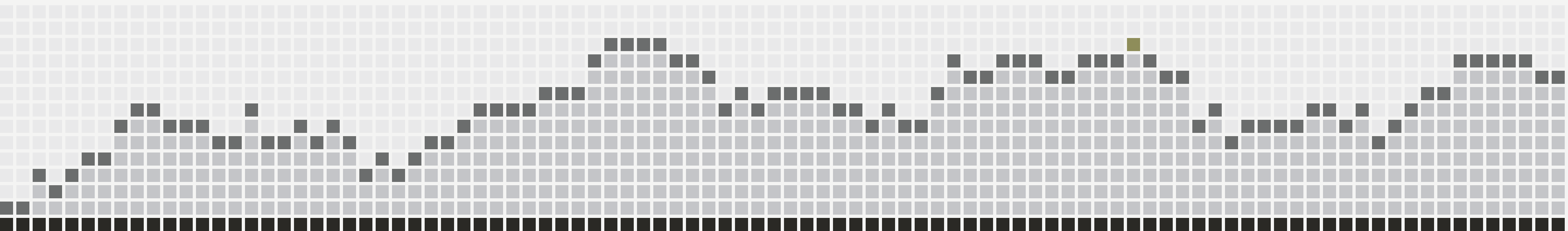


The Linje brand, in short

Logo, colours, typography, graphics and tone of voice. For partners, press and suppliers.



One line, from start to goal

1

The starting point

Five graphite boxes form a line that starts from a fixed point: structure and method.

2

The direction

The line turns and takes a clear direction, the way the work moves forward.



The point

The olive box, up and to the right: the result the work aims for.

The primary logo



On light backgrounds: graphite with the olive point.



On dark backgrounds: light grey with a lighter olive point.

Keep it simple

- Keep a clear space of at least two boxes on every side
- Minimum height 24 px on screen and 8 mm in print
- Never stretch, rotate, recolour or add effects to the logo
- Use the one-colour black or white logo when colour is not possible

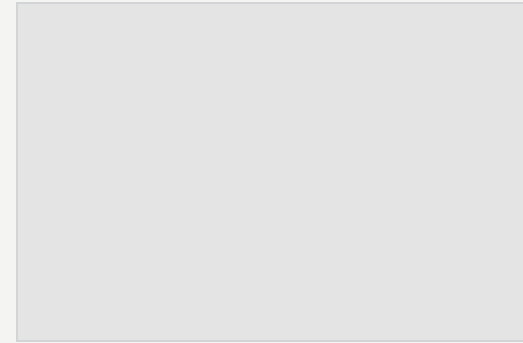
Concrete, graphite and one olive



Graphite

HEX #2a2925 • RGB 42 41 37

Text, logo, dark panels



Paper

HEX #e4e4e5 • RGB 228 228 229

Main background



Olive

HEX #8e8d5a • RGB 142 141 90

The point, accents



Light olive

HEX #a8a772 • RGB 168 167 114

Accent on Graphite

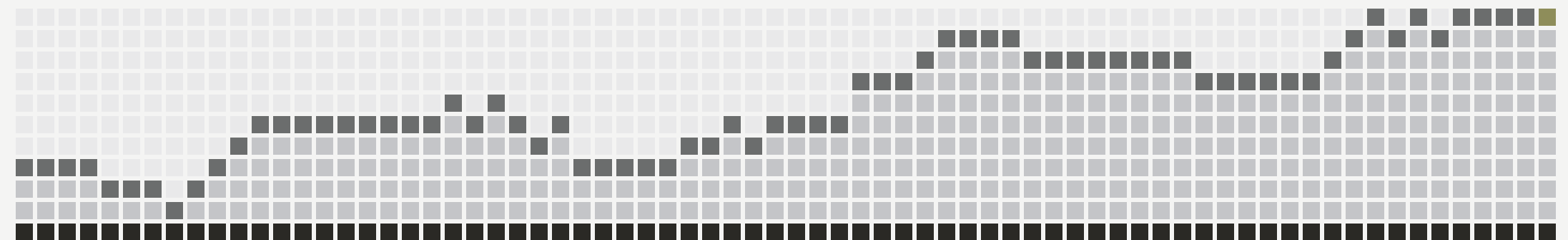
A free Google font with the proportions of Georgia, which the wordmark is drawn from.

Body text, tables and interfaces. Regular for reading,
Semibold for emphasis.

Rising columns

Our graphic element is a bar chart built from the squares of the logo. Columns rise and fall, and the tallest one carries the olive point. On the website it moves with the visitor's mouse; in print it is used as a calm band along an edge.

Use it on covers, banners and backgrounds, never behind running text.





■ PHOTOGRAPHY

Warm, natural and real

We use photos sparingly: natural light, real work situations and warm interiors. No staged handshakes and no stock clichés.

Photos of people are never presented as Linje employees or clients unless they are.

Calm, specific and short

We write

- We will map who decides what, and where decisions wait.
- Three of seven approvals add no information.
- This will take eight weeks.

We avoid

- We leverage holistic frameworks to unlock value.
- There are significant opportunities for streamlining.
- A transformational journey starts today!

Logos and files

The full brand kit, with logos in every format, is available at linjeconsulting.com/media. Questions about using the brand can be sent to:

post@linjeconsulting.com

linjeconsulting.com

