



LEGO

BRAND GUIDELINE

PRIMARY LOGO

BRIEF

LEGO is the leader in building innovations for all children, young and old. The “LEGO” logo is the face of our brand and the key element of our brand identity. Consistent use of the logo is essential to maintaining our identity, brand integrity and gaining instant recognition across all marketing channels and media.

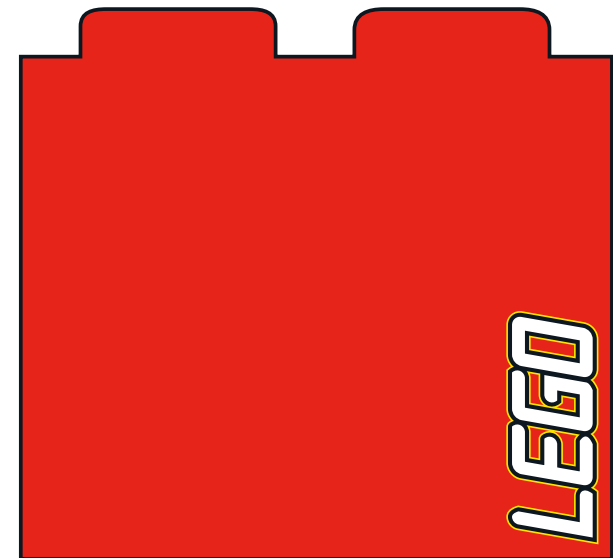
USAGE

Light Background: Full color logo with stroke color PANTONE Black 6 C to be used.

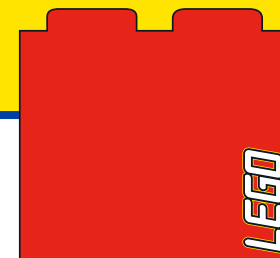
Dark Background: Full color logo with stroke color PANTONE 418 C is to be used.

FILE FORMATS

eps	vector based, used for professional reproduction
jpeg	used for profession reproduction or web
tiff	used for professional reproduction
png	used for web, includes transparency



COLORS



PRIMARY COLORS



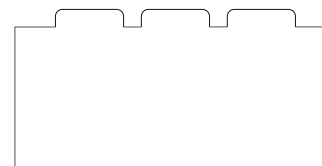
CMYK 4/100/100/1
RGB 227/0/11
HEX #E3000B
PMS 485 C



CMYK 60/40/40/100
RGB 0/0/0
HEX #000000
PMS BLACK 6 C



CMYK 3/1/97/0
RGB 255/237/0
HEX #FFED00
PMS 3945 C



CMYK 0/0/0/0
RGB 255/255/255
HEX #FFFFFF
PMS

SECONDARY COLORS



CMYK 100/80/12/3
RGB 0/61/166
HEX #003DA6
PMS 293 C



CMYK 0/62/86/0
RGB 255/127/48
HEX #FF7F30
PMS 1575 C



CMYK 99/12/100/2
RGB 0/149/59
HEX #00953B
PMS 355 C



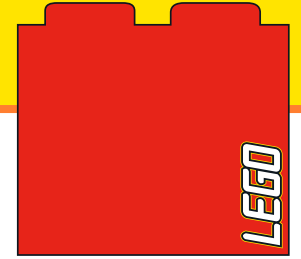
CMYK 63/53/63/36
RGB 81/83/74
HEX #51534A
PMS 418 C



CMYK 42/69/88/47
RGB 98/60/33
HEX #623C21
PMS 161 C

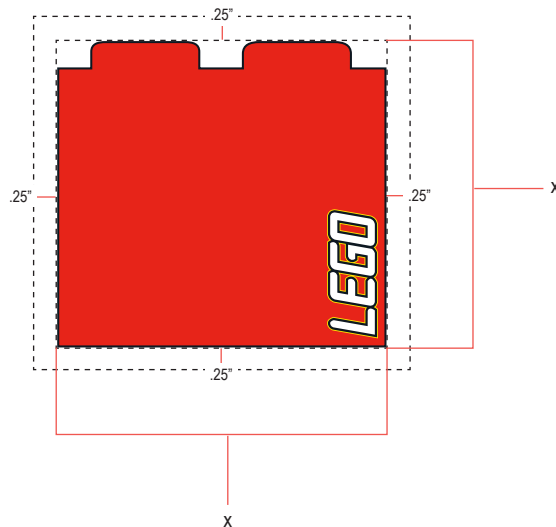


CLEAR SPACE & SIZING



CLEAR SPACE

Always allow a clear space of 1 quarter (0.25) inch between the logo and other elements in order to maximize clarity. No graphic elements should invade this zone "x" as defined by the height and width of the logo. These rules apply to all the LEGO logos.

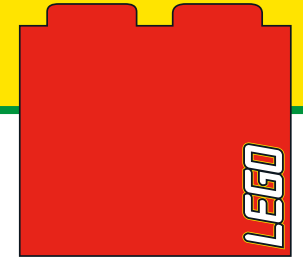


MINIMUM SIZE

It is recommended that the LEGO logos never be reproduced/used in layout smaller than the indicated minimum size of 120 px or 1.25 inches in width.



PROPER USE

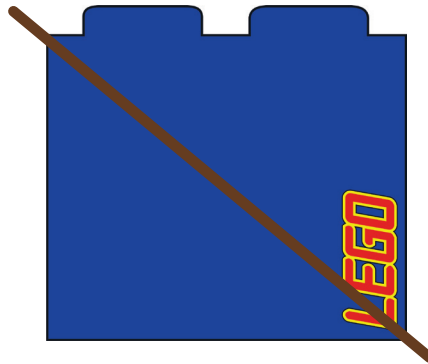


INCORRECT USAGE

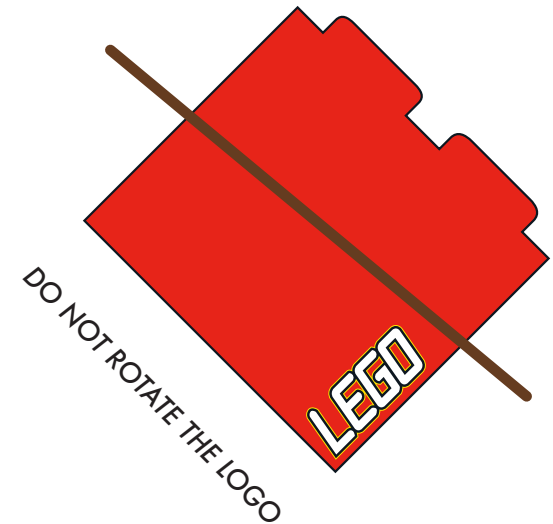
It is important to never alter or destroy the LEGO Logo in any way.



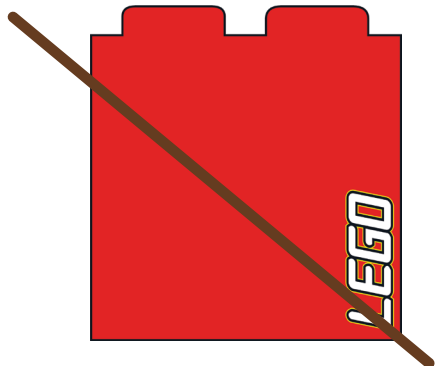
DO NOT RESIZE THE
TYPOGRAPHY OF THE LOGO



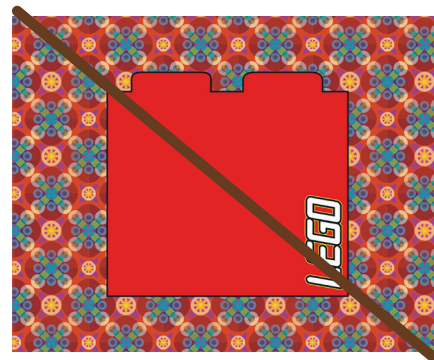
DO NOT CHANGE THE
COLORS OF THE LOGO



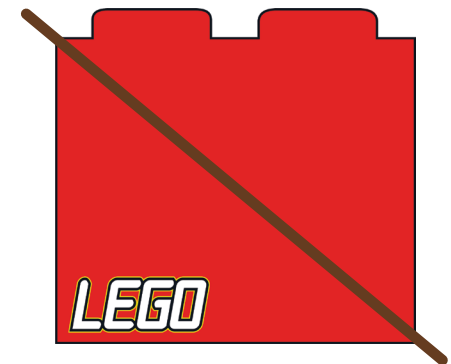
DO NOT ROTATE THE LOGO



DO NOT SQUEEZE, STRETCH OR
SHEAR THE LOGO

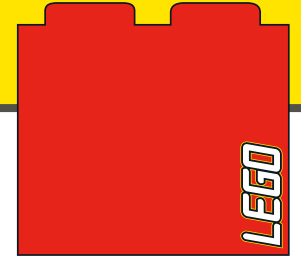


DO NOT USE OVER BUSY OR
PATTERN BACKGROUNDS



DO NOT RE-ORGANIZE THE
TYPOGRAPHY OF THE LOGO

TYPOGRAPHY



These particular typefaces have been chosen for their readability and visual pairing with the LEGO Logo.
(Example shown on next page.)

HEADLINE

Euphemia UCAS Bold | All UPPER Case | Used at 36pt or larger | Line Height 38 | Tracking 20 | Horizontal Scale 100%

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@

SUBHEADING

Futura Medium Italic | All UPPER Case | Used at 18pt or larger | Line Height 20pt | Tracking 20 | Horizontal Scale 105%

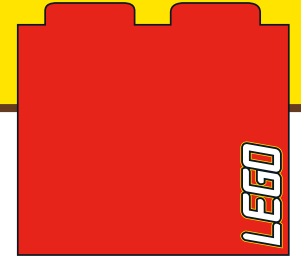
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@

BODY

ARIAL Regular | Used at 12pt or smaller | Line Height 16pt | Tracking 10 | Horizontal Scale 105%

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@

TYPOGRAPHY EXAMPLE



HEADLINE

SUBHEADING SAMPLE

Umquas enditaque rehenditis acitiunt quame ventota spedit as in commolo ribeatur sum erspica boribus et poremod igenient excerspid ut magnam, nobis aritis res sam, consedia dolupta sperro quatus, sintibus, corem. Nem duntiis recto torit quatquam, ventiur sunt a doloribus quuntem reped quam quation ectibus, non repudanda nos verisciis verehen iassunt.

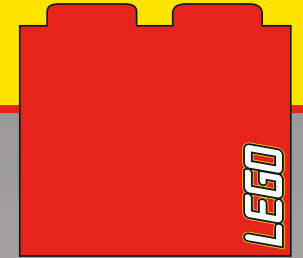
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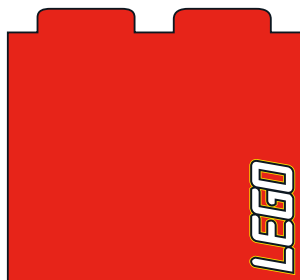
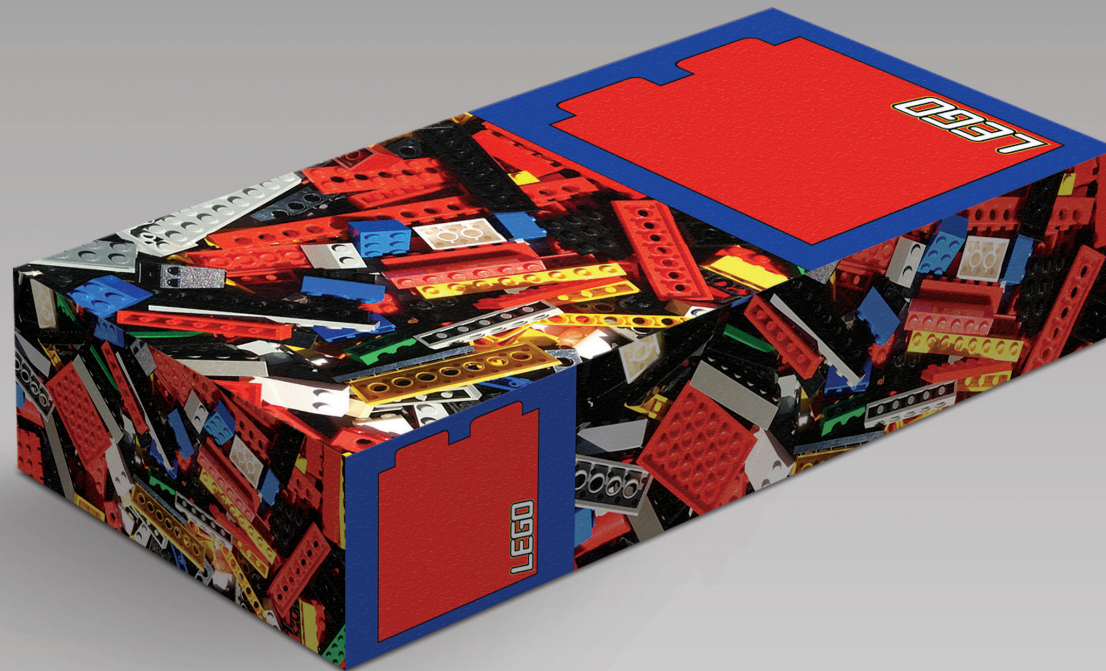
Ugiae et repudae nit explisi quae. Osseque officta iunt ipsam dolore magnis ium sae et quia quibus antur? Quis modis ime volores erecabori videsed magnihil erio quam, cus ex est, quibereped quae verumet abore sant vernatem dignat quatemperro comnis voluptus, tem restioribus, quat voluptatio te laut qui offic to comnihil eos nonsequatae sequid quisquas aspiendic tem ulparia tiaernatus as a dus in remquia corerna tiscius.

LOGO IN USE



MOCKUP

Logo shown properly used on packaging.



CREATED BY

SARAH VAUGHAN