

LEHR

Brand Guidelines

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v 1.07



LEHR Brand Guidelines

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Brand Guidelines





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For any questions regarding the contents of this document please contact us at info@golehr.com and we will assist you as soon as possible.

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Here are the design guidelines for the LEHR brand.

Designers should follow these guidelines carefully to ensure brand continuity.

01 Logo

LEHR Logo

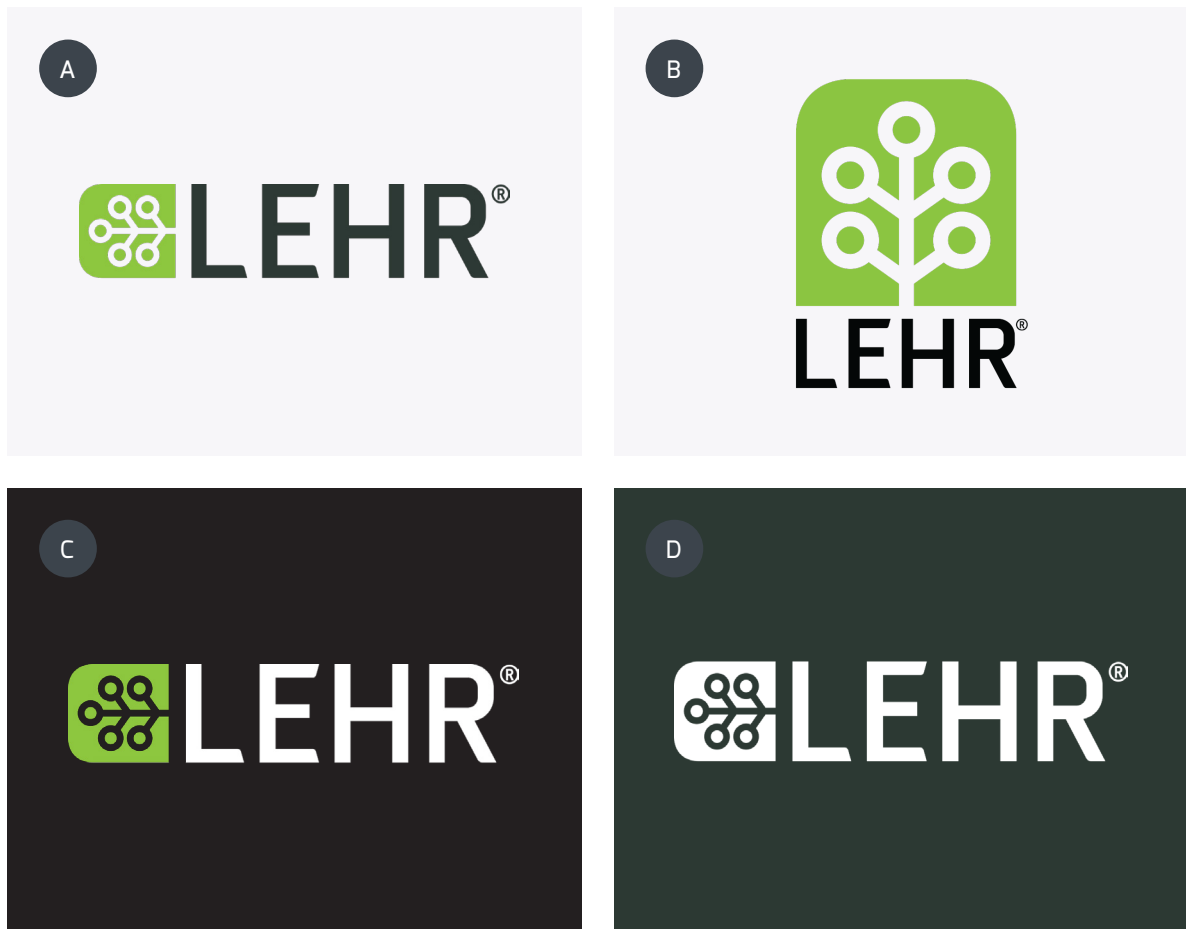
Our company logo is the sole visual identifier of the LEHR brand. It should be used on all product brochures, catalogs, spec sheets, signage, stationary, products, vehicles, promotional clothing, on-line applications, advertising and presentations. There are only two formatting options for the LEHR logo. The icon should never be separated from the LEHR font as displayed in our Usage section.



02 Usage

Logo Format Options

A. Horizontal Dark | This is our dark horizontal logo format option for light backgrounds. **B. Vertical Dark** | This is our vertical option of the dark logo on a light background. There is a light version of this as well. **C. Horizontal Light** | This is our light horizontal logo over a black background. **D. Option 3** | This is a special use case for both logo formats and is used for embossing the logo into metal or plastic for branding products. It's the only time you can drop the icon color.



03 Colors

Acceptable Logo background color use

- A. White | This is the best use of the main logo over a white background.
B. Black | Use our light version of the logo when on a dark background.
C. White Option 2 | This is our 2nd logo option to use over a white background.
D. Black Option 2 | Logo option 2 over a dark background.

A



B



C



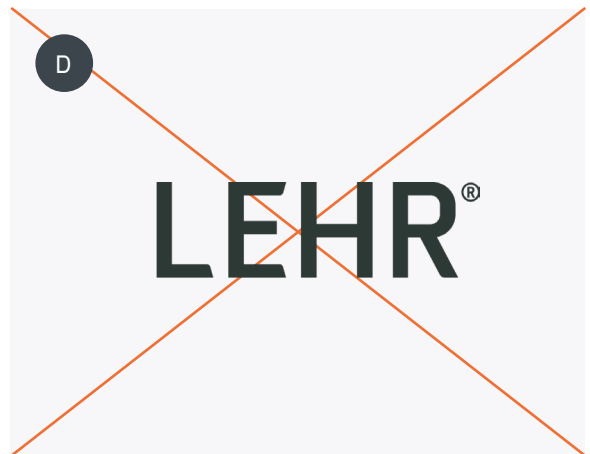
D



04 Errors

The following illustrates several examples of incorrect presentations of the LEHR brand logo. Incorrect use can undermine the LEHR brand identity delivering mixed and unclear messaging.

A. Dark on Dark | Wrong logo color to use when over a color or dark background. B. Over Green | Never use the dark logo over a green background without a black outline. C. Distort | Never distort the logo. D. No Green Leaf Icon | Never use either logo option without the icon.



05 Size

Proportional Size of the Logo

Proportions, space and size relationships of the LEHR logo have been carefully developed and must not be altered, redrawn, embellished or recreated in any way.



06 Isolation

Protective Area of the Logo

An important part of maintaining a consistent presentation of the LEHR brand is keeping a clear area around it from other text, graphics or illustrations. Crowding the LEHR brand logo detracts from its legibility and impact.



07 Fonts

The font of choice for the LEHR brand is Exo. As long as the logo fonts and text are not changed then we do not mind what fonts are used for copy around the use of the LEHR logo.

Exo Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Exo Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

08 Palette

The LEHR Logo Colors

The basic colors of the LEHR brand are green and blackish green.
The LEHR Green is a bold, bright and clean in color that embodies environmentally friendly technology.

C51 M01 Y98 K00 / Web #8bc541



C30 M20 Y10 K00 / Web #b2bcce



C74 M57 Y66 K56 / Web #2d3934



09 Tone

Tone Example

“Whenever it’s possible
responsibility of the ma
for environmentally fri
– Captain Bernardo H

The LEHR brand is driven by the passion and human interest stories of Captain Bernardo Herzer. Using this tone together with our visual identity guidelines ensures consistent visual communications and brand associations to deliver the LEHR brand message.

e, I believe it's the
manufacturer to look
friendly technologies."
Herzer

10 Imagery

Lifestyle examples



These are some examples of lifestyle and product images that can be used in advertising or presentations.

Please consult the special press access area of our site to download hi-res images of our products, promotional one page marketing flyers, and lifestyle images of the products in use.

www.golehr.com/media

Product examples



11 Trade Show

Booth Examples



These are some examples of a trade show booth and the available banners we have available for download.

Please consult our media area of our site to download hi-res images of our products, promotional one page marketing flyers, and banners you can use or create your own following our guidelines in this book. Contact us if you need access to the hi-res booth panels.

www.golehr.com/media

Product Banner Examples



LEHR Brand Guidelines

Through the use of propane fuel, LEHR Inc. has found a cost effective way to reduce emissions and associated health risks which improves the marine environment all over the world.

Captain Bernardo Herzer, founder and CEO of LEHR Inc., is an entrepreneur and inventor with a deep passion for helping the environment. Founded in 2004, LEHR Inc. is dedicated to a cleaner planet through environmentally friendly technology. Inspired by Captain Herzer's commitment and forward thinking, the current slate of LEHR's research is focused on the use of clean burning propane to power small engines throughout several industries.

In 2008, Captain Herzer was granted the first of many patents to power small engines using propane. By helping to improve the nations air quality, LEHR Inc. was given the EPA CLean Air Excellence Award and numerous breakthrough products of the year awards, including one from Popular Mechanics and Popular Science.

"Being green is making improvements over what the state of the art is." - Captain Bernardo Herzer.







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