

THELOUNGE

BRAND IDENTITY
Guidelines



THELOUNGE

COMPOSITION

LOGO'S VERSIONS

Full logotype



Logo/Icon

Horizontal version

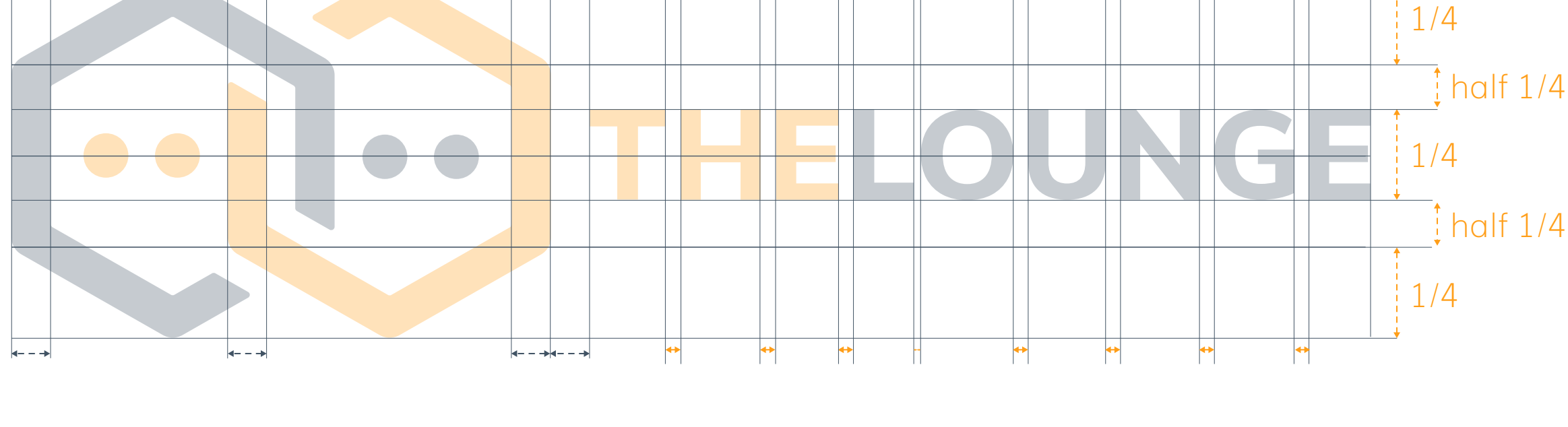
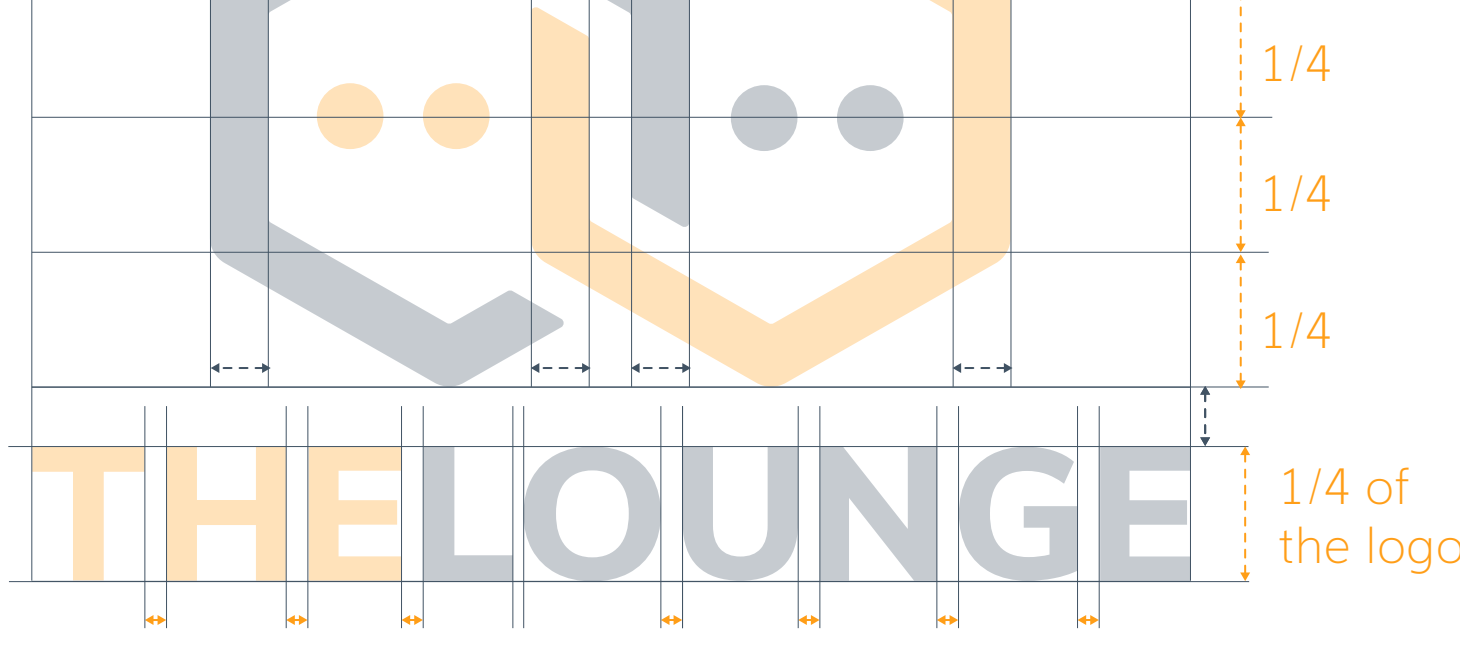


SPACES

In the vertical and horizontal versions of the logo, each space between the elements is balanced.

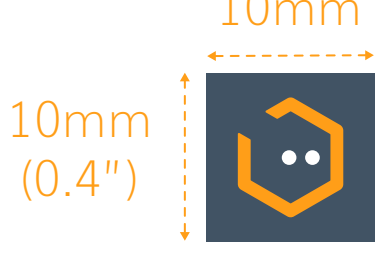
The thickness of the logo (or icon) is the same as the distance between the logo and the "the lounge" type.

Each space between the letters has the same distance, except in the L and O letters, where there's a distance equal to half of the standard one. The type height is a 1/4 of the logo.

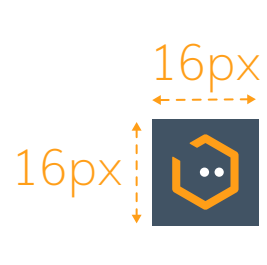


MINIMUM SIZE

Make sure that logo and icon are reproduced in a legible size.



PRINTABLE



FAVICON

It must never be used at a size less than 10mm (0.4") for the print and 16 px for the favicon version



PRINTABLE/WEB

It must never be used at a size less than 1,97x1,23mm (0.77x0.48"), 56x35px for the print and web versions



PRINTABLE/WEB

It must never be used at a size less than 2,99x0,81 mm (1.18x0.31"), 85x23px for the print and web versions

CONCEPTUAL MAP

LOGO'S ESSENCE

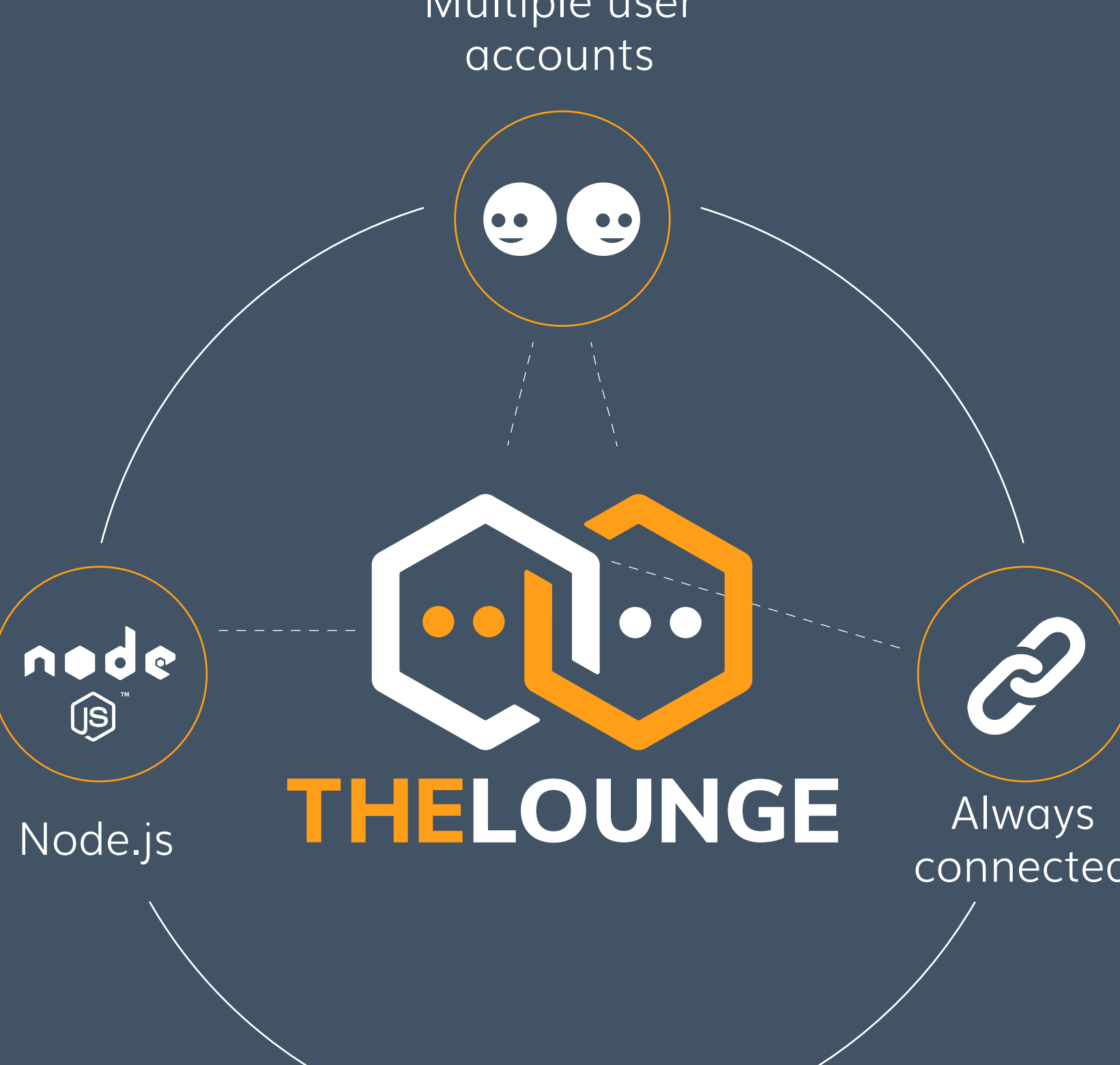
The Lounge logo is made with a set of simple geometric shapes that convey some of the strengths that characterize this IRC client.

The key elements, foundation of this logo development, are the two hexagons.

The hex is the logo of the runtime Node.js, upon which The Lounge works.

The two hexes are chained together to express the connection concept and to recall the symbol of the infinite. The connection is, in fact, one of the strengths of The Lounge. This IRC never sleeps, giving the possibility to sign in and pick up where you left off.

The other geometric shapes that characterize the logo are the two circles. They, in form of two eyes, turn the hexagons into stylized faces, symbolizing the concept of interaction between users.



DON'T

Here are some rules to follow when using The Lounge logo.

- Don't alter, rotate, or modify the logo.
- Don't add graphics.
- Don't retype or add text.
- Don't alter or change the colors.
- Don't use the logo on other background colors that are not indicated in this guidelines



TYPOGRAPHY

MULI

Muli is a minimalist Sans Serif. Muli is designed mainly for use as a display font but is useable as a text font too.

Muli has been designed to be used freely across the internet by web browsers on desktop computers, laptops and mobile

A B C D E F G H I J K L N O P Q R S T U
V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v
w x y z

0 1 2 3 4 5 6 7 8 9 | \$) (& ? = : ! _

MULI ExtraLight
MULI ExtraLight Italic

MULI Light
MULI Light Italic

MULI Regular
MULI Italic

MULI SemiBold
MULI SemiBold Italic

MULI Bold
MULI Bold Italic

MULI ExtraBold
MULI ExtraBold Italic

MULI Black
MULI Black Italic

COLORS

COLOR SWATCH



HEX
#415364

PANTONE: 7545 C
RGB: 65 | 83 | 100
CMYK: 78 | 60 | 44 | 25



HEX
#ff9e18

PANTONE: 1375 C
RGB: 255 | 158 | 24
CMYK: 0 | 45 | 96 | 0



HEX
#ffffff

WHITE
RGB: 255 | 255 | 255
CMYK: 0 | 0 | 0 | 0



Grey background



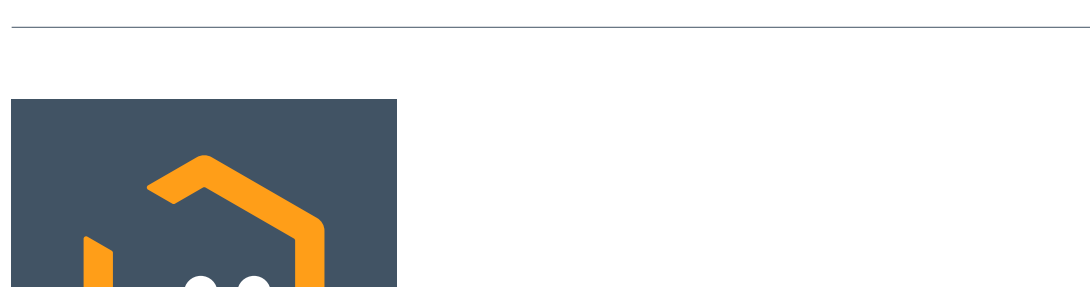
White background

ICONS

FAVICON

Square version | Grey background

64 px 32 px 16 px



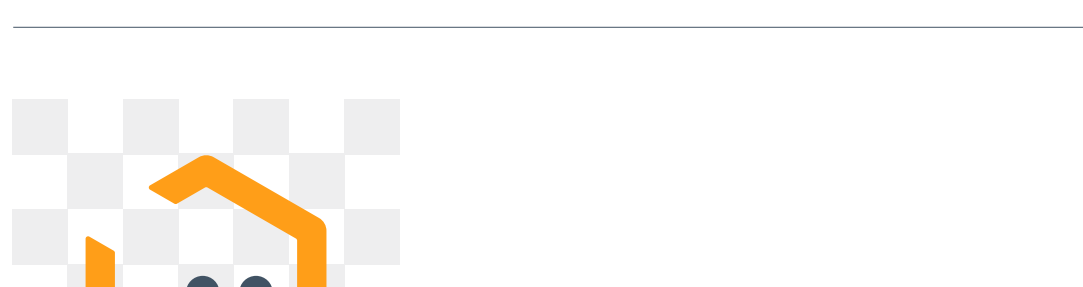
Notification icon | Normal

64 px 32 px 16 px



Square version | Transparent

64 px 32 px 16 px



Notification icon | Alerted

64 px 32 px 16 px

