LyncPOS

Brand Guide

Utilizing our identity

VERSION 1.0

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Our Brand

Brand Communication Policy

In an effort to standardize the LyncPOS brand, we ask all employees use the following format with all external communication, including, but not limited to, marketing collateral, email signatures, web pages, social media, etc.

Official branding:
As we implement this standardization, if you are aware of assets or collateral that do not use the all-caps LyncPOS format, please contact marketing.

✔ LyncPOS

✘ LYNCPOS
✘ LYNC POS
✘ Lync POS

Logo

Logo
Variants

Overview

The primary application for LyncPOS is the **Primary Logo**, yet the **Mark** may also find utility in special contexts such as merchandise, digital applications, and idents.
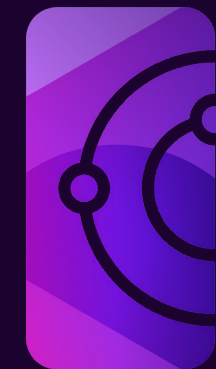
Primary Mark

Primary Logo

Stacked Logo

Use the full colour logo on white, light backgrounds. For darker backgrounds, please use the white out logo instead.

Secondary Mark

Secondary Logo

Stacked Logo

Primary

Usage

This is the primary logo designated for the LyncPOS brand.

Deep Purple

Pantone: xxx
CMYK: 97 100 44 67
RGB: 28 2 46
HEX: #1c022e

Electric Purple

Pantone: xxxx
CMYK: 74 82 0 0
RGB: 140 10 229
HEX: #8c0ae5

Secondary

Usage

This is the secondary logo designated for the LyncPOS brand.

Deep Purple

Pantone: xxx
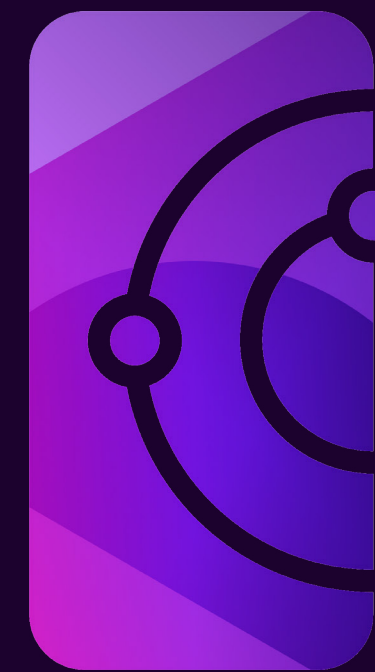CMYK: 97 100 44 67
RGB: 28 2 46
HEX: #1c022e

Electric Purple

Pantone: xxxx
CMYK: 74 82 0 0
RGB: 140 10 229
HEX: #8c0ae5

Monotone

Usage

This logo is intended for single-color usage and should be reproduced exactly as illustrated, without any alterations.

Deep Purple if on light backgorunds and solid **White** if on dark backgrounds.

Spacing

Exclusion zone

When placing the logo, use the minimum clear space guide above to ensure the best legibility.

Minimum space

The LyncPOS logo should never be displayed smaller than 1 inch in print communication and 75px in digital communication.

Misuse

Guidance

Only use approved artwork and do not create other versions of the LyncPOS logo. Creating other versions or modifications to the logo can damage the brand and cause conflict.

Always use a vector-based logo when dealing with print work, (such as an .EPS or .AI file), or SVG for digital use.

If a vector-based logo is not supported digitally, use a high-resolution PNG file.

✕ Do not stretch horizontally

✕ Do not stretch vertically

✕ Do not create new logos by moving the icon

✕ Do not outline the logo

✕ Avoid busy backgrounds

✕ Do not tilt or rotate the logo

✕ Do not change the font

✕ Do not change the color

Typography

Font Family

Overview

The primary typeface for LyncPOS is **Figtree**.

This clean, legible font can be used in a variety of weights to create hierarchy.

Download Font

Figtree Bold
Figtree Semi Bold
Figtree Medium
Figtree Regular

Hierarchy

Font family

When formatting copy, please use this hierarchy of fonts at all times.

Ensure to use the font family **Figtree**.

Download Font

Figtree Regular	Kicker

Kicker Title

Figtree Bold	Heading

Heading Title

Figtree Semibold	Body subheading (Sentence Case)

Subheading

Figtree Regular	Body (Sentence Case)

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

Hierarchy Cont'd

Substitute font

If the font family **Figtree**, is unavailable then **Inter** font family may be used.

For example in Microsoft Word, or Powerpoint documents.

Download Font

Inter Regular	Kicker

Kicker Title

Inter Bold	Heading

Heading Title

Inter Semibold	Body subheading (Sentence Case)

Subheading

Inter Regular	Body (Sentence Case)

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

Icons

Font Awesome Library

Font Awesome is a font and icon toolkit. Icons may be used within the LyncPOS brand. These can be downloaded as SVG/PNGs or applied as live text using Font Awesome fonts. Icons should be solid fill opposed to outline.

Icons may be used in light and dark versions using the brand colors. See example with a selection of icons.

Download Font Awesome
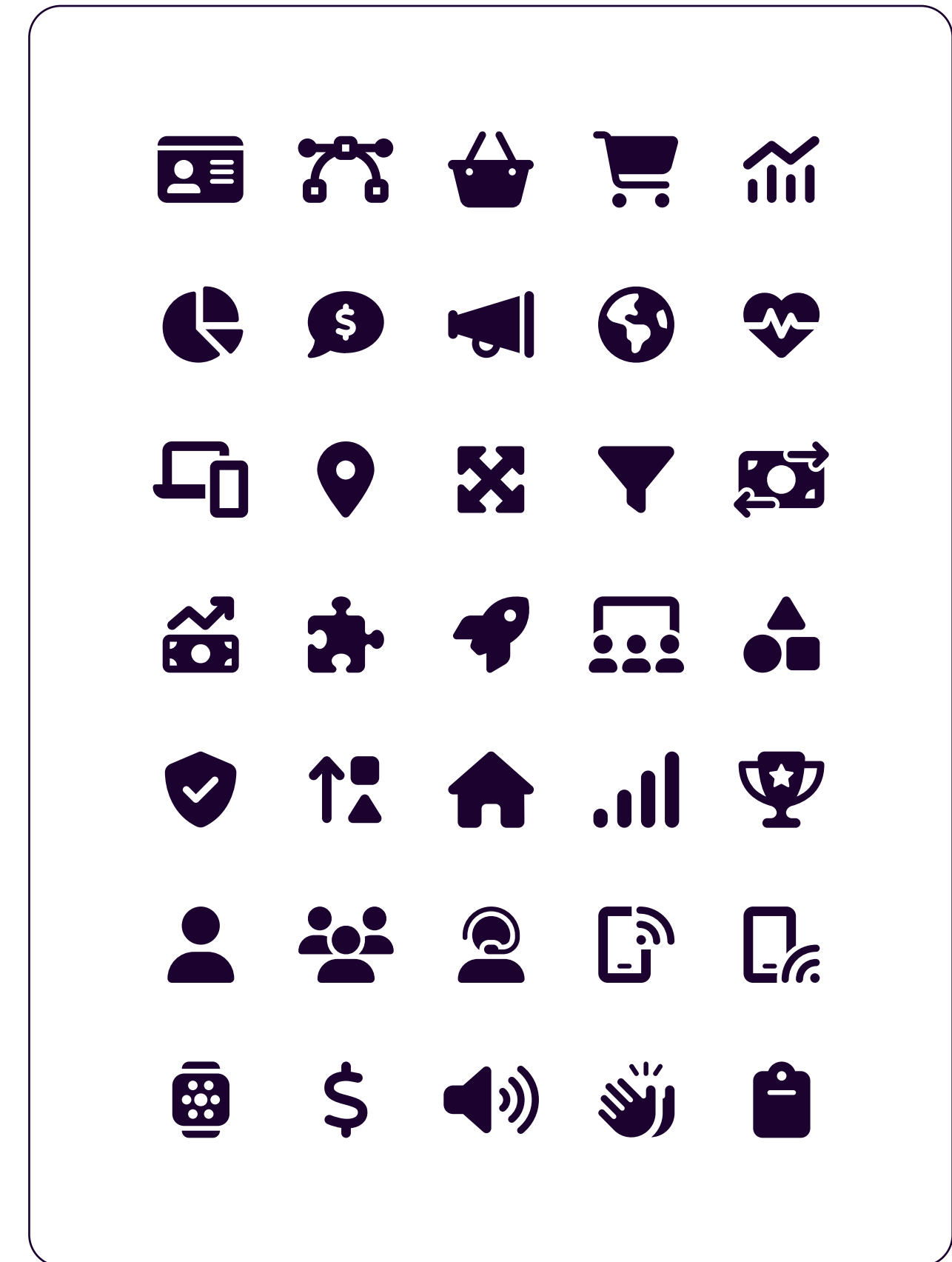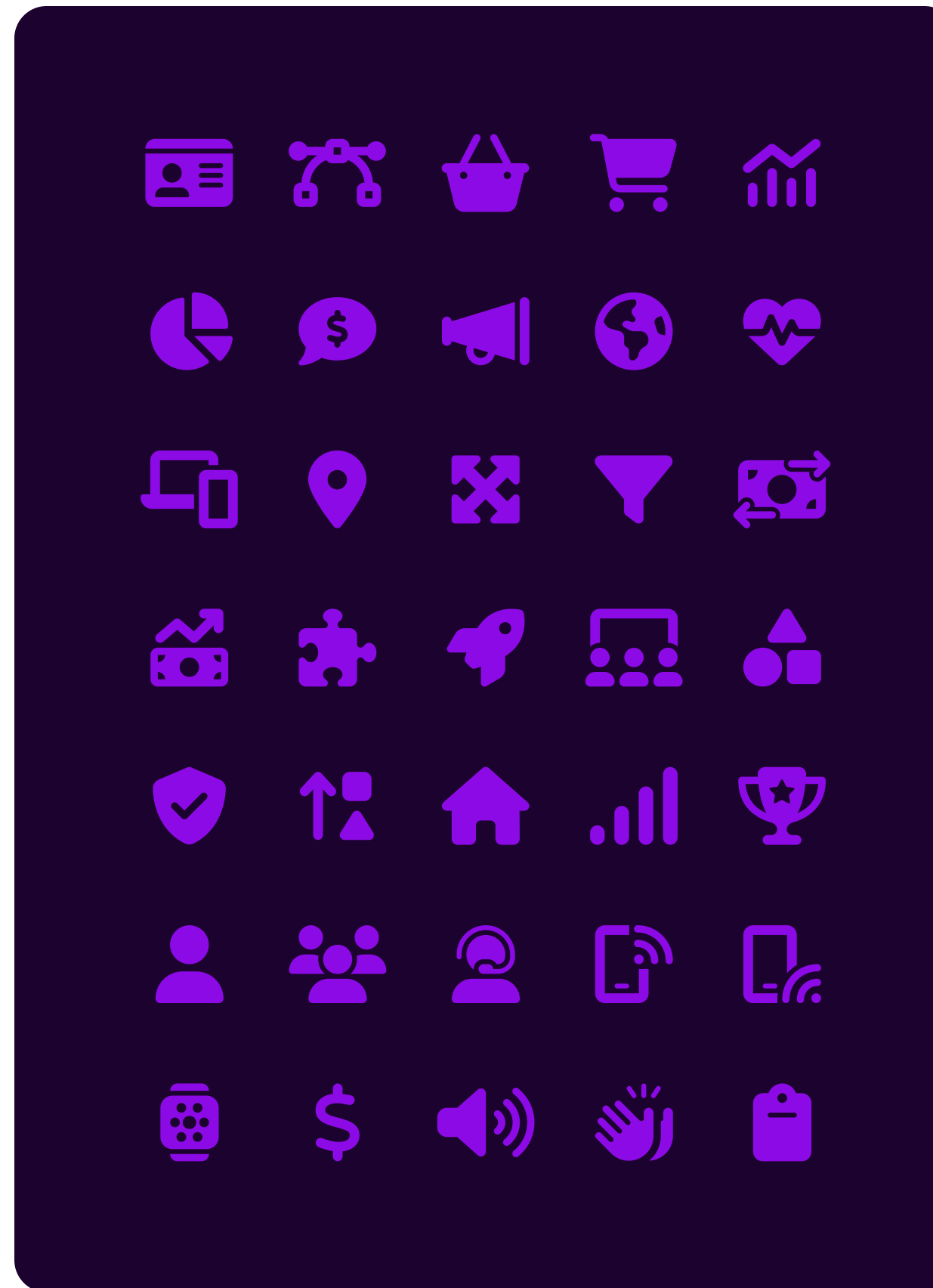
Color

Primary

Overview

Color plays a vital and distinguishing role in defining the LyncPOS brand. These hues contribute to sustaining the brand's recognition and identity."
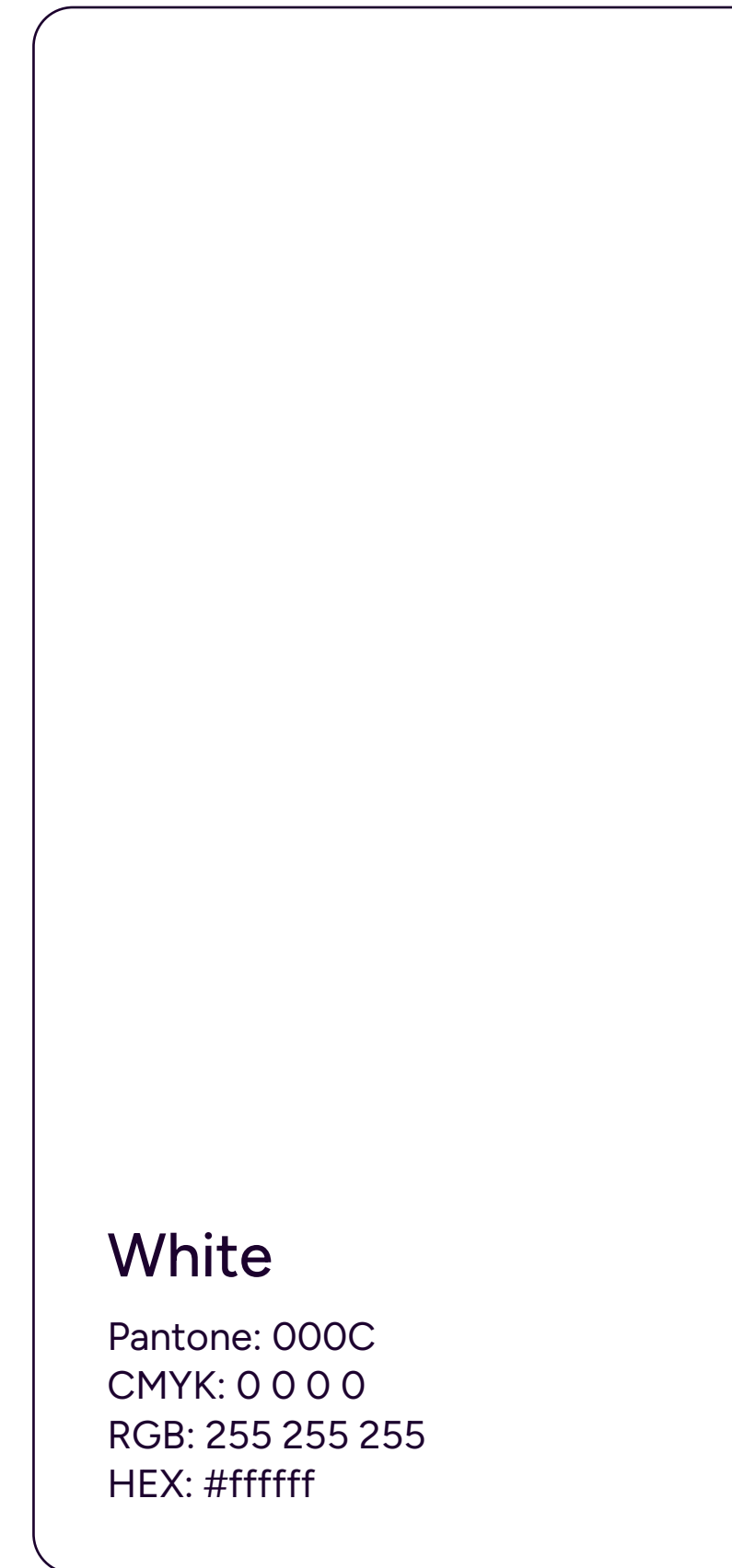
For print usage:

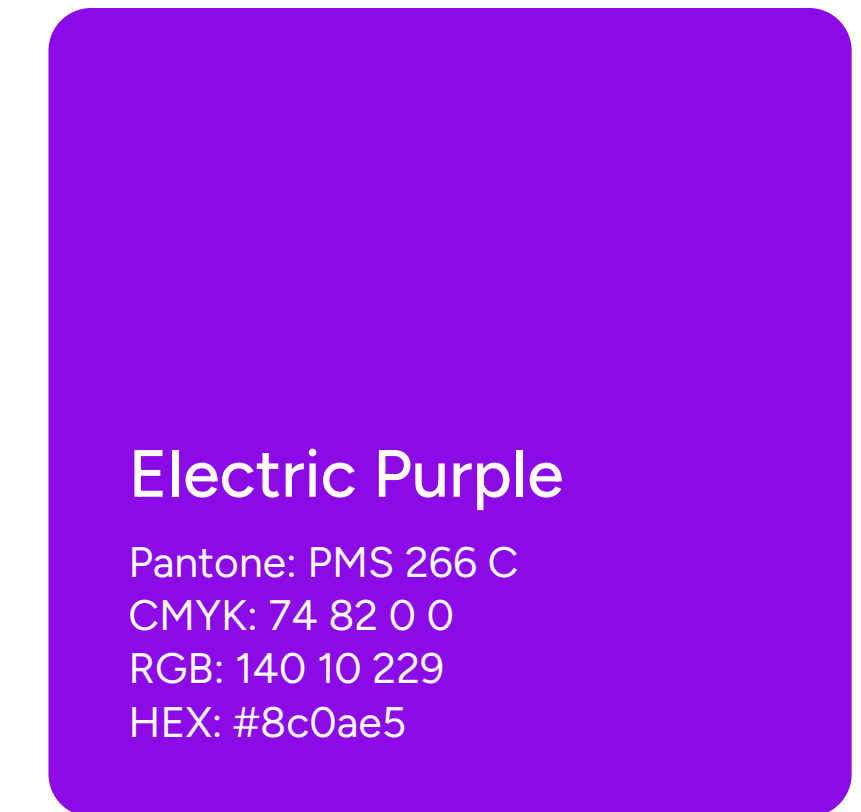Where possible use PANTONE references. If not possible, revert to CMYK.
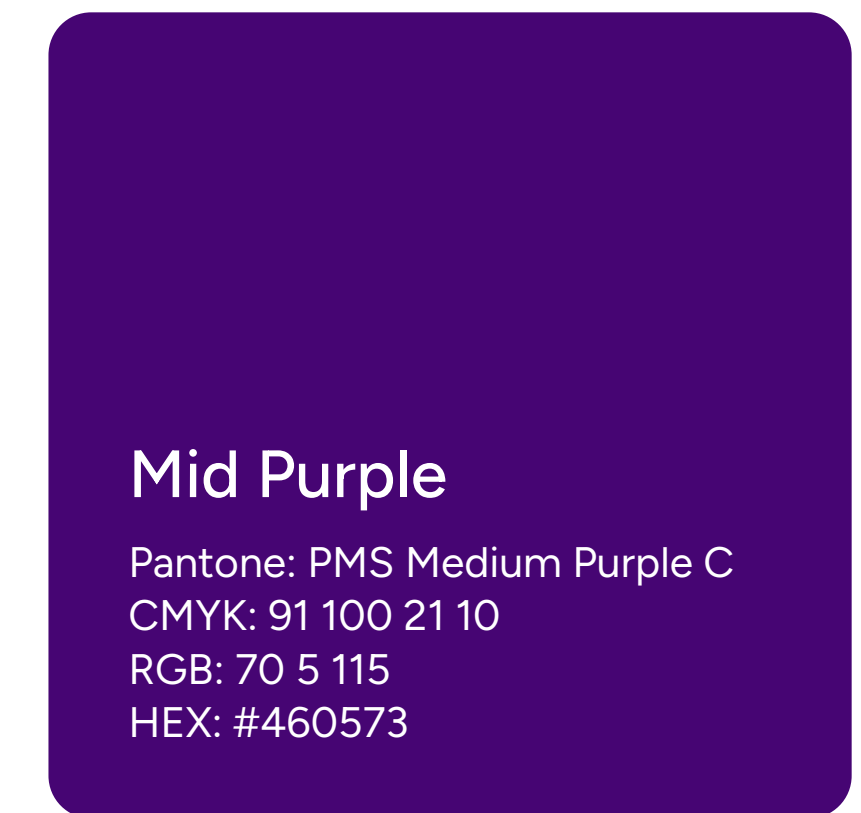
For digital usage:

Use Hex (#) values or RGB.

Deep Purple

Pantone: PMS 296 C
CMYK: 97 100 44 67
RGB: 28 2 46
HEX: #1c022e

White

Pantone: 000C
CMYK: 0 0 0 0
RGB: 255 255 255
HEX: #ffffff

Electric Purple

Pantone: PMS 266 C
CMYK: 74 82 0 0
RGB: 140 10 229
HEX: #8c0ae5

Mid Purple

Pantone: PMS Medium Purple C
CMYK: 91 100 21 10
RGB: 70 5 115
HEX: #460573

Secondary

Overview

These hues are suitable for accentuating designs and can be utilized when an additional color is needed."

For print usage:

Where possible use PANTONE references.
If not possible, revert to CMYK.

For digital usage:

Use Hex (#) values or RGB.

Blue

Pantone: PMS 2131 C
CMYK: 84 64 0 0
RGB: 54 94 212
HEX: #365ed4

Light Purple

Pantone: PMS Violet 0631 C
CMYK: 12 33 0 0
RGB: 232 206 250
HEX: #e8cefa

Warm Gray

Pantone: PMS Cool Gray 10 C
CMYK: 52 42 40 24
RGB: 119 199 120
HEX: #777778

Light Blue

Pantone: PMS 270 C
CMYK: 33 20 0 0
RGB: 180 197 249
HEX: #b4c5f9

Cool Gray

Pantone: PMS 663 C
CMYK: 5 4 4 0
RGB: 244 244 244
HEX: #f4f4f4

Gradients & Abstract Forms

Overview

LyncPOS offers a variety of abstract shapes to enhance both digital and print materials. These shapes should be used without mixing gradients with extra colors or creating new gradients. It's important to ensure that gradients transition seamlessly, avoiding any sudden blends.

For print usage:

Where possible use PANTONE references.
If not possible, revert to CMYK.

For digital usage:

Use Hex (#) values or RGB.

Imagery

Best Practice

Overview

Photographs should captivate, resonate, and evoke emotion, fostering a meaningful connection with our audience.

Ensure that all images meet superior resolution standards: 300 dpi for print (150 dpi for large-scale prints) and a minimum of 72 dpi for digital applications.

Misuse

Overview

Please refrain from selecting photographs that appear excessively staged, featuring forced or insincere smiles.

Avoid opting for images with lens flare, and refrain from including silhouettes in our selections.

✔ Correct usage

✗ Incorrect usage

Have a question?

Please reach out to
marketing@tcetra.com