

Brand identity Style guides

Design

Logo & Brand Identity Guidelines

Company

laas

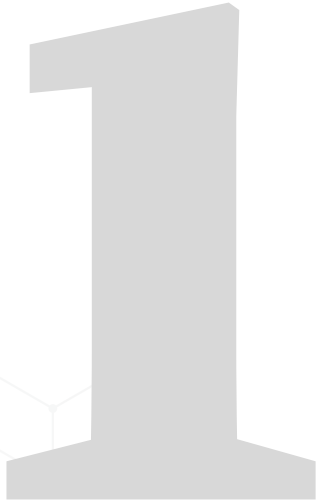
Date

06/04/2022

laas.

BRAND GUIDELINES

LOGO



Logomark
Logo Usage

laaS.

LOGOMARK

laaS.

LOGO USAGE



TYPOGRAPHY



Logo Typefaces
Family

laaS.

LOGO TYPEFACES

Aa

Mulish

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Aa

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

COLOR GUIDE



Brand Colors
Color Combinations

BRAND COLORS

Our colors define our brand. They are boho, tropical beaches, nature friendly and represent our values.

Also, references for CMYK, RGB, names and codes for uniformity on different media are included.



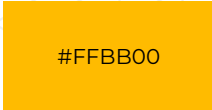
RGB
9/13/17

CMYK
44/23/0/83



RGB
35/31/95

CMYK
63/67/0/5



RGB
100/73/0

CMYK
0/27/100/0

