

LOGO MANUAL

CLIENT | LUXX VALLEY LANDSCAPES

CREATIVE | RELATIV MEDIA

PRODUCED | AUGUST 2023

TABLE OF CONTENTS

01	LOGO CONCEPT	11	SECONDARY LOGO CONSTRUCTION
02	LOGO TYPEFACE	12	SECONDARY LOGO FINAL
03	PRIMARY WORDMARK CONSTRUCTION	13	TERTIARY LOGO CONSTRUCTION
04	PRIMARY WORDMARK FINAL	14	TERTIARY LOGO FINAL
05	PRIMARY LOGOMARK CONSTRUCTION	15	TERTIARY LOGO ALTERNATE FINAL
06	PRIMARY LOGOMARK FINAL	16	BRAND COLOURS
07	PRIMARY LOGO CONSTRUCTION (VERTICAL)	17	LOGO COLOUR USAGE
08	PRIMARY LOGO FINAL (VERTICAL)	18	LOGO TREATMENT
09	PRIMARY LOGO CONSTRUCTION (HORIZONTAL)	19	LOGO SIZE
10	PRIMARY LOGO FINAL (HORIZONTAL)	20	FINAL COMMENTS

LOGO CONCEPT

Luxx Valley Landscapes is an experienced company in the property design and landscaping industry specializing in unique, well-crafted residential landscapes.

The goal was to create a logo that would convey a high-end feel and a sense of trust while maintaining a connection to nature. The new logo needed to be versatile across all medium and stand out from Luxx's competitors.

The concept behind the logo was drawn from combining the name "Luxx", a play on the word "luxury", with the owner's initials along with drawing inspiration from natural landscapes using the word "Valley".

Combining these elements resulted in a logo that conveys a sense of luxury, tranquility, strength and reliability which is supported by the owner's personal pride in every landscape project undertaken by Luxx Valley Landscapes.



NEW LOGO CONCEPT

PRIMARY TYPEFACE

Semplicita Pro Bold

LUXX VALLEY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

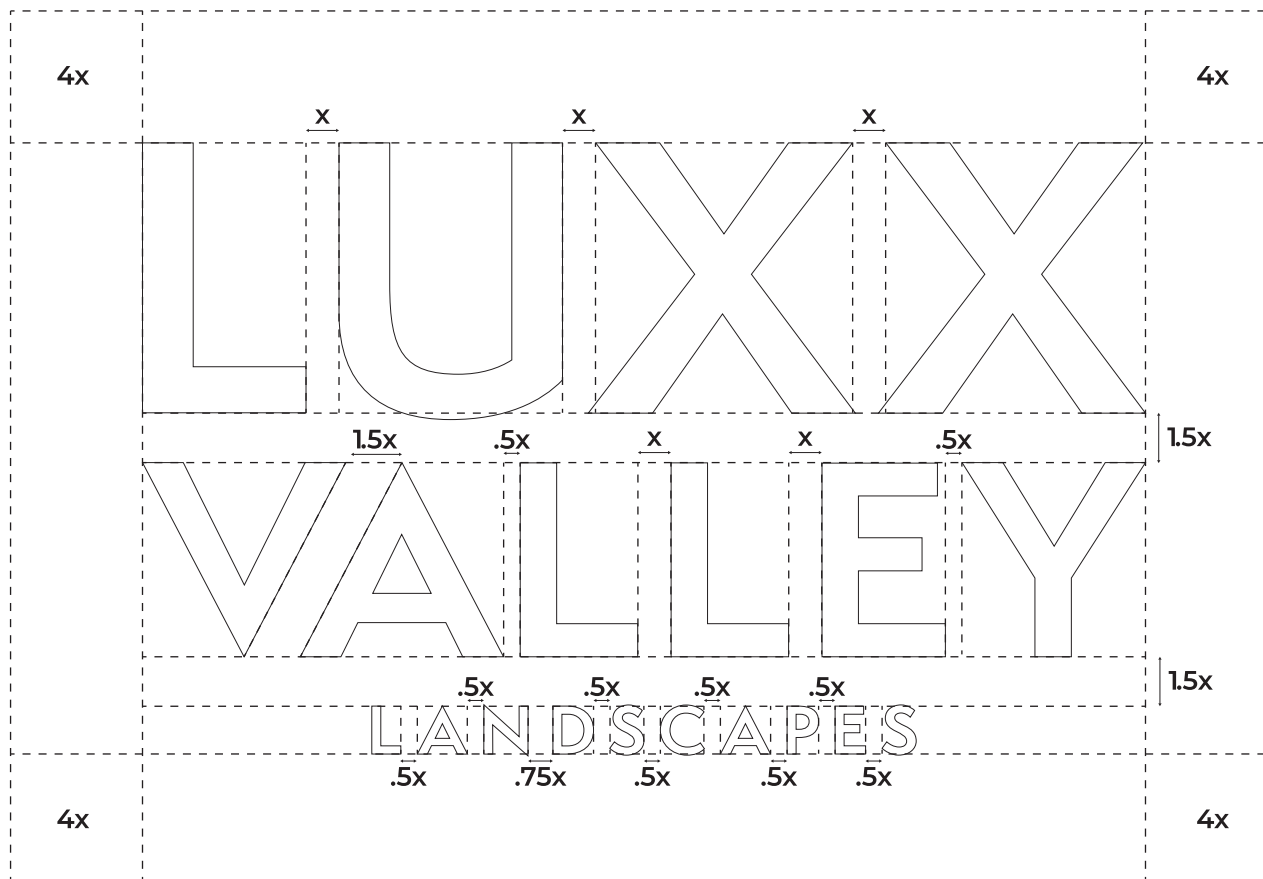
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

LOWERCASE STYLISTIC ALTERNATES

abcdefghijklmnopqrstuvwxyz

PRIMARY WORDMARK CONSTRUCTION



PRIMARY WORDMARK FINAL

LUXX
VALLEY
LANDSCAPES

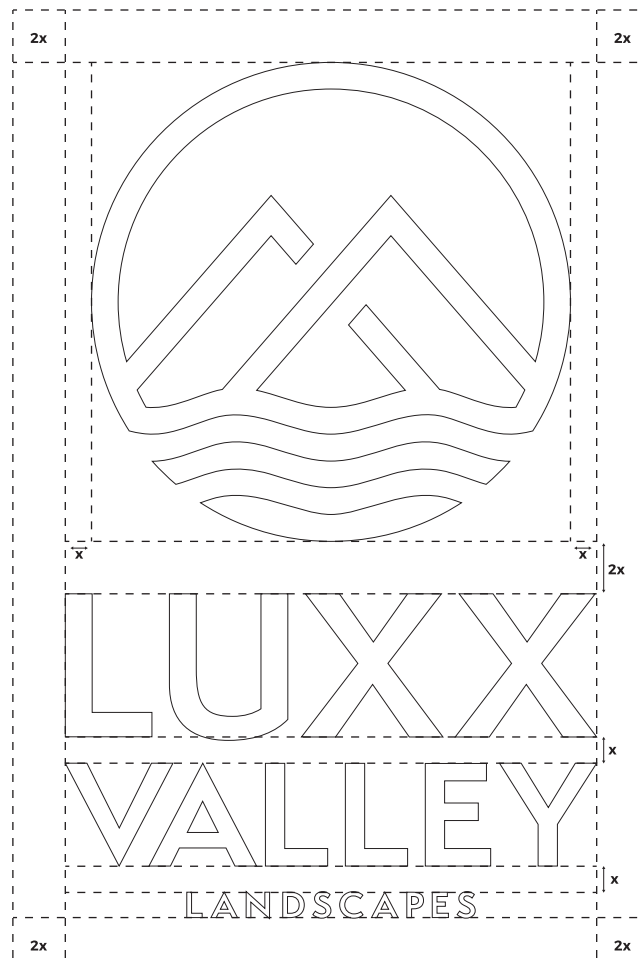
PRIMARY LOGOMARK CONSTRUCTION



PRIMARY LOGOMARK FINAL



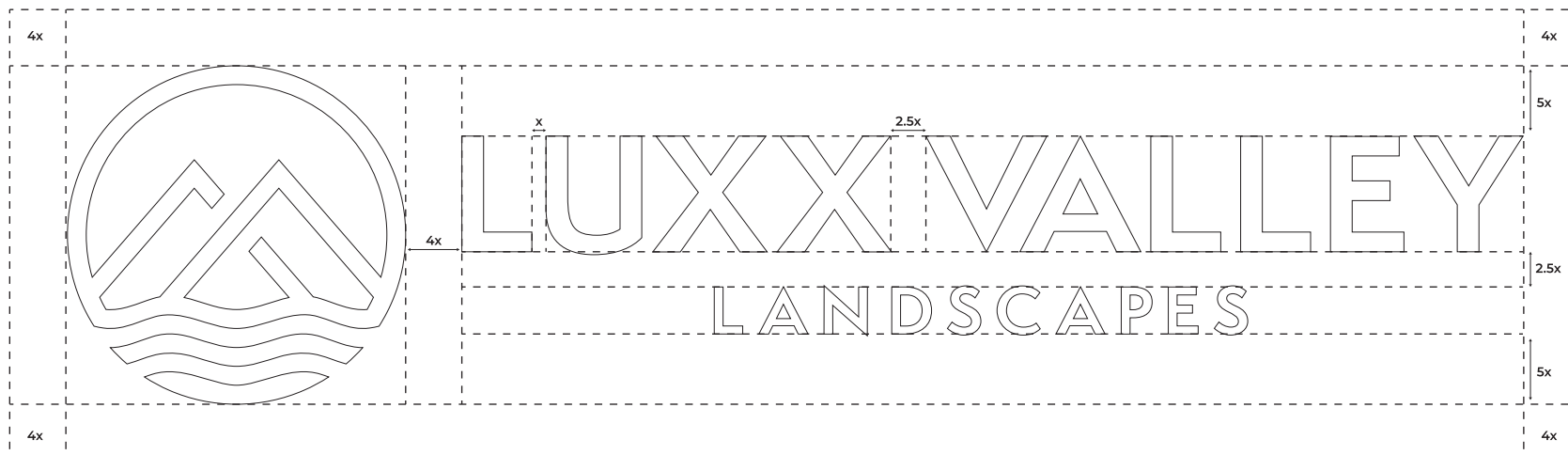
PRIMARY LOGO CONSTRUCTION (VERTICAL)



PRIMARY LOGO FINAL (VERTICAL)



PRIMARY LOGO CONSTRUCTION (HORIZONTAL)

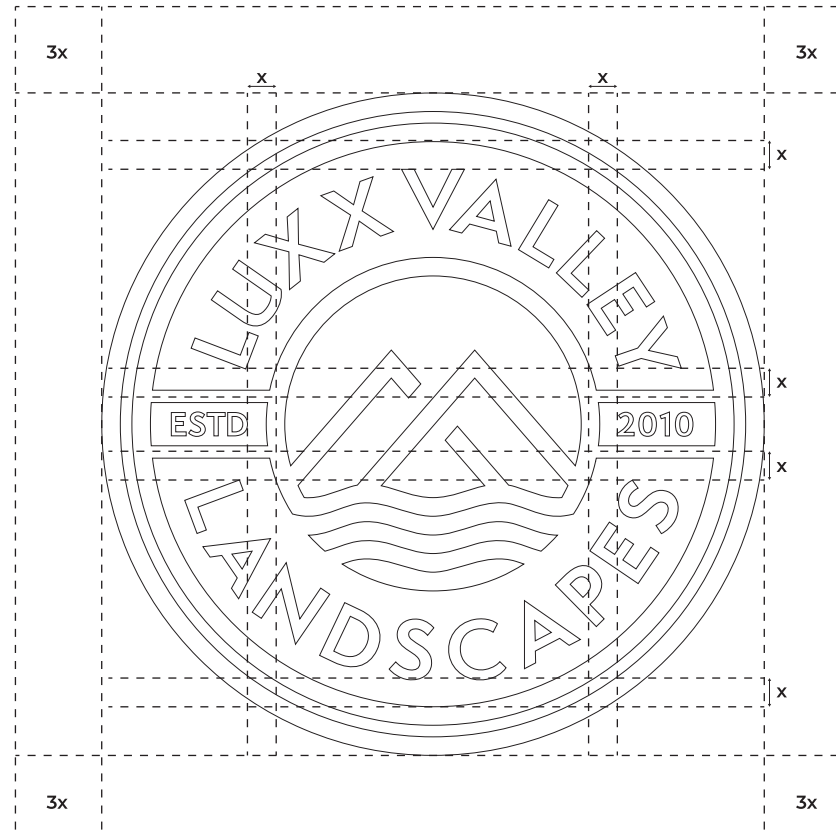


PRIMARY LOGO FINAL (HORIZONTAL)



LUXX VALLEY
LANDSCAPES

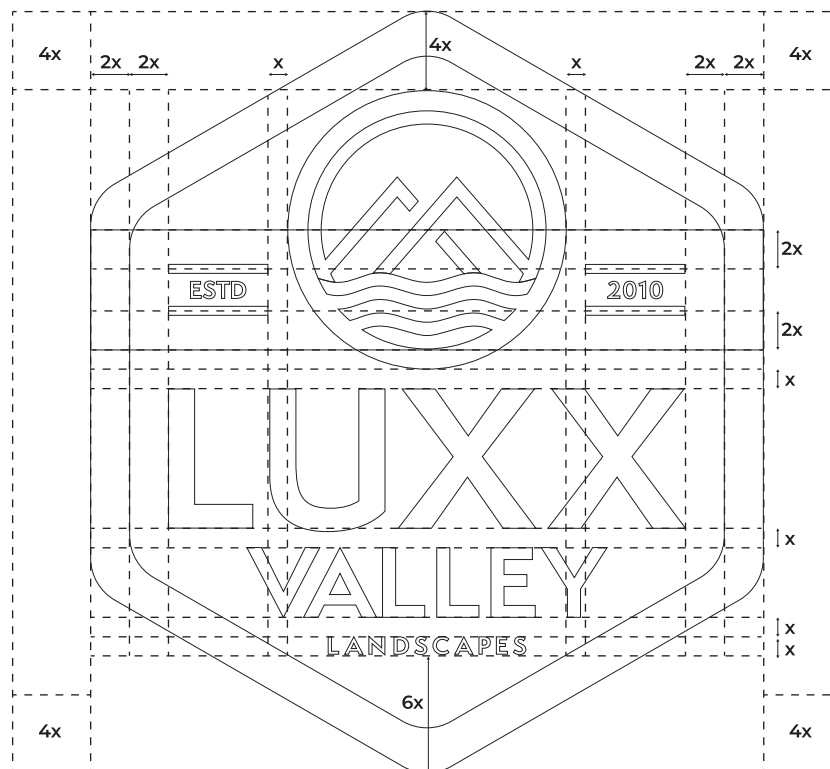
SECONDARY LOGO CONSTRUCTION



SECONDARY LOGO FINAL



TERTIARY LOGO CONSTRUCTION



TERTIARY LOGO FINAL



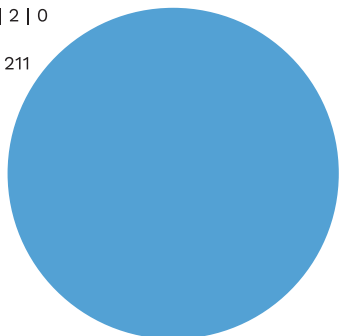
TERTIARY LOGO ALTERNATE FINAL



BRAND COLOURS

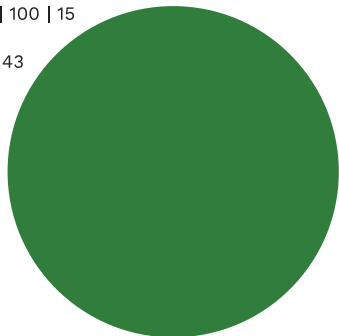
PRIMARY (BLUE)

CMYK 64 | 24 | 2 | 0
Pantone 542
RGB 86 | 160 | 211
HEX #56A0D3



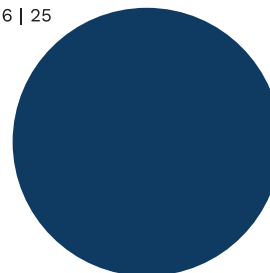
PRIMARY (GREEN)

CMYK 80 | 28 | 100 | 15
Pantone 364
RGB 56 | 124 | 43
HEX #387C2B

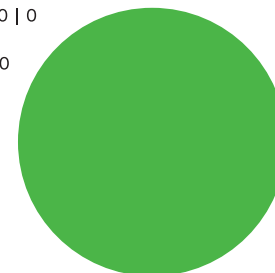


SECONDARY (MONOCHROMATIC BLUE + GREEN)

CMYK 100 | 81 | 36 | 25
Pantone 2965
RGB 0 | 58 | 99
HEX #003A63

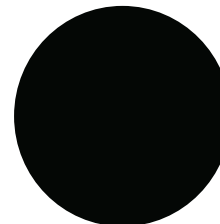


CMYK 71 | 2 | 100 | 0
Pantone 361
RGB 82 | 180 | 70
HEX #52B446

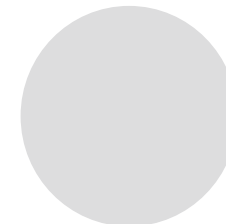


TERTIARY ALTERNATES (RICH BLACK + GREY)

CMYK 76 | 67 | 68 | 88
Pantone Black C
RGB 0 | 0 | 0
HEX #000000



CMYK 12 | 9 | 9 | 0
Pantone 5455
RGB 220 | 221 | 222
HEX #DCDDDE



LOGO COLOUR USAGE

No matter what version or orientation of the logo, the primary colours must be used first and applied as a solid fill only.

Using the secondary brand colours are acceptable alternatives. Any variation of brand colours including the tertiary alternates can be used as highlight or background colours only.

Off-brand colours should never be used. Black or white can be used when the use of colours is not an option and if the logo is placed on a solid brand colour background or for cross promotional purposes with another brand.



OFF BRAND
COLOUR



MORE THAN ONE
OFF BRAND



OFF BRAND
COLOUR



LOGO TREATMENT

The logo must be used as intended and should not be altered in any way. There should be sufficient clear space around the logo to let it breathe and prevent it's clarity and visual impact from being obstructed.

Modifications of any kind should not be applied which would include any tilting, rotating, stretching, skewing, distorting, separation of elements, outlines or gradients.

These rules apply to any variation or version of the logo provided.



The logo uses an open white canvas to underpin the visual language of the brand.

The minimum distance kept around the logo should remain proportionate to the size of the logo based off of the width of the circular shape used in the logomark. This space isolates the logo from any competing graphic elements like other logos or body copy that might conflict with, overcrowd and lessen the impact of the logo.



DO NOT TILT, ROTATE, STRETCH,
SKEW OR DISTORT



DO NOT SEPARATE ELEMENTS



NO OUTLINES



NO GRADIENTS

LOGO SIZE

The logo must stay consistent and recognizable. Logos often have to be resized and reoriented when placed across websites, social media, apparel, merchandise, printed ads and so much more. In today's digital age, the logo has to be ready for anything. Great logos will retain their integrity over any background and adapt to any size without losing clarity.

Versatility, scalability, balance and proportion are some of the basic principles of logo design that apply directly to logo size. The sizes listed are the smallest recommended for each version. Size will vary per technique or medium, but this should act as a general guide for proper legibility.

MINIMUM HEIGHTS FOR PRINT



MINIMUM HEIGHTS FOR DIGITAL



FINAL COMMENTS

If ever in doubt, refer back to this guide. These guidelines are fairly flexible and should allow for enough creative freedom to use the logos as you see fit while still making sure the brand looks its best across all applications and medium.



**LUXX
VALLEY**
LANDSCAPES



LUXX VALLEY
LANDSCAPES



**LUXX
VALLEY**
LANDSCAPES



LUXX VALLEY
LANDSCAPES



**LUXX
VALLEY**
LANDSCAPES



LUXX VALLEY
LANDSCAPES

R E L A T I V . M E D I A

@RELATIV.MEDIA