# 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



Pantone 1795 C0 M100 Y100 K0 R205 G32 B44



C0 M15 Y90 K0 R255 G217 B0



Pantone Black C0 M0 Y0 K100 R0 G0 B0



Pantone Cool Grey 1 C0 M0 Y0 K80 R97 G99 B101

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

### **Company fonts**

Primary

## Roboto



Medium

Call to Action or

Bold

Can be used in

Secondary

Verdana Regular вы

Web friendly and when Roboto is not available

Fonts we suggest using in connection with our logo.