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” 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 effects to the logo.

Colors

Pantone 1795
C0 M100 Y100 K0
R205 G32 B44

Pantone Yellow
C0 M15 Y90 K0
R255 G217 B0

Pantone Black
C0 M0 Y0 K100
R0 G0 B0

Pantone Cool Grey 10
C0 M0 Y0 K80
R97 G99 B101

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

Company fonts

Primary

Roboto
Light

Medium

Bold

Secondary

Verdana
Regular

Bold

Fonts we suggest using in connection with our logo.