Logo.

The logo comprises a wordmark and an oval symbol. The wordmark maintains a sporty and easily identifiable look, thanks to its distinctive ligature where the letters "L" and the outer ring of the oval connect. The harmonious characters of the wordmark ensure usability and legibility.

Representing the brand's performance-oriented nature, the "L" symbol is rooted in the company's first trademarked product, LEXANI TIRE. The slanted "L" exudes a dynamic and sporty feel, evoking a sense of speed and agility.

Logo. Overview of logo versions.
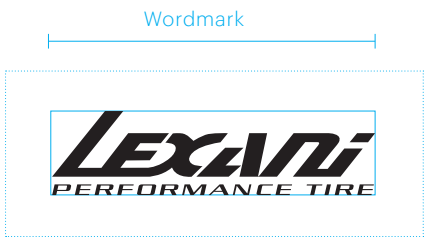
Logo Ver.1

Logo Ver.2

Logo Ver.3

This is the registered trademark of the corporate group and products. Examples for use: global brand management; whenever the logo is used to identify the corporation; business publications; building signage; product labelling; Internet; advertising media, e.g. on giveaways and merchandising articles.

Logo Ver. 1

Elements

Wordmark

Logo

Logo including the protection area

The obligatory white space around the logo is a protective margin. The logo should never be used without it. The height / width of the protection margin (1x) is equal to half of the logo height (2x).
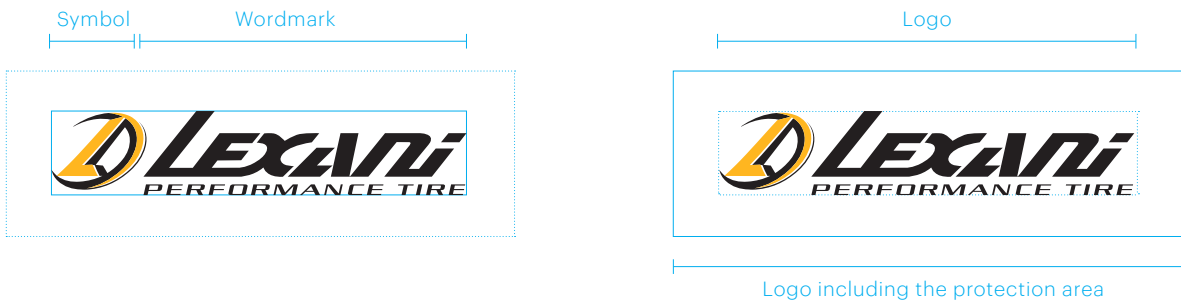
In exceptional cases involving special formats, the logo protection area can be reduced by 1/2 x to allow for a larger logo.
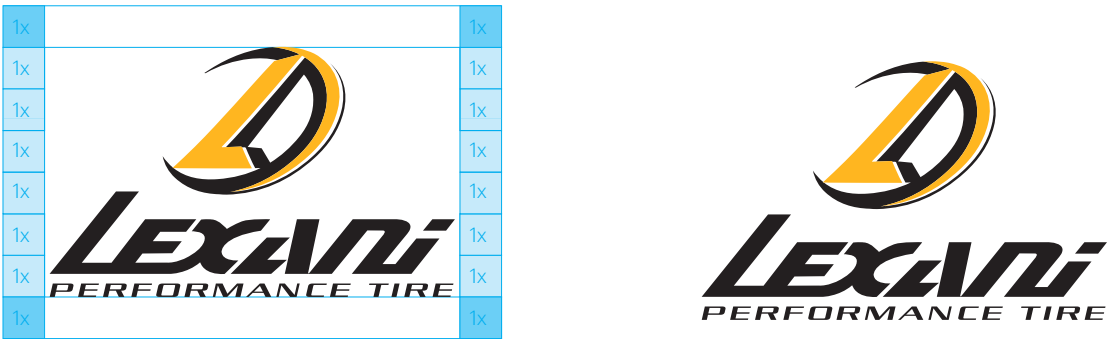
Dimensions of protection area

Logo Ver. 2

Elements

Symbol   Wordmark

Logo

Logo including the protection area

The obligatory white space around the logo is a protective margin. The logo should never be used without it. The height / width of the protection margin (1x) is equal to half of the logo height (2x).

In exceptional cases involving special formats, the logo protection area can be reduced by 1⁄2 x to allow for a larger logo.

Dimensions of protection area

1x   1x
1x
1x
1x   1x

Logo Ver. 3

Elements

Symbol

Wordmark

Logo

Logo including the protection area

The obligatory white space around the logo is a protective margin. The logo should never be used without it. The height / width of the protection margin (1x) is equal to half of the logo height (2x).

In exceptional cases involving special formats, the logo protection area can be reduced by 1⁄2 x to allow for a larger logo.

Dimensions of protection area
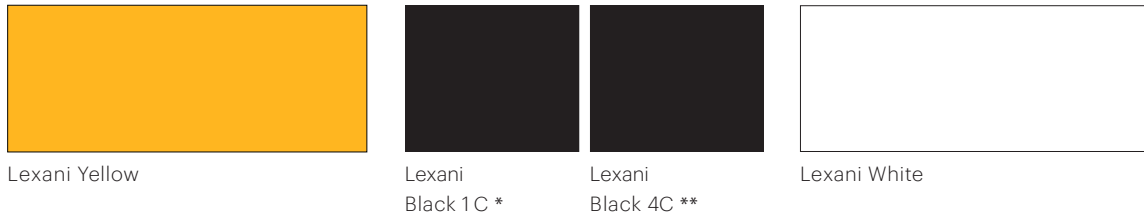
Logo. Color applications.

The logo can appear in four-color or black- and-white versions, depending on the medium or application.

Black-and-white applications

Color system. Primary colors.

Lexani Yellow

Lexani
Black 1 C *

Lexani
Black 4C **

Lexani White

Lexani Yellow, Lexani Black (1C / 4C), Lexani Silver, and Lexani White are the primary corporate colors.

Lexani Yellow is used for large surfaces as well as headlines, introductory passages, and to highlight passages in copy.

Lexani Black has specifications for both one-color and four-color applications. When dealing with large surfaces, the four-color version should be used to ensure the proper degree of saturation. Copy and the logo must appear in the one-color version.

Lexani White is used as a background color and for large surfaces in Automotive ap- plications. Lexani White is also used when typography and the logo are reversed against a colored background.

Standard

	Print		Electronic media	
	Pantone	CMYK	RGB	HEX
Lexani Yellow	1235C	0/32/95/0	255/183/27	#FFB81C
Lexani Black 1C	Black C	0/0/0/100	0/0/0	# 000000
Lexani Black 4C	Black C	60/40/40/100	0/0/0	# 000000
Lexani White		0/0/0/0	255/255/255	# ffffff

Trade fair exhibits / Silk screen / Paintwork

	Laminating			Paint		Acrylic
	matte opaque	glossy opaque	translucent	Mercedes-Benz	Volkswagen	
Lexani Yellow	Oracal 631 – 020	Oracal 751C – 020	Oracal 8800 – 02	DB 1666 Contigelb	H1A Contigelb	Evonik – GS 1H20
Lexani Black 1C / 4C	Oracal 631 – 070	Oracal 751 C – 070	Oracal 8800 – 070	RAL 9005	RAL 9005	Evonik – GS 9H01
Lexani White	Oracal 631 – 010	Oracal 751 C – 010	Oracal 8800 – 010	RAL 9003	RAL 9003	Evonik – GS WH01

Please print the Lexani primary colors as special colors whenever possible and use the correct colour application for the respective print or production method.
The color matching for digital print is cmyk.

* used for copy and the logo
** used for large surfaces