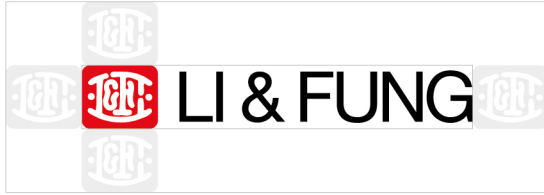


# Li & Fung Brand Guidelines

## Do's and don'ts.



Always maintain clear space around the LF signature to protect the logo from distracting graphics or typography. For the signature, measure clear space by at least one "chop"s worth of space around it.

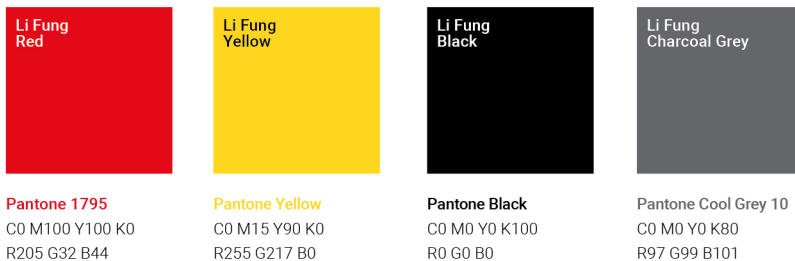


Reverse white logos on color background.



How not to use the LF logo: Don't alter, stretch, rotate or apply special effect to the logo.

## Colors



Primary colors: LF Red, LF Yellow, LF Black, LF Charcoal Grey.

## Company fonts



Fonts we suggest using in connection with our logo.

