



# Logo Guide

Colours



**Lemonade yellow**  
RGB: 254 216 65  
CMYK: 1 12 85 0  
HEX: #fed841



**Lemonade light orange**  
RGB: 250 171 32  
CMYK: 0 37 97 0  
HEX: #faab20



**Lemonade orange**  
RGB: 227 115 37  
CMYK: 7 67 100 0  
HEX: #e37325



**Lemonade light green**  
RGB: 177 210 52  
CMYK: 35 0 100 0  
HEX: #b1d234



**Lemonade green**  
RGB: 155 194 59  
CMYK: 45 4 100 0  
HEX: #9bc23b



**Lemonade grey**  
RGB: 76 76 76  
CMYK: 66 58 57 37  
HEX: #4c4c4c

Monochrome



# Colour Treatment

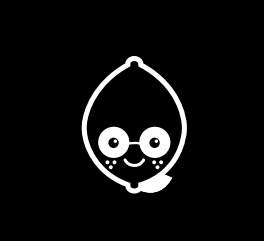
## Full Colour

Use the colour LemonadeLXP logo on a black or dark coloured background.



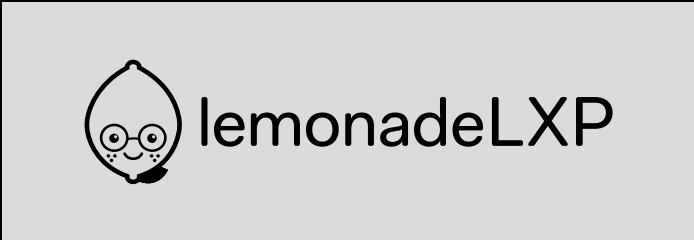
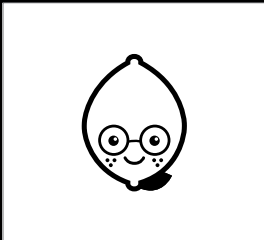
## Reversed

Use the reversed LemonadeLXP logo on black or dark colour backgrounds.



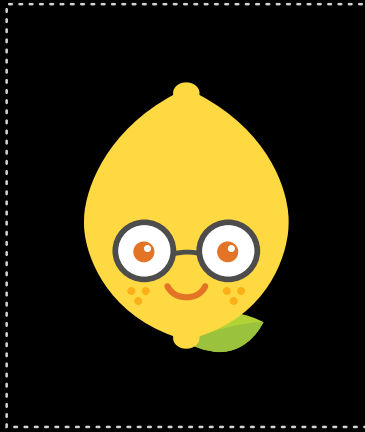
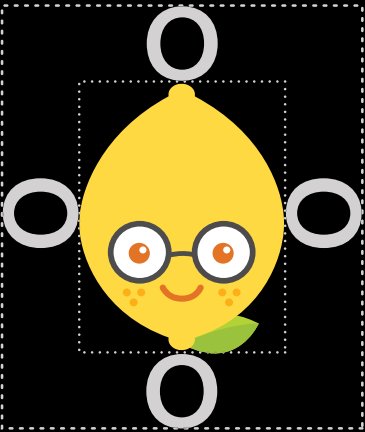
## Black

Black LemonadeLXP logo should be used on a white or light colour background.



Spacing

The Lemonade logo and LemonadeLXP Icon should always have a space clearing equal to the width of the “o” from any other elements in the composition.



Avoid



Avoid stretching or compressing the logo/icon.



Avoid rotating the logo/icon.



Avoid changing the logo or icon's colours.



Avoid adding any effects on the logo/icon.  
(shadows, gradients, textures)



Avoid putting logo/icon on a background colour  
with little contrast.



Avoid adding space between icon and signature.



Avoid having the logo/icon blurry or pixelated.



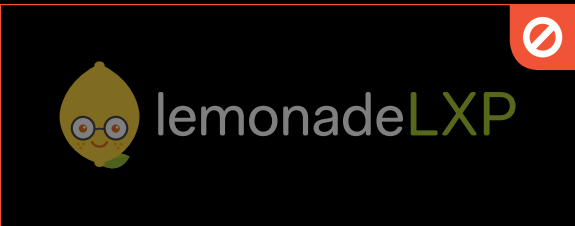
Avoid moving the icon above, below or on the  
right side of the signature.



Avoid changing the fonts in the LemonadeLXP  
signature.



Avoid having the signature present without  
the LemonadeLXP icon.



Avoid lowering the opacity on the  
LemonadeLXP logo.



Avoid putting LemonadeLXP logo on a busy images.