

MAKING ACCESS AND OUR BRAND THAT BIT EASIER

Brand tool kit

LFI
●



**The LFI brand
represents us all
and allows us to
present ourselves
with consistency
in everything we do.**

These guidelines are a framework which allows bold, impactful and consistent design to be produced.

This document contains guidance on how to use the LFI brand, including brand mark, corporate colours and consistency with collateral.

The integrity of our identity should be preserved at all times, and is a reflection of LFI's overall reputation.

A close-up photograph of a person's arm wearing a blue and grey work glove, gripping a metal ladder. The background is a blurred industrial or workshop environment. The text '1.0' is positioned above the main title.

1.0

***OUR
BRAND***

Primary logo

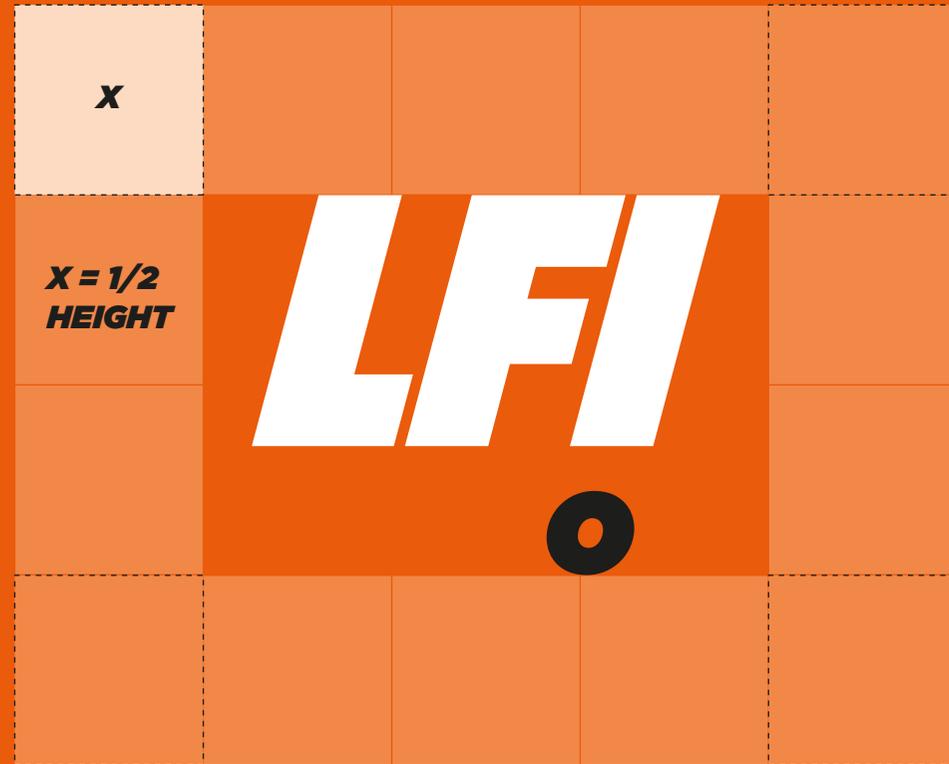
The primary logo consists of the letters 'LFI' in a bold, italicized, white sans-serif font. The letters are set against a solid orange background. The 'L' and 'F' are connected at the top, and the 'I' is positioned to the right of the 'F'. The font is clean and modern, with a slight slant.

Always use an approved logo from the asset library.

Please do not create your own or remove any elements from the logo.

The following pages outline how we use our logo in the most impactful way.

Clear space & minimum size



A clear space ensures that headlines, text or other visual elements do not encroach on the logo.

The ideal area should be a clearance space of around 1/2 of the height of the logo. In smaller more confined spaces use best judgement.



Print = CMYK 300 dpi



RGB - Colour Profile

Due to pixel density variations across devices, the minimum size has to be done by eye. Take note - The elements of the logo need to be legible and readable at all times.

Minimum size should be no smaller than 20mm for print - any smaller and brand will start to get lost.

Logo with strapline

The LFI logo and 'Quality products made in Britain for over 70 years' statement forms its own lockup with the wordmark and URL, always anchored to the main LFI logo.



**QUALITY PRODUCTS
MADE IN BRITAIN
FOR OVER 70 YEARS.**

 **britishladders.co.uk**

1.1

THE LFI
LOGO



Preferred placement

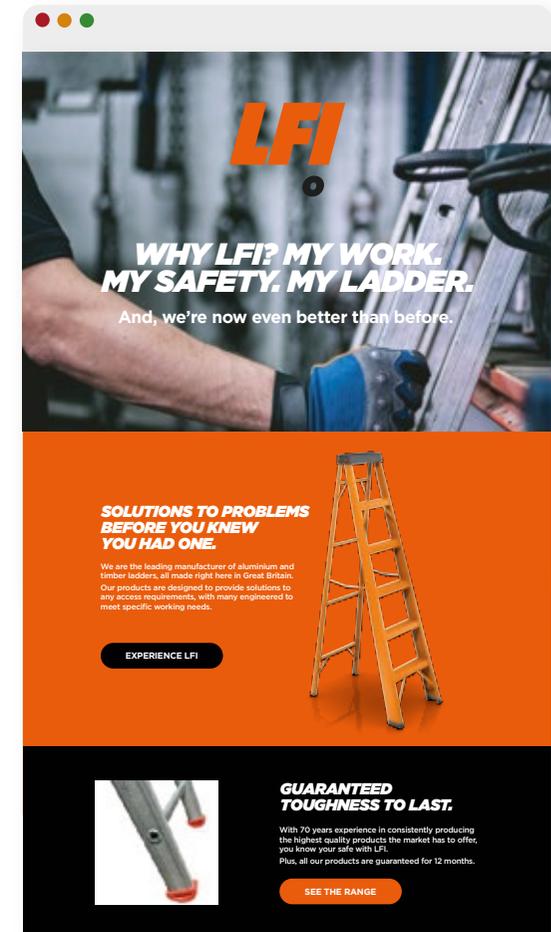
We don't need more than one LFI logo on any given artboard.

Our preferred placement for the logo was the bottom right when used within a footer or CTA, however we know sometimes this isn't possible.

In situations where the bottom right is impractical use, use your best judgement to place the logo centrally to the artboard header and the padding that surrounds it.



A4 specification sheets



Email template

Colour alternatives



These logos are to be used for greater clarity and contrast, or where we are restricted to use of one colour only.



1.2

***TYPE
WORK***

Typeface

For legibility and consistency we use Gotham as our primary typeface. With its variety of weights it offers a clean, bold and modern feel. In certain instances it may be impractical to use Gotham. When this is the case, please use Roboto or your system's San Serif typeface.

Primary typeface

Gotham
GOTHAM

Ultra Italic
Black
Bold
Medium
Book
Condensed Book
Condensed Bold

Digital Fall-back

Roboto
ROBOTO

Black
Bold
Regular
Light
Condensed Regular
Condensed Bold

Short and to-the-point header style

A strong headline should be in uppercase. This allows the header element to be the right size ratio to the rest of the artboard and create impact.

We prefer short, succinct and to-the-point header copy. For this we use uppercase Gotham Ultra Italic.

Where headline copy is placed on top of an image, best judgement should be used to ensure text is contrasting and legible.

Short headline example
Gotham Ultra Italic
(UPPERCASE)

**A SOLUTION
TO A PROBLEM
BEFORE YOU
HAD ONE.**

Letter spacing

**WHY LFI?
MY WORK.
MY SAFETY.
MY LADDER.**

Letter should be set to -25 and line height needs to be compact but not too tight.



Body Copy

Body copy - Gotham Book

We are the leading manufacturer of aluminium and timber ladders, all made right here in Great Britain. Our products are designed to provide solutions to any access requirements, with many engineered to meet specific working needs.

For body copy use Gotham Book. Light enough to complement header copy but bold enough to be legible in all instances.

We are the leading manufacturer of aluminium and timber ladders, all made right here in Great Britain.

We allow a touch more line height on body copy. This is to make every line as legible as possible.

Digital fall-back - Roboto Regular

We are the leading manufacturer of aluminium and timber ladders, all made right here in Great Britain.

2.0

***OUR
COLOUR***



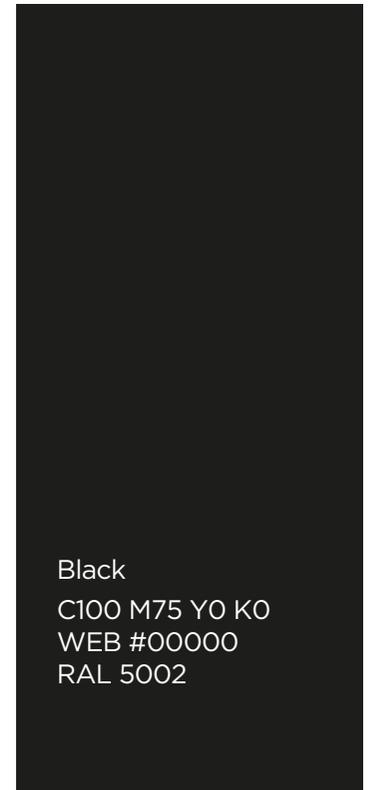
Colours

Primary



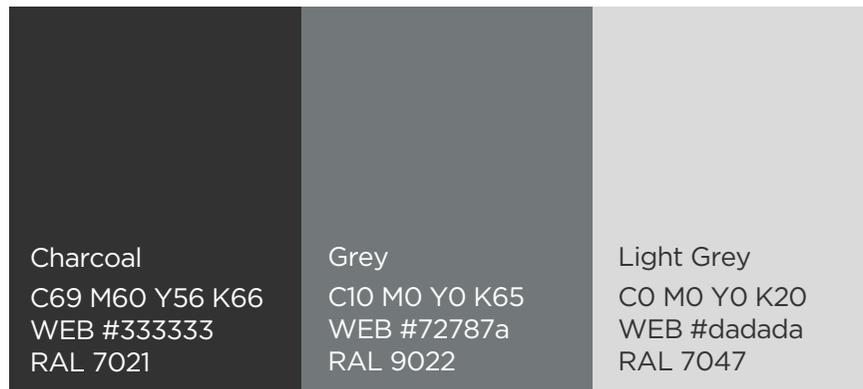
LFI Orange
C0 M75 Y100 K0
WEB #EB5A00
RAL 2004

White
C0 M0 Y0 K0
WEB #ffffff
RAL 9016



Black
C100 M75 Y0 K0
WEB #000000
RAL 5002

Orange is always the dominant colour.
The balance of Black is important and is to be used sparingly.



Charcoal
C69 M60 Y56 K66
WEB #333333
RAL 7021

Grey
C10 M0 Y0 K65
WEB #72787a
RAL 9022

Light Grey
C0 M0 Y0 K20
WEB #dadada
RAL 7047

3.0

TONE OF VOICE



How we communicate

The emphasis being on the relationship with the customer, this familiarity creates trust and brand affinity.

***WHY LFI?
MY WORK.
MY SAFETY.
MY LADDER.***

***FIRST CLASS
SERVICE.
ON FIRST
NAME TERMS.***

***A SOLUTION
TO A PROBLEM
BEFORE YOU
HAD ONE.***

***EXTREME
WORKING
ENVIRONMENT?
CHOOSE LFI.***

***GUARANTEED
TOUGHNESS
TO LAST.
THAT'S LFI.***

***MAXIMUM
SAFETY AS
STANDARD.
THAT'S LFI.***

We speak in a direct, informal and confident way. Reassurance and expertise should always be communicated.

What we are communicating

The emphasis being on the relationship with the customer, this familiarity creates trust and brand affinity.

PRODUCT RANGE

Availability, pricing, quality.

SAFETY

Production standards, familiarity, reliable

LFI



SERVICES

Covering all work types, diversity, expertise, knowledge, efficiency.

CUSTOMER RELATIONSHIP

Informal, confident, anticipating the customers needs and schedules.



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