

Brand Guide



VERSION 1.0

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Liminal Creative

This guide provides a clear overview of how
to utilize Liminal Creative brand assets.

01.

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02.

The Logo

Primary Logo

The Liminal Creative icon creates a shadow cutting out a path in the distance.

The modern, stylized sans-serif typography used for the “Liminal Creative” lettering provides an established and modern aesthetic.



Stacked Logo

The stacked version of the logo can be used in instances where horizontal constraints are introduced.



03.

Misuse

Misuse

A strong brand is applied consistently. Altering the proportions or orientation of the logo or adding colors or effects can cause damage to the brand.



04.

Typography

Typography

The Liminal Creative brand font
Haffer XH is available from
Displaay Type Foundry.

Bold (-20)

Haffer XH

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*

Typography

The Liminal Creative brand font
Azeret Mono is available from
Displaay Type Foundry.

Regular (-35)

Azeret Mono

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*

05.

Colors

Brand Colors

Overall, the palette should be implemented in a way that values bold contrast with isolated use of primary colors to achieve the highest visual impact.

Do not use Liminal Creative Process Yellow in large amounts.



06.

Digital

Social Icons



Instagram
110px x 110px



LinkedIn
400px x 400px



Facebook
360px x 360px



Twitter
110px x 110px