



Brand Guidelines



Masters of Polishing

TECHNOLOGY



02

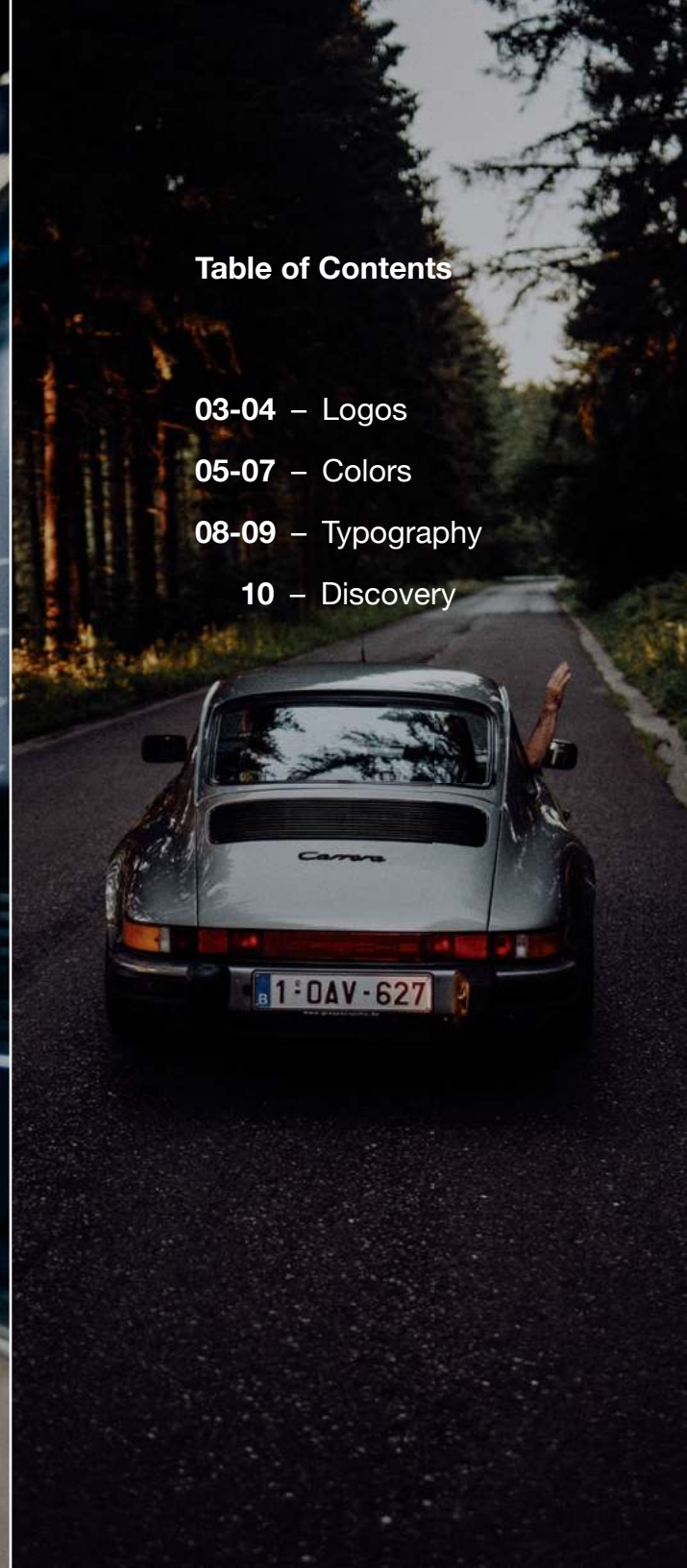
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## Logos

Use the stacked circle logo when possible.  
The horizontal logo may be used as an alternate.  
The icon logo may be used for social media and in conjunction with the full logo.



Stacked Logo

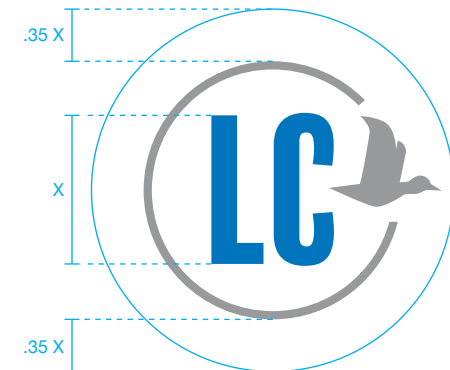


Horizontal Logo



Icon Logo

03



## Logo Usage

The Lake Country logo should not be altered in any of the following ways.

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04

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### Please do not:

1. Change the color of any logotype element.
2. Add a gradient to the logo.
3. Change the size of any logotype element.
4. Add a drop shadow to any logotype element.
5. Remove any logotype elements.
6. Change any fonts.
7. Distort or disproportionately scale the logo.
8. Use the logo as part of a sentence.

## Colors

Blue is the primary color. All other colors are secondary.  
Yellow should only be used as a highlight color, or in instances that need to have more attention drawn to them.

05

### Lake Country Blue

**PMS: 2195 C**

CMYK: 97, 48, 0, 0

RGB: 0, 117, 190

HEX: 0075be

### Concrete

**PMS: Cool Grey 7 C**

CMYK: 38, 29, 24, 5

RGB: 153, 153, 153

HEX: 97999b

### Pure White

**PMS: White**

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

HEX: ffffff

### Asphalt

**PMS: 426 C**

CMYK: 81, 67, 55, 83

RGB: 37, 40, 42

HEX: 25282a

### Bold Yellow

**PMS: 102 C**

CMYK: 0, 5, 100, 0

RGB: 255, 225, 0

HEX: ffe100

## Color Proportions

06

### Recommended Palette Structure

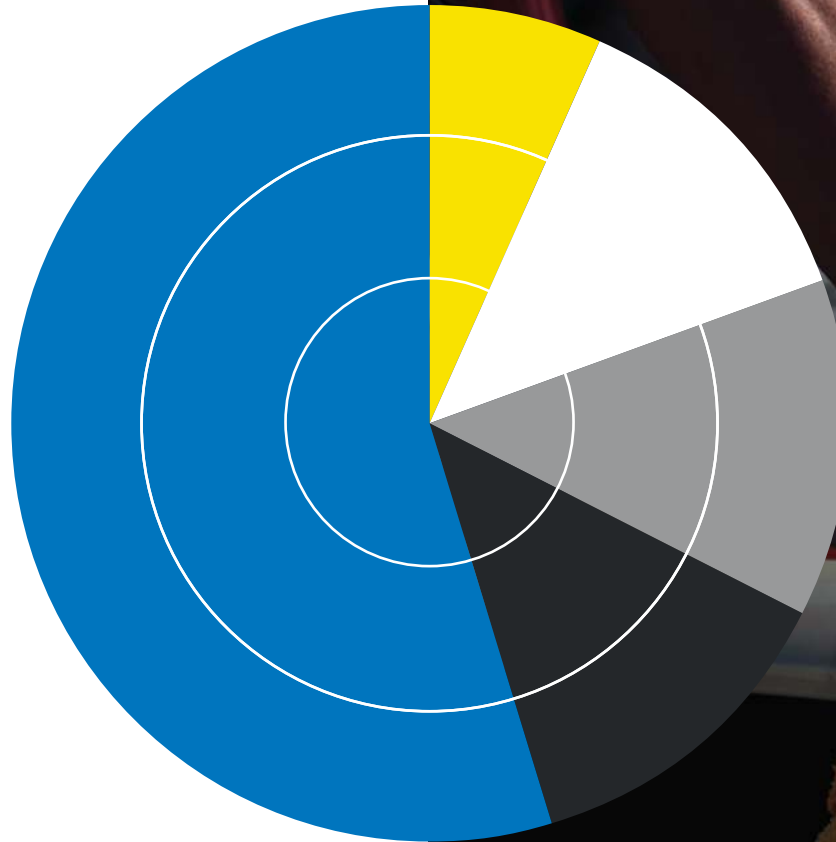
LC Blue 65%

Asphalt 10%

Concrete 10%

Pure White 10%

Bold Yellow 5%



**Backgrounds**

Full color logo should be used on white and black.  
Either an all white or all black logo should be used on all other colors.



07



## Helvetica Neue

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 @ & ! ? \$ # %

Thin  
Light  
Regular  
**Medium**  
**Bold**

## Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 @ & ! ? \$ # %

Thin  
Extra Light  
Light  
**Semi Bold**  
**Extra Bold**  
**Black**

## High Tide

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

*0 1 2 3 4 5 6 7 8 9*

*Regular*



## Type Hierachy

Follow the hierarchy set forth in the document to establish consistent communication and style. This guideline can be used across web, print and digital media.

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Montseratt, Bold →

# Key Headline For Your Attention

High Tide, Regular →

*Subheadings and Tag Lines*

Helvetica Neue, Regular →

Body, Paragraph

To develop high quality, value-added products that contribute to the profitability of our customers. We will continually introduce new and improved products to serve the market's ever changing needs. Lake Country currently holds 27 U.S. and international patents, which include the System 2000™ Padwasher, System 3000™ Padwasher, Scuff Ball™, CCS Technology™ and Tufted Foam™.

Helvetica Neue, Bold →

**Quotes, Small Headlines & Details**  
**Become a master of polishing.**

## Discovery & Closing Notes

Overall, Lake Country Manufacturing should convey an approachable and confident company that connects with its customers.

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# Approachable

How do others feel about LC MFG when they first hear of the brand?

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# Connected

How do others feel after interacting with LC MFG?

# Confidence

What tangible impact does LC MFG deliver to their community?

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