

Primary logo · X = symbol width. Keep 1X clear on every side.



Reversed · on Deep Green



Full colour · on Lime

COLOURWAYS



Full colour
Paper, Cream, white, Lime.

Reversed
Dark brand surfaces.

Black
One-colour print, stamps.

Grey · #536465
Footers, partner walls.

White
Photos, dark colours, embroidery.

MINIMUM SIZE



Logo 24px tall on screen, 20mm wide in print. Smaller than that, use the icon.

PLACEMENT



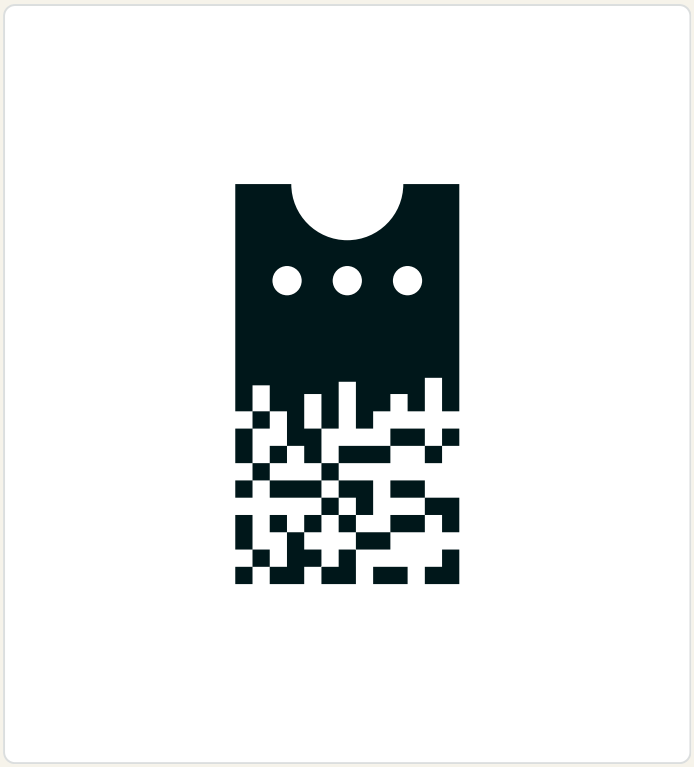
Top left or bottom left, on the layout margin. Centre only on merchandise and splash screens.

CHOOSING A COLOURWAY

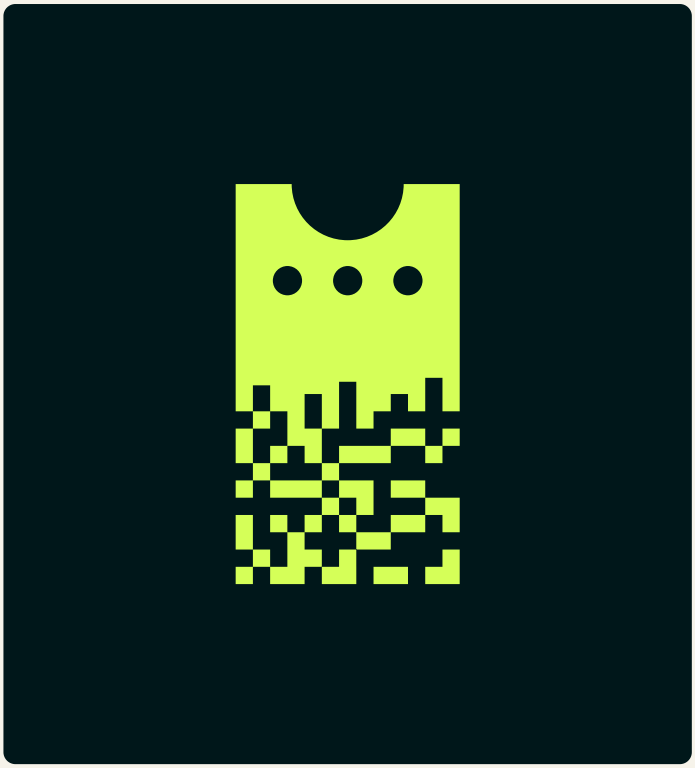
Use the version with the strongest contrast against its background. Full colour when you can, one colour when you must. The only two-colour version is Lime and white on dark.

ON PHOTOGRAPHY

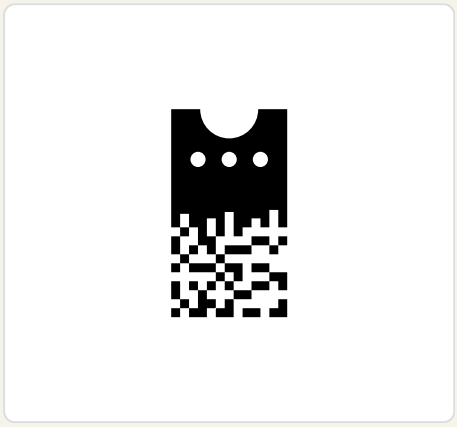
White logo on a calm, dark area of the image, or full colour on a light area. If neither exists, place the logo on a solid panel.



Primary icon
Deep Green #00171A. The default, on Paper, Cream, white and Lime.



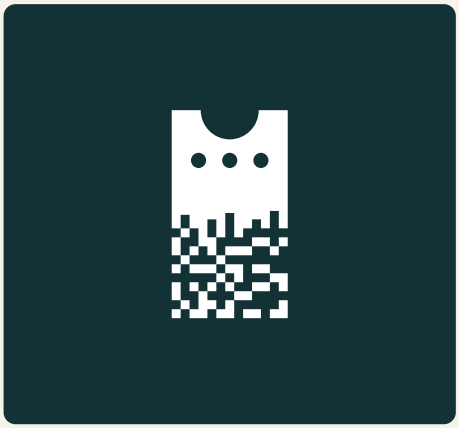
Secondary icon
Lime #D5FF58. Deep Green and dark brand surfaces only.



Black
One-colour print, stamps, etching on light materials.



Grey · #536465
Footers, watermarks, credits. Light backgrounds only.

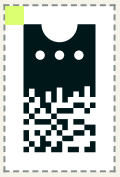


White
Photography, dark colours, embroidery, engraving.

WHEN TO USE THE ICON

When the space is small or square, or the Loft name is already visible nearby: app icons, favicons, stickers, merchandise, endorsements, the last frame of a video. Everywhere else, use the logo.

CLEAR SPACE



Half the icon's width on every side. Nothing enters this space.

MINIMUM SIZE

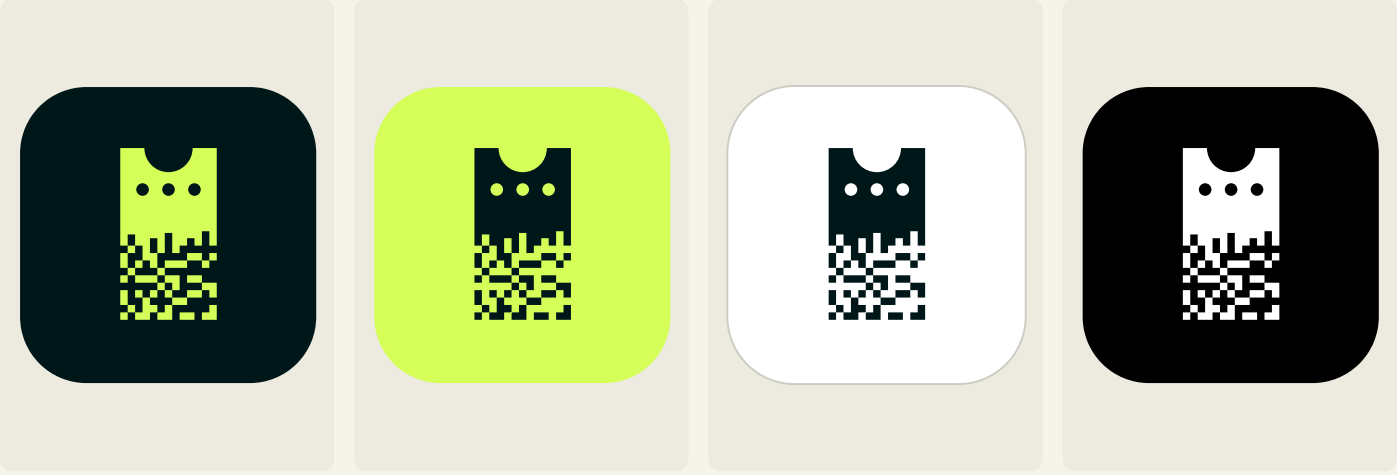


24px 40px

24px tall on screen, 8mm in print. Smaller than that, the three dots fill in.

NOT A UI ICON

The icon identifies Loft. Never put it inside a button, a toolbar or a row of interface icons, and never use it as a “home” or “menu” glyph.

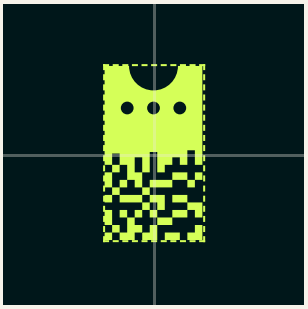


Primary app icon
Lime symbol on Deep Green. App stores, home screens, favicons, avatars.

Lime
Deep Green symbol on Lime. Event and campaign apps, alternate icons.

White
Deep Green symbol on white. Light-mode alternate, partner portals.

Black
White symbol on black. Dark-mode and monochrome system contexts.



CONSTRUCTION

Master artwork 1024 × 1024px, square and opaque. The symbol is 58% of the tile height and centred on both axes.

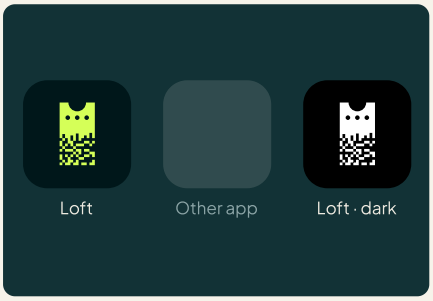
Never bake in rounded corners or shadows. Each platform applies its own mask, so the file stays a plain square.

For circular crops (maskable icons, social avatars) the symbol drops to 48% of the height so nothing is clipped.

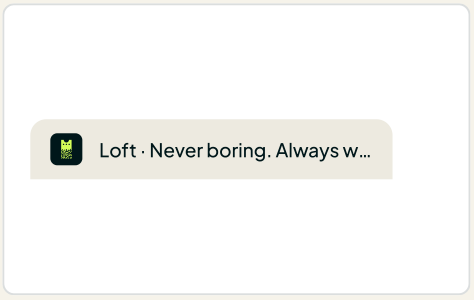
PLATFORM FILES (IN THE LOGO PACK)

iOS and iPadOS	loft-app-icon-deep-green-1024.png	1024px, square, no transparency. Use the black icon for the dark and tinted variants.
Android	Android-adaptive/	Deep Green background layer, Lime foreground inside the 66dp safe zone, white monochrome layer for themed icons.
Browsers	favicon.svg · favicon.ico	Rounded-tile SVG for modern browsers; ICO with 16, 32 and 48px for the rest.
Web apps	apple-touch-icon · icon-192 · icon-512 · icon-maskable-512	Square and opaque. The maskable version keeps the symbol inside the central safe circle.
Social profiles	loft-social-avatar-1080.png	Symbol at 48% of the height so circular crops never clip it.

IN USE



Home screen, light and dark icon



Favicon in a browser tab, actual size

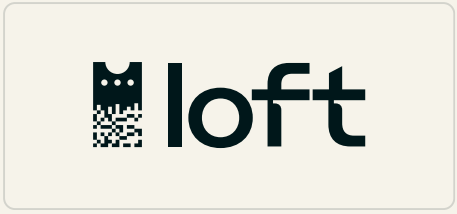


Social avatar

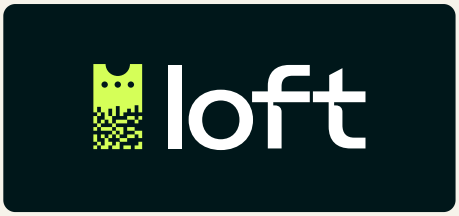


Android circle mask

LOGO · DO



Full colour on light
The default, on Paper, Cream, white or Lime.



Reversed on dark
Lime symbol, white wordmark.



Give it space
1X clear on every side.

LOGO · DON'T



Stretch or squash
Always scale in proportion.



Rotate
The logo always sits level.

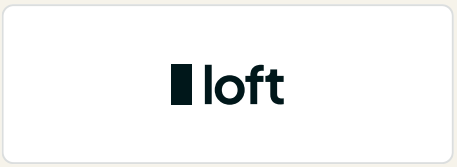


Recolour
Approved colourways only.



Add effects
No shadows, outlines or glows.

Low contrast
Reversed logo on a light background.

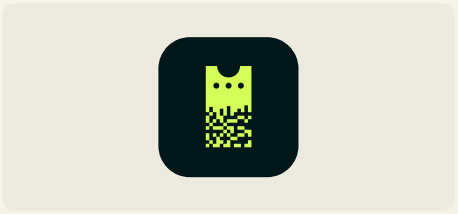


Retype or rearrange
The wordmark is artwork, not type.

ICONS · DO



Primary on light
Deep Green with open space around it.

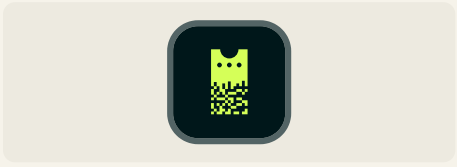


Use the master tile
Let the platform round the corners.



Secondary on dark
Lime on Deep Green.

ICONS · DON'T



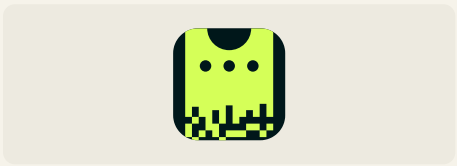
Add borders
No strokes or frames.



New containers
No badges, rings or shields.

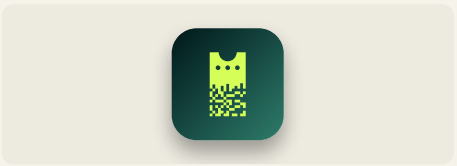


Wordmark in app icon
It becomes unreadable.



Crop or crowd
Keep the symbol at 58%.

Lime on light
It disappears.



Gradients or effects
Flat colour only.

05 · TYPOGRAPHY

Plus Jakarta Sans

The only brand typeface, for everything from headlines to tables. PP Valve, Inter and DM Mono are retired. Free under the SIL Open Font License: fonts.google.com/specimen/Plus+Jakarta+Sans

Aa

Aa	Aa	Aa	Aa
400 Regular · body	600 SemiBold · subheads, buttons	700 Bold · headlines	800 ExtraBold · stickers, signs

STYLE	SAMPLE	SIZE (WEB)	WEIGHT
Headline	**Never boring.**	64 to 164px	700, tight
Heading	**Good people.**	34 to 64px	700
Subheading	**Sell everywhere, count once**	22 to 30px	600
Lead	We study how crowds move.	19 to 26px	400
Body	Scans are checked on the device.	17px · 1.6 line	400
Kicker	● RESEARCH	12px, caps	700, +0.12em

Tighten tracking as type gets bigger; never track body text. Sentence case everywhere except kickers. Print body text at 9pt or larger.

06 · COLOUR

Three colours do the work.

Deep Green
#00171A · RGB 0 23 26
Ground, text, logo

Lime
#D5FF58 · RGB 213 255 88
Accent, signal

Cream
#EDEAE0 · RGB 237 234 224
Backgrounds, print

Paper	Deep Green 2	Deep Green 3	Muted	Muted on dark
#F6F3EA	#0A2427	#123236	#536465	#8AA3A5

Supporting colours are for interfaces and documents only, never the headline colour of a piece.

DO

- **Keep lime small**
  About a tenth of the area: one action, one highlight.
- **Lime on Deep Green**
  16.1:1. Deep Green on Cream is 15.3:1.
- **Hard edges**
  Solid fields of colour, no blends.

DON'T

- **Lime text on light**
  1.05:1 on Cream. Unreadable.
- **Muted on dark**
  #536465 on Deep Green is 2.97:1.
- **New brand colours**
  Or tints and gradients of lime.