

LYTEMODS

BRAND GUIDELINES

LOGOTYPE

PRIMARY



INVERTED



CORPORATE TYPOGRAPHY

FONT ASAP BOLD

AB

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9

FONT AVENIR NEXT BOLD (Character spaced @300)

AB

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9

CORPORATE COLORS

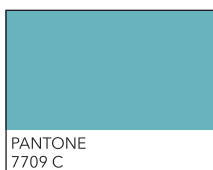
MAIN



PANTONE
4119 C

EGGPLANT

CMYK 70/73/52/50
RGB 60/50/63
HEX #3c323f



PANTONE
7709 C

TEAL

CMYK 58/12/23/00
RGB 104/180/191
HEX #68b4bf



PANTONE
WHITE

WHITE

CMYK 0/0/0/0
RGB 255/255/255
HEX #ffffff

ACCENT



PANTONE
1375 C

MUSTARD

CMYK 0/45/100/00
RGB 249/156/28
HEX #f99c1c



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DWELLING REIMAGINED



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