



visual
identity
guidelines

Legaleyse





Mark and type

EAGLE



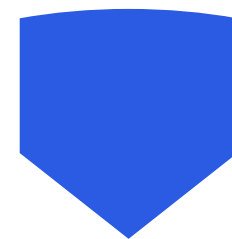
+

ABSTRACT L MONOGRAM



+

SHIELD



=









LEGALEYSE





LEGALEYSE





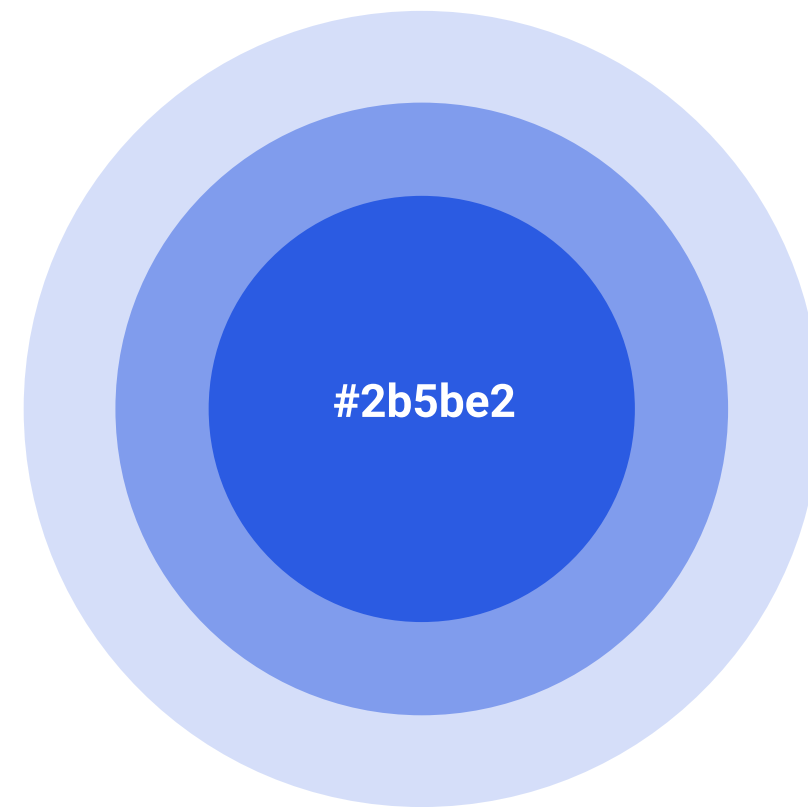








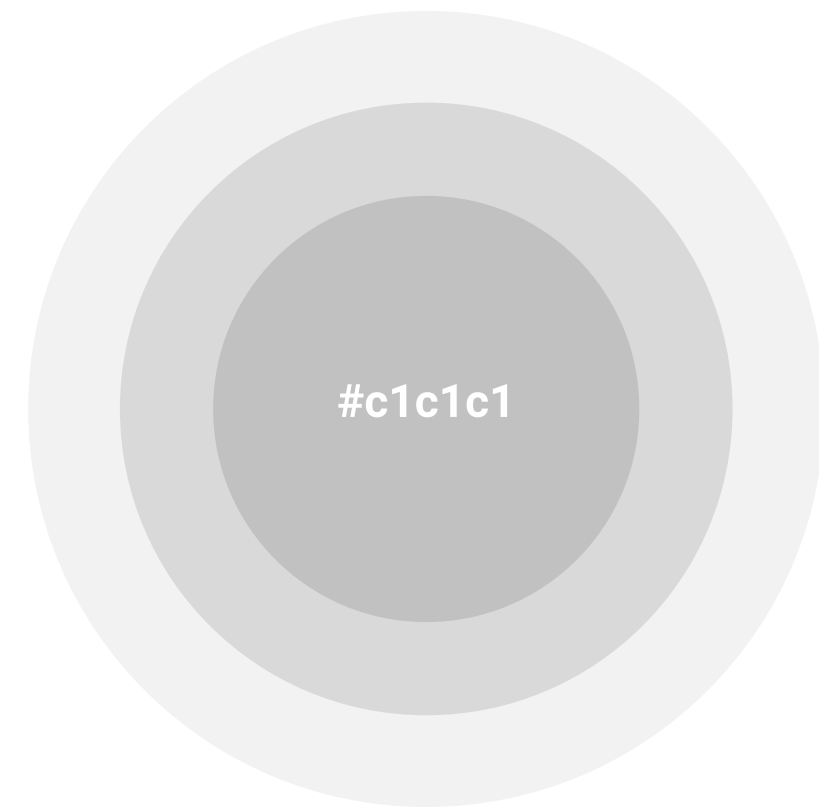
Colors



#2b5be2

LEGALEYSE INDIGO

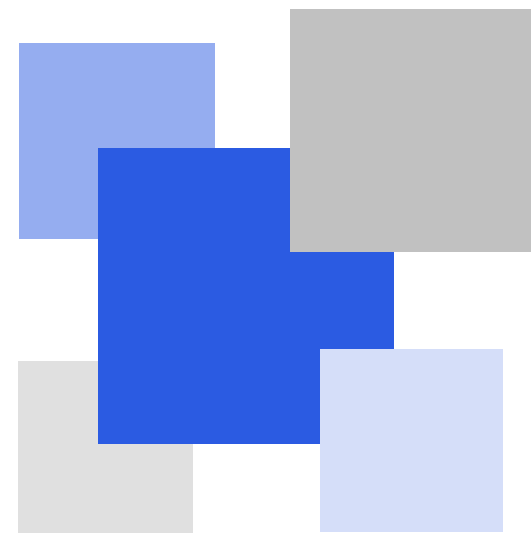
PMS 2726C

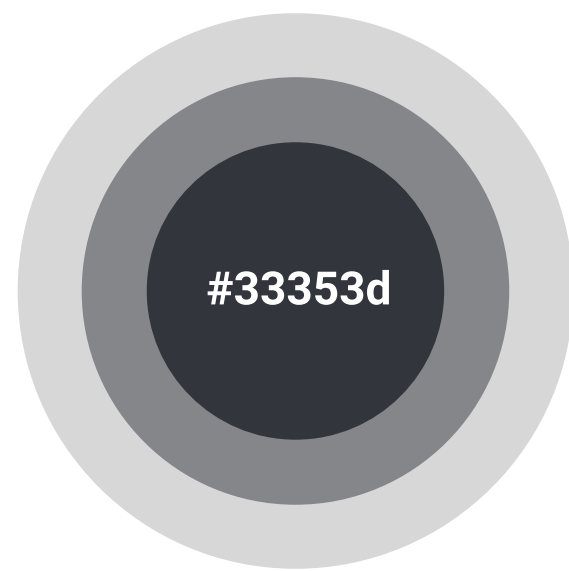


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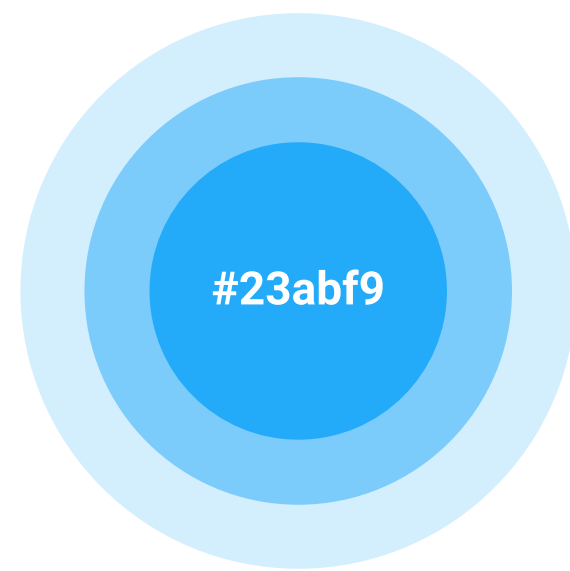
LEGALEYSE NEUTRAL

PMS 428C

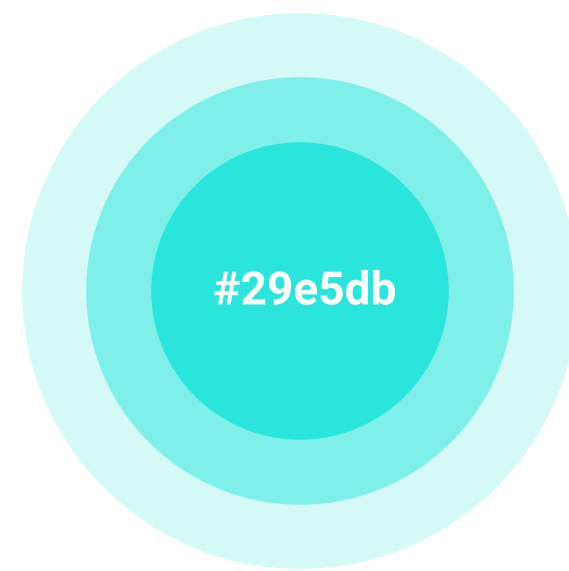




LEGALEYSE CARBON
PMS 447C



LEGALEYSE AZZURE
PMS 298C



LEGALEYSE CELESTE
PMS 333C



LEGALEYSE CORAL
PMS 7579C



LEGALEYSE GOLDEN SAND
PMS 123C



LEGALEYSE - SECONDARY / COMPLEMENTARY / ACCENT COLORS





Typography

NER
HE
HAS
VED

**WHAT MAKES
THE DESERT
BEAUTIFUL IS THAT
SOMEWHERE IT
HIDES A WELL.**

Antoine de Saint-Exupery

46

June in Lapland

"I must admit that June is one of my favorite months in Lapland. It has the most sun on average, the least rain and not as much wind as the winter months. It's not high season so there are not as many tourists around as in the winter but you can feel it getting busier - especially towards the end of the month. You'll still have incredibly beautiful long sunsets and

164

Mexico's Hidden Caves

Robert Fieldman reflects on his experience diving Mexico's breathtaking underwater cave systems. Cenotes are commonly found in low latitude regions, including coastlines, islands and areas like young post-Paleozoic limestones that have little soil development.

Word & Images: Robert Fieldman

192

Hunting with Eagles

Robert Fieldman reflects on his experience

Noway

Noway was originally designed as a corporate and signage typeface for London Luton Airport. Noway font-family is set up in 10 weights: thin, light, regular, medium, bold & italics and a pack of 159 icons for every possible user. It is ideally suited for branding, packaging, editorial, wayfinding and signage as well as web and screen design.

<http://atipofoundry.com/fonts/noway>

NOWAY LIGHT

AaBbCcČčĆćDdĐđEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsŠšTtUuVvWwXxYyZzŽž
0123456789 !"#%&/()=?*{}:"'<>?\[;',./

NOWAY REGULAR

AaBbCcČčĆćDdĐđEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsŠšTtUuVvWwXxYyZzŽž
0123456789 !"#%&/()=?*{}:"'<>?\[;',./

NOWAY MEDIUM

AaBbCcČčĆćDdĐđEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsŠšTtUuVvWwXxYyZzŽž
0123456789 !"#%&/()=?*{}:"'<>?\[;',./

Roboto

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

<https://fonts.google.com/specimen/Roboto>

ROBOTO LIGHT

AaBbCcČčĆćDdĐđEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsŠšTtUuVvWwXxYyZzŽž
0123456789 !"#\$%&/()=?*{}:"<>?\[];' ,./

ROBOTO REGULAR

AaBbCcČčĆćDdĐđEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsŠšTtUuVvWwXxYyZzŽž
0123456789 !"#\$%&/()=?*{}:"<>?\[];' ,./

ROBOTO BOLD

AaBbCcČčĆćDdĐđEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsŠšTtUuVvWwXxYyZzŽž
0123456789 !"#\$%&/()=?*{}:"<>?\[];' ,./



Icons





Applications





90x50mm double sided business cards
Front side: 2 pms colors
Back side: 1 pms color + raised spot gloss

A4 letterhead
available as MS Word template





Thank you!