



Leonid
Systems

Brand Identity
Guidelines

Brand Guidelines

This guide is intended to protect and enhance Leonid Systems. Following the suggestions and style guidelines will help people recognize and remember our brand.

Our brand is more than just a logotype, tagline or symbol. It's a system of parts that work together to express our personality and create a memorable impression. Expressing who we are consistently and accurately, differentiates ourselves and creates a strong connection with customers.

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Brand

Brand

Brand Vision

Brand Values

Visual Identity

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Brand Vision

Leonid takes the dull, often mediocre business of enterprise software and creates outstanding, modern solutions. We really care about what people in cubicles do all day and we want to make them better at it.

Brand Values

friendly but not silly

smart but not snooty

instructive but not pedantic

Visual Identity

Leonid Logotype / Symbol / Wordmark

The logo system consists of an iconic symbol based on the Japanese symbol for “can” or “san”. The strong wordmark is powerful as a stand alone mark as well as having a balancing presence with the by helping convey the full Leonid brand.

Symbol



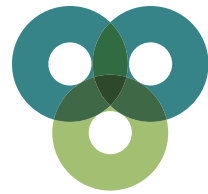
Logotype



Wordmark



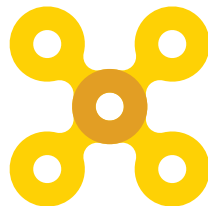
Leonid Products - Logo / Symbol



Loki Portals™



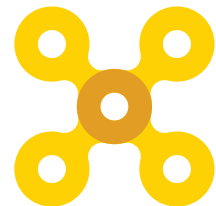
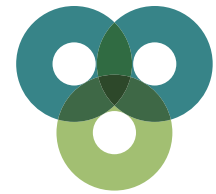
Loki Provisioning™



Loki BPM™



Prometheus



Brand Elements

Primary Color Palette

The Leonid primary color palette consists of the core identity color of blue and a supporting range of blues to reinforce the main identity color. These colors should lead in all corporate brand communications.

Black

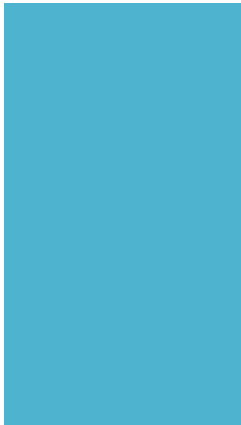


Pantone Black

C	M	Y	K
00	00	00	100

R	G	B
000	000	000

Main Identity



Pantone 7459 C

C	M	Y	K
64	11	13	0

R	G	B
77	179	208

Supporting Colors



Pantone 316 C

C	M	Y	K
95	55	50	30

R	G	B
0	80	90



Pantone 5467 C

C	M	Y	K
85	65	60	75

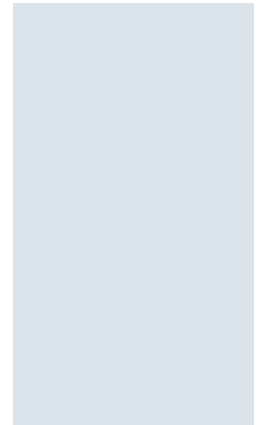
R	G	B
0	31	34



Pantone 8201 C

C	M	Y	K
43	18	15	0

R	G	B
146	182	199



Pantone 5455 C

C	M	Y	K
13	5	5	0

R	G	B
219	229	234

Product Color Palette

The Leonid secondary color palette balances the brighter colors of the primary palette. These colors should be used to support the primary colors and represent the individual products.

Loki Portals



Pantone 322

C M Y K
 87 35 45 10

R G B
 0 124 133



Pantone 7494

C M Y K
 35 10 47 0

R G B
 168 195 153

Loki Provisioning



Pantone 180

C M Y K
 10 80 100 0

R G B
 217 83 30

Loki Business Process Management



Pantone 123

C M Y K
 00 15 100 0

R G B
 255 210 4



Pantone 165

C M Y K
 00 60 100 0

R G B
 246 132 40

Prometheus



Pantone 186

C M Y K
 5 100 85 0

R G B
 229 25 55



Pantone 484

C M Y K
 20 100 100 10

R G B
 179 32 23

Typography

Leonid's primary typeface is Proxima Nova. It can be used in the light, regular, and bold weights. Proxima Nova was chosen based on the following qualities: it's clean, sophisticated, universal and easy to read.

Proxima Nova Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789 !@#\$%^&*()+=[]<>...?;"/
The quick brown fox jumps over the lazy dog

Proxima Nova Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789 !@#\$%^&*()+=[]<>...?;"/
The quick brown fox jumps over the lazy dog

Proxima Nova Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789 !@#\$%^&*()+=[]<>...?;"/
The quick brown fox jumps over the lazy dog

Proxima Nova Light Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789 !@#\$%^&()+=[]<>...?;"/*
The quick brown fox jumps over the lazy dog

Proxima Nova Regular Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789 !@#\$%^&()+=[]<>...?;"/*
The quick brown fox jumps over the lazy dog

Proxima Nova Bold Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789 !@#\$%^&*()+=[]<>...?;"/
The quick brown fox jumps over the lazy dog

Brand
Visual Identity
Brand Elements
Applications
Website
XXX

Website

