



BRAND GUIDELINES

Contents

01	Logo	4-9
02	Typography	10-11
03	Color	12-16
04	Illustration	17-19
05	Graphics	20-22

Logo



Our Logo

Logo mark



Our Logo

Logo mark

The logo mark "LIME" is displayed on a bright yellow rectangular background. The letters "L", "I", and "E" are in a bold, black, sans-serif font. The letter "M" is rendered in a black, stylized, handwritten script font, slanted to the right and overlapping the "I" and "E".

LIME

The logo mark "LIME" is displayed on a light blue rectangular background. The letters "L", "I", and "E" are in a bold, black, sans-serif font. The letter "M" is rendered in a black, stylized, handwritten script font, slanted to the right and overlapping the "I" and "E".

LIME

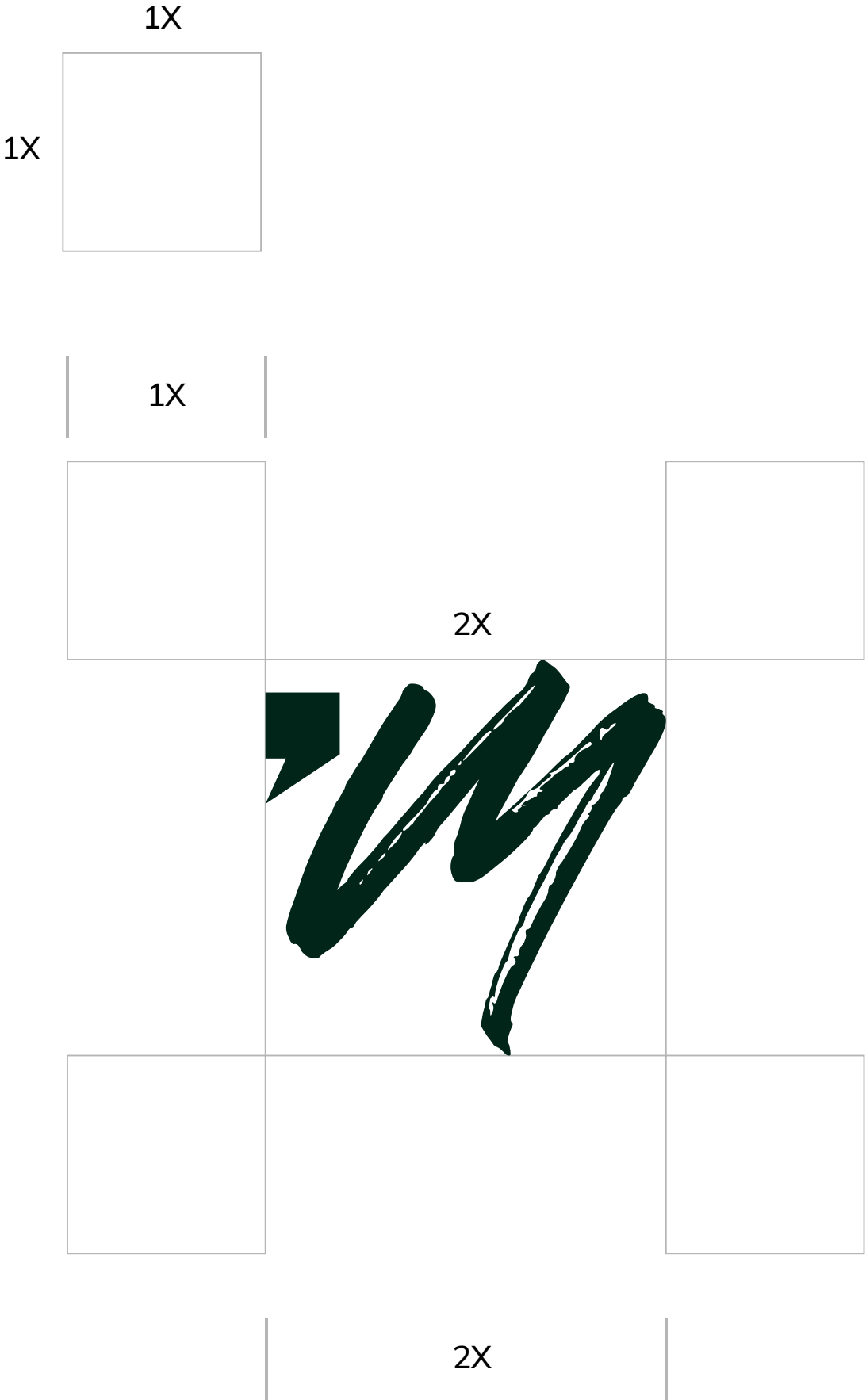
The logo mark "LIME" is displayed on a dark green rectangular background. The letters "L", "I", and "E" are in a bold, bright yellow, sans-serif font. The letter "M" is rendered in a bright yellow, stylized, handwritten script font, slanted to the right and overlapping the "I" and "E".

LIME

The logo mark "LIME" is displayed on a dark green rectangular background. The letters "L", "I", and "E" are in a bold, bright yellow, sans-serif font. The letter "M" is rendered in a bright yellow, stylized, handwritten script font, slanted to the right and overlapping the "I" and "E".

LIME

Clearspace



Don'ts

Don't rotate.

LIME

Don't add gradients.

LIME

Don't rotate.

'M

Don't add gradients.

'M

Don't stroke it.

LIME

Don't use multiple colors.

LIME

Don't stroke it.

'M

Don't use other color.

'M

Do not add symbol when using.

'M LIME

Don't stretch it.

LIME

Use color combination.

'M

Don't stretch.

'M

Typography

Typography

For headlines & bodytext

Mulish

Headlines - 48pt

Subtitle

AaBbCc

Body text - 20pt

Donec ullamcorper nulla non metus auctor fringilla. Cras mattis consectetur purus sit amet fermentum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Cras justo odio, dapibus ac facilisis in, egestas

Color

Color

Primary

RGB

208 255 20

CMYK

23 0 100 0

HEX

d0ff14

RGB

2 37 26

CMYK

84 56 75 74

HEX

02251a

RGB

238 247 254

CMYK

5 0 0 0

HEX

eef7fe

RGB

79 91 255

CMYK

76 67 0 0

HEX

4f5bff

RGB

242 241 250

CMYK

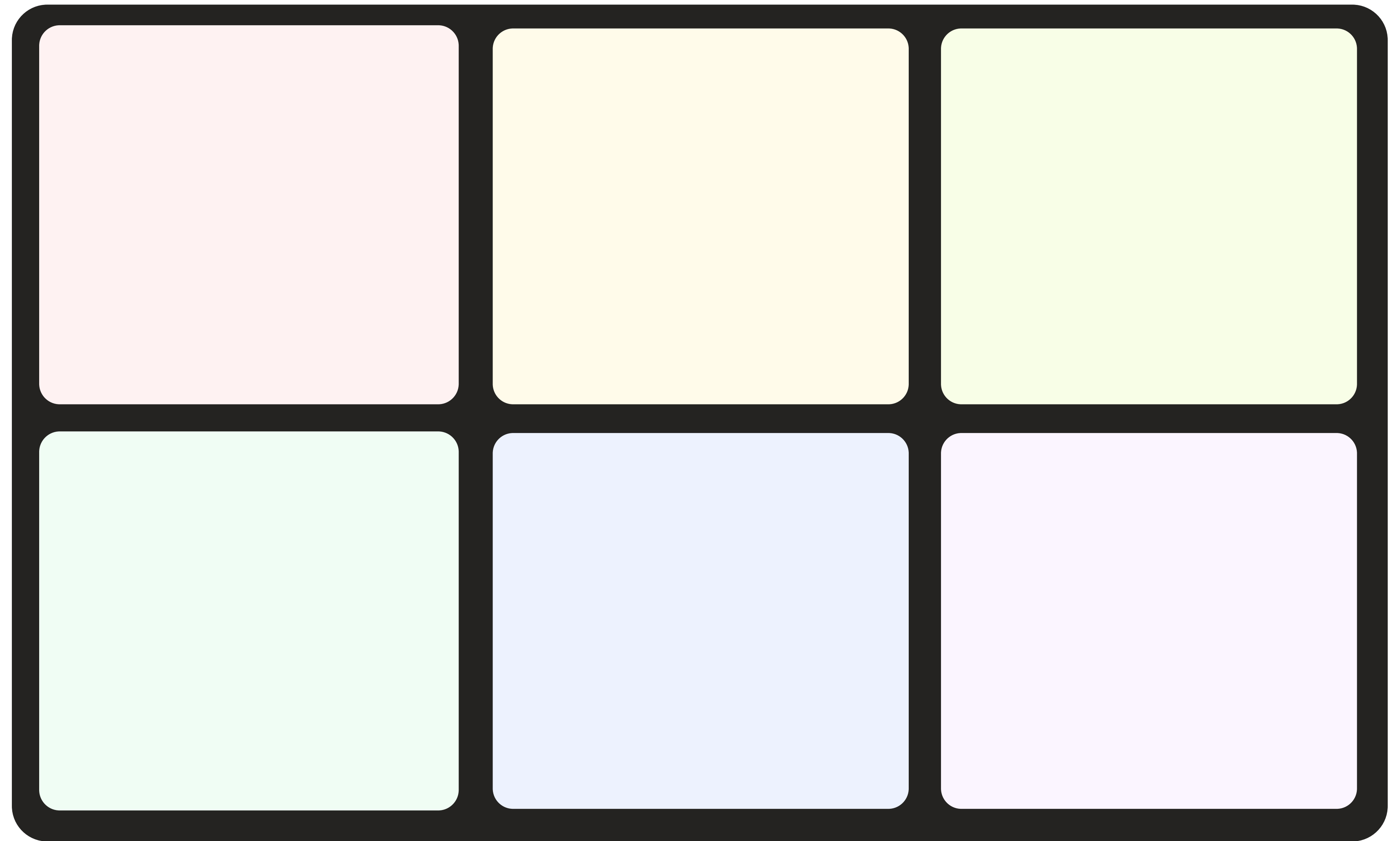
4 4 0 0

HEX

f2f1fa

Color

Secondary



Color

Background gradients



Color

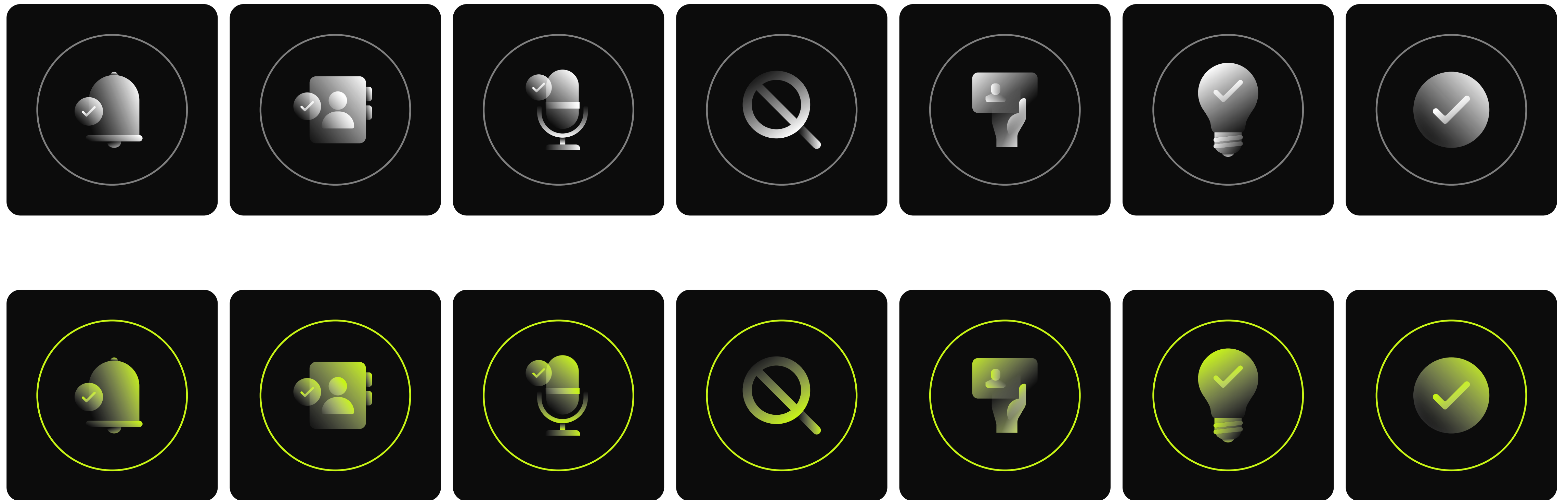
Usage



Illustration

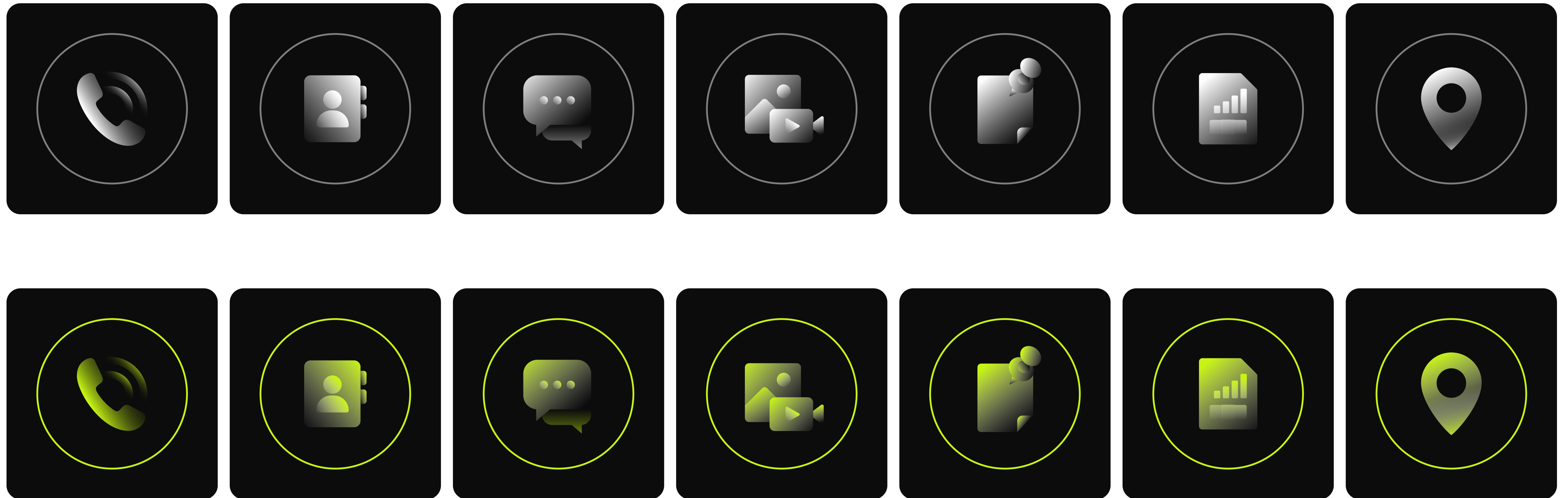
Illustration

User interface



Illustration

User interface

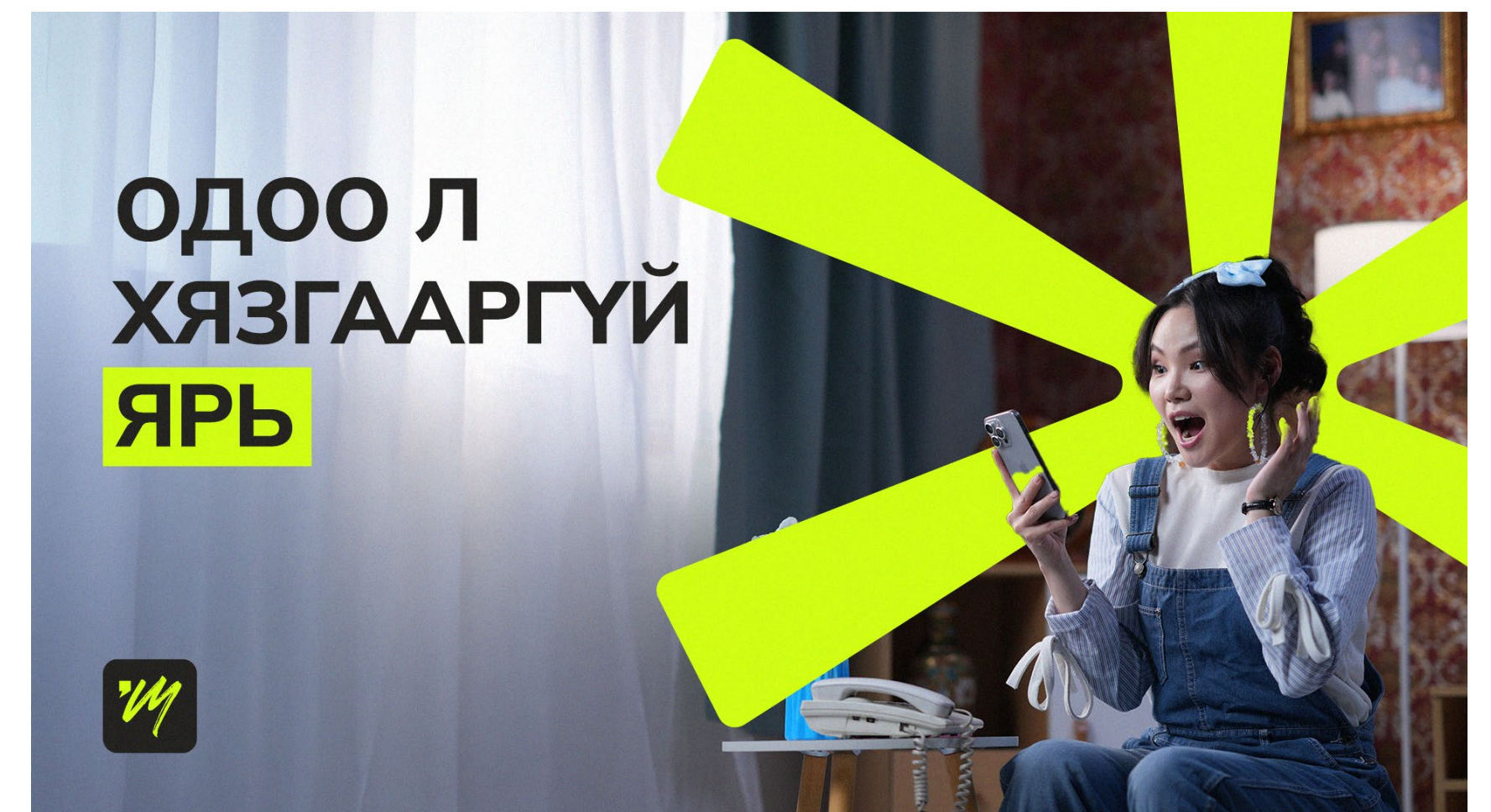
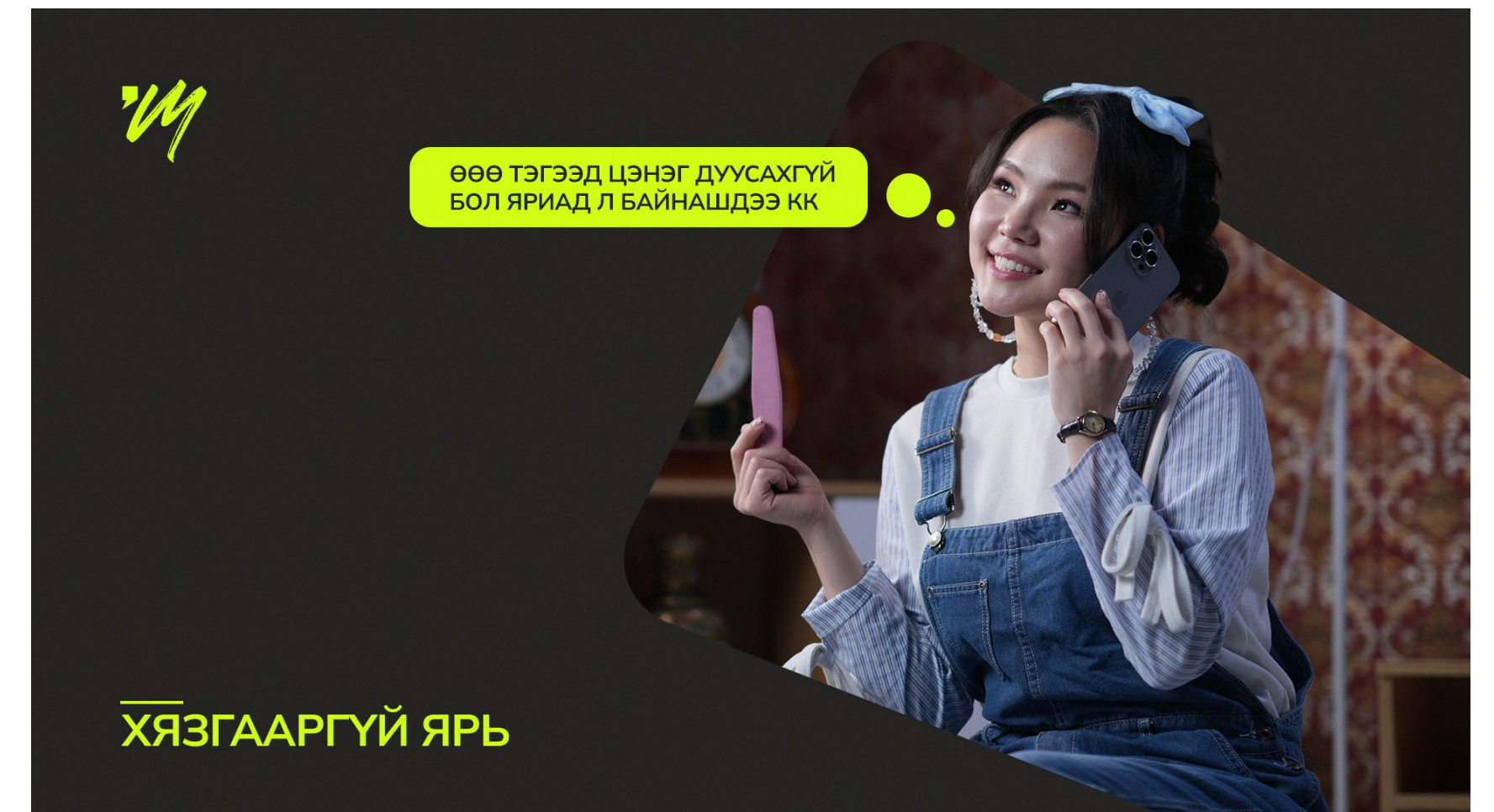
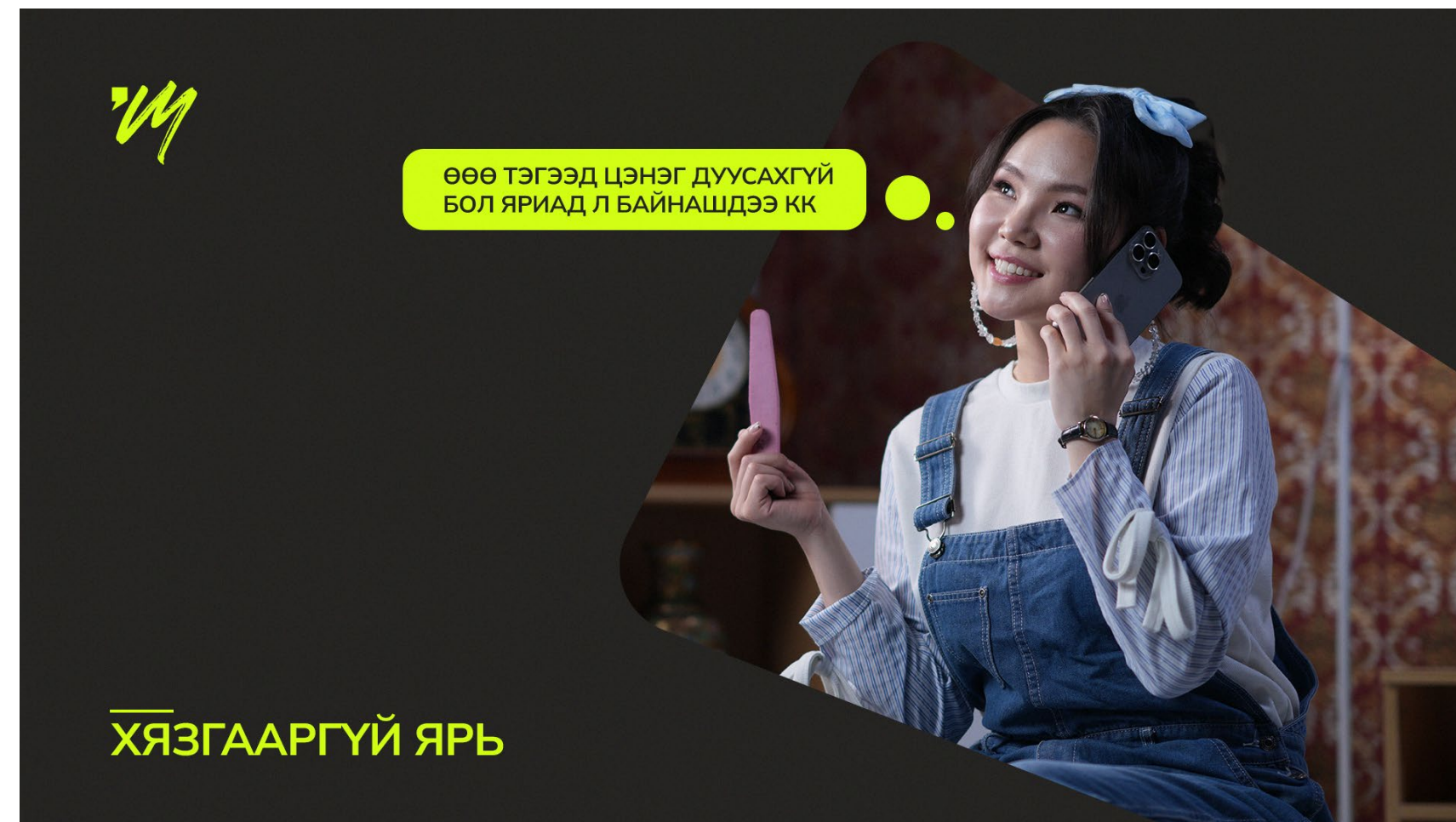


Graphics



Motif

Usage



Thanks