



LOIPART

MARINE CATERING AREA SOLUTIONS



LOIPART



LOIPART

NEW LOGOTYPE

Shape of the letter L

Fumes from cooking

dark blue heritage combined with a new light blue

waves



LOIPART

MARINE CATERING AREA SOLUTIONS

*solid and firm, like the products.
Low and wide typeface, like ships are inspired by the name on ships*

Exclusive look, like fine dining

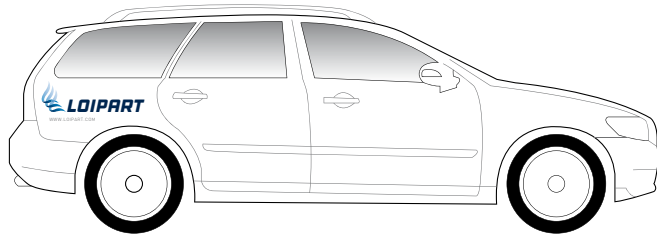


Our logo is often shown together with text, pictures or even with other logos. It is important that the logo is surrounded by free space in which no objects are to be placed. The free space is based on the letters "LO", as shown above. A good general rule is to always try to keep clean from other graphic elements around the logo.

NEW LOGOTYPE, FREE SPACE



The symbol can be placed in line with Loipart when necessary.



Cars



Clothing



Signage, example in steel. Embossed and debossed.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DIN light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DIN medium

Corporate colours



PMS 289



PMS 525 U, 524 C

Complementary colours



PMS 130 U, 1375 C



PMS 658



PMS 421



PMS 208



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Scale 1:1

BUSINESS CARD
CORRESPONDENCE CARD



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ENVELOPE