



Letsee

# BRAND GUIDELINES

Letsee Brand Identity Standards | V2 | 2020.5.1

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## Overview

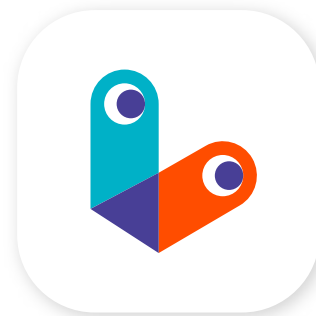
### Our Mission

'We take all the information in the world away from the screen, make it exist in real space, and make it intuitive and useful.'

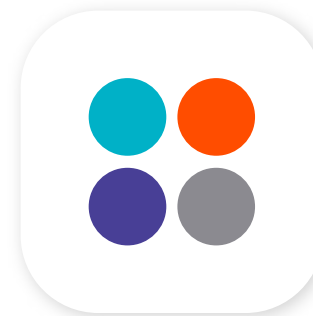
Purpose of Brand Guidelines :

Apply and manage consistent designs.

The rules of logos, fonts, colors.



Symbol



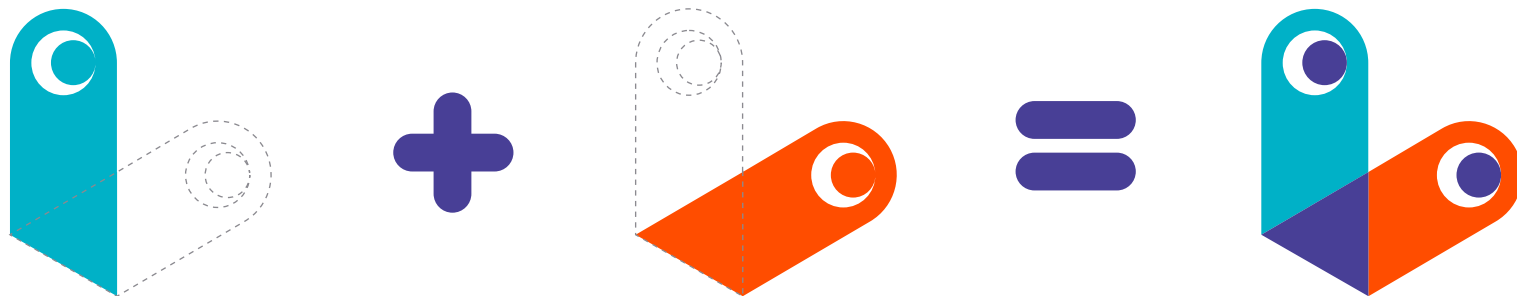
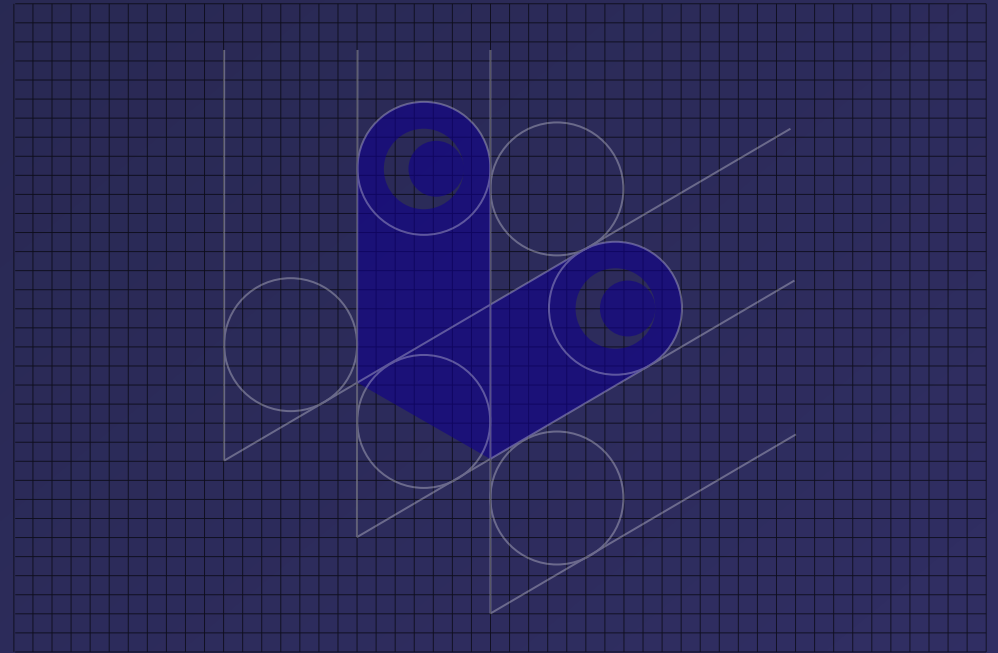
Color



Typography

## Symbol construction

Represents the ability to see another augmented world in real space through Letsee's AR (augmented reality) system.



## Logo construction & safezone

The logo comes in either landscape or portrait version, depending on the shape of the platform area and the blank space.

### Horizontal

Default type.

### Vertical

Used for square area.

### Horizontal



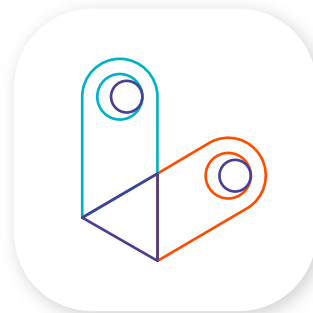
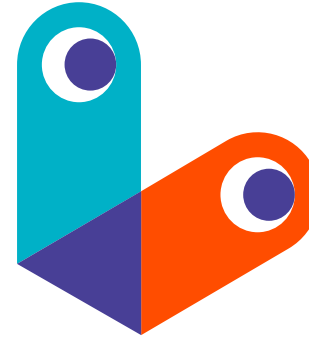
### Vertical



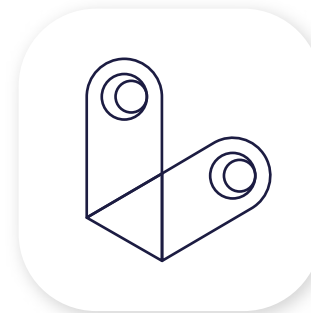
## Symbol variation

You can apply line only or adjust transparency.

Do not change the shape of the symbol.



Line type



White Back  
Line onetone



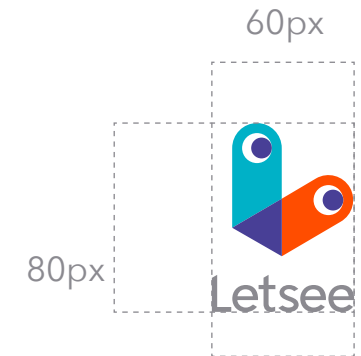
Black Back  
Line onetone

## Minimum size

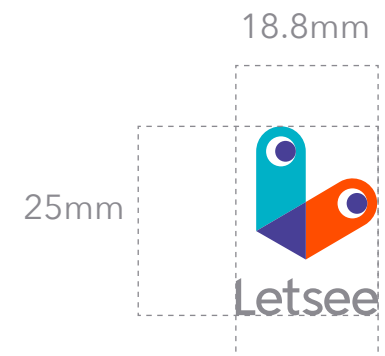
Small logo size :  
Poor readability and quality.

We suggest a minimum size.

Screen



Print



# Typography

## Avenir Next

### License

Screen, Print

(Web, App, AD, Document, Brochure, etc)

### Font family

Demi Bold, Regular, Italic

### Demi Bold

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 9 ! @ # \$ % ^ & \* ( )

### Regular

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 9 ! @ # \$ % ^ & \* ( )

### Italic

*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 9 ! @ # \$ % ^ & \* ( )*



# Color & Palette



## Peacock Blue

#003755	534
#005A7D	7701
#007D96	7713
#009BB1	7711
#00B1C7	PANTONE 1170
#28C8DC	631
#5AD7E6	630
#82E6F5	636
#B4F0F5	628
#E1F5F5	656

## Letsee Orange

#550000	4975
#821400	1815
#BB0800	7621
#EB2800	485
#FF4D00	PANTONE 172
#FF753C	7416
#FF965F	1635
#FFAF88	487
#FFCAB7	489
#FCE8E5	705

## Unseen Violet

#0F0F46	289
#141464	662
#282896	2735
#3737A0	7680
#483F96	PANTONE 7672
#6964BE	7669
#8787C8	7446
#B4B4E6	280
#D2D2F0	2706
#E8E8F5	663

## Space Gray

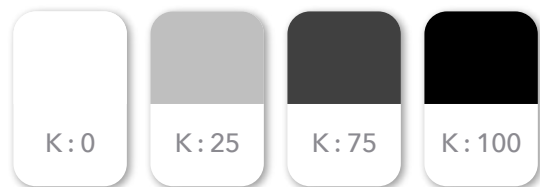
#101820	Black6
#474B59	5395
#636569	Coolgray10
#76777A	Coolgray9
#8B8A90	PANTONE Coolgray8
#A7A8A9	Coolgray6
#BBBBBB	Coolgray4
#D0CFCD	Coolgray2
#E4E3E2	Coolgray1
#FFFFFF	White

## Background color

Example of background brightness and saturation.  
( 9page color palette )



# Monotone



## Logo usage

The aspect ratio is not 1: 1



The aspect ratio is not 1: 1



Do not rotation.



Do not borders.



Do not excessive shadows.



Do not change the color.



Do not use for dark background color.



Do not use for complex images.



# THANK YOU

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