



Spa care from the Australian Dreamtime



Spa Care from the Australian Dreamtime

Corporate Style Guide

LI'TYA Logo Use

It is an honour for us to be able to use the LI'TYA name meaning 'Of the Earth' as bestowed upon us so graciously by respected Aboriginal Elder Kakkib li'Dthia Warrawee'a.

Correct use of LI'TYA logo is important for us to grow brand awareness. Brand awareness is an advantage to us all, and is an important part of growing your spa.

Below left is the complete LI'TYA logo with tagline that is to be used in all cases where possible in PMS 188U.

Below right is the complete LI'TYA logo reversed out in PMS 468U.



Spa Care from the Australian Dreamtime



LI'TYA Logo – Black and White



Spa Care from the Australian Dreamtime



When to be used: In any finishing's that are done in black and white finish only (including walls, flooring, tiling etc). The no tag line logo can also be used where logo has must be less then 3cm.



LI'TYA Logo – Burgundy No Tagline



When to be used: In any colour finishing's (including walls, flooring, tiling etc). Can also be used where logo is less than 3cm in size.

Spacing and Sizing

The LI'TYA logo must be 3cm x 3cm in size, alternate use must be approved by LI'TYA. There must be 1cm spacing when used in conjunction with another logo.

For Use on Backgrounds

Logo with tagline needs to be used in one of the PMS colours or CMYK breakdown. Transparency is fine.

Permitted Logo Use

Use in conjunction with any spa related product advertising, brochures, spa menus, websites or point of sale. It is preferred that any published or printed material using the LI'TYA logo be pre approved by head office.

Correct Usage

Maroon logo with tagline



Logo with tagline reversed out





Incorrect colour without the tagline



Incorrect colour with tagline



Spa Care from the Australian Dreamtime

Use of Text

Font

Arial Narrow is LI'TYA's corporate font. The preferred typing size is 11 (any other size font is acceptable for use in tables, grids, graphs and headings).

Gil Sans font can be used for graphic design when the use of Arial Narrow is not appropriate. Please get approved by Head office prior to print if this is your preferred option.

Headings

Arial Narrow, can be used with **bold**, underline or in *italics*. Use PMS 188U where possible otherwise use the maroon closest. It is preferable to use Arial Narrow in bold and in size 14 for main headings.

Use of LI'TYA Name

The word LI'TYA needs to always be written in full caps at all times.

The word LI'TYA needs to be placed in front of all treatment names whenever used e.g. LI'TYA Kodo or LI'TYA Lowana. This is necessary for spa menus, advertising, media, websites etc.



Use of LI'TYA images

All LI'TYA images must be credited to LI'TYA by any of the examples as shown below. Any variation to this agreement must be proofed by LI'TYA head office before publishing. These examples are correct for media, advertisements, spa menus, brochures, websites etc.

LI'TYA logo placed over the image



LI'TYA logo placed directly next to image



Images credited through text next to or underneath image



Image courtesy of LI'TYA



Use of colour

Pantone Colour and Code for Products/Art and design		
Product	Colour	Code
LI'TYA	Plum corporate	188U
LI'TYA	Ochre Yellow corporate	468U
LI'TYA	Ochre Grey corporate	437U
LI'TYA	Ochre Grey packaging	405U
LI'TYA	Ochre Yellow packaging	4525U
LI'TYA	Plum packaging	4975U
LI'TYA	Of the Sea corporate & packaging	378U
LI'TYA	Of the sea Metallic corporate & packaging	8321C
LI'TYA	Logo - silver	877C