



BRAND GUIDELINES

FOR GRAPHIC DESIGNS
MADE FOR LOOP KING LACES.



INFORMATION

The material in this document are guidelines for those who wish to create graphic designs such as Flyers, Posters and Banners, strictly featuring Loop King Laces.

Those who wish to merge designs for Loop King Laces with other brands will not have to follow these guidelines but some terms will need to be respected.



USE OF LOGO



Don't add a stroke to the logo.



Don't stretch or squeeze the logo.



Don't rotate the logo.



Leave the logo exactly as it is, straight and upright.

Leave enough room around the logo to make it powerful, unless there is a background image.



Don't add a shadow to the logo.



Don't put anything too close to the logo.



Don't add anything to change the logo.



SECONDARY LOGO

HEX: #9e2321
RGB: (158, 35, 33)
CMYK: (25, 97, 99, 21)



The Loop King Laces secondary logo is the Red Crown pictured above.

This image is not a requirement to feature on all designs but is recommended to do so.

If featured, the red crown should always be placed in the Bottom Quarter of a design.

The only exception for the Red Crown to feature higher than the bottom quarter is on the Loop King Laces packaging which is where it will remain to empower the symbol.

An example of using the red crown is in the bottom quarter (and to the right) of this document.



TYPEFACE

The font used in the Loop King logo is FRANKLIN M54. Franklin M54 gives Loop King the power behind its name. This font is skewed in the Logo and should not be skewed anywhere else in any graphic design.

Headlines

FRANKLIN M54

The Franklin M54 font should only be used for HEADINGS within the graphic design for Loop King Laces. An example of this is the first page of this document where "BRAND GUIDELINES" is using the Franklin M54 Font.

Alternate Text

Best lovers

The Bestlovers font is the Alternate font for Loop King Laces, used in the word "Laces" in the logo. This font should only now be used to write our strapline "**Premium Leather Shoelaces**", shown on the next page of this document, for all graphic designs.

Base Text

Kanit

Finally, Kanit is our Base Text Font. This is used for all Sub-Headings and Paragraph Text. You may use this for any wording on your designs. This is also the font throughout our website.

Licensing Information

Kanit, is a Free-to-use Google Font and is Free for any designer to use wherever they wish.

Loop King Laces are licensed to use *Franklin M54* and *Bestlovers* Fonts for commercial use throughout our designs, this also means those who create graphic designs for Loop King Laces, are also authorised to use these fonts.

These fonts must not be used for any other designs of any other brand.

Please get in touch with wholesale@loopkinglaces.com for downloads of these fonts.



STRAPLINES

Loop King Laces have two main straplines that should be used on ALL graphic designs.

#STAYLOOPE

The phrase #StayLooped is our GO TO Hashtag. This features on our packaging and should be used on ALL graphic designs. This hashtag is a recognisable mark for the brand.

Font: **FRANKLIN M54** (The Hashtag in "#StayLooped" is Font: **Reckoner** " # ") – Only these fonts can be used when writing "#StayLooped" on Loop King Branded designs

Premium Leather Shoelaces

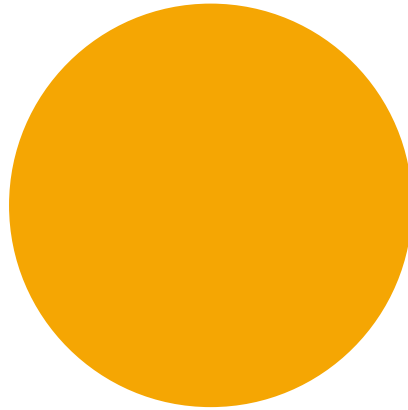
The strapline "Premium Leather Shoelaces" is the phrase that describes our product. It should also be used on ALL graphic designs.

Font: Bestlovers (Please note: The letter "m" at the end of "Premium" and the letter "L" at the beginning of "Leather" are joined together, i.e. there is no "space" between these two letters.



BRAND COLOURS

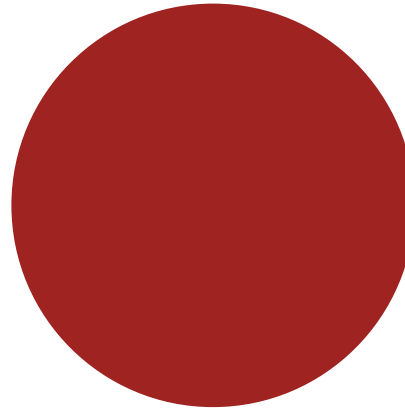
Primary Colour



HEX: #F5A603
RGB: (245, 166, 3)
CMYK: (2, 39, 100, 0)

This colour should be the main colour in the design (unless there is images in the design), It should be used as a primary, an example is the first page of this documentation.

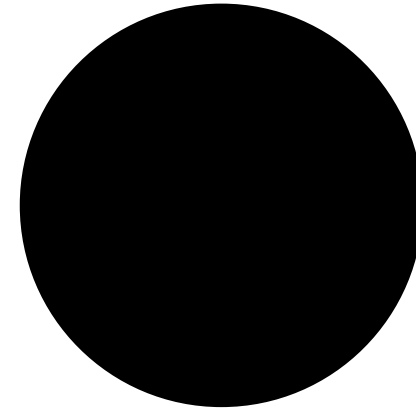
Secondary Colour



HEX: #9e2321
RGB: (158, 35, 33)
CMYK: (25, 97, 99, 21)

This colour should be used as a Secondary Colour to the design. It should feature lesser than the Primary Colour on most occasions.

Natural Colour



HEX: #000
RGB: (0, 0, 0)
CMYK: (75, 68, 67, 90)

This colour should be used as a Natural Colour to the design, it is not wrong for it to feature more or less than the Primary or Secondary Colours.



BRAND COLOURS WITH TYPE

THIS TEXT IS AN EXAMPLE OF WHAT CAN BE USED ON THIS BACKGROUND.

THIS TEXT IS AN EXAMPLE OF WHAT CAN BE USED ON THIS BACKGROUND.

This text is an example of what can be used on this background.

This text is an example of what can be used on this background.

~~**XXX WE DON'T RECOMMEND USING BLACK TEXT COLOUR ON THIS BACKGROUND.**~~

THIS TEXT IS AN EXAMPLE OF WHAT CAN BE USED ON THIS BACKGROUND.

This text is an example of what can be used on this background.

This text is an example of what can be used on this background.

THIS TEXT IS AN EXAMPLE OF WHAT CAN BE USED ON THIS BACKGROUND.

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This text is an example of what can be used on this background.

This text is an example of what can be used on this background.



Correct. Font Correct for each Strapline and Secondary Logo at the bottom quarter of the page.



Wrong. Font wrong for each respective Strapline and Secondary Logo not in bottom quarter of page.





THANK YOU

FOR ANY QUESTIONS, PLEASE CONTACT:
WHOLESALE@LOOPKINGLACES.COM

