

LOT TRACKS



/ Digital overview /

Part of the Digital Master branding, but different Our digital communications are an important part of the LOT TRACKS communication cycle and therefore should look and feel like LOT TRACKS. But we also want to make sure that our digital communications stay relevant. Therefore, there are several key differences between our digital and print visual identity systems. These differences are noted at right and on the following pages.

Confidentiality

We do not want to release these communications either accidentally or purposefully to our clients, competitors, or the public.

Review process

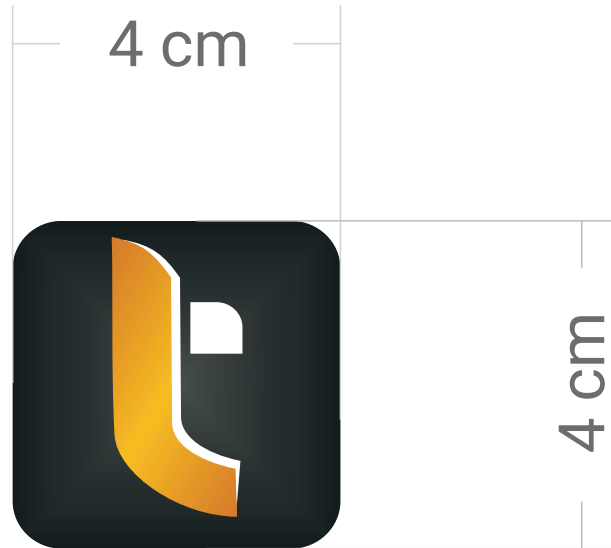
If you have any questions as you review this document, please contact the LOT TRACKS Digital Marketing department at info@lottracks.com.

We are available for consultation at any point in the design process- the earlier, the better.

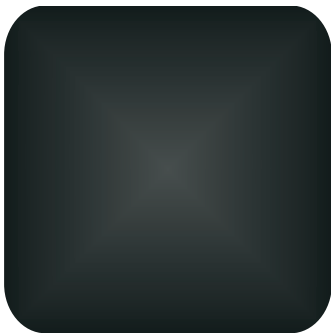
To help ensure governance to the guidelines defined in this document, all interface designs must be reviewed and approved by LOT TRACKS Digital Marketing. Submit your designs in PDF format to info@lottracks.com.

If you have any brand language questions concerning this guide please contact: info@lottracks.com.

LOT Tracks - Trade Mark



Background Details



Details

Shape : Smooth Square
Corner Radius : 30px 4 sides
Fill Type effect : Square
Colors : Slate Black to Slate Grey
Size in Pixels : 512 X 512



Slate Black

CMYK : 82 / 71 / 71 / 71
RGB : 20 / 20 / 20
HEX : #141414



Slate Grey

CMYK : 61 / 50 / 49 / 57
RGB : 60 / 60 / 60
HEX : #3C3C3C

Color details for Shape - T



White

CMYK : 0 / 0 / 0 / 0
RGB : 255 / 255 / 255
HEX : #FFFFFF

Color details for Shape - L



Vibrant Gold Gradient

Linear Fill Effect With Angle : -30

Gold

CMYK : 20 / 65 / 100 / 11
RGB : 180 / 105 / 8
HEX : #B46908

Yellow

CMYK : 0 / 28 / 94 / 0
RGB : 255 / 198 / 0
HEX : #FFC600

LOT Tracks - Trade Mark

For Screens

Size in Pixels : 16, 32, 64, 128, 256, 512



For Prints

Size in Centimeters : 2, 4, 8, 16, 32, 64....

The minimum size shows the smallest allowed usage of the Trade Mark logo. To maintain full legibility, never reproduce the logo at widths smaller than 2 cm (for print) or 16 pixels (for screen). There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark. Avoid drop shadows in prints, use shadow for screen alone.

Logo with Title



LOT TRACKS



LOT TRACKS



LOT TRACKS

Logistics Simplified

Font Face

■ **ROBOTO**

The **Roboto** font should be used in all printed materials that are editable and can be sent outside of LOT TRACKS in an editable form.

For all Official LOT TRACKS documents (i.e. memo, agreement, forms, website , Mobile App etc.) the font size should be 12.

Roboto is available on most computers, as it is a google font face.

Multi Color Logo vs Single Color

The primary use for the logo is the Multi-color version—Slate black, Slate Grey and Gold Gradient. When color or printing prohibits this, it may be used in all black or reversed out to white. The registration mark should be black or white .

The "T" inside the logo should always be transparent, letting the background color show through.

The logo can appear on color, illustration, or photographic backgrounds, as long as the legibility and integrity of the logo are not diminished.



Multi Color



Single Color



Cut Colors



Cut Colors on Black Interface



Cut Colors on Black Interface

Logo dos and don'ts



LOT TRACKS



LOT TRACKS



LOT TRACKS
Logistics Simplified

Correct usage

The LOT Tracks logo should be set on white (HEX #FFFFFF) with the correct placement and minimum protection. White space helps to support the clear and clean style of our visual identity system. Using white effectively also helps our logo and the graphic elements of our visual identity stand out.

logo should not be reversed and placed on color fields. Only the fullcolor version should be used in digital media. embossing and debossing detracts from the logo, these lead to clarity and readability issues.

Shines, glares and reflections are not a part of the brand language and should never be applied to the LOT TRACKS logo. Drop shadows and glows hinder the clarity and readability of the logo better to avoid these.

Active and foundation palettes

Active palette

These colors are used to draw attention and indicate primary functionality



Gold

R:180, G:105, B:8
HEX : #B46908



Yellow

R:255, G:198, B:0
HEX : #FFC600



Maroon

R:163, G:16, B:16
HEX : #A31010



Blue

R:16, G:58, B:163
HEX : #103AA3



Orange

R:247, G:91, B:6
HEX : #F75B06



Green

R:51, G:194, B:18
HEX : #33C212

Accent palette

These colors are used to enhance view and indicate secondary functionality



Sky Blue

R:132, G:187, B: 255
HEX : #84BBFF



Red Rose

R:245, G:64, B:64
HEX : #F54040



Parrot Green

R:200, G:250, B:0
HEX : #82DB51



Violet Blue

R:0, G:50, B: 255
HEX : #0032FF



Rose

R:255, G:0, B:125
HEX : #FF007D



Silver

R:150, G:150, B:150
HEX : #969696



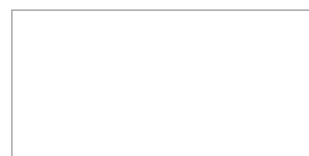
Slate Black

R:20, G:20, B: 20
HEX : #141414



Slate Grey

R:60, G:60, B:60
HEX : #3C3C3C



White

R:255, G:255, B:255
HEX : #FFFFFF

Cover & Letter Pad





LOT TRACKS

Contact Details:

8-2-248/B, 2nd Floor, Lumbini Amrutha Chambers,


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Tel : +91 (0) 40 30421244, +91 (0) 40 30421245

Email: info@lottracks.com, Website : <http://www.lottracks.com>

Business Cards




Person Name
Designation



LOT TRACKS
Logistics Simplified

person@lottracks.in
+9X-XXX999XX9X
+9X-XXX999XX9X


Address:
8-2-248/B, 2nd Floor, Lumbini Amrutha Chambers,
Road No.3, Banajara Hills, Hyderabad – 500034
Tel : +91 (0) 40 30421244, +91 (0) 40 30421245



Partner App Mobile App Website

Email : info@lottracks.com
URL: http://www.lottracks.com

Person Name
Designation



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