

# BRAND USAGE MANUAL

A guide for the proper use of the LTS Secure brand

## LOGO ELEMENTS | MASTER LOGO

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The LTS Secure logo is carefully handcrafted wordmark. The logo is a graphic comprised of the wordmark (logotype) and figurative mark (symbol). It comprises of 'LTS Secure' written in the typography with a brand elements consisting of four square boxes in our primary brand colors (red and blue).

The logo must only be reproduced from the master artworks that are available with the corporate communications team.

The lettering is created using the Roboto typeface, and the four squares are inseparable.



## VERTICAL VERSION

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The horizontal version of the logo is the official version, and should be used in all media.

However, in exceptional cases where there is not enough space for the usual logo, you can use the vertical version of the LTS Secure logo.

You should avoid using this version unless it is strictly necessary.



# INCORRECT USAGE

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Given below are some examples of improper usage. Although these do not cover every instance of misuse, they do highlight common errors and the need for the proper check and controls while using the logo.



✗ Do not condense or stretch the logo



✗ Do not condense or stretch the logo



✗ Do not try to change the orientation of the logo



✗ Do not add new color or change color order



✗ Do not add new color or change color order



## LOGO ON BACKGROUNDS | PRIMARY USE

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The LTS Secure Logo, in all its permitted version, can appear in dark as well as white background.

The primary use of Sankey Logo should be the horizontal orientation only.



**Note :** We suggest to use the whole unit of Logo as LTS Secure Logo asset.

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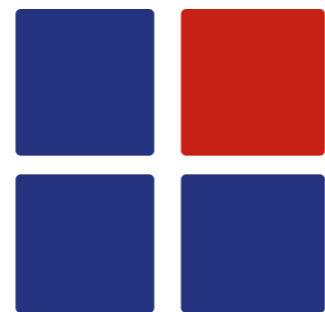
# LOGO ON BACKGROUNDS | SECONDARY USE

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There are situations where logo has to be used on background or on image/illustrations.

LTS Secure Logo can also be used in vertical orientation, if needed. But using it in horizontal orientation will be the primary usage.

Below are some examples which shows how the logo can be used in that situation -



**Note :** We suggest to use the whole unit of Logo as LTS Secure Logo asset.

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# LOGO ON BACKGROUNDS | INCORRECT USE

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## DO NOT



✘ Do not use the logo on images that affect readability of logo



✘ Do not change the color of the logo on images that affect readability of logo



✘ Do not add new color or change color order

Note : We suggest to use the whole unit of Logo as LTS Secure Logo asset.

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# LTS SECURE | BRAND COLOURS

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The primary and the secondary brand colors of the LTS Secure Logo should be introduced while designing any company asset like flyers, posters, etc.

LTS Secure main colors are blue and red. Black is used mainly for typography.

It also has the gradient of 2 colors .i.e. blue and red, which can be used as element while designing any flyer or in website.



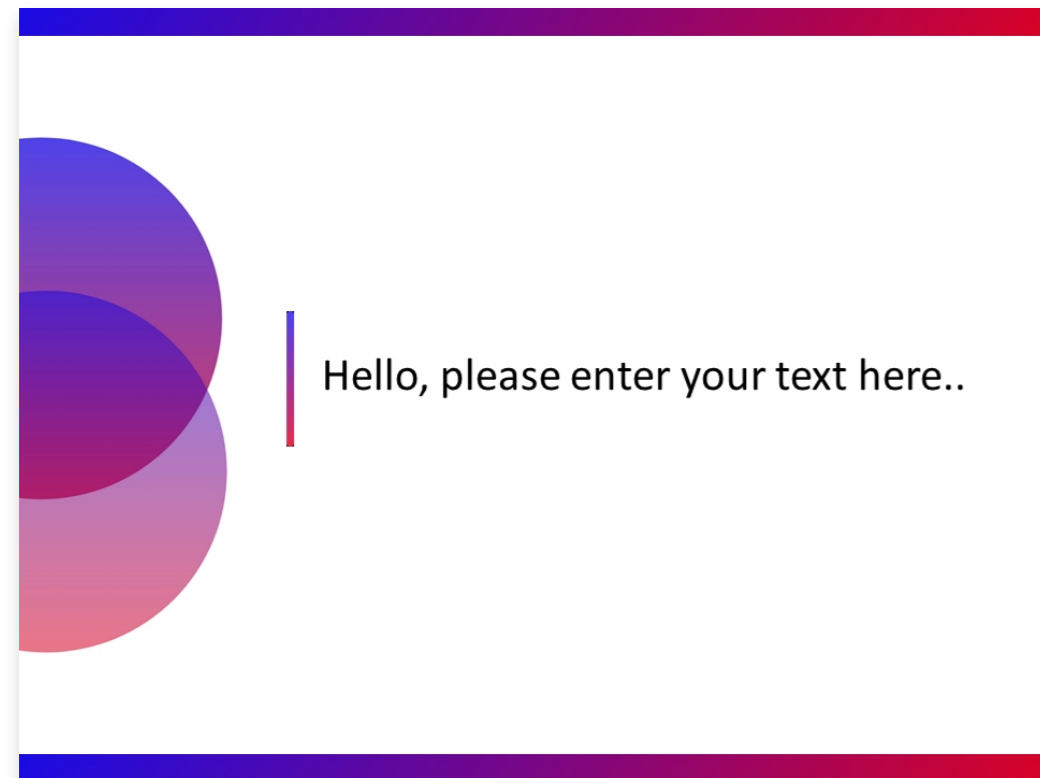


# LTS SECURE | BRAND ELEMENTS

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The brand elements of the LTS Secure Logo can be introduced while designing any company asset like flyers, posters, etc.

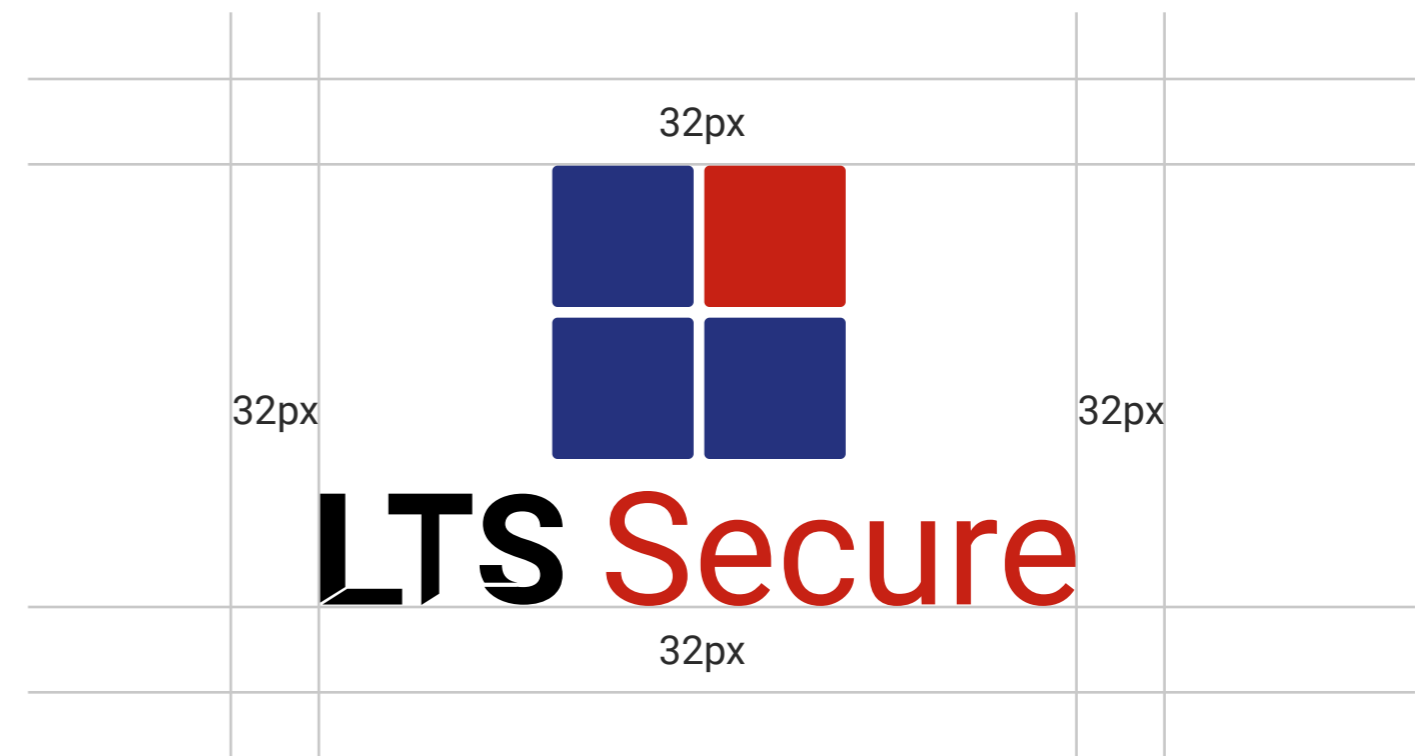
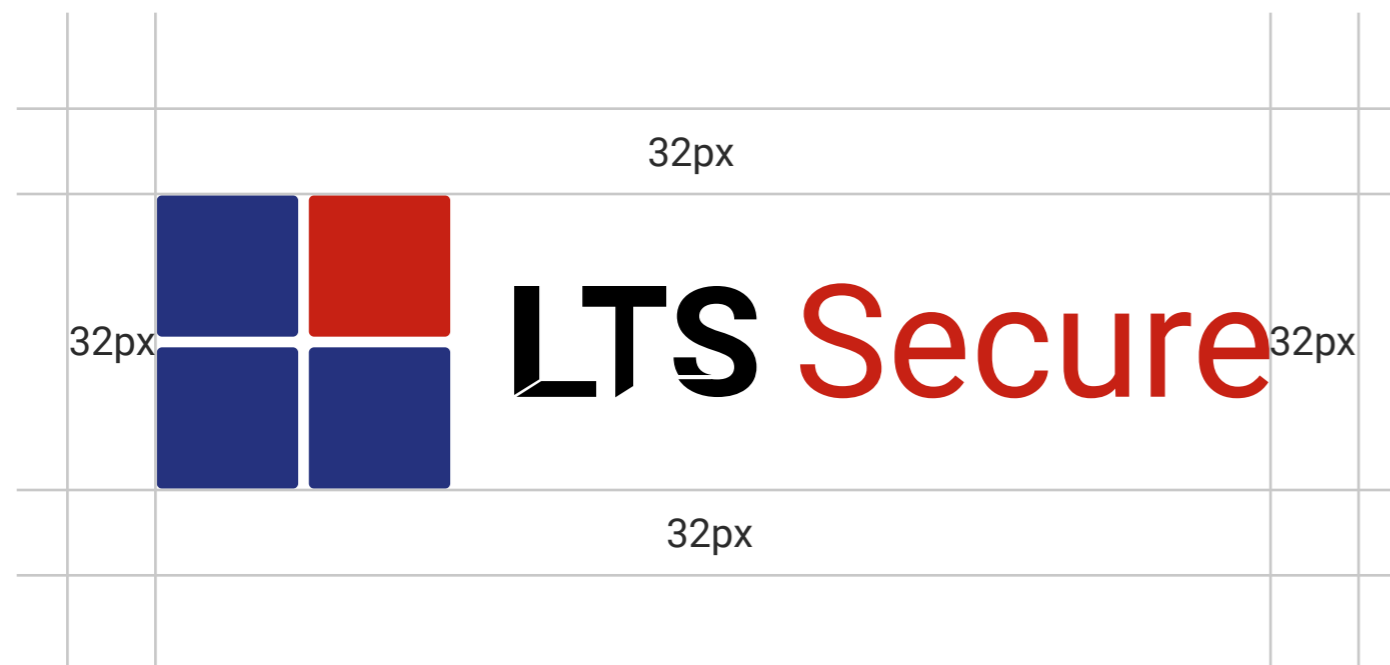
We can use the brand elements while designing company website, visiting card, letter-head, etc.



# LTS SECURE | LOGO SPACING

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To ensure readability, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with the brand logo.



# LTS SECURE GOODIES | T-SHIRTS

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The usage of logo on T- shirt must be aligned at the Top right and the size of it should be readable.

On the left side of the sleeve the 'square box' of logo should be placed at the center.

On the back side of the t-shirt, company's official quote will be printed .



# LTS SECURE STATIONARY | VISITING CARD

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Visiting card structure, positioning and design is predefined and has to be followed strictly.

## FRONT



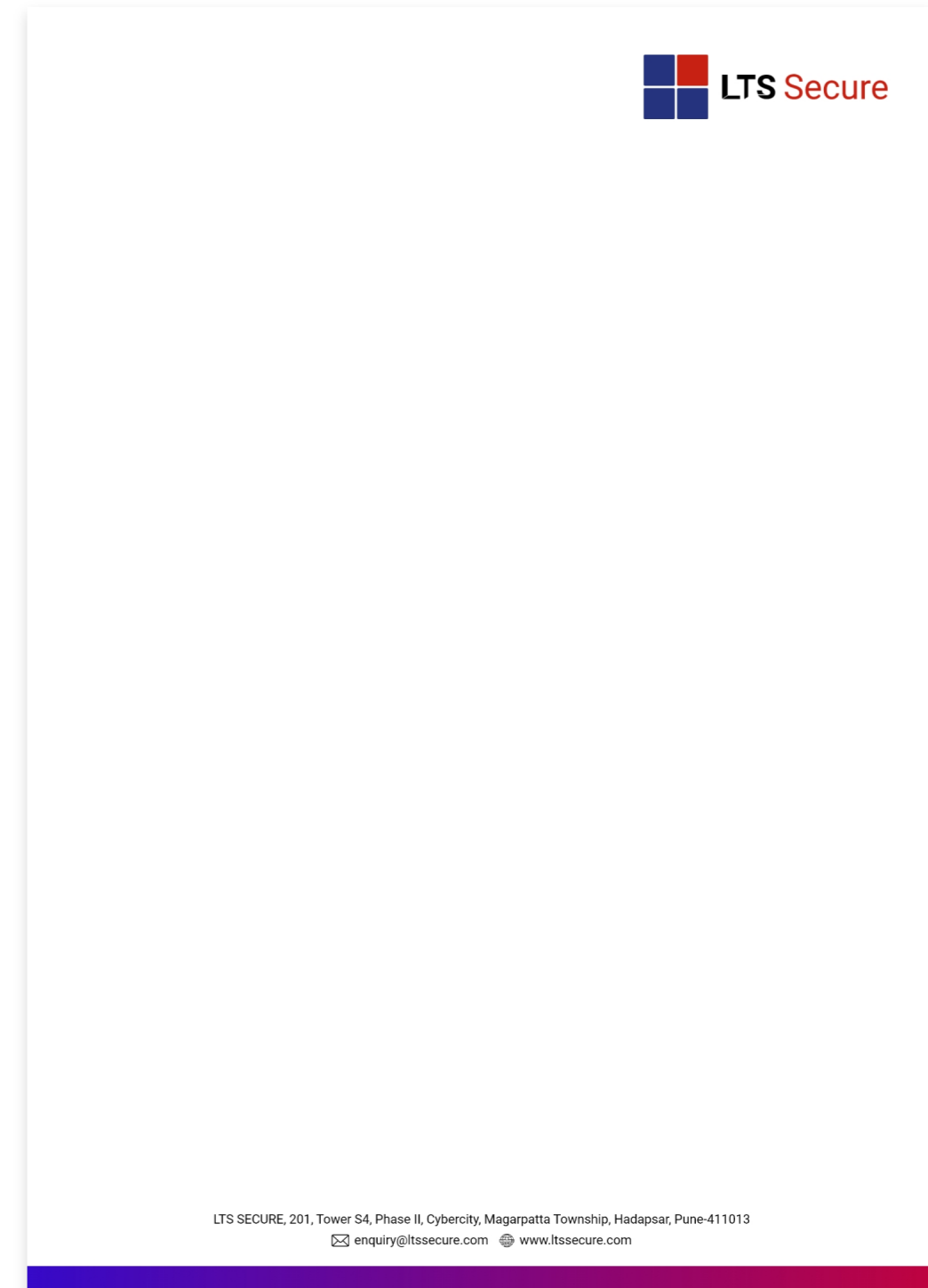
## BACK



# LTS SECURE STATIONARY | LETTERHEAD

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Visiting card structure, positioning and design is predefined and has to be followed strictly.



THANK YOU