

LAIKA



PRESS

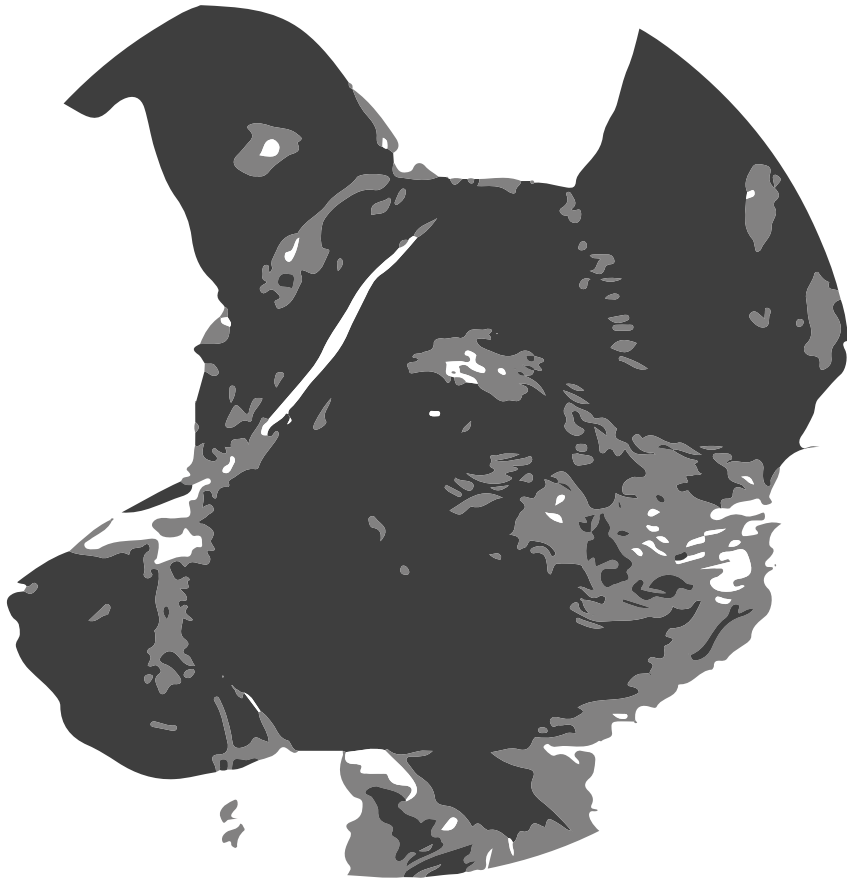
Laika Press
Brand Guidelines

First Edition | Elijah Dexter Lyons

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Section 1 *The Laika Mark*



The Laika Mark is a rendered image of the head of the Soviet Space Dog Laika (1954-57). Given enough space the logo (i.e. head) should be displayed on the same plane, or alongside the logotype.

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PRINTS FOR ALL!

The Logotype is set in the typeface Mohave Bold. And takes up 1/2 to 1/3 of the space of the logo. When the slogan is used in conjunction with the Logotype the slogan should take up 1/2 to 1/3 of the space of the Logotype.

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When displaying the Laika logo always keep the Mark and the Type on the same Plane. Like the two examples on this page.

In the next section we will address displaying the logo with all three elements on separate planes. For smaller spaces.



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For the Laika logo. Avoid arced type, as it clashes with the brand identity. In cases where the Mark and the Type cannot be displayed on the same plane. Keep to the single word 'Laika' directly under the dogs collarbone.

No.



Yes!



Section 2 *Typography*



The typeface selected for the Laika logo and logo-type is 'Mohave Bold'. Mohave Bold will also be the title font for Laika. Mohave Regular is used for the subtitles. And Futura STD Book will be used for the Paragraph Typography.

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Title: Mohave Bold Set at: 77pt
Subtitle: Mohave Bold Set at: 45pt
Paragraph: Futura STD Book Set at: 14pt

LOREM IPSUM.

LOREM IPSUM DOLOR SIT AMET,

Lorem ipsum dolor sit amet, mutat postea tamquam an his, vim elit ancillae ut, vis offendit perpetua et. Duo in offendit repudiandae, eam ad facete melius albucius. Per persius scaevola dissentiunt eu, mentitum deserunt ex has. Eu ludus affert scripserit usu. Ipsum antiopam vulputate has at.

Section 3 *Posters & Infographics*

SAFETY FIRST.

QUICK TIPS FOR SAFETY AND THIS EQUIPMENT.



Lorem ipsum dolor sit amet, mutat postea tamquam an his, vim elit ancillae ut, vis offendit perpetua et. Duo in offendit repudiandae, eam ad facete melius albucius. Per persius scaevola dissentiunt eu, mentitum deserunt ex has. Eu ludus affert scripserit usu. Ipsum antiopam vulputate has at.

The posters and Infographics used by Laika are designed to be simple, direct, and visually appealing. They will contain important safety information and steps to complete processes.

Title: Mohave Bold Set at: 77pt (underlined)

Subtitle: Mohave Bold Set at: 45pt

Paragraph: Futura STD Book Set at: 14pt

Imagery: Centered under the Title and Subtitle.

Section 3 *Advertising*

Advertising is a simple way to spread the word about the Press. In this you will find the guidelines are far less rigid than branding. In fact we should encourage all of our advertisements to be completely different.

Requirement: The Laika logo. Website. Address. Event times (where applicable).



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