

LoyaltyLion visual style guide



What is LoyaltyLion

LoyaltyLion is a data-driven loyalty and engagement platform trusted by thousands of ecommerce brands worldwide. Merchants use LoyaltyLion when they want a fully customised loyalty program that is proven to increase customer engagement, retention and spend. Stores using LoyaltyLion typically generate at least \$15 for every \$1 they spend on the platform.

What's LoyaltyLion's mission?

Today LoyaltyLion works with over 4,000 fast-growth ecommerce retailers. Our mission is to help them succeed in the age of Amazon, where they may not be able to compete on price and logistics but can offer a better customer experience. One that makes customers feel valued, rather than like they are just another number.

Logos

The logos used for LoyaltyLion's branding are shown below.

A folder containing all logos and colour variants accompanies this document.

Primary logo:



Stacked logo:



Square logo:



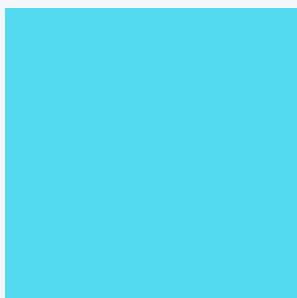
Brand colours



LoyaltyLion Purple

This is our primary brand colour.

HEX/HTML: #582C83



LoyaltyLion Accent Blue

This colour should be used as an accent colour only when the LoyaltyLion Purple has already been used.

HEX/HTML: #53D9F0

Typography

All LoyaltyLion brand assets should use the typeface Muli. A copy of the font family will be included alongside this document. If it is not available, the font can be downloaded for free on [Google Fonts](#).

We tend to use Muli Regular in most cases or Bold and Semi-Bold when creating emphasis.

Thanks!

