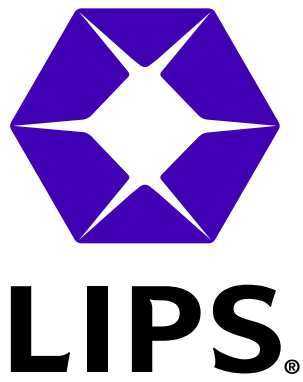


LIPS LOGO AND BRAND GUIDELINES

LIPS's logo and branded elements are essential to our company's unique identity and differentiation.
These assets may only be used with explicit written authorization from LIPS.

Our Logo

LIPS Vertical Orientation (Preferred)



LIPS Horizontal Orientation



Our Logo

The LIPS logo is our primary brand identifier and the most frequently used element of LIPS's visual identity. It represents our signature, making consistent and proper usage essential. Using our logo also implies a partnership or endorsement, so adhering to the guidelines below is crucial for maintaining brand consistency across all touchpoints.

For co-branding rules with partners, please download and follow the [LIPS Partner Co-brand Guidelines](#) to maintain a unified brand image.

Use the Right Size

The LIPS logo should be displayed as prominently and boldly as possible. When space is limited, follow the minimum size requirements to ensure the logo remains clear and legible.



Print:
0.35 in , 9 mm
Digital:
38 px



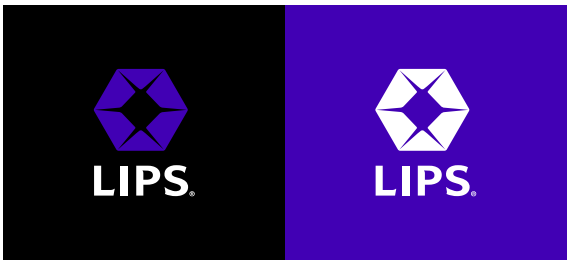
Print:
0.12 in , 3 mm
Digital:
15 px

Use the Right Color

Always use the full, two-color LIPS logo whenever possible. Single-color versions can be used on specific backgrounds, such as the LIPS purple background, or when the two-color option cannot be reproduced.

Ensure the color profile aligns with the intended application (digital or print).

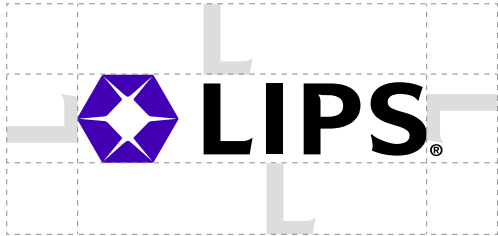
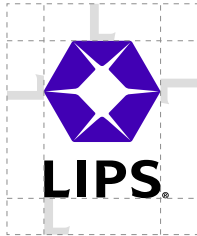
Maintain a minimum contrast ratio of 1:10 between the logo and the background to ensure visibility.



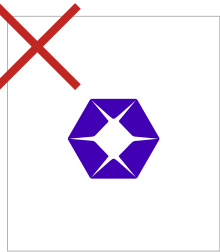
Keep It Legible

The LIPS logo should always have a minimum clear space around it. This ensures the logo remains clearly visible and readable when placed near text, headlines, images, or other logos.

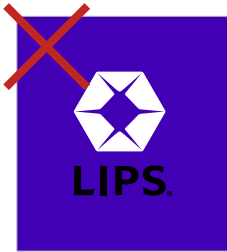
The clear space on all sides should be at least the height of the "L" in the LIPS logo. This is the minimum requirement, but additional space is encouraged when possible.



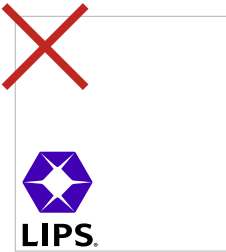
Logo Misuse



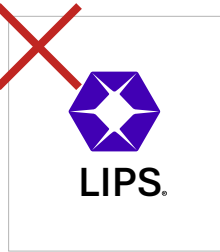
DO NOT SEPARATE the "shutter" symbol from the LIPS trademark.



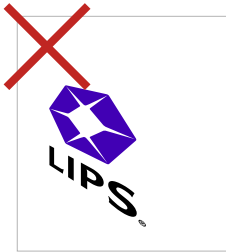
DO NOT RECOLOR the logo.



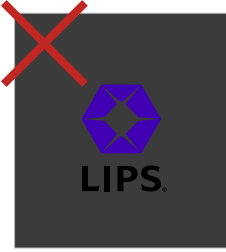
DO NOT USE LESS CLEAR SPACE than the minimum clear space allows.



DO NOT TYPE THE LOGO in typefaces.



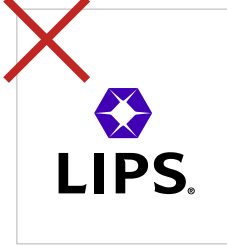
DO NOT SKEW OR DISTORT the logo.



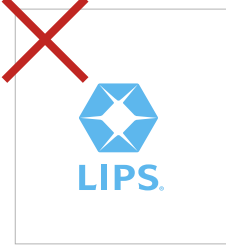
MAKE SURE THE LOGO IS VISIBLE on a dark colored background.



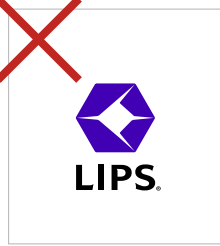
DO NOT PLACE the logo on busy backgrounds.



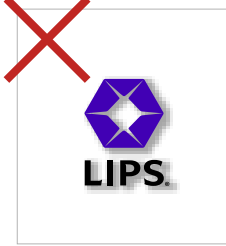
DO NOT RE-SIZE elements of the logo independently.



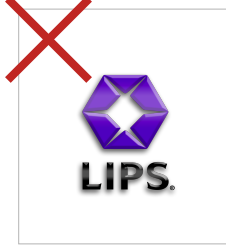
DO NOT RECOLOR the logo or Trade-mark.



DO NOT ADD OR SUBTRACT elements from the logo.



DO NOT ADD EFFECTS to the logo.



DO NOT USE 3D rendered versions of the LIPS logo