

Brand

Need the LiveLoveApp logo? Everything's here: the mark, the icon, colours, and print-ready files.

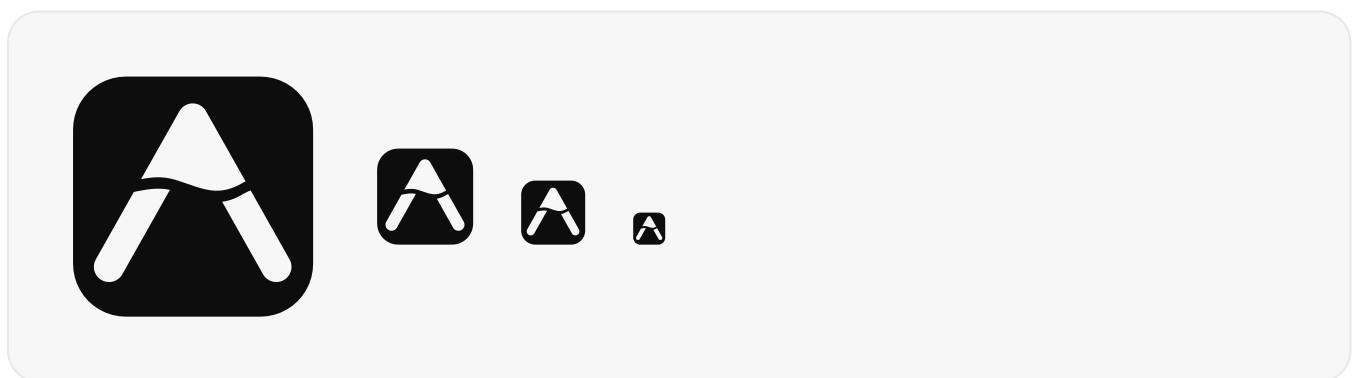
The mark

Two Ls and a peak. The snow on the A is cut from the rock by a soft drift, so it prints in one colour.



The icon

For favicons, avatars and app icons. Below 24px use the small version.



With the name

For slides, invoices and anywhere the name needs spelling out.

LLA LiveLoveApp

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The patch

One colour, drawn for thread: Bend's mountains, a river, the sun, and the A as the middle peak.



Colour

Print values are starting points; proof before a run.



Ink

#0d0d0d · RGB 13 13 13

The main colour. The mark is ink on light backgrounds.

Print as 100% K, or Pantone Black 6 C for spot work.

White

#ffffff • RGB 255 255 255

The mark reversed, on ink, on photos dark enough to hold it, or on cobalt.

Paper white, no ink.



Cobalt

#002fa7 • RGB 0 47 167

An optional single colour. Never mixed with ink inside the mark.

Pantone 286 C first, 2736 C as a second check. CMYK starting point C100 M72 Y0 K35.

Clear space and size

Leave the height of the snowcap, about a third of the mark's height, clear on every side.



Full mark

80px wide on screen, 20mm in print.

Icon

16px on screen, 6mm in print. Below 24px use the small icon, which has a wider gap so it holds on the pixel grid.

Embroidery and stickers

Use the outlined files only. A 3-inch (76mm) patch gives a stroke of about 1.5mm and a snow gap of about 1.25mm, which is inside the limits of most shops. Please don't embroider the full mark below 50mm wide.

Please don't

Recolour parts of the mark, or mix ink and cobalt inside it.

Add a separate snow cap shape. The snow is cut from the A, not laid on it.

Bring back the old split: a cobalt peak with ink letters.

Stretch, squash or outline it.

Add effects or shadows.

Put it on a busy background.

Type "LLA" in a font. Use the files.

Downloads

Every SVG is outlined: filled paths, no strokes, no text. The PDFs are vector and sized to the artwork.

SVG

Mark, ink, SVG	vector, 5.2 KB	Mark, white, SVG	vector, 5.2 KB
Mark, cobalt, SVG	vector, 5.2 KB	Lockup, ink, SVG	vector, 10.1 KB
Lockup, white, SVG	vector, 10.1 KB	Icon on ink tile, SVG	vector, 4.1 KB
Icon, ink, no tile, SVG	vector, 3.5 KB	Icon, white, no tile, SVG	vector, 3.5 KB
Icon for 16 to 24px, SVG	vector, 4.1 KB	Patch, ink, SVG	vector, 43.2 KB
Patch, white, SVG	vector, 43.2 KB		

PNG

Mark, PNG, 256px	256px wide, 2.5 KB	Mark, PNG, 512px	512px wide, 5.5 KB
Mark, PNG, 1024px	1024px wide, 13.8 KB	Mark, PNG, 2048px	2048px wide, 36.0 KB
Lockup, PNG, 512px	512px wide, 5.6 KB	Lockup, PNG, 1024px	1024px wide, 12.7 KB
Lockup, PNG, 2048px	2048px wide, 28.9 KB	Icon, PNG, 180px	180px square, 4.0 KB
Icon, PNG, 512px	512px square, 16.5 KB	Icon, PNG, 1024px	1024px square, 44.1 KB
Patch, PNG, 1024px	1024px square, 72.1 KB		

PDF

Mark, PDF	vector, 3.9 KB	Lockup, PDF	vector, 7.0 KB
Icon, PDF	vector, 3.5 KB	Patch, PDF	vector, 20.5 KB

Zip

[The whole brand kit](#)
everything above, plus this page as a PDF, 459 KB