&/(-)=?@ −*;:.

FOR READING EXCERSISES

Century Gothic

ABCDEFGHIJKLNOPQRSTUVWX-
YZÅÄÖabcdefghijklmnopqr-
stuvwxyz 0123456789
!"#%&/(-)=?@ −*;:.

Typography and sizing

Size and line height

The correct line height can be calculated by adding between 125% and 130% of the size of your choosen typeface size. For example: If your typesize is 16 pt your line height should be **16×125% = 20 pt.**

Text allignment

We prefer using centered text in smaller groups. In onther situations we prefer using left alligned text. For example in body text longer that 3–5 rows or in situations were a centered text just does´nt look good.

Centered typography

Exceate corerum rem dunt, quam quas rae re pelicaes dolupta quatissita.

Left alligned typography

Exceate corerum rem dunt, quam quas rae re pelicaes dolupta quatissita.Ecus et expellab imus esto cores num quides apel magni dolutem ipsa ni bea simus in pre, culleces pores solorati alit volut omnissequi doluptas etur, aut que.

TYPE SIZE EXAMPLE

Headlines
Avenir 85 Heavy

Size:	32 pt
Line height:	40 pt

Preambles
Avenir 85 Heavy

Size:	16 pt
Line height:	20 pt

Sub headlines
Avenir 85 Heavy

Size:	9 pt
Line height:	12 pt

Body text
Avenir 35 Light

Size:	9 pt
Line height:	12 pt

TYPOGRAPHIC EXAMPLE

Centered headline

This is an example of a centered preamble.

Sub headline example

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna alique. Ut enim ad minim veniam, quis nostrud exeriation ullamco laboris nisi ut ex ea commodo consequat.

Sub headline example

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna alique. Ut enim ad minim veniam, quis nostrud exeriation ullamco laboris nisi ut ex ea commodo consequat.dolecessum, quatque sequam, soluptatust aspedit nis alibus, ommodit dolecta conecullest

Typography and colours

Primary colour combination (neg)

When using typography on our primary red colour we only allow using white typography.

Primary colour combination (pos)

When using typography on white or light coloured image background we only use black typography.

Secondary colour combination (neg)

When using typography on a coloured background we only allow using white typography.
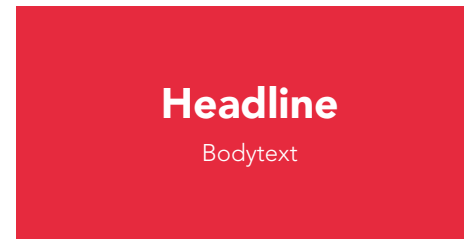
Typography on image (pos)

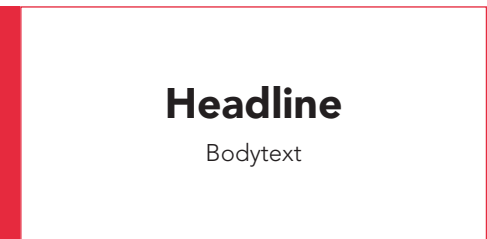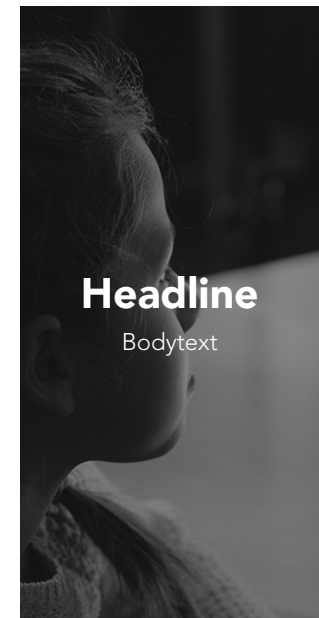When using typography on dark image background we only use white typography.

DON'T MIX COLOURS

Abc Abc

Abc Abc

PRIMARY COLOUR COMBINATION (NEG)

PRIMARY COLOR COMBINATION (POS)U

Headline
Bodytext

Headline
Bodytext

ACCENT COLOUR COMBINATION (NEG)

WHITE TEXT ON IMAGE (NEG)

Abc Abc

Abc Abc

Abc Abc

Abc Abc

Headline
Bodytext

SECONDARY COLOUR COMBINATION (NEG)

Abc Abc

Abc Abc

Abc Abc

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Typography and drop shadows

For headlines only!

We are allowed to use a drop shdow on our headlines. This text effect can only be applied on images or on a Lexplore colored background.

How to apply the effect

The rules on how to apply a drop shadow effect vary, depending on which software you're using.

For a consistant shadow result, try to mimic the basic drop shadow guidelines to the right. Remember not using drop shadows on body text or on headlines smaller than around 24 pt.

SMALLEST SIZE: 24 PT

TOO SMALL: 12 PT

Abc

Abc

EXAMPLE: HEADLINE WITH DROP SHADOW (32 PT)

For headlines only

DROP SHADOW GUIDELINES

Angle:135°

Color: Black

Opacity: 100%

Offset ≈ 20%

Typography and strokes

For main headlines on pictures only!

We are allowed to use a underlaying stroke in an accent colour. This is supposed to be used with moderation. On a cover of a guide for instance. Or the hero placement on the web page.

How to apply the effect

The rules on how to apply a stroke vary, depending on which software you're using.

For a consistant shadow result, try to mimic the basic drop shadow guidelines to the right. Remember not using drop shadows on body text or on headlines smaller than around 24 pt.

SMALLEST SIZE: 24 PT   **TOO SMALL: 12 PT**

EXAMPLE: HEADLINE WITH DROP SHADOW (32 PT)

For main headlines on images only

Images

Image style

Documentary style

We want to show that our product is applicable and rooted in reality. Therefore, we have a documentary style and use black and white. The black and White approach allows us to use differnt kind of footage but still get the same style in an easy way.

We also use real people, teachers, kids and staff. No models or stock photos.

The black and white and documantary approach is not to mix with dullness or social realism. We need to focus on the fun and easiness of the product. But, don't back away from the struggle that reading can be sometimes.

Approval

When you use photos of people. Be sure that the people in the pictures has approved that they will be exposed in Lexplore Analytic's communication.
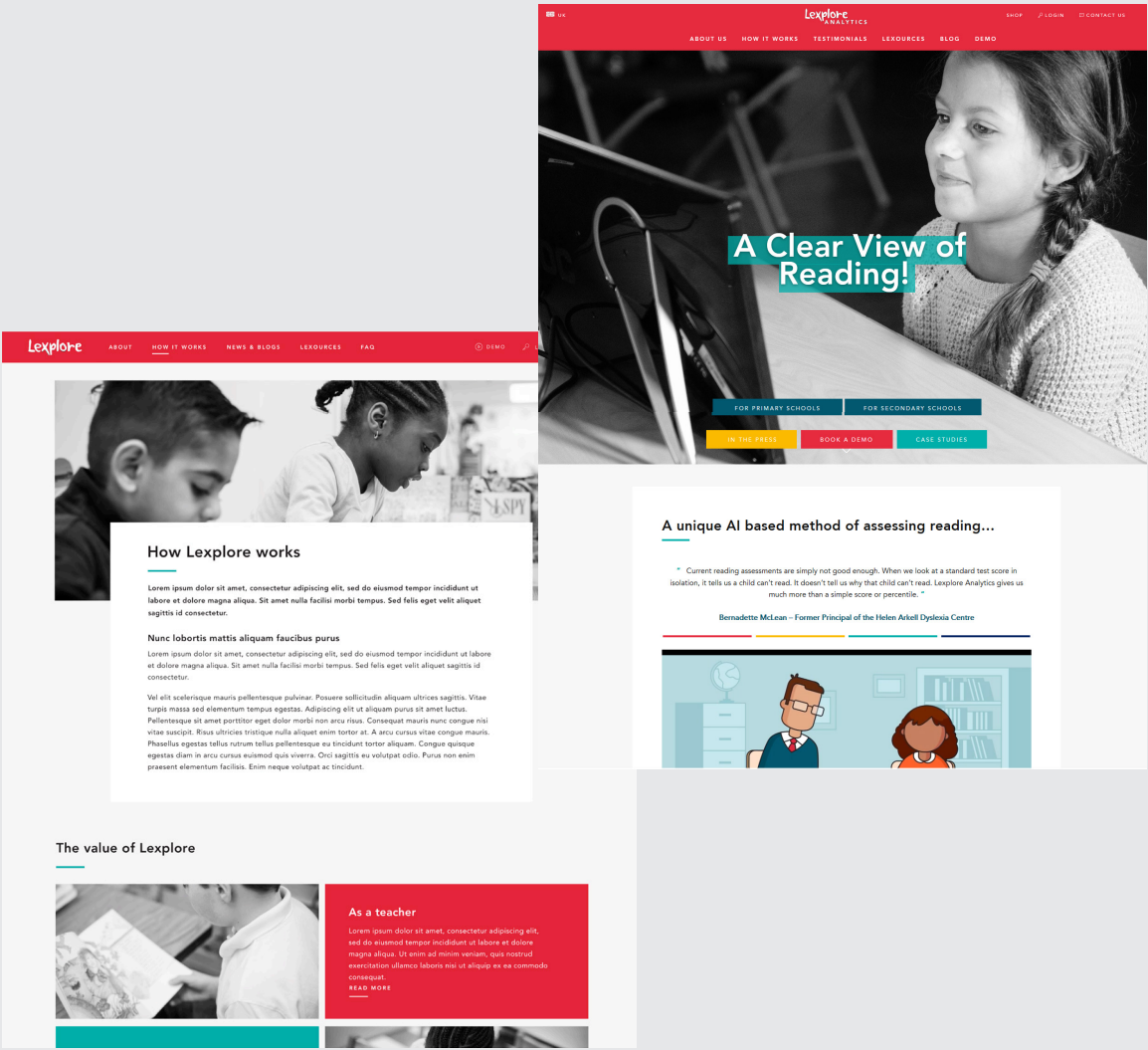
Examples

Flyer

Event material

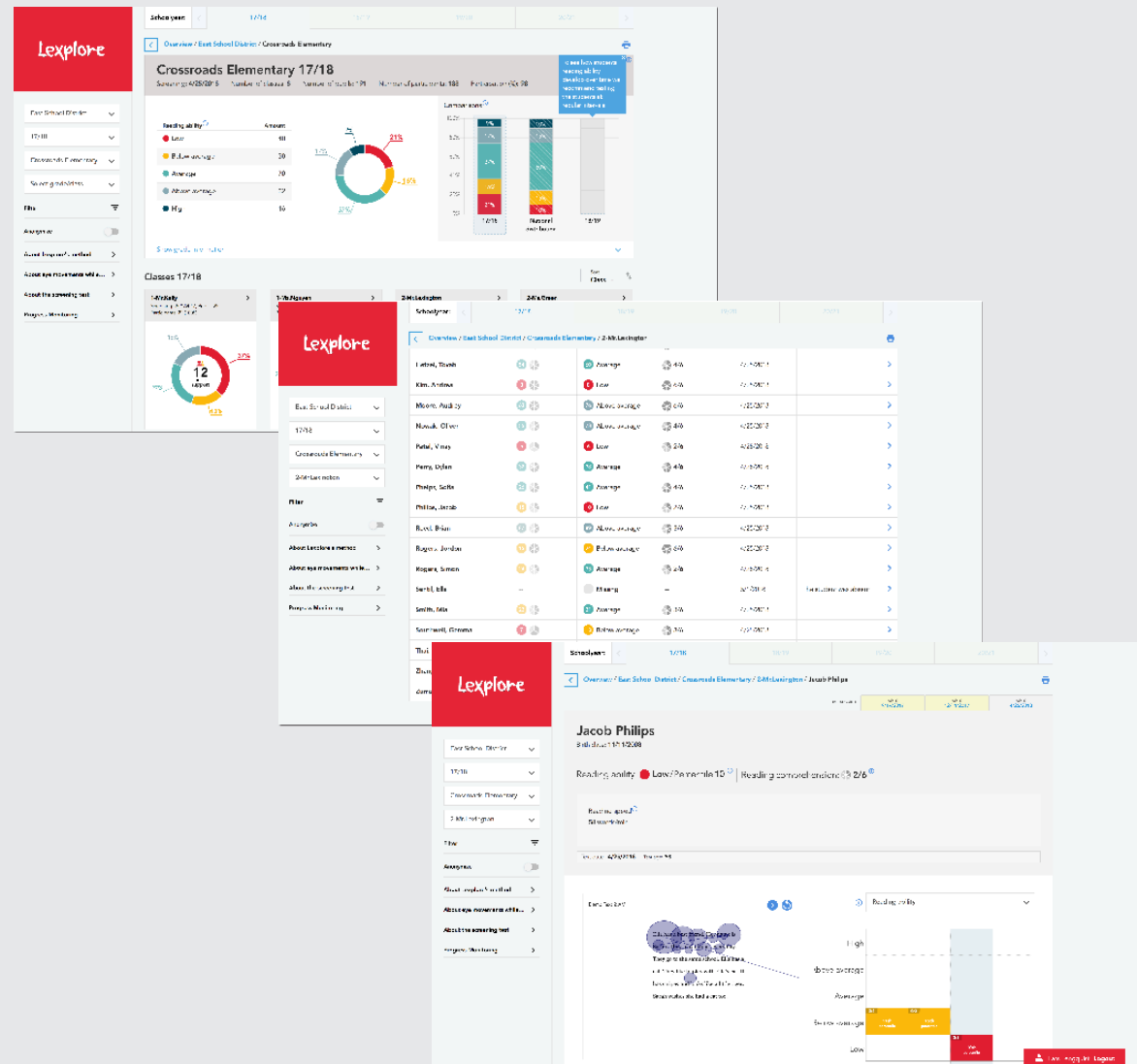Wall banner
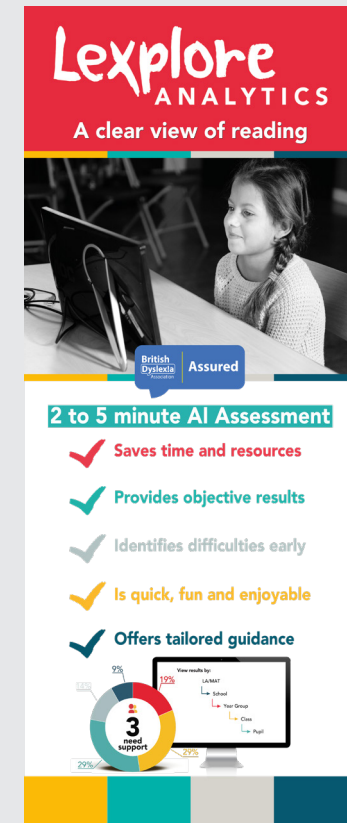
Roll up

Film loop

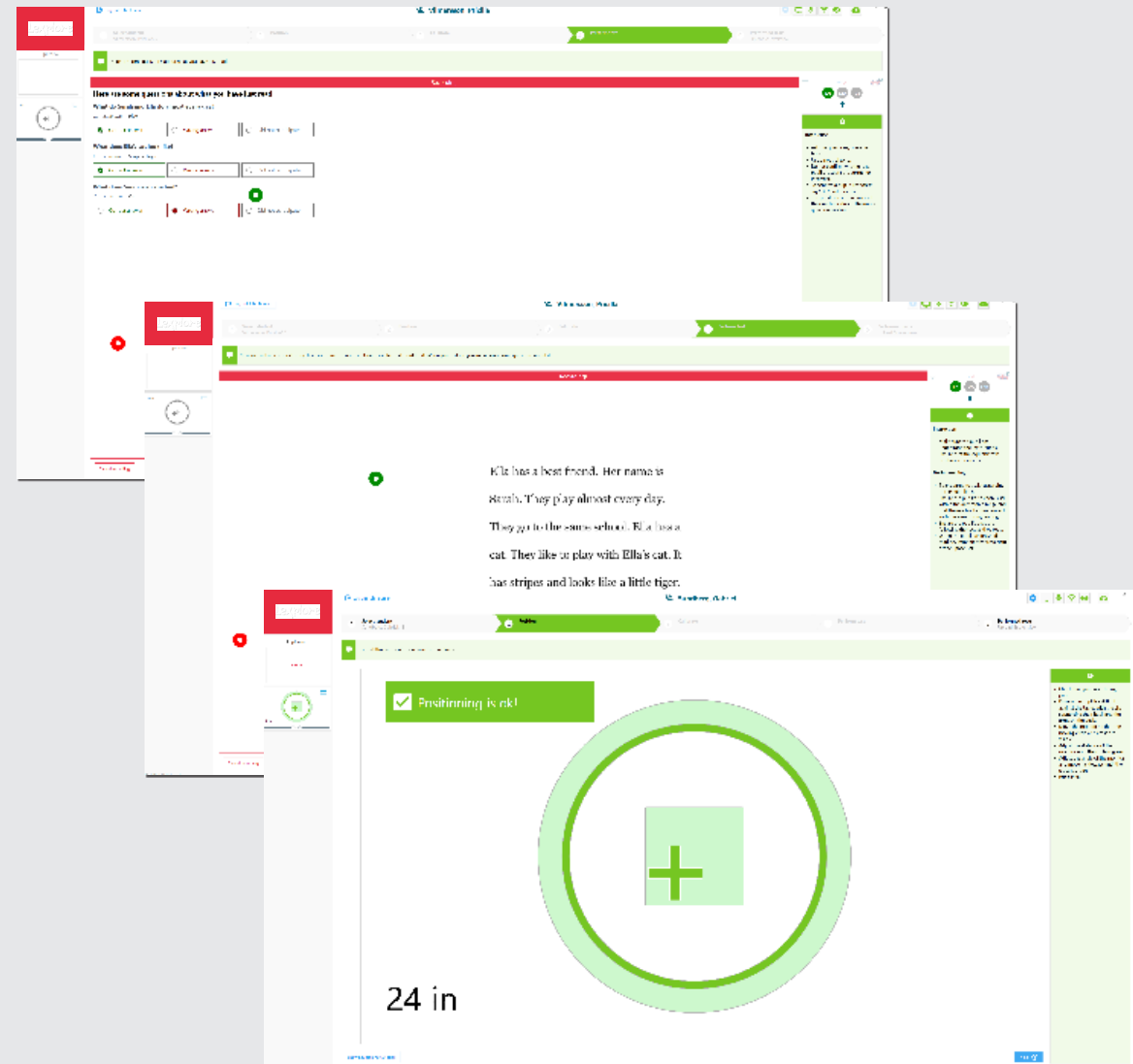**Web page**

Exhibition stands

Digital results

Screening software

(Here we use a green color that is exclusive for the screening software to differentiate it from the web site and the result portal)

Resources:

Download Lexplore Analytics Partner Material - https://www.lexplore-analytics.co.uk/uk-partner-material/