LAPUA

GRAPHIC GUIDELINES

2023

Lapua logo

Safety area & measures

Letter height

Don't place other visual elements inside this area.

3,8X

2X

1,2X

X
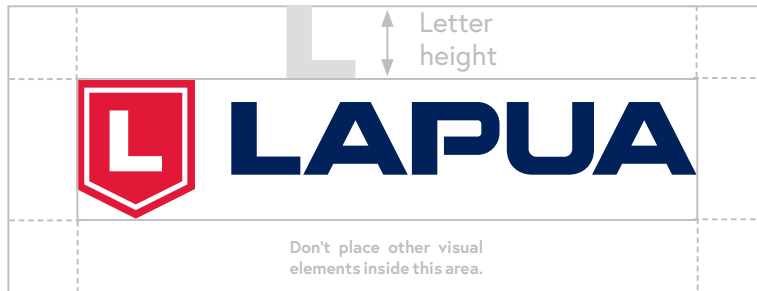
Negative

White

Black

Logo usage

Preferable background for the Negative logo version is blue.

Always use the right original for the purpose. Never use low-resolution image of the logo.

The L-shield can be used as it's own only if the full Lapua logo is also visible on the context. Avoid using another than full colour version (red) of the L-shield element.

Don't change portions, colour or elements of the logo. Don't add elements next to the logo. Always use the right original for the purpose.

Slogan

PASSION FOR PRECISION

The slogan is written with Metropolis Extra Bold, with letter spacing set to 150. Slogan can have a bolder appearance when placed on top of a red banner. When placed on top of a coloured background, the text color should be white. On a white background text should be blue.

PASSION FOR PRECISION

PASSION FOR PRECISION

Colours

Blue is the main color of Lapua brand.
Pure Cyan is added to the brand palette as a secondary colour.
It is useful in image toning and as a secondary colour on dark blue background.

Pantone 281 C
RGB 0 | 32 | 91
CMYK 100 | 78 | 0 | 57
HEX #00205b

Also dark end for image toning

Pantone 186 C
RGB 200 | 16 | 46
CMYK 0 | 100 | 80 | 5
HEX #c8102e

Pantone Process Cyan
RGB 0 | 163 | 224
CMYK 100 | 0 | 0 | 0
HEX #00a3e0

Light end for image toning
RGB 153 | 231 | 255
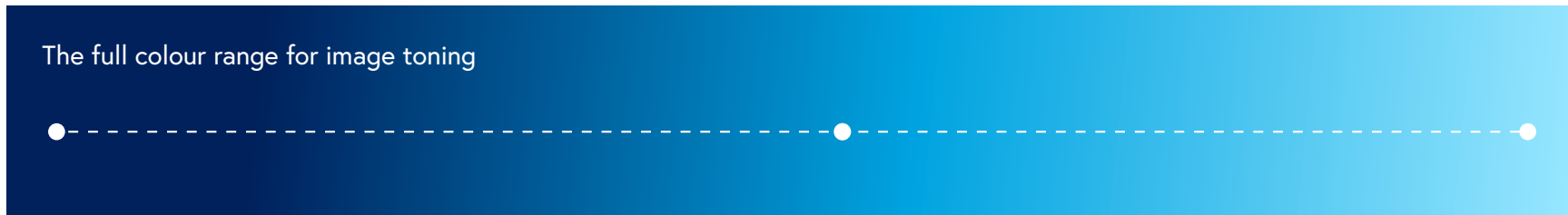CMYK 40 | 0 | 0 | 0
HEX #99e7ff

Cyan

281

99e7ff

Cyan

281

99e7ff

281

The full colour range for image toning

Fonts

Fonts for text

Europa is the main font for text paragraphs (Light),
subheadings (**Regular** & **Bold**) and smaller headlines.

Europa Light

Lorem ipsum dolor sit amet, sed diam nonummy
nibh euismod tincidunt ut laoreet dolore magna.
Ut wisi enim ad minim aliquam erat volutpat.

Europa Regular

Lorem ipsum dolor sit amet, sed diam nonummy
nibh euismod tincidunt ut laoreet dolore magna.
Ut wisi enim ad minim aliquam erat volutpat.

Europa Regular Italic

*Lorem ipsum dolor sit amet, sed diam nonummy
nibh euismod tincidunt ut laoreet dolore magna.
Ut wisi enim ad minim aliquam erat volutpat.*

Europa Bold

**Lorem ipsum dolor sit amet, sed diam nonummy
nibh euismod tincidunt ut laoreet dolore magna.
Ut wisi enim ad minim aliquam erat volutpat.**

Font for headlines

Metropolis is only for headlines. Use caps and tight line space.
Check the letter spacing and fix by hand if needed.

METROPOLIS BLACK

Thin   Light   Regular   Medium   **Semi Bold**   **Bold**   **Black**

BLACK WEIGHT AND TIGHT LINE SPACE ARE PERFECT FOR HEADER