



Lotus Capital Group

branding guidelines

using & understanding the lotus brand identity



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building brand

When it comes to building a strong, recognizable brand, consistency is of paramount importance.

This booklet is a tool.
It is meant to be used, not stuck in a drawer.

It will help Lotus Capital Group create a consistent and singular brand personality, that will make the company top-of-mind with all its shareholders.



Lotus Capital Group

logo & brand

The specific logo was designed upon a creative brief given by Lotus Capital Group, a company of young professionals investing in small company acquisitions in South East Asia.

The desired logo would entail the lotus name and flower, which is a symbol of the victory of the spirit over the senses, of intelligence and wisdom, of knowledge, and would also serve the purpose and nature of business (capital investment group).



Lotus Capital Group



Lotus Capital Group

logo versions & guidelines

The Colour version of the logo consists of two colours:

Grey (C=52, M=43, Y=43, K=7) and Bordeaux (C= 24, M=83, Y=99, K=16).

While use of the colour logo is encouraged where possible, it is recognised that design, usage and/or budget criteria will necessitate the usage of the Greyscale version, which consists of Black (C= 0, M=0, Y=0, K=100) and 50% Black.



IN WHITE BACKGROUND



IN BLACK BACKGROUND



IN 50% BLACK BACKGROUND



RECOMMENDED BACKGROUND

logo usage & backgrounds

The Colour version



IN WHITE BACKGROUND



IN BLACK BACKGROUND



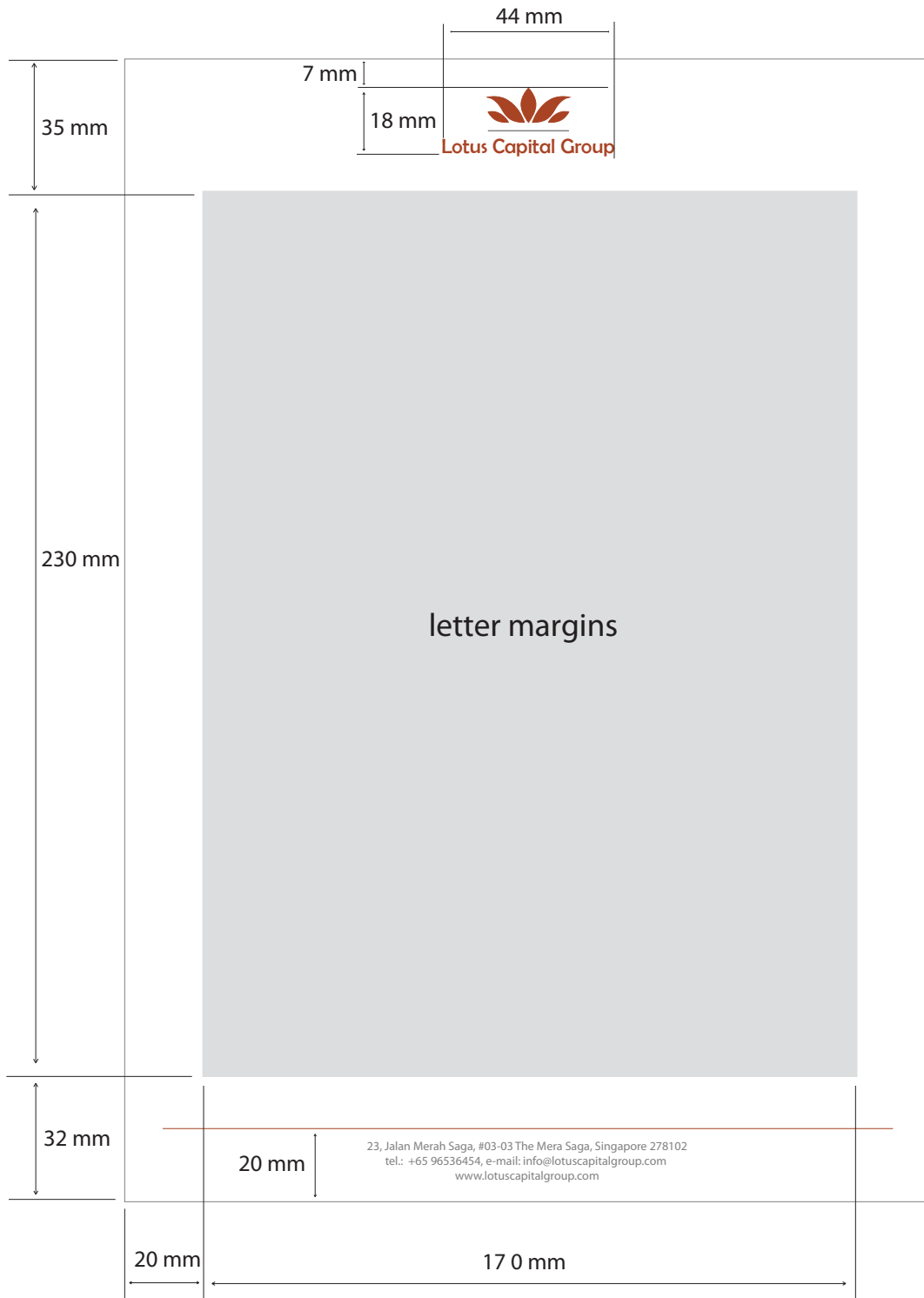
IN 50% BLACK BACKGROUND



RECOMMENDED BACKGROUND

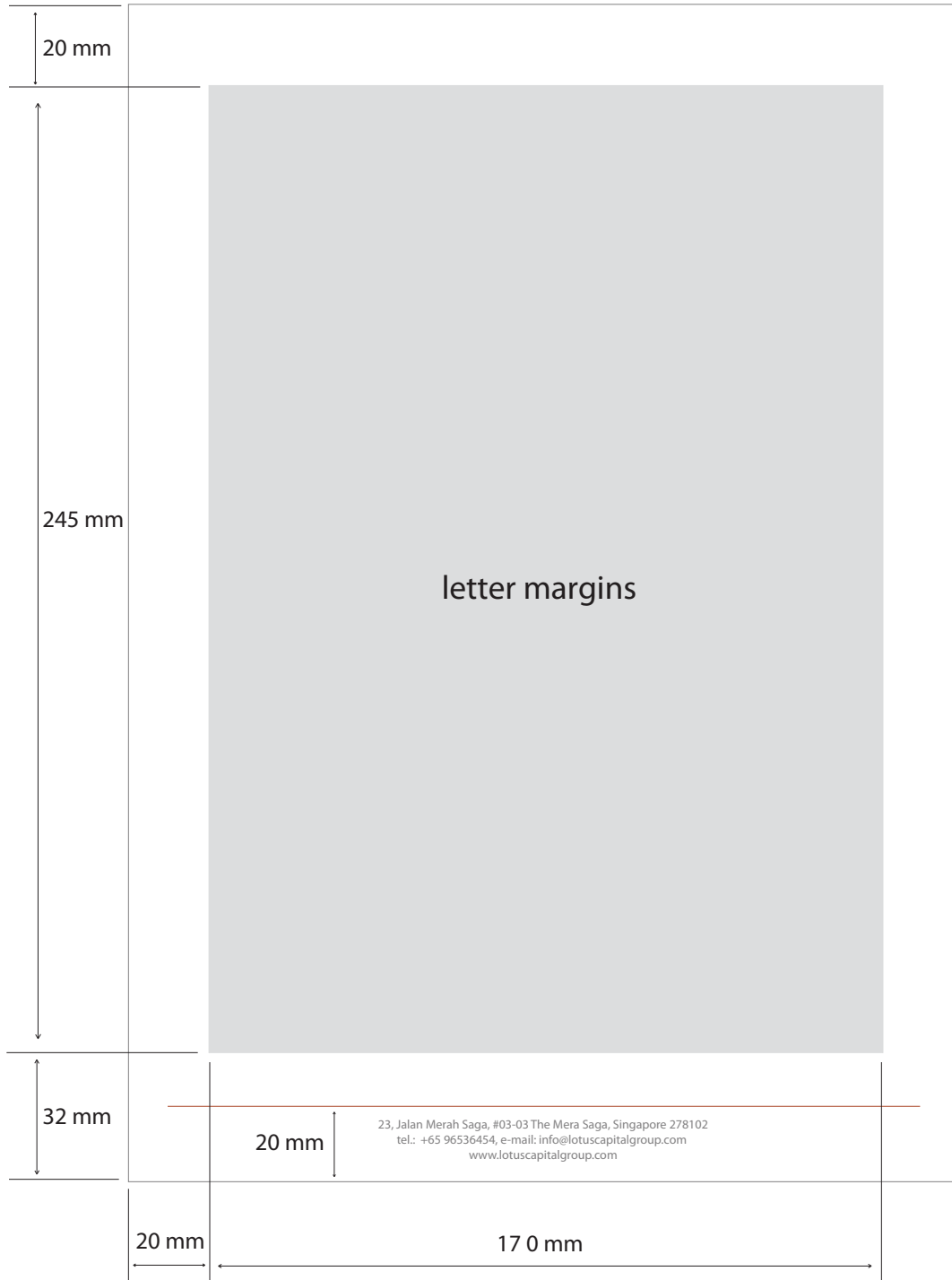
logo usage & backgrounds

The Greysacle version



logo usage & stationary

Corporate Letterhead - 1st page



logo usage & stationary



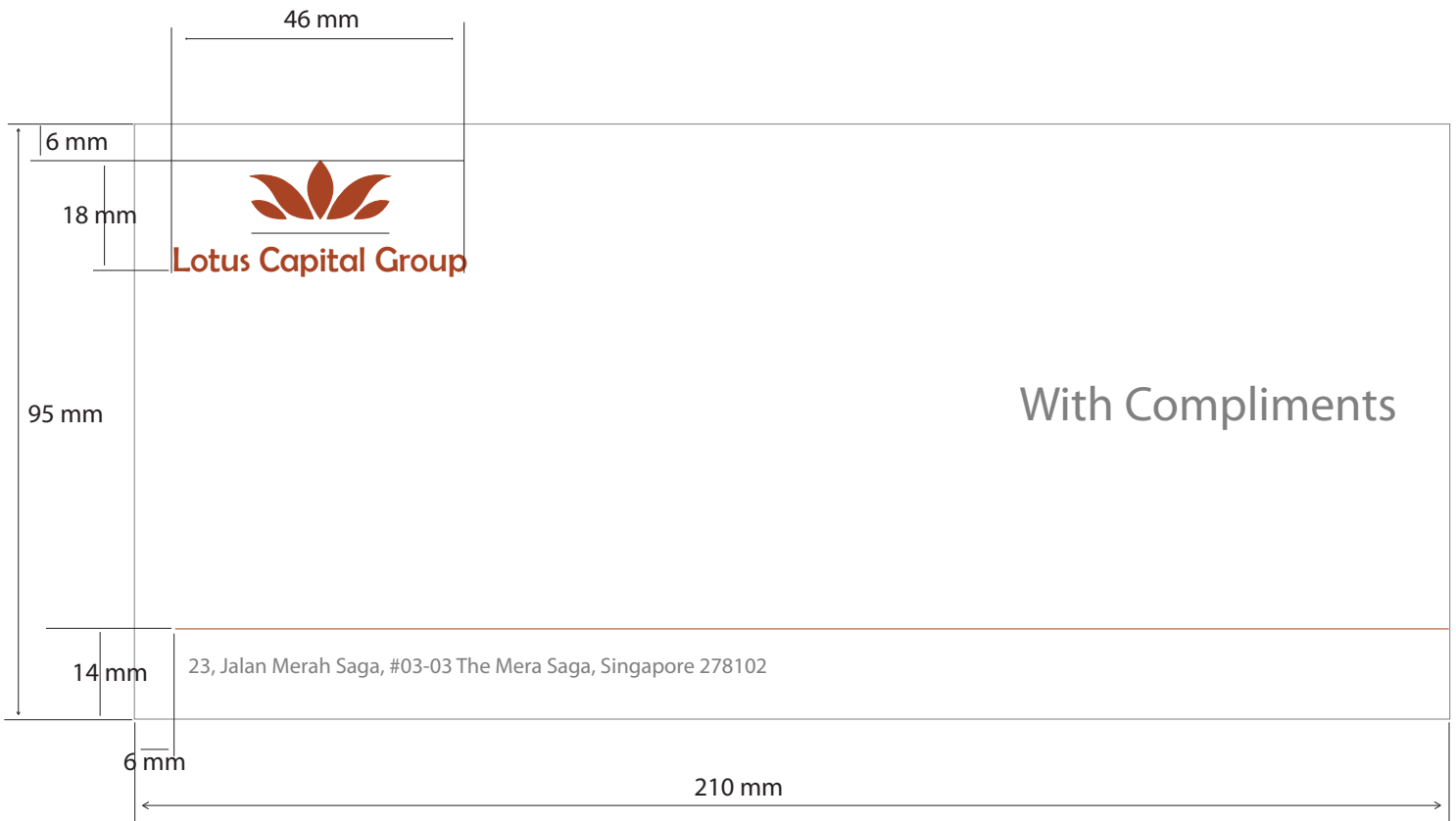
logo usage & stationary

Corporate Envelope 114 x 230 mm



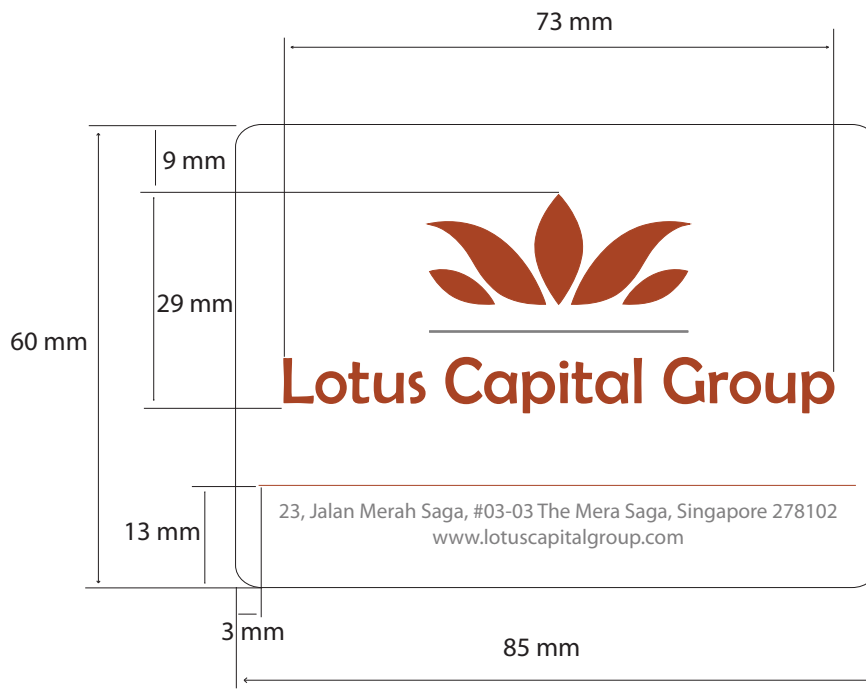
logo usage & stationary

Business Card 90 x 50 mm



logo usage & stationary

Compliments Card 95 x 210 mm



logo usage & stationary

Sticker 85 x 60 mm



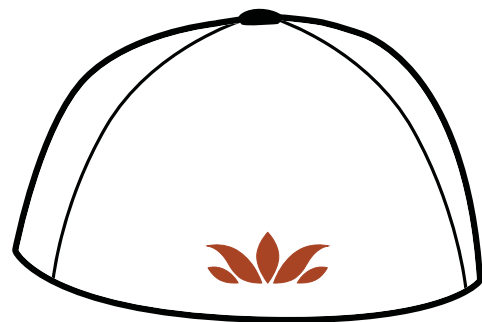
GIRL T-SHIRT



BOY T-SHIRT



BASEBALL CAP (FRONT)



BASEBALL CAP (BACK)

logo usage & promo

Logo applications at promotional material



CD LABEL



COFFEE CUP



OFFICE CLOCK



BUSINESS FOLDER

logo usage & promo

Logo applications at promotional material and office products