



MANDY LI[®]
C O L L E C T I O N

BRAND GUIDE

February 26, 2024

Logo Usage



Use this version when placed with logo

Making Your Designs Come to Life

Use this version when used as a design element away from logo

Making Your Designs Come to Life



Please Do Not



Surrounding Clear Space

The legibility of logo is integral to our brand. The area surrounding the logo should be protected with clear space to ensure it's never impeded or covered. The minimum clear space is determined by the height of the letter "L" in Li. The clear space is proportional to the size of the logo. The logo width should never be less than 1" wide.

Logo with "Making Your Designs Come to Life" Slogan

The slogan sits below "COLLECTION" at the same distance as the width between the icon and the "C" of collection. The width of the slogan should be the width of "COLLECTION". The surrounding clear space follows same rules as the no slogan logo version shown above.

Use of Slogan Away From Brand Logo

The slogan can be used on its own as a design element as shown. If setting type use Century Gothic Pro Regular or Playfair Display Regular for "Making" and "Come to Life" and Century Gothic Pro Bold or Playfair Display Bold for "Your Designs".

Partner Logo Lockup

When the logo of Mandy Li Collection and a partner logo are to be shown together, then the width space between the two logos should be the same as the height of the logo from the topline of "MANDY LI" to the baseline of "COLLECTION". Both logos should be visually balanced in size and placement.

DOWNLOAD LOGO VAULT HERE



NOTE: The ® symbol must be shown on all uses of the logo

Logo Usage



Surrounding Clear Space

The legibility of logo is integral to our brand. The area surrounding the logo should be protected with clear space to ensure it's never impeded or covered. The minimum clear space is determined by the height of the letter "C" in Quick. The clear space is proportional to the size of the logo. The logo width should never be less than 1" wide.

NOTE: The QuickSHIP™ logo should NOT be paired with other logos.

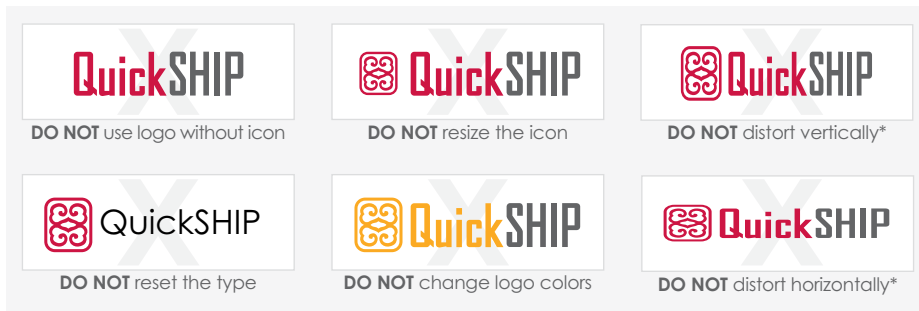


Logo with "We Have You Covered" Slogan

The slogan sits below the logo at the double distance as the width between the icon and the "Q" of Quick. The width of the slogan should be the width of full logo. The slogan font is Century Gothic Pro Regular. The surrounding clear space follows same rules as the no slogan logo version shown above.

NOTE: The slogan should always be attached to the logo as shown and NOT used separately as a design element.

Please Do Not



DOWNLOAD LOGO VAULT HERE

Color Versions



FULL COLOR



REVERSE COLOR

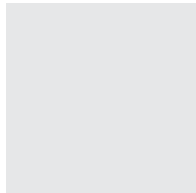
Color Palette

The signature red color is the standout hue used with Mandy Li Collection and QuickSHIP™ identities.



Process
3c 100m 66y 12k
RGB Web
205R 21G 67B
HEX Web
cd1442

The gray palette offer gray tones to support the collateral needs of the brand.



Process
0c 0m 0y 10k
RGB Web
230R 231G 232B
HEX Web
e6e7e8

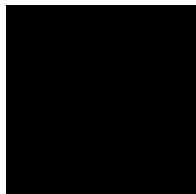


Process
0c 0m 0y 25k
RGB Web
199R 200G 202B
HEX Web
c6c8ca

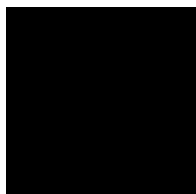


Process
0c 0m 0y 75k
RGB Web
99R 100G 102B
HEX Web
626366

The black palette offers pure black for lettering and rich black for big fields of black for print.



Process
0c 0m 0y 100k
RGB Web
0R 0G 0B
HEX Web
000000



Process
50c 50m 20y 100k
RGB Web
8R 0G 14B
HEX Web
08000e

Brand Font Standards

HEADLINE Font | Playfair Display

Used for all web and print documents.

Google Font

Playfair Display | Regular

The quick brown fox jumps over the lazy dog.

Playfair Display | Medium

The quick brown fox jumps over the lazy dog.

Playfair Display | Bold

The quick brown fox jumps over the lazy dog.

Print BODY Font | Century Gothic Pro

Used only for print projects.

Monotype Font

Century Gothic Pro | Regular

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog. (italic)

Century Gothic Pro | Bold

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog. (italic)

BODY COPY Type Standards

11pt Font Size | 14pt Leading | 0pt Line Kerning (+/- 30 max kern)

Web BODY Font | Open Sans

Used only for web projects.

Google Font

Open Sans | Regular

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog. (italic)

Open Sans | Bold

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog. (italic)