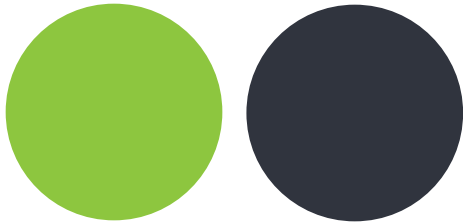


Lyris Branding Guidelines

Version 1.0
October 2011

Lyris Branding Guidelines / Visual Identity / Color palette

Primery Color

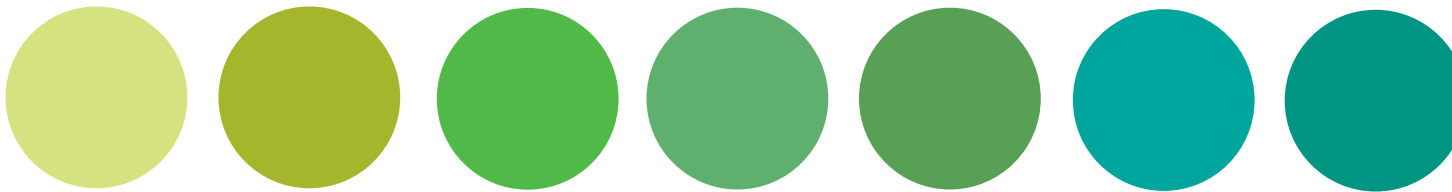


Lyris Green
C50, Mo, Y100, Ko
R141, G198, B63
Hex #8dc63f
PMS DS 294-1 C

Lyris Black
C44, M34, Y22, K78
R50, G54, B63
Hex #32363f
PMS 11 EC

Proin ultricies eros sed ipsum ullamcorper porta. Sed id tempus enim. Ut eu tristique nibh. Aliquam sed ligula eget tortor gravida dapibus a vitae arcu. Praesent pellentesque leo in massa blandit consectetur. Pellentesque eleifend dictum facilisis. Pellentesque in mi sem. Nulla bibendum suscipit leo a porta.

Secondary Color



C20, Mo, Y65, Ko
R211, G226, B126
Hex #d2e17d
PMS DS 302-5 C

C25, Mo, Y95, K20
R141, G198, B63
Hex #a6b62d
PMS DS 304-3 C

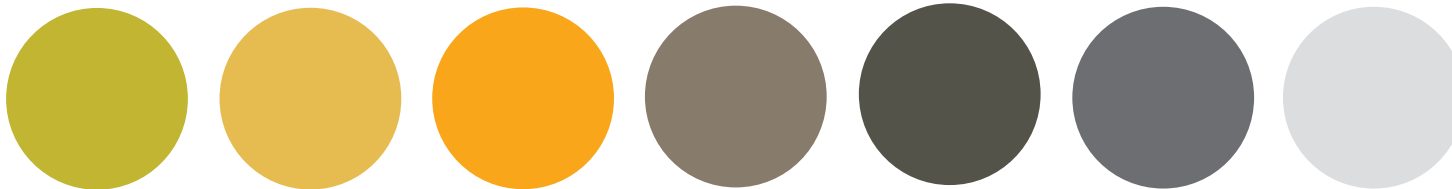
C69, Mo, Y100, Ko
R84, G185, B72
Hex #54b948
PMS 361 C

C60, Mo, Y70, K10
R96, G175, B112
Hex #60af70
PMS DS 283-3 C

C60, Mo, Y80, K20
R89, G160, B86
Hex #59a056
PMS DS 288-2 C

C80, Mo, Y40, K10
R0, G166, B158
Hex #00a69e
PMS DS 255-2 C

C85, Mo, Y50, K20
R0, G149, B131
Hex #009583
PMS DS 304-3 C



Co, Mo, Y85, K30
R193, G181, B50
Hex #c1b532
PMS DS 4-4 C

C10, M25, Y80, Ko
R230, G187, B82
Hex #e6bb52
PMS DS 9-2 C

Co, M40, Y100, Ko
R250, G166, B26
Hex #faa61a
PMS DS 22-1 C

C40, M40, Y50, K20
R135, G123, B108
Hex #877b6c
PMS DS 318-8 C

Co, Mo, Y15, K82
R84, G83, B74
Hex #54534a
PMS BLACK 7 C

Co, Mo, Yo, K70
R109, G110, B113
Hex #6d6e71
PMS DS 325-3 C

Co, Mo, Yo, K15
R220, G221, B222
Hex #dcdde
PMS DS 325-8 C

The Lyris primary typeface

Ideal Sans Thin

Ideal Sans Thin Italic

Ideal Sans Extra Light

Ideal Sans Extra Light Italic

Ideal Sans Light

Ideal Sans Light Italic

Ideal Sans Book

Ideal Sans Book Italic

Ideal Sans Medium

Ideal Sans Medium Italic

Ideal Sans Semibold

Ideal Sans Semibold Italic

Ideal Sans Bold

Ideal Sans Bold Italic

Ideal Sans Black

Ideal Sans Black Italic

Milo OT Light

Milo OT Light Italic

Milo OT Regular

Milo OT Regular Italic

Milo OT Medium

Milo OT Medium Italic

Milo OT Black