

# LXD Guild

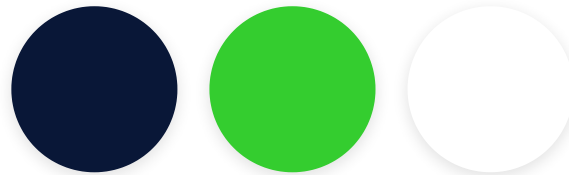
BRAND BOOK



## 01 Brand Overview

LXD Guild is India's largest community for learning experience designers and L&D professionals. It provides a specialized marketplace, an academy for AI-powered instructional design training, and a collaborative platform where designers can connect with projects, talent, and career growth insights.

"Empowering Organizations,  
One Mind at a Time."



## 02. Brand Logo



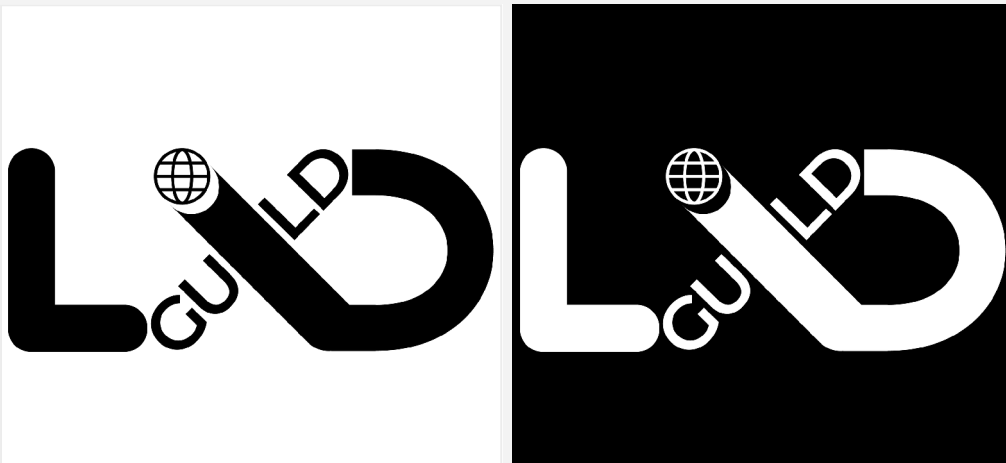
### LOGO CLEAR SPACE



Always maintain clear space around the logo to keep the logo clean and legible.

160 px on each side

### VARIANTS



### MINIMUM SIZE



Below this size, clarity is lost. Always honor the minimum.

1.58 inch / 152 px width

## 03 Typography

Typefaces are the way your brand communicates its voice and tone. These fonts are meant to balance hierarchy and readability to ensure your brand remains recognizable and cohesive across all mediums and touchpoints.

PRIMARY TYPEFACE

# montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$\$%

## 04. Color Palette

Colors are the way your brand communicates its personality and character. These colors are meant to balance functionality with intentionality and deliver on your brand's mission and promise.



### Obsidian Black

**Hex** #091737

**RGB** 9, 23, 55

**CMYK** 83.64%, 58.18%, 0%, 78.43%

**HSL** 221.74, 71.88%, 12.55%

### Lime Green

**Hex** #34CD2F

**RGB** 52, 205, 47

**CMYK** 74.63%, 0%, 77.07%, 19.61%

**HSL** 118.1, 62.7%, 49.41%

### Pure White

**Hex** #FFFFFF

**RGB** 255, 255, 255

**CMYK** 0%, 0%, 0%, 0%

**HSL** 0, 0%, 100%

05. Imagery



VALUES

"Innovation, Knowledge, Collaboration, Growth"

AESTHETIC

EdTech Innovation  
High-Contrast Modernism  
Digital Community Hub  
Vibrant Professionalism  
Knowledge-Centric Design

TONE OF VOICE

Professional  
Inspiring  
Collaborative  
Forward-thinking