LOGO VARIATIONS

Primary Logo

LAKE COUNTRY >

Secondary Logo





Tagline Logo

Tagline

MASTERS of POLISHING

COLOURS

Primary Colour



Secondary Colours





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

TYPOGRAPHY

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

0123456789@&!?\$#%

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

0123456789@&!?\$#%

Thin
Extra Light
Light
Semi Bold

Semi Bold

Extra Bold

Black

High Tide

An Bb Cc Dd Ec Ff Gy Hh li Jj Kk []

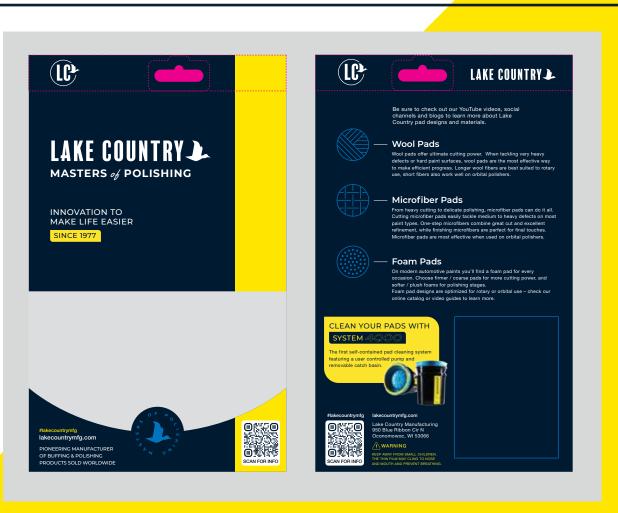
No Do Po Da Do So Ff May 1/4 1/4 X x May

AaBb CeDd EeFf Gylth li Jj Kkll Mm Nn Oo Pp Qg Re So Ft Un Vi Wn Xx Yg Zz 0123456789

Regular

DESIGN LANGUAGE





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