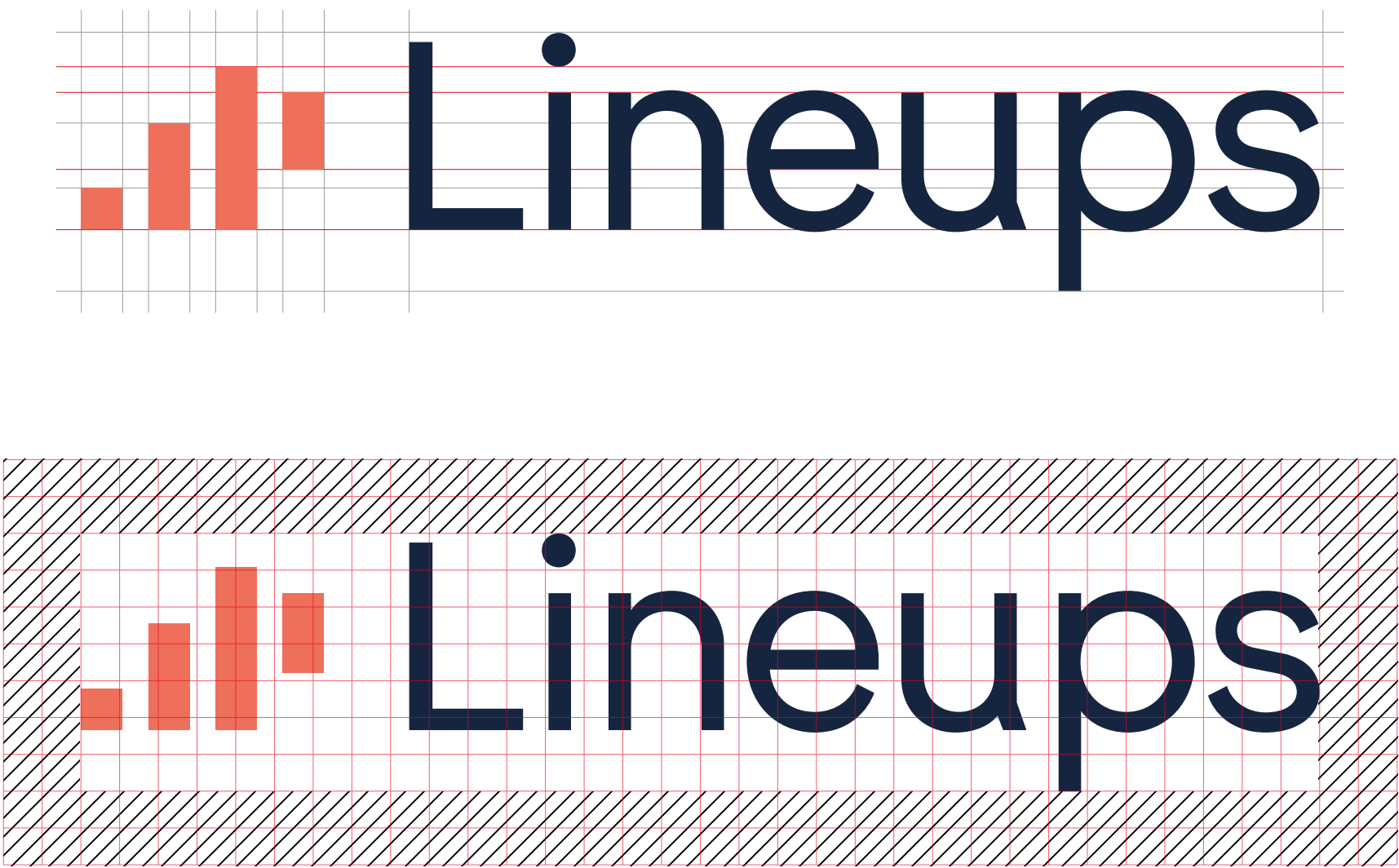




Lineups Brand Guidelines

BRAND ANATOMY

The Lineups logo and wordmark are designed with balance.
The distance between elements and letter spacing should always be rendered as shown



 safe zone

BRAND IDENTITY COLOR SYSTEM

PRIMARY COLORS



CMYK: 0 / 68 / 62 / 0
RGB: 255 / 112 / 85



CMYK: 100 / 85 / 43 / 50
RGB: 23 / 37 / 66

SECONDARY COLORS



CMYK: 8 / 8 / 8 / 0
RGB: 238 / 234 / 233



CMYK: 45 / 15 / 15 / 0
RGB: 255 / 112 / 85

LOGOMARK USAGE

On dark backgrounds, the Lineups wordmark should be presented in white, with the icon displayed in the official Flamingo red. On light backgrounds, the wordmark must appear in the brand navy, while the icon remains in Flamingo red.



OVERLAY APPLICATION

Photo selection plays an important role in logo readability. When placing the Lineups logo over photography, visual emphasis must always remain on brand clarity and contrast.



When applying the logo on a dark image, use the white wordmark with the Flamingo red icon. Always choose images with sufficient negative space to ensure legibility. If adequate contrast is not available, apply a 40% navy overlay to the image to improve visibility.



When applying the logo on a light image, use the navy wordmark with the Flamingo red icon. Select imagery with enough negative space for clear placement. If necessary, apply a 30% white overlay to maintain contrast and readability.

ICON USAGE

When used on dark backgrounds, the Lineups icon may appear in white or Flamingo red.

When used on light or white backgrounds, the icon must appear in Flamingo red only.

The icon must always maintain sufficient contrast and should not be modified or recolored outside approved brand colors.



TYPOGRAPHY

The typography used in the Lineups brand has been carefully selected to reflect the company’s visual identity and positioning. It is a licensed typeface, authorized for official use across all brand applications.

This typography must not be replaced, altered, or substituted under any circumstances. It should be used consistently across all marketing materials and communications to preserve brand integrity and ensure visual consistency.

BROKMANN MEDIUM

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abcdefghijklmnopqrstuvwxyz
123456789!~·\$%&/()=?¿*^Ç”_::;

Brokmann Regular
Brokmann Regular Italic

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INCORRECT USES

Please note: The logo cannot be changed. Although creativity is appreciated, please do not alter the logo in any way!



Do not stretch or skew the logo’s proportion in any way



Brand colors must not be altered or applied incorrectly.



Do not remove elements



Do not alter the brand architecture



Do not use off-brand colors