LIFEQ LOGO GUIDE

Official press kit

2021

LifeQ®

Aging Well™

About the Logo

LifeQ logo

CREATED IN 2014

LifeQ®

LifeQ logomark - LifeQ Tree Filled

CREATED IN 2021

A logomark is a symbol or icon that represents the brand. It is an identifying mark or symbol that doesn't contain the business name, and can serve as a logo replacement under special circumstances. In our case, it is the LifeQ tree.

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LOGO COLOR USAGE

LifeQ logo

DEFAUT COLOR: LIFEQ DARK BLUE.
HEX: #103140
RGB: 16 : 49 : 64

LifeQ logomark - LifeQ Tree Filled

DEFAULT COLOR. LIFEQ DARK BLUE.
HEX: #103140
RGB: 16 : 49 : 64

Exceptions

Use the LifeQ White logo when the logo needs to be placed on a dark background.
You may only use the LifeQ Black logo when the touchpoint demands a strict black and white design.

Exceptions

Use the LifeQ White logomark when the logo needs to be placed on a darker background.
Use LifeQ Faded Blue when on a LifeQ dark theme design;
HEX # 69C4FF

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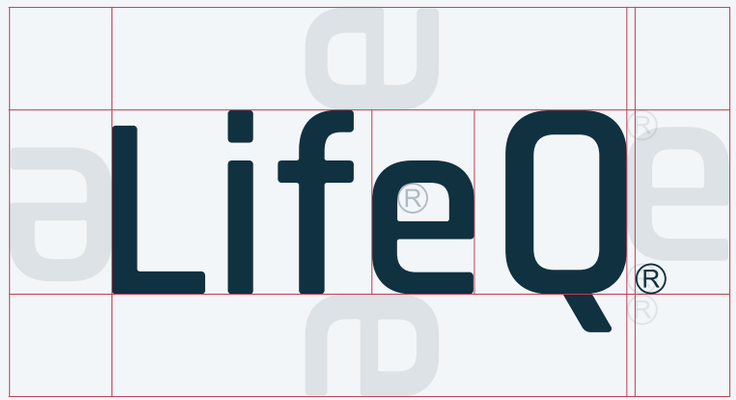
LOGO PADDING

The “e” distance

When placed next to objects, text, colors, etc., the padding should be applied (i.e. the box that goes with the logo should not be touched, overlapped, removed, or adjusted).

Always keep width of “e” around logo.
Padding around the logo should be 20% of the full size.

Minimum size
Digital: Logo may not be smaller than 24 px wide.
Print: Logo may not be smaller than .5 in (12.7 mm) wide.



Any addition should live outside scaling padding.

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Logo Placement

Backgrounds

Logo may not be placed on a pattern that steals the attention from the logo. Find a different image or consult the design team for instructions.
Logo may not be placed in a random box on top of a pattern. It is not a sticker!

Photography

This includes original photography and stock images.
The logo must NEVER be placed in the center of a photograph.
The logo can only be in the bottom left or right corner of an image.
It needs to be in the least disruptive corner of the photograph.

Logo must be readable and have significant contrast with the image or background.

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LOGO USAGE

LifeQ logo

DEFUALT LOGO. Must be on every external touch point.

LifeQ®

B2B usage

The LifeQ logo is our main recognizability element. It needs to be the inital logo that shows up on every touch piont, solution, documentation.

LifeQ logomark - LifeQ Tree Filled

SECONDARY LOGO. Must be used when the LifeQ is written out next to the logo.

B2C usage

LifeQ Tree is only used once the LifeQ logo has already shown up on the solutions that is being used.

These two logos cannot be placed next to each other or on the same screen-page at the same time.
All LifeQ logos must always have the registered mark on it.

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