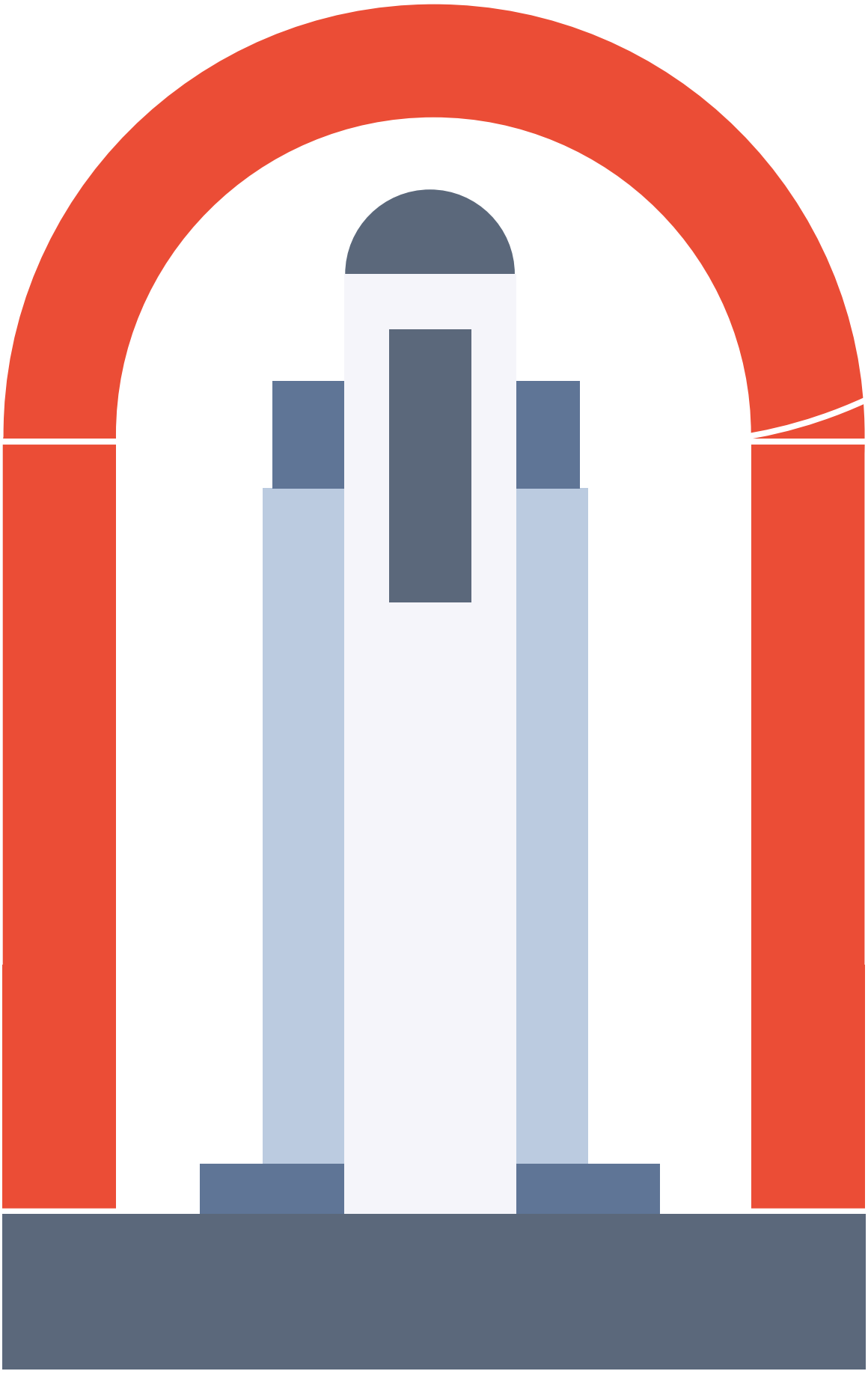
GERTIE

STUDIOS

Prep
Running
Nerd

Often Running



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Logo Use

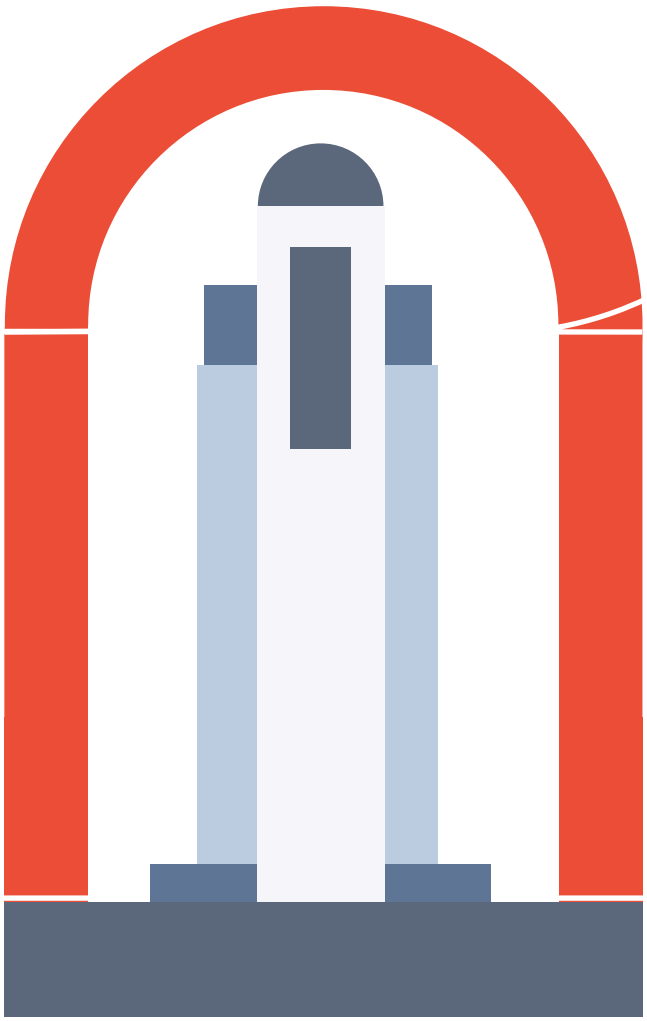
The key with the Lincoln Running Company log is constiancy, this means that in all situations the logo should be comperable and recognizable. Under most situations the vertical logo is the best option but there are times were the secondary or horizantal logo ex: The shoe box mock up.

Both the primary and secondary logo have too pieces the Icon and the Word mark.The Word mark must never be placed on top of the icon this allows for the different variations of the logo to be more consistant as the black lettering can make a mess in black and white.

The word mark should always be black or white to help it stand out, using one of the colors from the logo will reduce legibility and ultimately compramise the logo.

Primary Logo

Icon



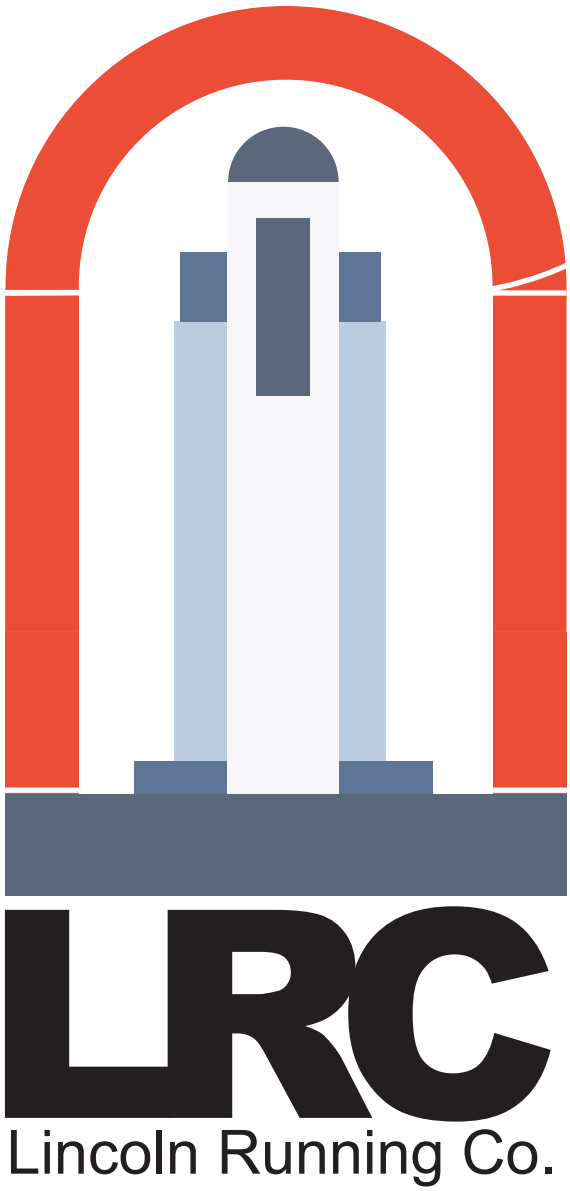
Word Mark

LRC

Lincoln Running Co.

Logo Use

Primary Logo



Alow for more space above the curve and to the right of the icon. Adhere by these proportions when placing the logo.

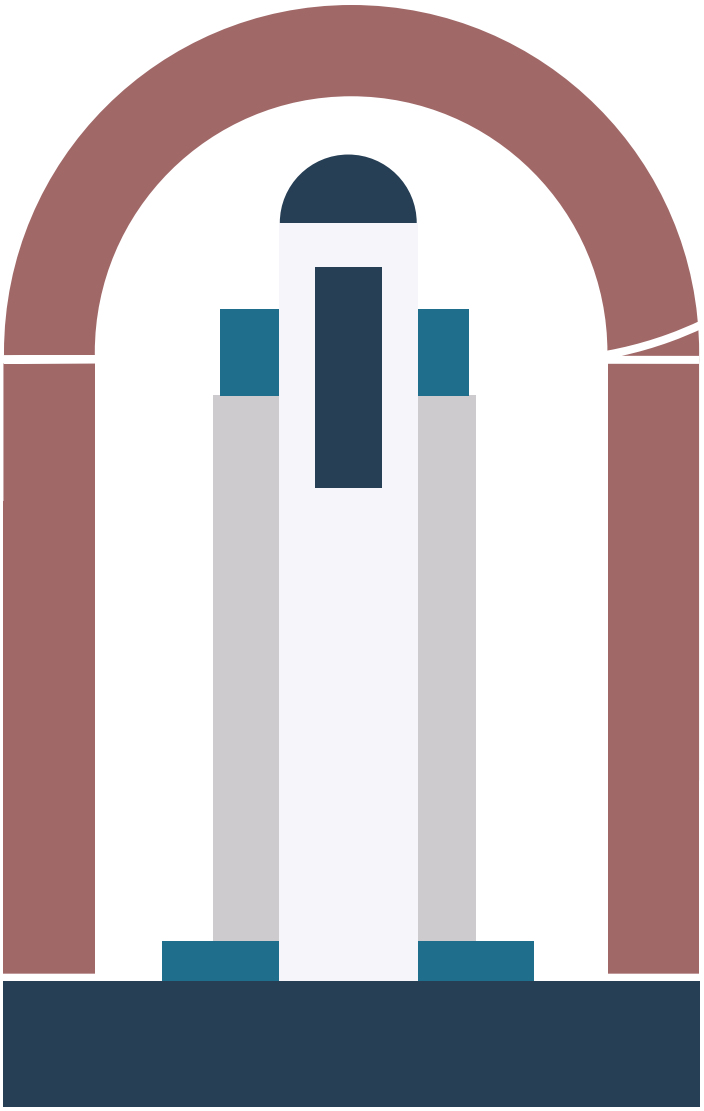
Logo Use

Secondary Logo

Allow a certain amount of space between the logo, the word mark may need to be adjusted based on the placement of the logo. However the attempt to center the wordmark should be intentional and thought out.

Logo

Secondary Color



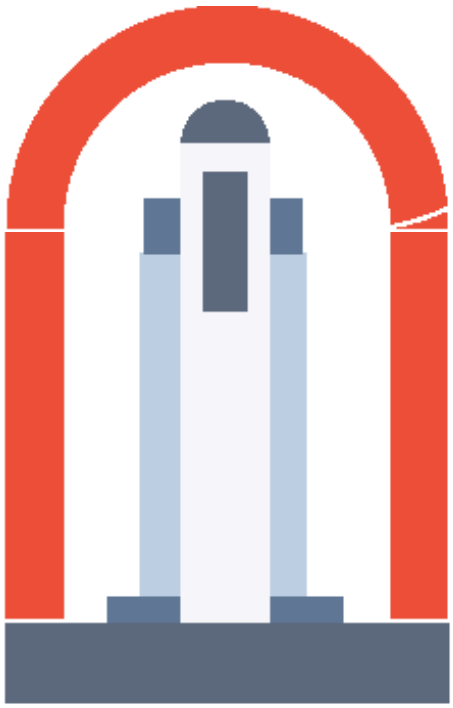
Icon Use

Primary Logo

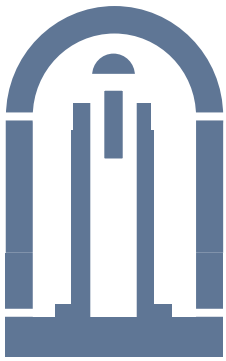
The use of the logo needs to be coherent with the brand of the store, placing it on shoeboxes, shirts, shoes, signs and posters. These should also be similar with the same stlye being used across each product or advertisment.

The logo should ALWAYS be placed vertical, never sideways. This logo can really be used for any product but the consistancy is key when inolvng a new product into the brand of Lincoln Running Company.

Logo use should be plentiful this will help establish it a a rcognizable brand, when determing the colors the goal was a calming pastel that would also stand out do the brightness of the orange. So once it is placed out into the world it should be eye catching and gain recognition.



When using the Icon you will likely end up at a situation where it is too small, you will find that the lines on the track look too small and awkward that is why it is best to use this smaller icon with less detail.=



Brand Colors

Profile

Dark Blue
#5B687B

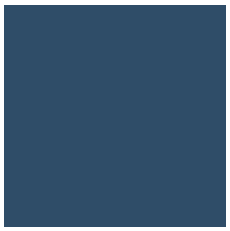
Light Blue
#BBCADF

Faded Blue
#F3F3F9

Deep Orange
#EA4E38

Brand Colors

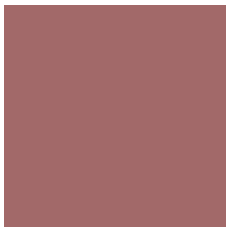
Secondary Profile



Japanese Indigo
#F3F3F9

Metalic Seaweed
#1C6E8C

Faded Blue
#F3F3F9

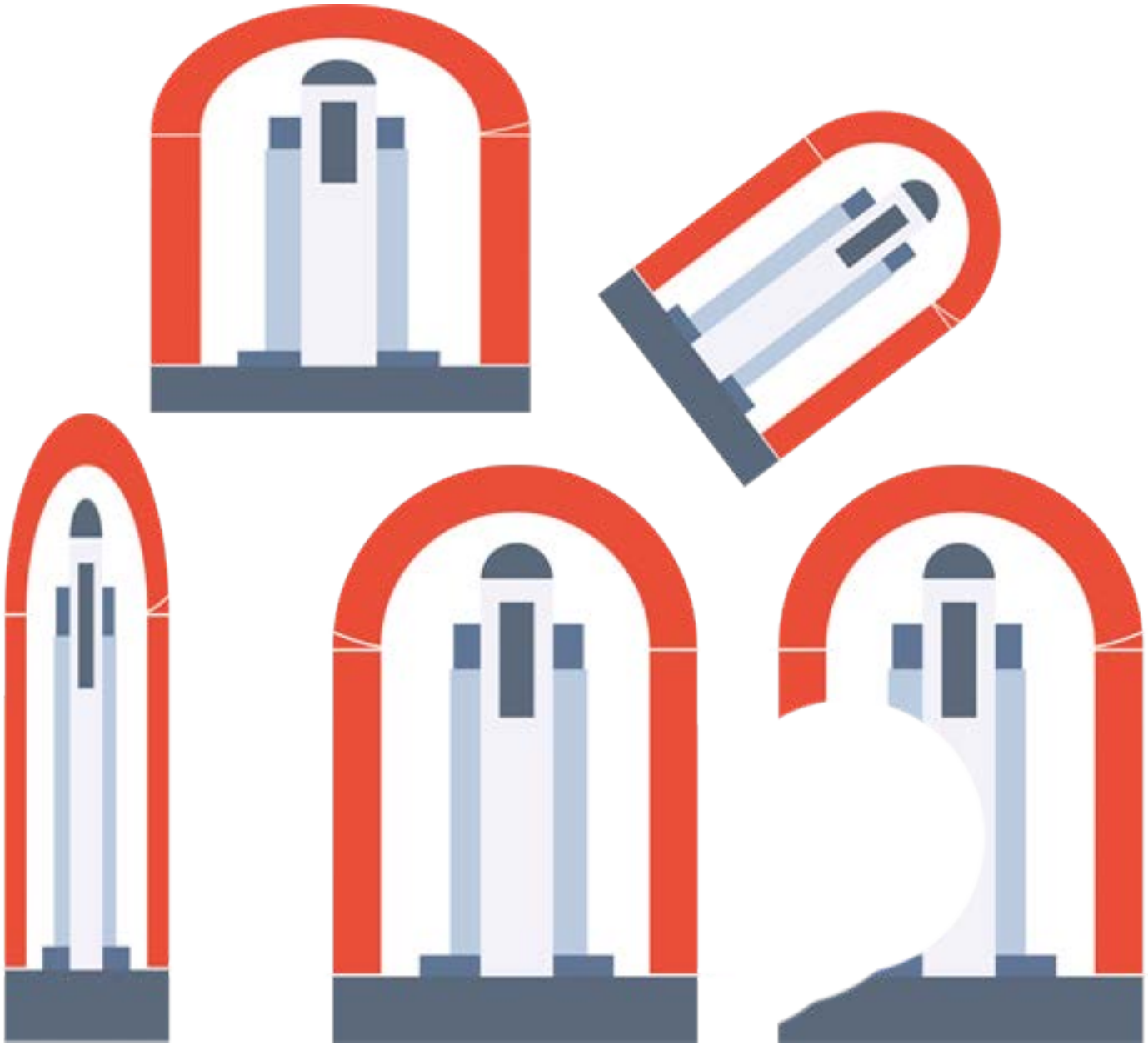


Copper Rose
A26769

Light Gray
#D0CCD0

Logo

Do Nots



Things you are not allowed to do with the logo; do not stretch or squeeze the logo in any way always try to keep the proportions of the logo/ icon. Do not cover the logo or erase any of it, do not allow the logo to become pixilated to mantain the integrity and professionalism.

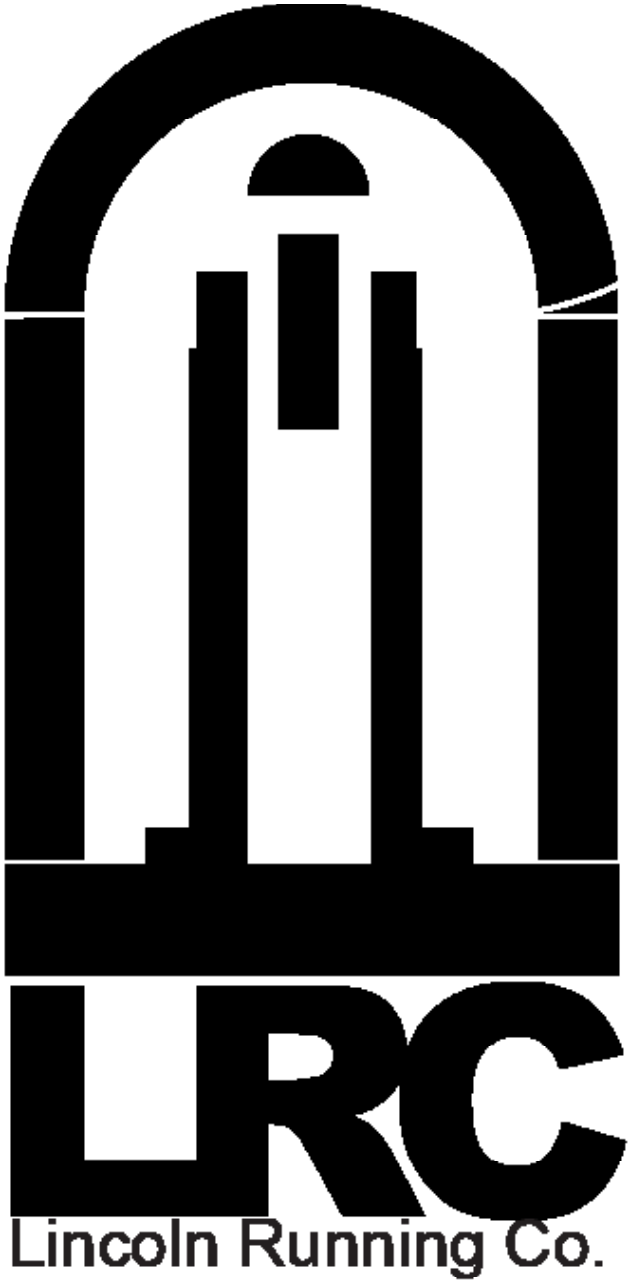
Mock-Ups

LRC

LRC

Lincoln Running Company
Lincoln Running Company
Lincoln Running Company

Black Logo

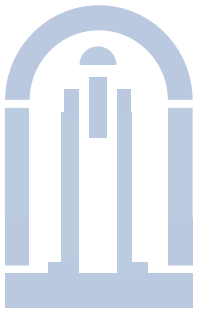


White Logo

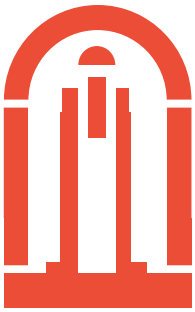
Icon Colors

Small Icons

The icons need to be used in smaller form in simpler colors when being made for small-er things like web tabs or other small uses for the logo.



When a backround for the logo isn’t needed it is best to use one of the logo colors as a solid form like the two examples on the left.



Type Use

Arial Black

Arial Black should be used in the main logo and for any headers or large pieces of texts and titles, this allows that particular type to stand out.

A

Arial Black

Type Use

Arial

Arial should be used for more small body text it will help with readablity and make the type similar to the headers making it more coherent.

A

Arial