

Brand identity Style guides

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Logo Guidlines

Primary Logo

Our logo is the face of LeibTour – the primary visual expression that we use to identify ourselves. Meaning that we need to be careful to use it correctly and to do so consistently.

The primary logo for LeibTour, featuring the word "LeibTour" in a bold, sans-serif font. "Leib" is in black and "Tour" is in red. A small red triangle is positioned above the 'i' in "Leib".

With Slogans

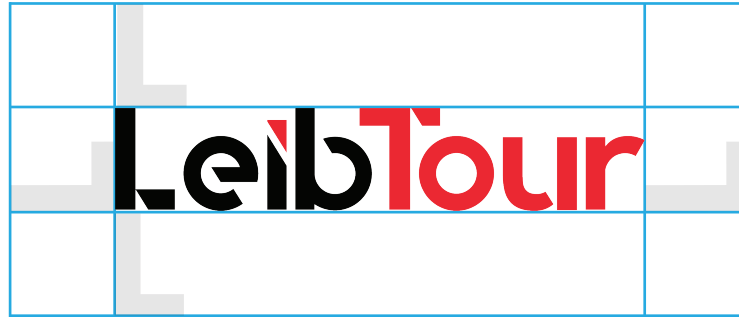
There are two different slogans for LeibTour.

1. Emotion Management
2. IBIZA DESTINATION MANAGEMENT

The LeibTour logo with the slogan "Emotion Management" below it. The word "Emotion" is in black and "Management" is in black, separated by a small black triangle pointing downwards.The LeibTour logo with the slogan "IBIZA DESTINATION MANAGEMENT" below it. The slogan is in a bold, black, sans-serif font.

Clear space

Clear space prevents type, imagery or other graphic elements from interfering with the eligibility of our logo. No graphic elements should approach the border around the logomark. Measure the clear space for primary logo by the height of the letter L.



URL Logo

There are three URL logos

1 with Original colors and 2 with monocolors.

LeibTour.com

LeibTour.com

LeibTour.com

Logo variation

Leibtour logo use on an application will often depend on the background and production method. When using the logo on a white background you can use full color version. Use white and red logo for the black background.

The logo consists of the word "Leib" in black and "Tour" in red, both in a bold, sans-serif typeface. The letters are closely spaced, and the red color of "Tour" is a vibrant, slightly darker red than the black of "Leib".

Full color

The logo is centered on a solid black rectangular background. The word "Leib" is white, and "Tour" is red, maintaining the same bold, sans-serif font as the full-color version.

Full color with background

The logo is oriented vertically, with "Leib" stacked above "Tour". Both words are in a bold, sans-serif font. "Leib" is black, and "Tour" is red. The entire logo is contained within a thin black rectangular border.

Vertical

Background



Primary colors

These are the main or primary colors of the branding which are used in the Logo. You can use it for main Headings or highlights.



CMYK

1 97 87 0

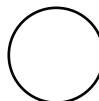
HEX

#EB2A32



75 68 67 90

#000000



CMYK

0 0 0 0

HEX

#FFFFFF

Secondary colors

The other colors which you can use along with the primary colors like for subheadings.



CMYK

87 86 46 55

HEX

#221E3A



5 28 98 0

#F2B825



CMYK

90 31 97 22

HEX

#006F3C



79 34 40 5

#35838D

Primary Font

NEXA family.

When to Use:

NEXA Bold is the primary font used for the main Headings.

When to Use:

Nexa (light) is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondence.

Nexa (Bold)
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Nexa (light)
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Secondary Font

Montserrat Light:
You can also use this font
along with the primary font.

Montserrat (Light)
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Icons

These icons can be used for stationery, website design, brochures, flyers, posters.



Do Not: Fonts

Do not use any other font, no matter how close it might look.

Do Not: Sizing

Do not use squish or squash the logo. Any resizing must be in proportion.

Do Not: Colour

Do not change the colors even if they look similar. Use the official color specifications detailed in these guidelines



LeibTour



LeibTour



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Thank you!