

BRAND GUIDELINES

LFM PRO

KEYWORDS

BRAND GUIDELINES

DIGITAL

TECHNOLOGY

PEOPLE

DISTRIBUTION

QUALITY

CREATIVE

PRINT

CLIENT SUPPORT

HISTORY

EQUIPMENT

PHOTOGRAPHY

LOGOTYPE

BRAND GUIDELINES

LFm PRO

MONOCROMATIC LOGOTYPE

BRAND GUIDELINES



LFM PRO

The logo is displayed in a dark gray, sans-serif font against a white background. The letters are bold and modern, with a slight gap between 'FM' and 'PRO'.

LIGHT BACKGROUND



LFM PRO

The logo is displayed in a light gray, sans-serif font against a dark gray background. The letters are bold and modern, with a slight gap between 'FM' and 'PRO'.

DARK BACKGROUND

SMALL SIZES

BRAND GUIDELINES

LFm PRO



8 MM

COLORS

BRAND GUIDELINES

PANTONE 2350 U	CMYK	0% 76% 76% 30%
	RGB	178 43 43
	HEX	#000000

PANTONE BLACK U	CMYK	2% 2% 0% 75%
	RGB	64 64 65
	HEX	#404041

TYPOGRAPHY

BRAND GUIDELINES

A B C D E

BRANDING FONT:

HUNDEL GOTHIC

©SAUL BASS

USA

1960



LFM PRO