



LIPS CORPORATION

LIPS CORPORATION

PARTNER CO-BRANDING GUIDELINES

2025 / Jan
V1

LIPS CORPORATION
PARTNER CO-BRANDING GUIDELINES

LOGO

01

LOGO USAGE

Think about a logo as the corporate equivalent of a person's unique signature. LIPS incorporates its logo into all communications to ensure consistent brand recognition.

The LIPS logo represents the company's identity and should prominently feature on all official communication materials. Adhering to these guidelines will ensure proper logo usage and reinforce the brand's professional image. These guidelines also provide rules for co-branding with LIPS and its partners to maintain a unified brand presence.

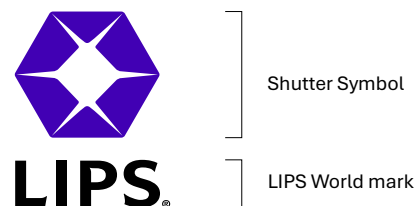
TYPICAL LOGO COLOR:

PANTONE 2736C	LIPS PURPLE
	CMYK: 89 / 92 / 0 / 0 RGB: 65 / 0 / 180 HEX: 4100b4
	BLACK
	CMYK: 0 / 0 / 0 / 0 RGB: 0 / 0 / 0

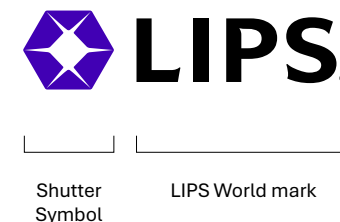
NOTE:

The idea is to give the logo enough contrast against a colored background, for maximum visibility.

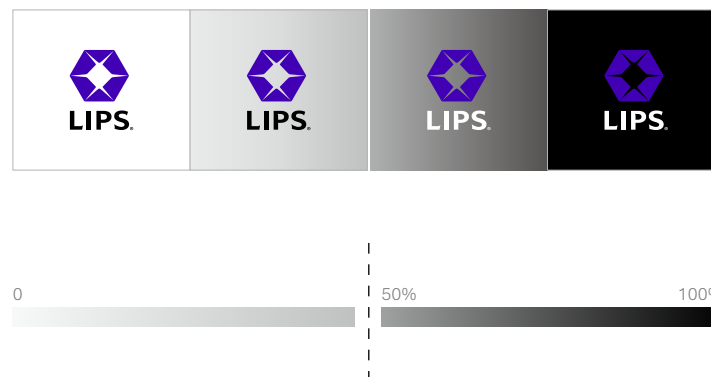
1.1 LIPS LOGO | VERTICAL ORIENTATION (PREFERRED)



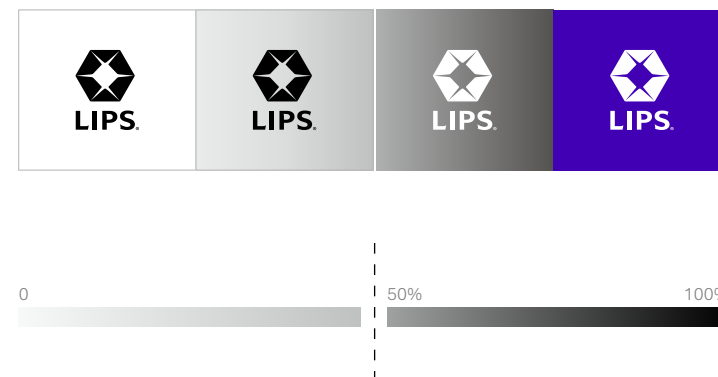
1.2 LIPS LOGO | HORIZONTAL ORIENTATION



1.3 TWO COLOR LOGO ON DIFFERENT BACKGROUNDS



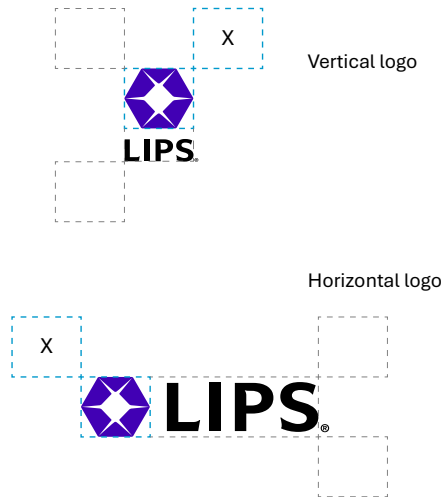
1.4 SINGLE COLOR LOGO ON DIFFERENT BACKGROUNDS



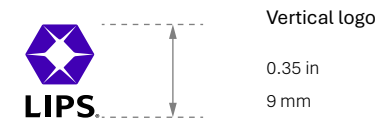
CLEAR SPACE & MINIMUM SIZE

The position, size, color, proportions, and spatial relationships of the LIPS logo must remain consistent to maintain brand integrity. Always use the official and approved LIPS logo artwork. Modifications, redrawing, or re-creating the logo are not permitted to ensure uniformity across all communications.

1.5 MINIMUM CLEAR SPACE OF THE LIPS LOGO



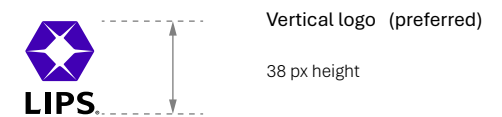
1.6 MINIMUM SIZE OF THE LIPS LOGO IN PRINT



1.7 PREFERRED LIPS LOGO FOR PRINT



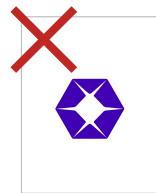
1.8 PREFERRED LOGO USAGE FOR WEB



UNACCEPTABLE LOGO USAGE

Some common unacceptable uses of the LIPS logo are shown here.

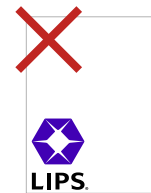
1.9 UNACCEPTABLE LOGO USAGE



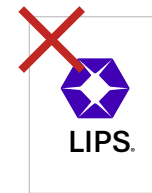
DO NOT SEPARATE the "shutter" symbol from the LIPS trademark.



DO NOT RECOLOR the logo.



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



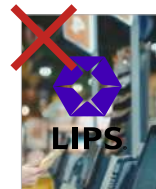
DO NOT TYPE THE LOGO in typefaces.



DO NOT SKEW OR DISTORT the logo.



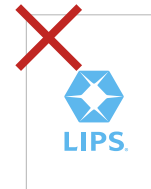
DO NOT USE OLD LOGOs



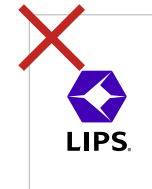
DO NOT PLACE the logo on busy backgrounds.



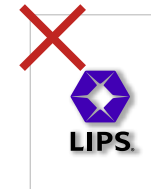
DO NOT RE-SIZE elements of the logo independently.



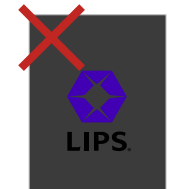
DO NOT RECOLOR the logo or Trademark.



DO NOT ADD OR SUBTRACT elements from the logo.



DO NOT ADD EFFECTS to the logo.



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

The 3D rendered versions of the LIPS logo should never be used in partner materials.

UNACCEPTABLE LOGO USAGE



LIPS CORPORATION
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THE BRAND ELEMENT

02

THE BAND ELEMENTS GRAVITY

CENTER OF GRAVITY

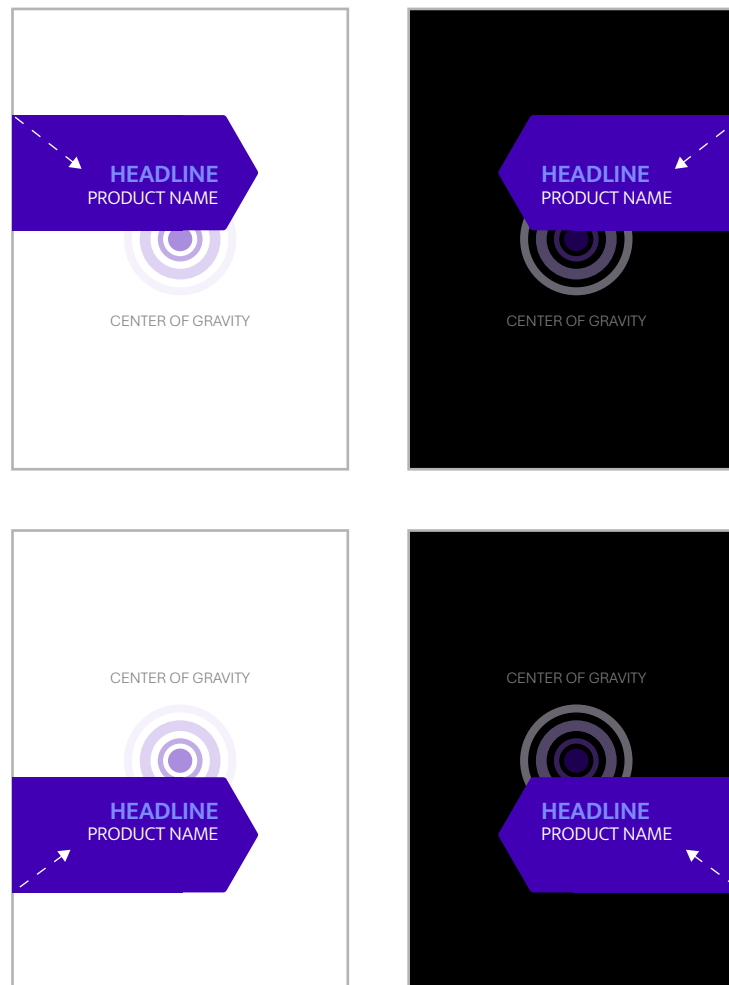
Text within the band should align to a corner, stay inside the clear space, or follow the underlying grid (for printed materials). The "gravity" center determines where text should be positioned relative to the band.

In most cases, the center point of gravity is defined as the middle of the image where the band is placed. Text should align with the part of the band closest to the gravity center. Refer to the examples on the right for proper alignment.

REDUCED USE OF GRAVITY

For projects with longer text below the band, you can align text to the left or right using a 3-column grid system (refer to Chapter 2.2). Using gravity to guide top or bottom alignment can improve readability and create a smoother layout.

2.1 THE BAND ELEMENT AND ITS GRAVITY



THE BAND ELEMENT, PORTRAIT

The Band Element

The Band Element provides a dedicated area for LIPS branding in various partner communication materials. It remains flat on the page and is not affected by background images or perspectives.

This element can be used on covers, internal pages, or as a frame for background visuals, but it also works without images.

DIMENSIONS FOR PORTRAIT FORMAT

BAND HEIGHT

- 20% (minimum) to 30% (maximum) of the page height.
- Adjust height based on the amount of text within the band.

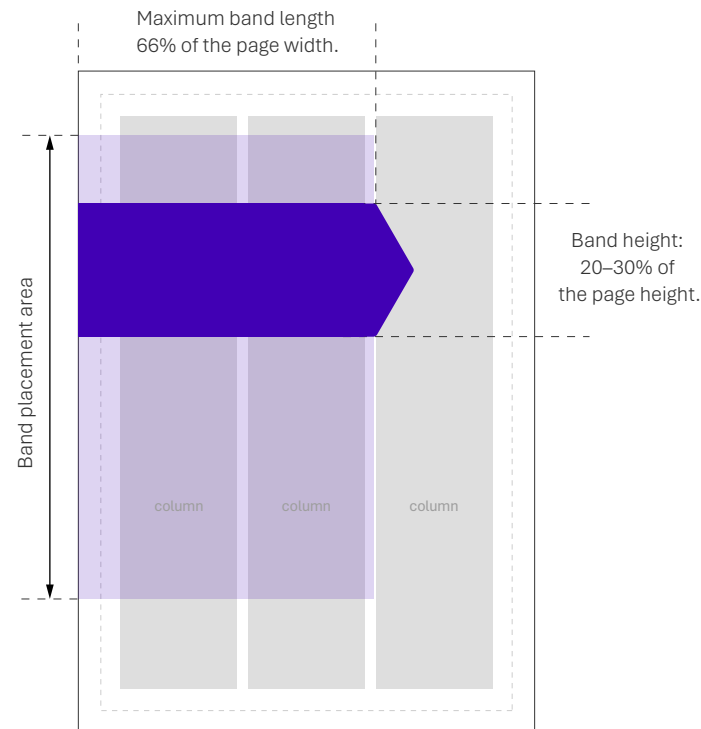
BAND LENGTH

- Use a 3-column layout to ensure accurate proportions.
- Minimum Length: 1 column (~33%) + margin.
- Maximum Length: 2 columns (~66%) + margin.

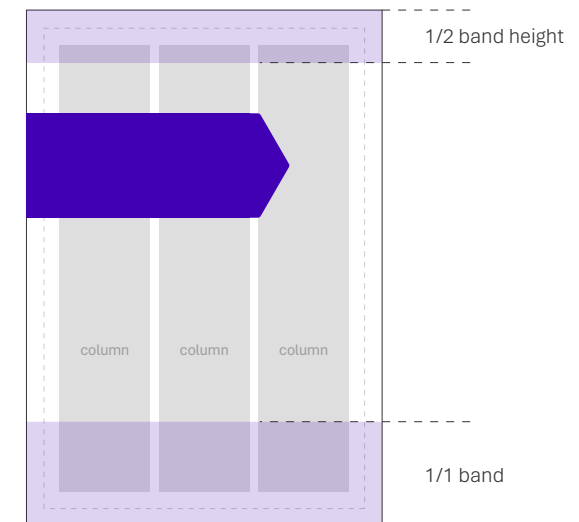
ALIGNMENT

- The band can be aligned to either the left or right side of the page.

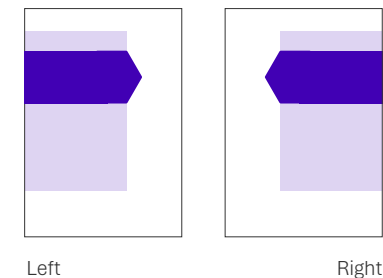
2.2 BAND USAGE IN PRINT, PORTRAIT MODE



2.2.1 SAFE ZONE IN PORTRAIT MODE



2.2.2 SAFE ZONE IN PORTRAIT MODE



THE BAND ELEMENT, LANDSCAPE

DIMENSIONS IN LANDSCAPE FORMAT

BAND HEIGHT

- Max: 50% of the page height
- Min: 20% of the page height

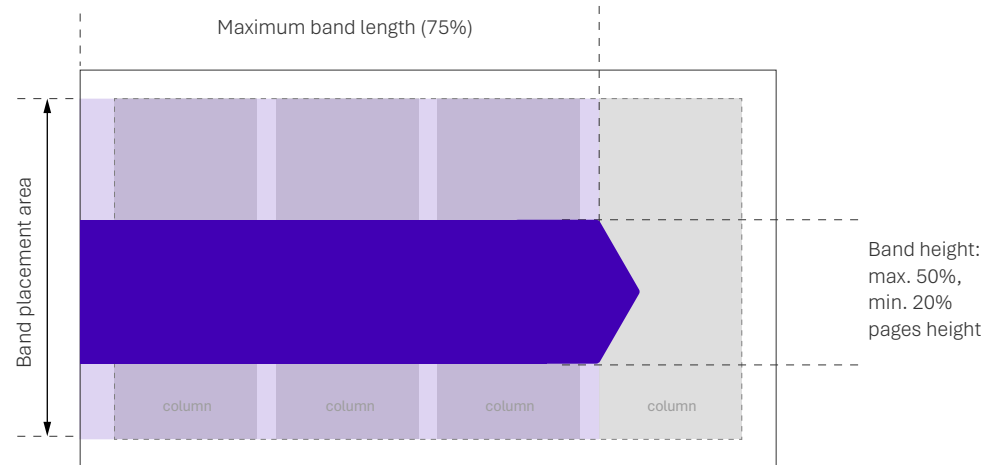
BAND LENGTH

Hint:

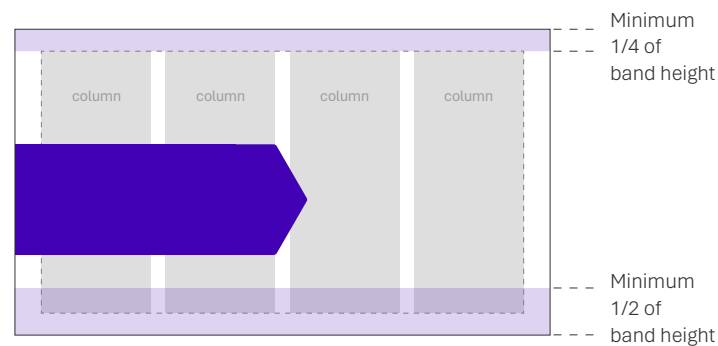
Create a page with 4 columns. The columns can help to get the exact proportions.

- Minimum Band length (landscape)
1 column (~25%) + margin
- Maximum Band length (landscape)
3 columns (~75%) + margin

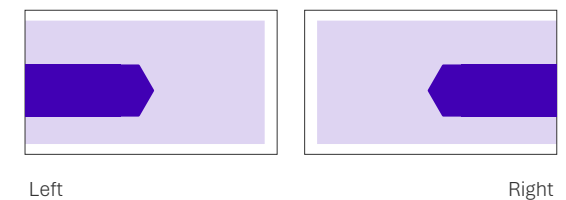
2.3 BAND USAGE IN PRINT, LANDSCAPE MODE



2.3.1 SAFE ZONE IN LANDSCAPE MODE



2.3.1 SAFE ZONE IN LANDSCAPE MODE



CLEAR SPACE WITHIN THE BAND ELEMENT

CLEAR SPACE

In the band element under or below the text always a clear space should be maintained.

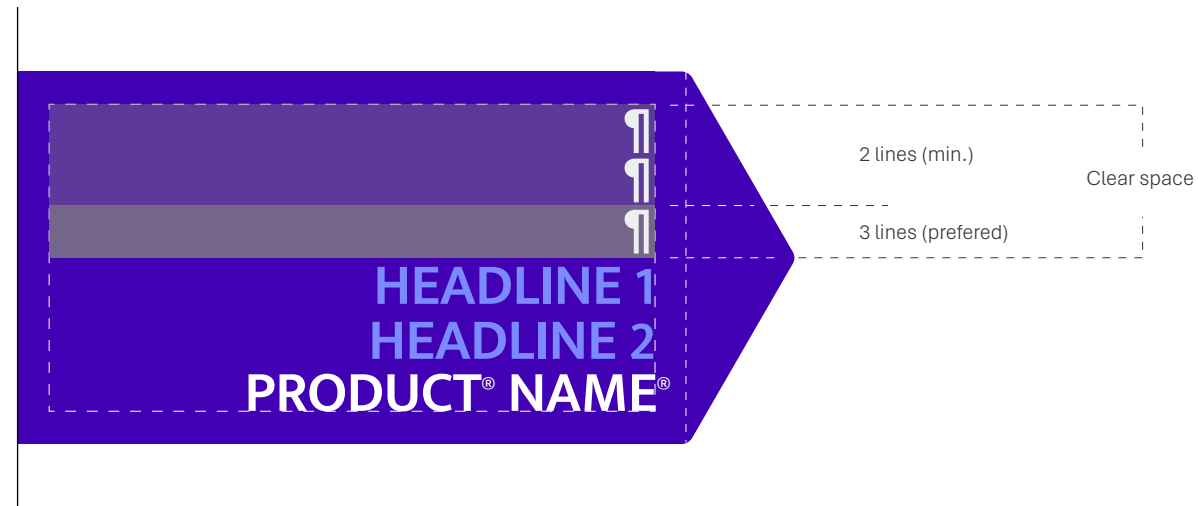
MINIMUM CLEAR SPACE IN THE BAND

According to a clear appearance in the band element a clear space of min. 2 line spaces (3 lines spaces preferred) always should be maintained.

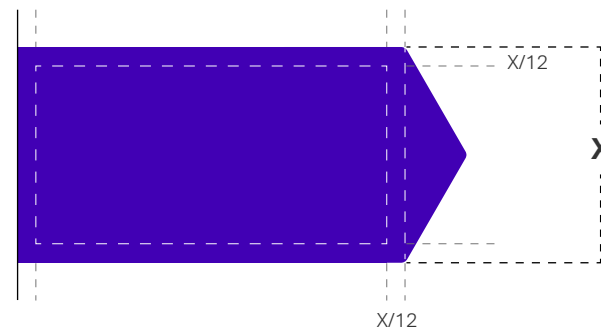
FREE EDGE IN THE BAND

The band element always contains a free edge area. Its size is given by the band elements height ($X/12$)

2.4 CLEAR SPACE IN THE BAND ELEMENT



2.4.1 EDGE OF THE BAND ELEMENT



TYPE WITHIN THE BAND ELEMENT

TEXT PLACEMENT RULES

1. The band must be filled with text, avoiding empty spaces.
2. Only the LIPS logo and text may be used in the band. Partner logos are not allowed.
3. Headlines should be no more than three lines.
4. Letter spacing: -15.
5. Line spacing equals font size.

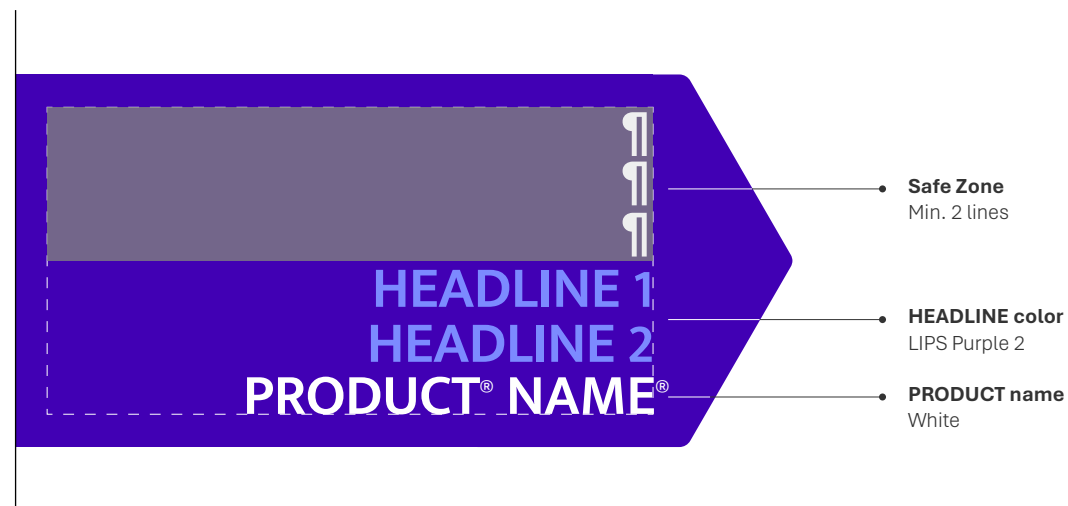
COLOR SPECIFICATIONS

- **Headlines:** LIPS Purple 2
- **Product Name:** White

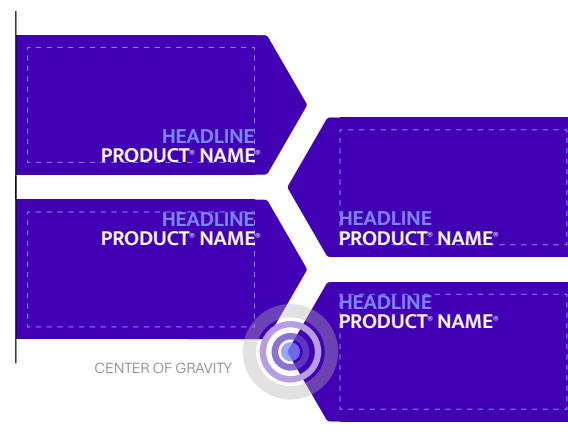
TYPOGRAPHY VARIATIONS

Headline and product name combinations should follow the examples shown.

2.5 TYPOGRAPHY IN THE BAND ELEMENT



2.5.1 TYPOGRAPHY VARIATIONS IN THE BAND ELEMENT



TYPE AND ADDITIONAL SYMBOLS IN THE PURPLE BAND

TEXT SPECIFICATIONS IN THE BAND

1. Trademarks (™) and Registered Marks (®) should not affect text alignment due to their small size.

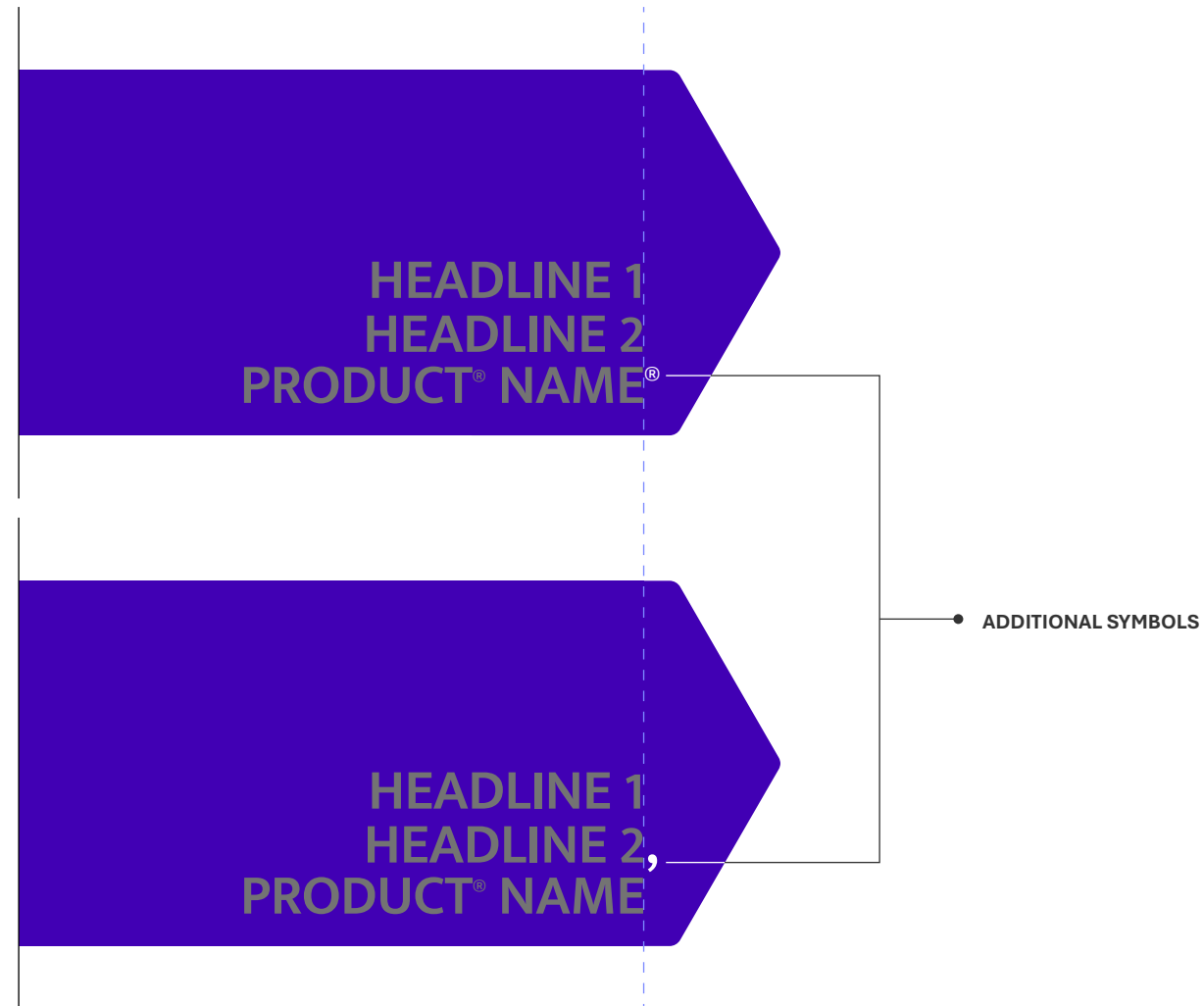
TEXT COLOR

- **Headlines:** LIPS Purple 2
- **Product Name:** White

TYPO ALIGNMENT WITH TRADEMARKS

Align text based only on the letters, ignoring superscripts or other additional symbols.

2.5.2 TYPO ALIGNMENT WITH TRADEMARKS



LOGO WITHIN THE BAND ELEMENT

LOGO SPECIFICATIONS IN THE BAND

1. In the band element, only the all-white version of the LIPS logo should be used.
2. The LIPS logo should be placed in a corner or aligned with the underlying type grid.
3. ly text and the LIPS logo may be used in the band. Partner logos are not allowed.
4. The LIPS all-white logo may be used only in co-branded templates if the primary logo cannot be placed outside the band element.

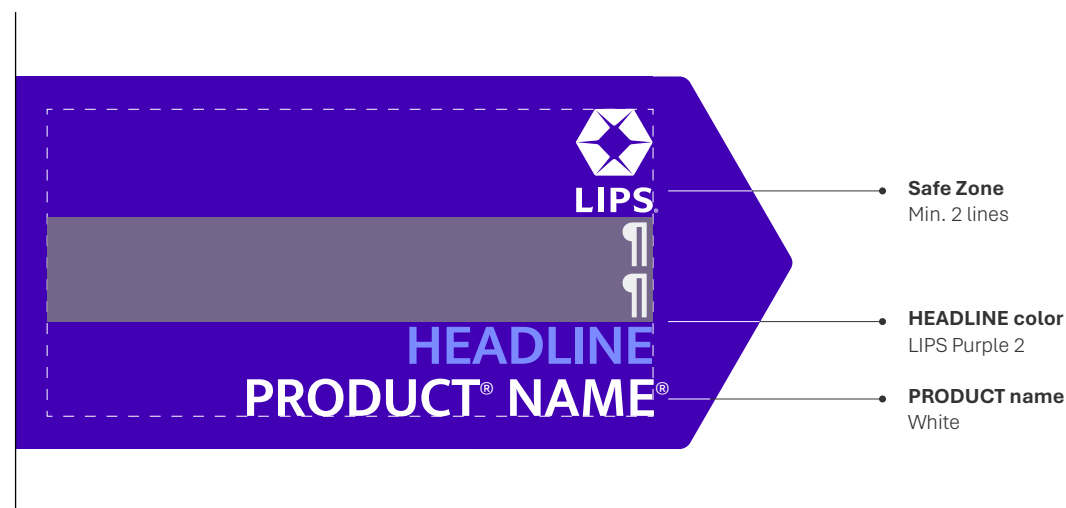
LOGO PLACEMENT IN THE BAND ELEMENT

- LIPS logo: White version.
- Maintain a minimum of one line of clear space, with two lines preferred.

LOGO PLACEMENT VARIATIONS IN THE BAND ELEMENT

The placement of the LIPS logo can follow the examples shown, ensuring visual balance and alignment.

2.6 LOGO PLACEMENT IN THE BAND ELEMENT



2.5.1 TYPOGRAPHY VARIATIONS IN THE BAND ELEMENT



UNACCEPTABLE USE OF BAND ELEMENT COMPONENTS

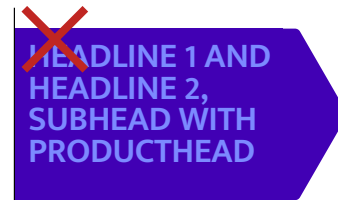
The LIPS type style used in the band allows for flexibility across multiple applications, but the type style and communication hierarchy from the previous pages need to be maintained to create a consistent LIPS look on all uses

When placing the LIPS logo into deliverables, respect any special guidance included with that logo (clear space requirements, minimum size, etc.).

COMMON MISUSES OF BAND TYPOGRAPHY ARE:

- 1. DO NOT** use Upper and Lowercase type in the band element when referring to taglines and products.
- 2. DO NOT** justify type opposite of its anchoring corner (refer to section 2.4 for type usage inside the Band Element).
- 3. DO NOT** use more than three different type styles inside the Band Element.

2.7 UNACCEPTABLE USE OF TYPOGRAPHY AND LOGO PLACEMENT IN THE BAND ELEMENT



- **DO NOT** use text in all one color. Use the LIPS color palette and its guidelines
- **DO NOT** fill the band element with text



- **DO NOT** place the LIPS logo beside text inside the Band element
- **ALWAYS** maintain minimum clear space for text and logo to edges of the band element



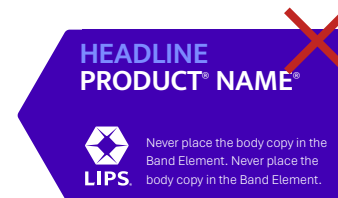
- **DO NOT** place partner logos in the Band Element
- **ALWAYS** place logos in corners per the guidelines outline in section 2.6
- **ALWAYS** keep primary headline in white



- **DO NOT** center-align text inside Band Element
- **DO NOT** use more than three different type sizes
- **DO NOT USE MORE** than three text colors



- **DO NOT** place the logo diagonal to Headlines
- **DO NOT** place the Headline in upper and lower case



- **DO NOT** place body copy in the Band Element

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APPLICATIONS IN PRINT

03

PRINT ADS

The Band Element is the main element that highlights where to place the copy-text. A good readability should maintain and a clear separation of Subheads and Copytext.

TEXT FORMATS:

HEADLINE / MESSAGING IN PURPLE BAND

- **Mukta Mahee**, always in **SemiBold**
- **Colour:** LIPS Purple 2

PRODUCT NAME IN PURPLE BAND

- **Mukta Mahee**, always in **SemiBold**
- **Colour:** always White

SUBHEAD, OUTSIDE BAND ELEMENT

- **Dukta Mahee**, **SemiBold**
- **Colour:** LIPS Purple 1, 2
- **Linespace:** Text-size + 1pt

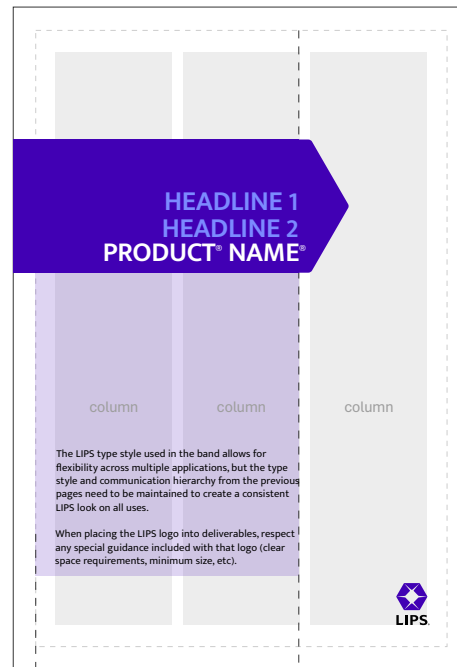
COPYTEXT

- **Dukta Mahee**, Regular
- **Colour:** pure Black
- **Linespace:** Text-size + 2pts

Do not use **Dukta Mahee** in **ExtraBold**.

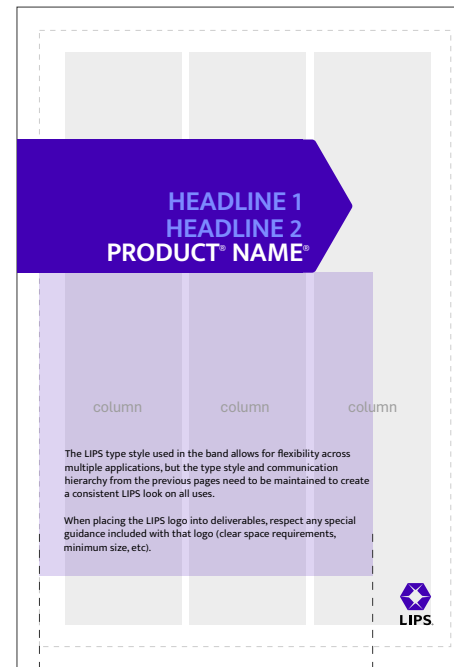
3.1 PRIMARY LAYOUT FOR PRINT ADS

Regular



Regular area
to place the copy-text
below the band element

Max. Extension



Maximum Extension area
to place the copy-text is half the
3rd column.

SAMPLES

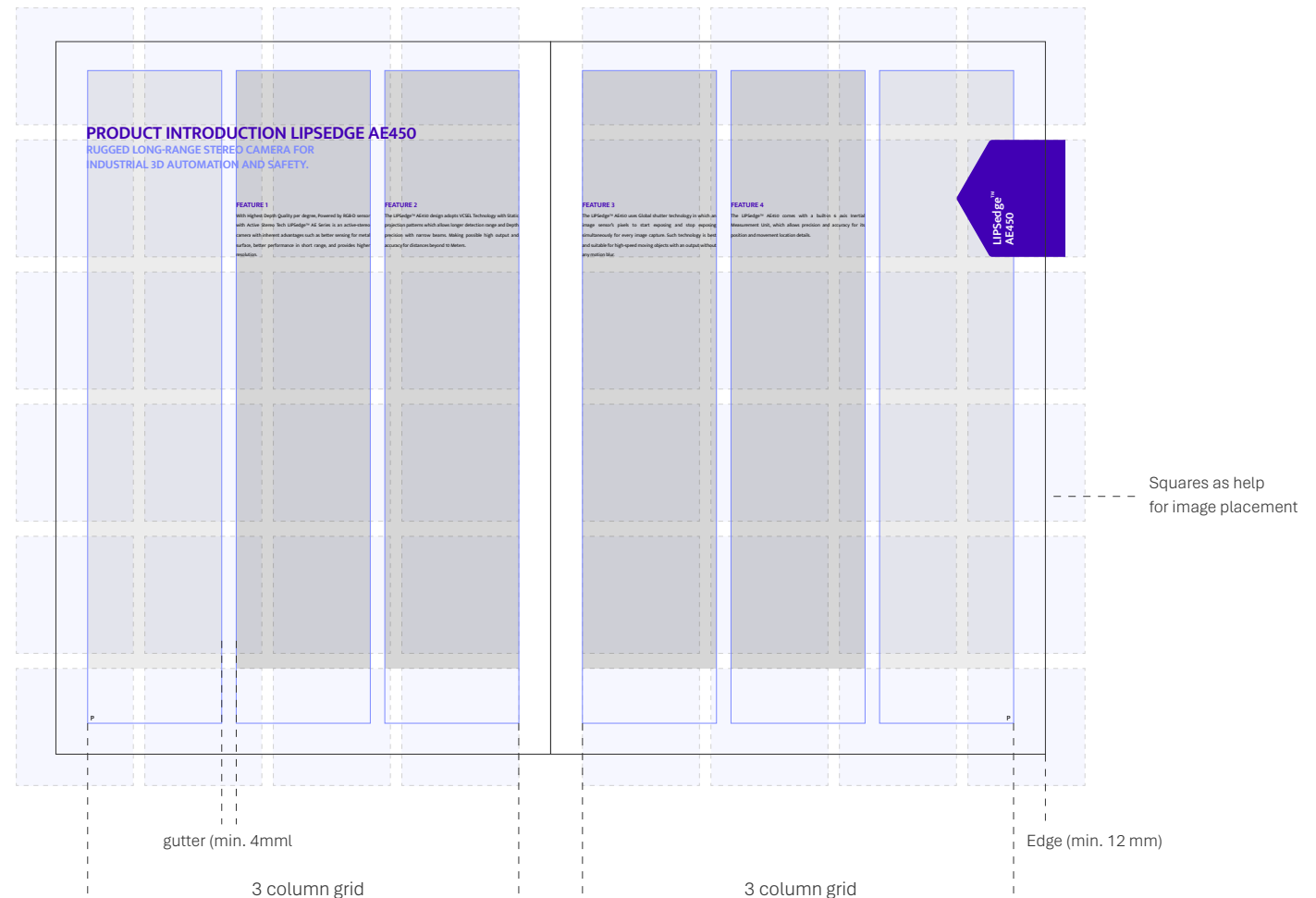


BROCHURE LAYOUT GRID

The brochure grid is always referring to a 3 column grid. It's main elements are the primary 2 columns (always closer the center of a double-page) and the secondary 1 column which is closer to the left or right edge.

3.2 PRIMARY LAYOUT FOR BROCHURES

3 column raw layout-grid

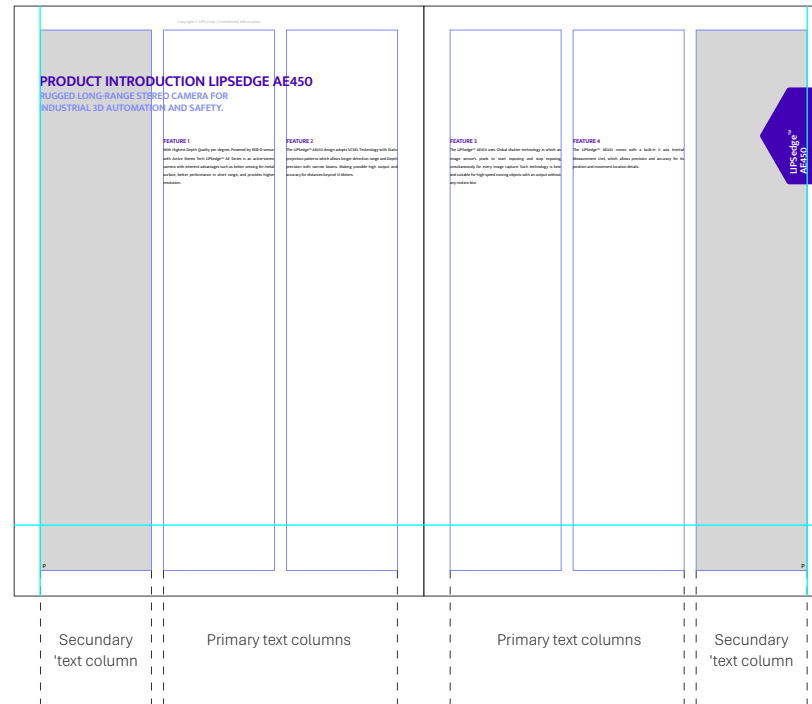


BROCHURE LAYOUT GRID

While the primary columns are mainly for the copytext, the secondary columns can highlight additional images or informations referring to a specific part of the content.

In case of enormous text informations the secondary columns extend the fields for the copytext.

3.2.1 COLUMN DEFINITIONS



Sample for 3-Column grid



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APPLICATIONS IN EVENT ASSETS

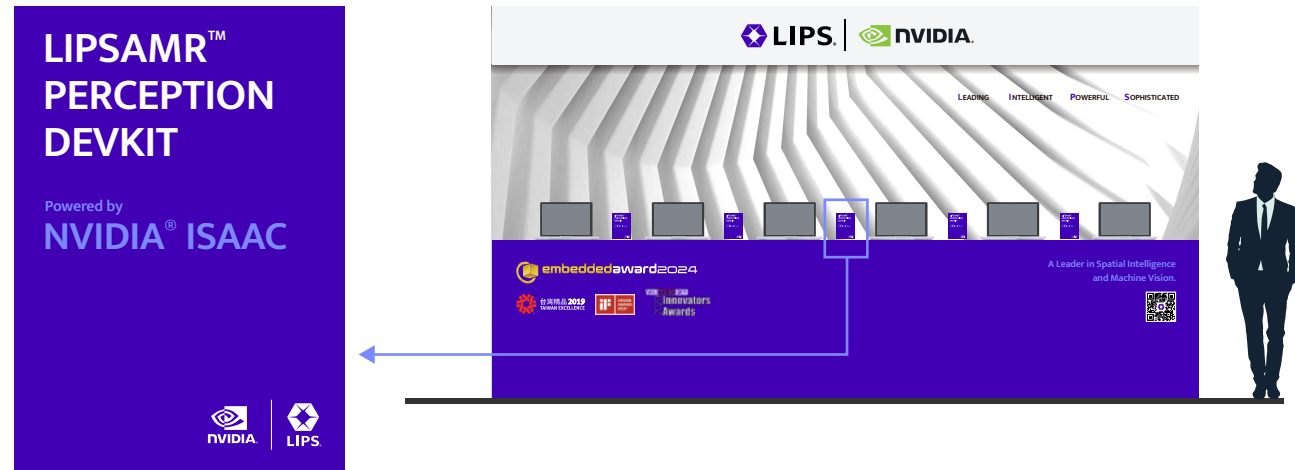
04

EVENT GRAPHICS

When designing booth and exhibition materials, ensure the safe zone is the minimum height for the Band Element or logo placement. This guarantees the LIPS brand remains visible on the booth.

Partner co-branding typically appears on monitor hats, table stands, and secondary elements.

4.1 EVENT GRAPHICS - ON THE BOOTH, SIGNAGES



4.2 BOOTH - GRAPHIC ELEMENTS

SAFE ZONE (APPROX 1100 MM)

Below 1100 mm (or around waist height) the Band Element and — the LIPS Logo never should be placed.



size: 85x200cm

INTERDICTIONS ON EVENT ASSETS

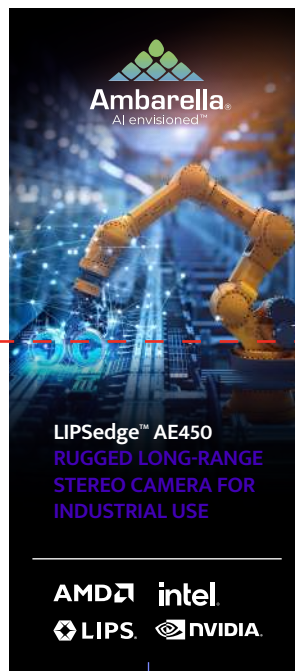
4.3 EVENT GRAPHICS - DO NOTS

size: 85x200cm

Safe-Zone,
Min. 1m



Do not place LIPS and partner logos side by side to avoid brand confusion or compromising brand independence



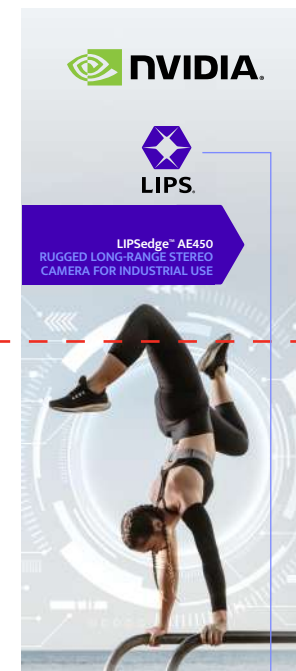
Do not place LIPS and other Logos BELOW the safe-zone



Do not alternate the colour of text in the purple band

LIPS logo should not be placed below Safe-Zone.

PURPLE BAND
not to place below the safe-zone



Do not place the LIPS logo at any other place somehow in the center



COMPLIANCE CHECKLIST

For any questions you may have,
please contact:

BRAND@lips-hci.com

5.1 SIX STEPS TO ENSURE YOUR DELIVERABLES ARE COMPLIANT WITH THE GUIDELINES

1. LOGO SPECIFICATIONS:

- > CHECK for right Logo and Logo size ☐
- > CHECK Minimum clear space ☐
- > CHECK for correct Logo color usage ☐

2. BAND ELEMENT SPECIFICATIONS:

- > CHECK Band Element proportions ☐
- > CHECK Logo placement in the Band Element ☐
- > CHECK typography in the Band Element ☐

3. TYPOGRAPHY:

- > CHECK to make sure proper Typeface is being used ☐
- > CHECK for proper Trademarking usage ☐

4. EVENT GRAPHICS:

- > Minimum height of logo and Band Element placement (1100 mm) ☐

5. PACKAGING:

- > CHECK Band Element requirements ☐
- > CHECK partner band placement (non-Band element) ☐

