

# lucrecent

## bearings

brand  
guidelines



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## Logo Orientation

Logo orientations can either be horizontal, vertical or just the icon by itself. In most cases, use "Lucrescent" without the word "Bearings," but if necessary, there are horizontal and vertical orientation of the full name available. When using the logo, allow an 'x' clearance (where x is half the size of the icon) to provide sufficient spacing between the logo and any surrounding elements.

For printing on curved bearings, follow the same guidelines. Allow for 'x' clearance around logo and always use "Lucrescent" without the word "Bearings."

## Usage [ horizontal ]

**1**



**2**

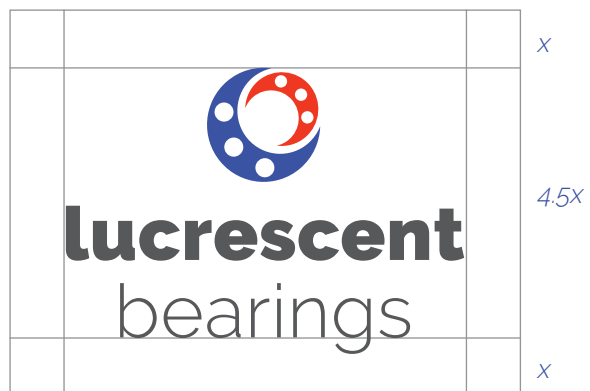


## Usage { vertical }

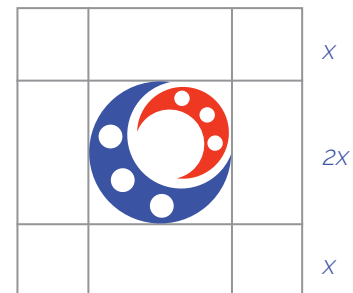
1



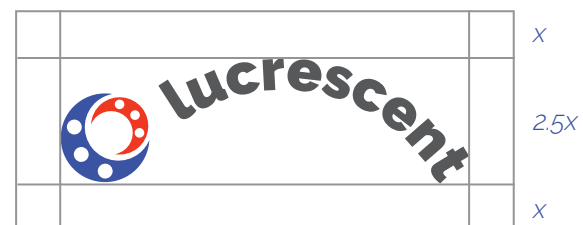
2



## Usage { icon only }



## Usage { curved }



## Logo Colors

The lucrescent logo uses blue, red and gray for its primary logo and palette. For an inverted logo where the background is the primary blue, please ensure the blue from the logo becomes white and the gray is a CMYK of 0, 0, 0, 20.

## Usage [ primary palette ]



### Lucrescent Blue

CMYK: 88, 77, 0, 0  
RGB: 58, 83, 164  
HEX: #3A52A4  
Pantone: Pantone Solid Coated 2117 C



### Lucrescent Red

CMYK: 0, 92, 100, 0  
RGB: 239, 59, 36  
HEX: #EE3B23  
Pantone: Pantone Solid Coated 179 C



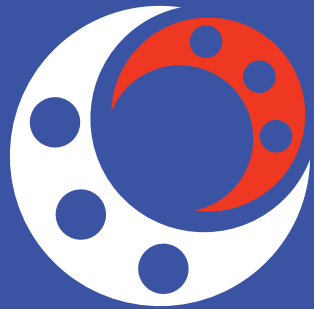
### Lucrescent Gray

CMYK: 0, 0, 0, 80  
RGB: 88, 89, 91  
HEX: #58585B  
Pantone: Pantone Solid Coated Cool Gray 11 C

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**Usage** [ primary palette inverted ]

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**lucrescent**

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## Positive & Negative Logo

Logo has all black (positive) and all white (negative) forms as well. Please make sure the black is 100% when using the logo in positive forms.

## Usage [ positive ]



**lucrescent**  
bearings



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**Usage** [ negative ]

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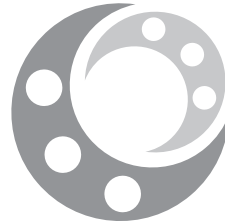
**lucrescent**

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## Grayscale Logo

For other purposes beyond negative/positive solutions, the Lucrecent logo has a grayscale version as well. Make sure to use the correct CMYK versions of each gray.

## Usage [ grayscale ]



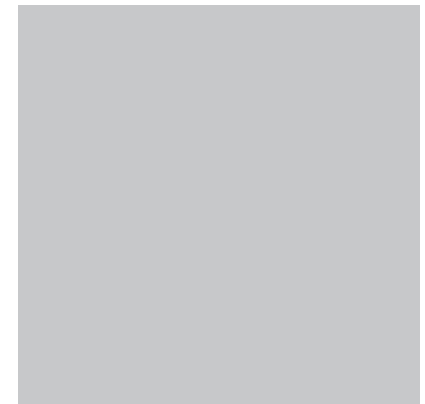
# lucrecent



CMYK: 0, 0, 0, 80  
RGB: 88, 89, 91  
HEX: #58585B



CMYK: 0, 0, 0, 50  
RGB: 147, 149, 152  
HEX: #939597



CMYK: 0, 0, 0, 25  
RGB: 199, 200, 202  
HEX: #C6C8CA

## Secondary Colors

In addition to blue, red and gray, Lucrescent has a secondary palette to use as accents and complimentary colors. These colors should be used in moderation with the main color palette.

## Usage [ secondary palette ]



### Light Aqua

CMYK: 41, 0, 7, 24

RGB: 112, 193, 179

HEX: #70C1B3

Pantone: Pantone Solid Coated 563 C



### Light Blue

CMYK: 69, 28, 0, 19

RGB: 62, 146, 204

HEX: #3E92CC

Pantone: Pantone Solid Coated 279 C



### Deep Aqua

CMYK: 91, 0, 1, 62

RGB: 8, 96, 95

HEX: #08605F

Pantone: Pantone Solid Coated 7721 C

## Logo Don'ts

Along with the list of logo guidelines to follow, there are certain things to never do to Lucrescent's logo. This serves as a guide of things to avoid.

## Usage [ logo don'ts ]



Relation Icon to Name



Orientation



Stretch/Squeeze



Chop Up/Re-shape

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## Usage { logo don'ts }

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Full Color on Color Background



Glow or Cheesy Effects



Non-Color Palette Color



White Box

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## Typeface

The Lucrescent identity uses Raleway Light, Regular and Black for its brand. The logo uses Black for the "Lucrescent" name and Light for "Bearings." When possible, try to use Regular for most paragraphs and descriptive texts while Black should be used for headings or titles and Light for captions or other small text areas.

## Usage [ typefaces ]

# Raleway

A B C D E F G H I J K L M N O P Q R S T U  
V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & \* ( ) \_ + { } " ' : ?

Light

Regular

**Black**



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