

A close-up, dark, and moody photograph of a horse's eye. The eye is large and expressive, reflecting some light. The surrounding fur is dark and textured. Two solid yellow rectangular bars are positioned on the page: one in the top-left corner and another vertical bar on the right side.

Lay-Soft Brand Guidelines

By Prototype Creative

01

Introduction to Lay-Soft





Hello...

Welcome to the Lay-Soft brand guidelines.

The guidelines are an important asset which provide clear guidance for all design styles and elements, ensuring consistency of the Lay-Soft brand across all applications.

The usage guidelines include the Lay-Soft logo usage, dual branding, typography, and brand colours.

02

Logo Usage



Primary Logo

The primary logo is the main identifying mark for your business. This logo should be used the most throughout the brand collateral.

Do not alter the logo in any way including changing the colours, angles, dimensions or spacing.



Secondary Logo

The secondary logo uses the elements of the primary logo arranged in a different composition. This provides you with more flexibility to use the logo in different design settings.

Do not alter the logo in any way including changing the colours, angles, dimensions or spacing.



Icon

The icon is the most simplified, compact mark of the logo family. Icons are handy to use as favicons, social media profile images, watermarks on images, and footers of websites.

Do not alter the icon in any way including changing the colours, angles, dimensions or spacing.



Dual Branding

To maintain the visual impact and standard of our graphic identity when used in conjunction with partners' logos, please follow the guidance shown below.

The two logos should be separated by a 0.5pt vertical rule line and spaced equally from it. The logos must use similar proportions and be aligned to vertical centre.



PROTOTYPE





03

Typography



Proxima Nova

Light

Regular

Bold

Proxima Nova Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?

Proxima Nova Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?

Proxima Nova Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?

04

Brand Colours



Yellow

#F7C212

Print

C 4
M 25
Y 93
K 0

Web

R 247
G 194
B 18

Black

#000000

Print

C 60
M 40
Y 40
K 100

Web

R 0
G 0
B 0

Grey

#333333

Print

C 69
M 40
Y 56
K 66

Web

R 51
G 51
B 51

