

**BRAND TOOLKIT**

**LOVEISLOVEISLOVE**

**CAMPAIGN PROJECT 02**

**Yarro Cacao**

# PRIMARY LOGO



## PRIMARY LOGO

---

Repeated words are stacked to create a stamped and square look. The O on the last word is replaced by a paper-like heart to further reinforce the symbolism of love.

# LOGO VARIATIONS

BLACK

LOVE IS  
LOVE IS  
LOVE

WHITE

LOVE IS  
LOVE IS  
LOVE

# SECONDARY LOGOS

## SECONDARY LOGO

---

Secondary logo should only  
be used when necessary

 **LOVE IS LOVE IS LOVE**

# SECONDARY LOGOS

BLACK

**LOVE IS LOVE IS LOVE**

WHITE

**LOVE IS LOVE IS LOVE**

# LOGO SPACING



## PRIMARY LOGO SPACING

---

Use the width of the largest L to define the minimum spacing.

There should be no image, graphic, or type in the logo's clear spaces.

## MINIMUM SIZE

---

The height of the primary logo should be no smaller than 1.2 inches.



# LOGO SPACING



4.5"

## SECONDARY SPACING

---

Use the width of the L to define the minimum spacing.

There should be no image, graphic, or type in the logo's clear spaces.

## MINIMUM SIZE

---

The width of the primary logo should be no smaller than 4.5 inches.

# LOGO MISUSES



**DO NOT** scale unproportionally



**DO NOT** crop the logo



**DO NOT** add a drop shadow effect



**DO NOT** rotate the logo



**DO NOT** skew the logo



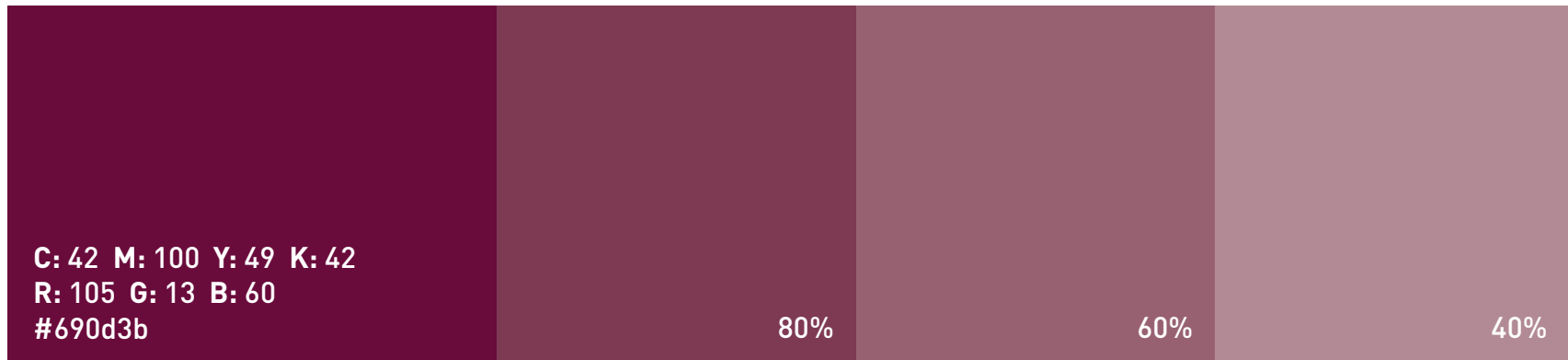
**DO NOT** use logo on background  
insufficient contrast

LOVEISLOVEISLOVE BRAND TOOLKIT

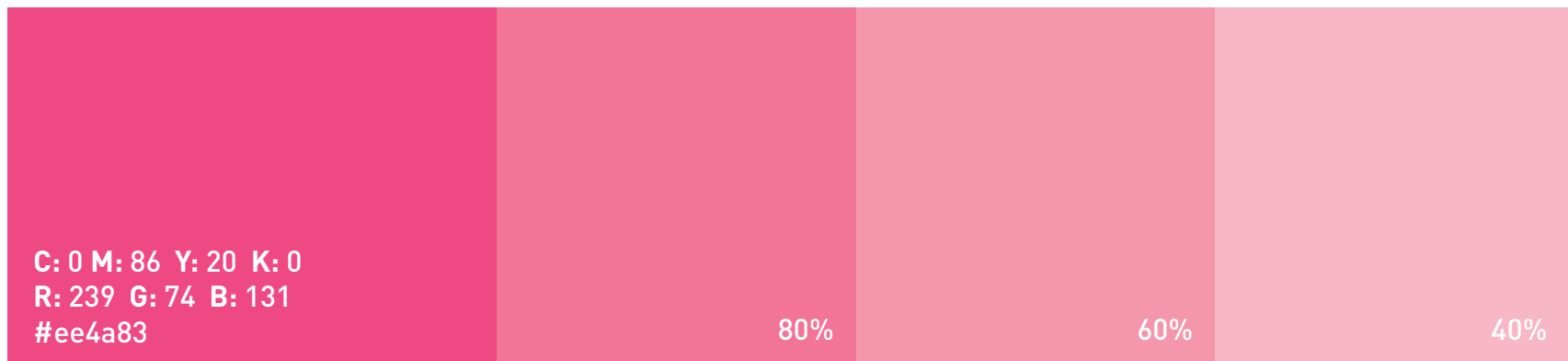
# COLOUR

# COLOURS

## Sunset Magenta

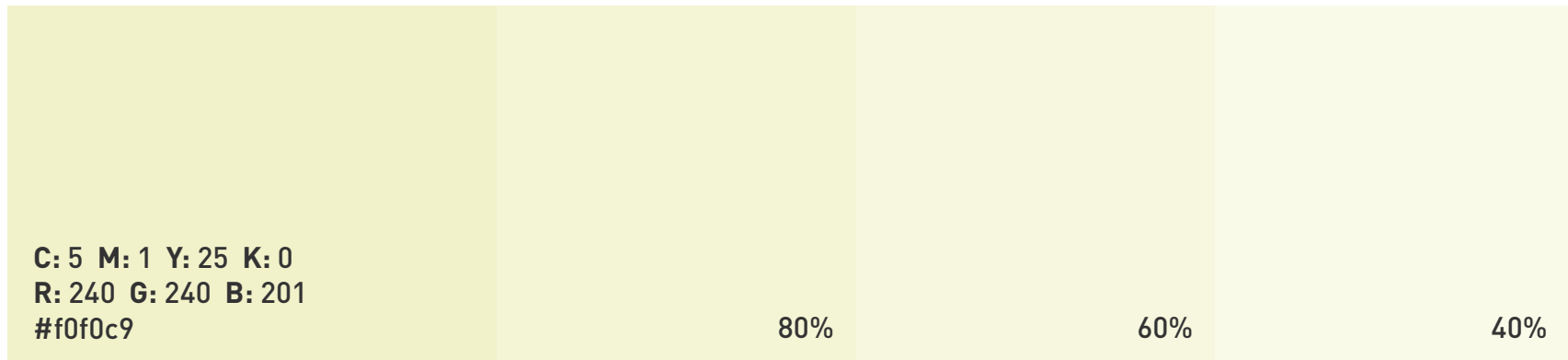


## Lovestruck Pink

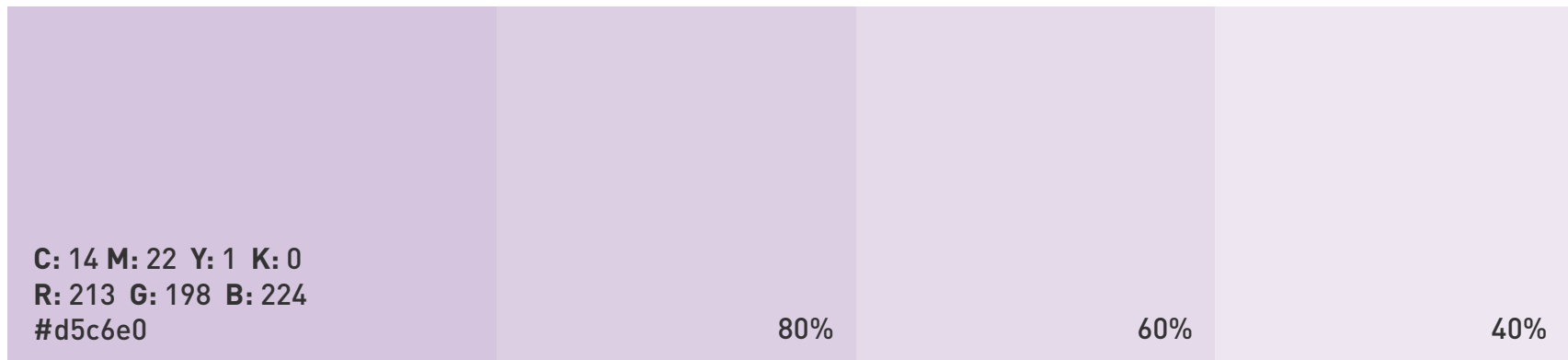


# SECONDARY COLOURS

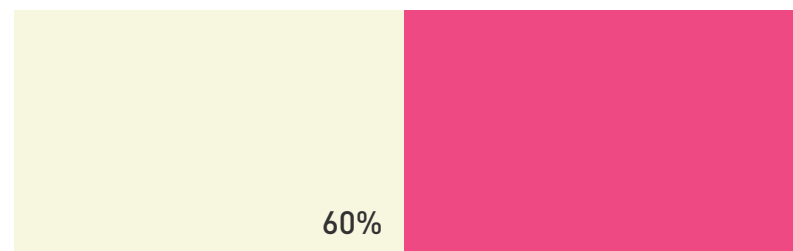
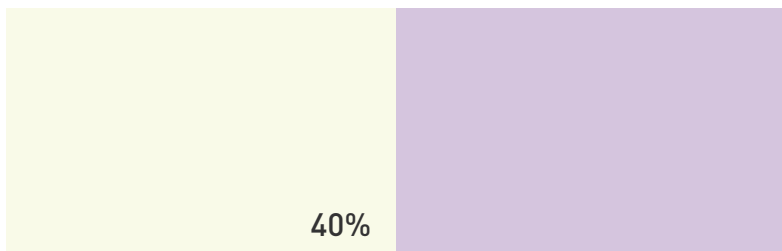
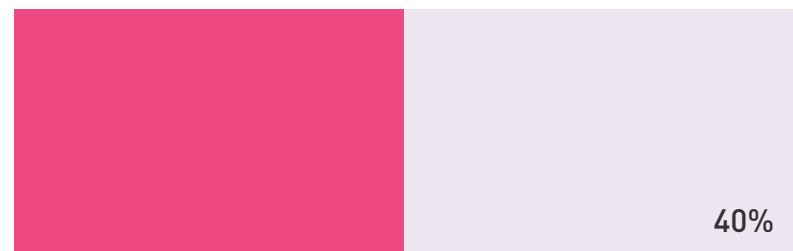
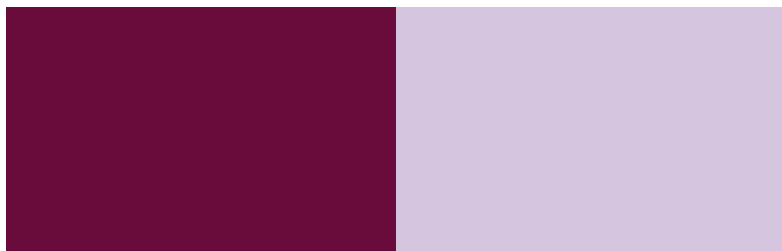
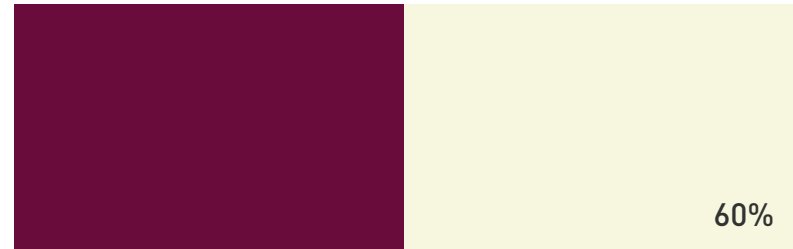
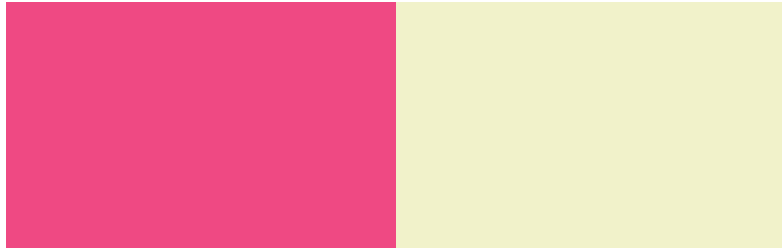
## Vanilla



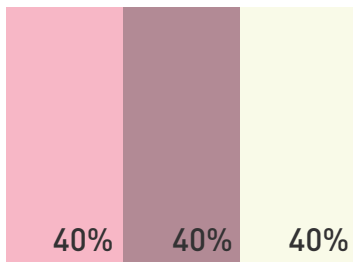
## Thistle



# COLOUR PAIRINGS



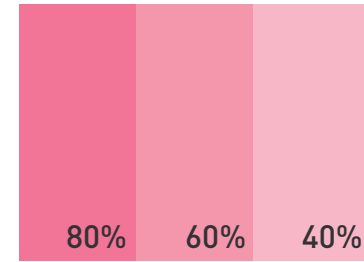
# COLOUR MISUSES



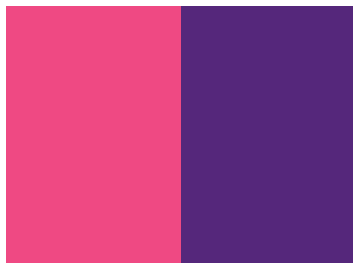
**DO NOT** use only tints



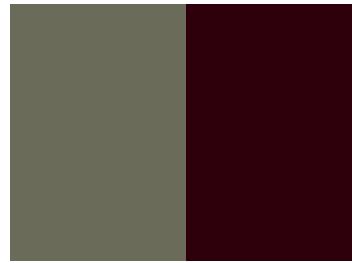
**DO NOT** increase saturation



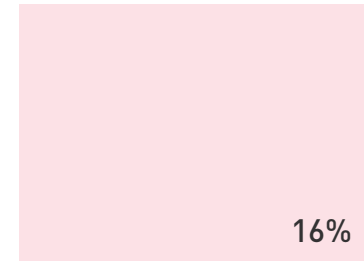
**DO NOT** use 3 tints of the same colour in the a single palette



**DO NOT** colours outside of established brand colours



**DO NOT** darken colours



**DO NOT** use tints lower than 40%

LOVEISLOVEISLOVE BRAND TOOLKIT

# TYPOGRAPHY

# TYPOGRAPHY

## DIN COND BLACK

A B C D E F G H I J

K L M N O P Q R S T

U V W X Y Z

1 2 3 4 5 6 7 8 9 0

### PRIMARY TYPEFACE

---

Din Cond Black is used as the main typeface for LoveisLoveisLove. The typeface should only be condensed for its elongated yet striking clean look.

# TYPOGRAPHY

## FORT

**ABCDEFGHIJKLMN BOLD**  
**OPQRSTUVWXYZ**  
**1234567890**

ABCDEFGHIJKLMN MEDIUM  
OPQRSTUVWXYZ  
1234567890

ABCDEFGHIJKLMN BOOK  
OPQRSTUVWXYZ  
1234567890

### SECONDARY TYPEFACE

---

Fort is used as the secondary type for LoveisLoveisLove. Its clean yet geometric look pairs well with Din, making it look like they were made for each other.

# TYPE STYLE

**TITLE**

DIN — Cond Black

**HEADER**

DIN — Cond Bold

**Subheader**

FORT — Bold

Fort Epra asperun dandanis estotam exeria  
volo dus aut expedit landerferi dolor se  
nobitibus eum remolor aspeditatur, consequ  
aepelic imoluptate et qui ist doluptate ex  
eate nes di unt et, iduciur, to ommolectatem  
aperspic tem quo ea eum rerit aceatusapis  
non ped estia sum que nias magnimo con  
porro berum re repratiam, sitibuscit, solorem  
labores ullanimus, odi to te

FORT — Book

**LOVEISLOVEISLOVE BRAND TOOLKIT**

# **ELEMENTS**

# IMAGERY



## PHOTOGRAPHIC STYLE

---

Images should be used to support the message of love and community. People are the main focus and should feel natural and not staged. All relationships are to be showcased.

Images can be duotone or can be altered with a gradient map with the brand colours.



# PATTERNS



## LOVE PATTERN

---

Patterns can be used as a supporting element. The pattern is simplified to a single word and an additional heart symbol. They should be used in a non distracting way.

**LOVEISLOVEISLOVE BRAND TOOLKIT**

# **EXPRESSIONS**

# EXPRESSIONS



# EXPRESSIONS



# EXPRESSIONS



# EXPRESSIONS



# EXPRESSIONS



# EXPRESSIONS

