

**L1** LÆRMEDIA

Multimedia-Designstudio



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**Introduction.**

Welcome to the LAERMEDIA Corporate Identity Manual, a multimedia design brand dedicated to creating unique visual and digital experiences. This manual has been prepared with the purpose of establishing a solid and coherent guide for the correct use of graphic elements.

Corporate identity is the soul of a brand, it is the visual and conceptual expression that transmits its essence, personality and values to the world. It is the language with which we present ourselves to our public, clients and collaborators, and it reflects the passion and creativity that drive our daily work.

In this manual, you will find the fundamental principles that guide corporate identity, from the logo that represents our hallmark, to the color palette, fonts,

and graphic elements that are used to create a coherent visual experience in each interaction.

We appreciate your commitment to upholding the integrity of our corporate identity and invite you to be part of the exciting creative journey that awaits us at LAERMEDIA. Let's go!

**Section 1.**

**BRAND**

# Logo

The logo mainly uses a square shape to convey strength and robustness, where a spiral is inscribed to convey creativity and the continued growth of the brand.

The name of the brand comes from the Norwegian verb *å lære* which means both *to learn* and *to teach*, which embodies the brand's mission of learning and creating a community of students in the disciplines of multimedia design.



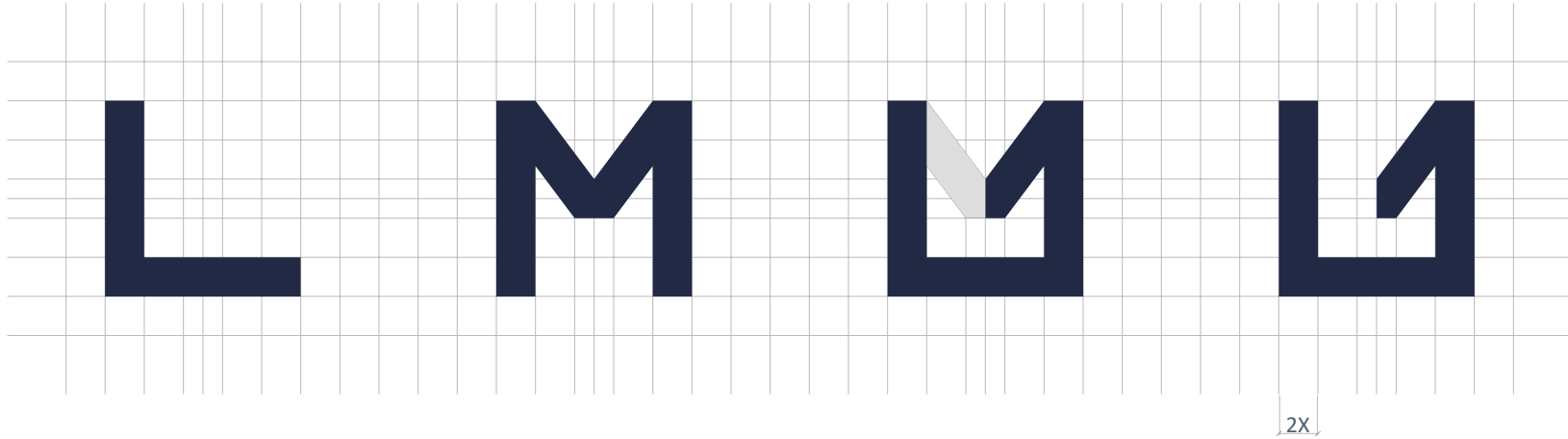
# Construction

**L**ÆR

**M**EDIA







# Clear space

Clear space in a logo is vital for maintaining visual integrity and recognition. It refers to the unoccupied area around the logo, free from other elements. This buffer zone allows the logo to stand out and remain distinct in various applications. It prevents visual crowding and ensures legibility, leaving a lasting impression on the audience. Adhering to clear space guidelines ensures consistent communication of the brand's essence and builds trust among consumers.



# Versions



# Scale

The scale of a logo refers to its relative size when displayed across different mediums or platforms. It is crucial for a logo to maintain its visual impact and clarity regardless of whether it's printed on a business card, displayed on a website, or enlarged for a billboard. Achieving an appropriate scale ensures that the logo's design elements, typography, and overall composition remain recognizable and effectively communicate the brand's identity and message. Consistent and thoughtful scaling of a logo contributes to a cohesive and professional visual representation of a business or organization.

Printed media



75mm



50mm



42mm

Digital media



210px



140px



120px

Minimum size



5mm

# Logo misuse

Logo misuse occurs when a logo is used inappropriately or inconsistently, leading to a dilution of brand identity and message. This can involve altering colors, proportions, or typography, which distorts the intended representation. Such misuse weakens the logo's recognizability and can confuse consumers about the brand's authenticity. Additionally, placing a logo in unrelated contexts or associating it with conflicting messages can harm the brand's reputation and credibility. To prevent logo misuse, clear brand guidelines and usage rules must be established, educating stakeholders on proper application to maintain a strong and coherent brand image.

Don't alter the scale



Don't use more than one colour



Don't deform



Don't invade clear spaces

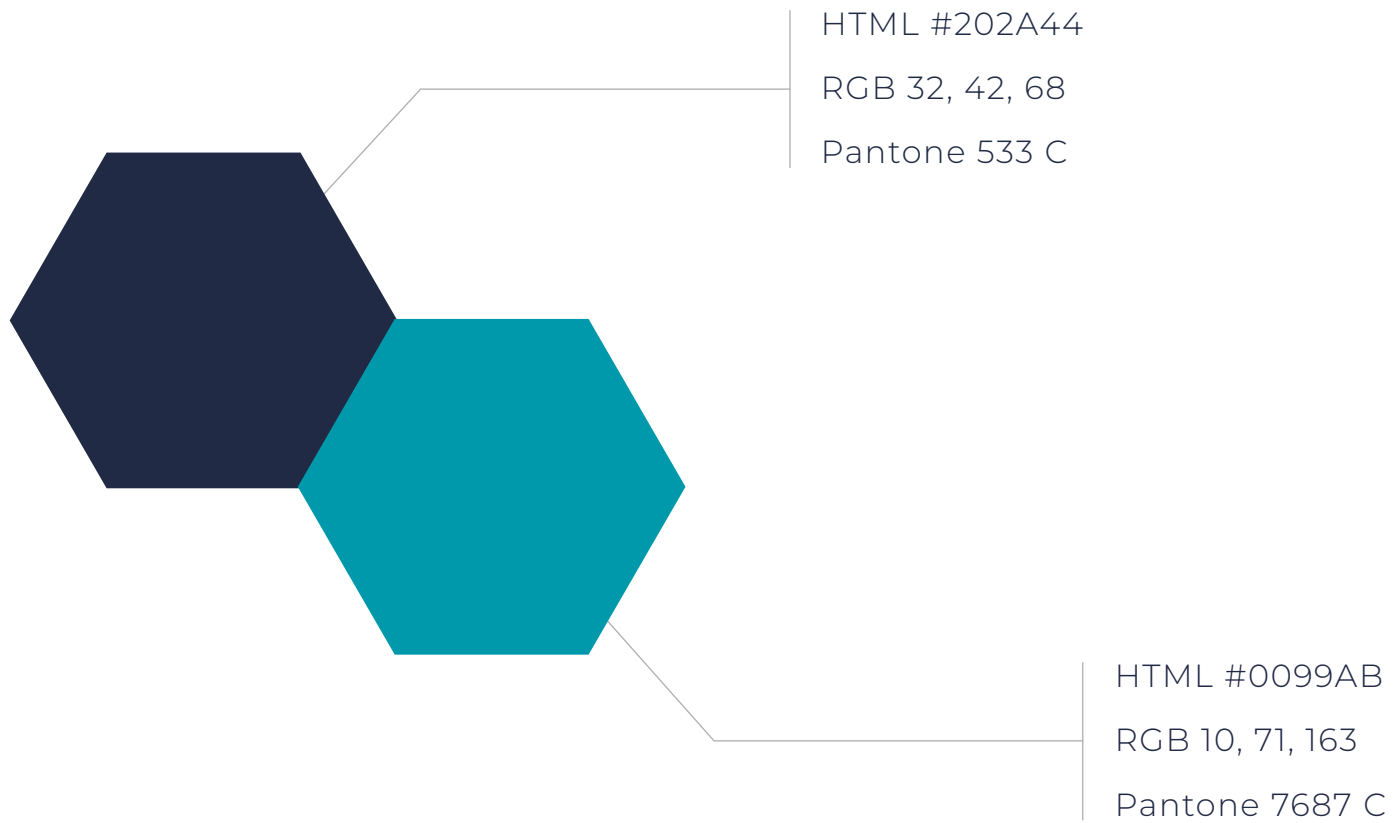




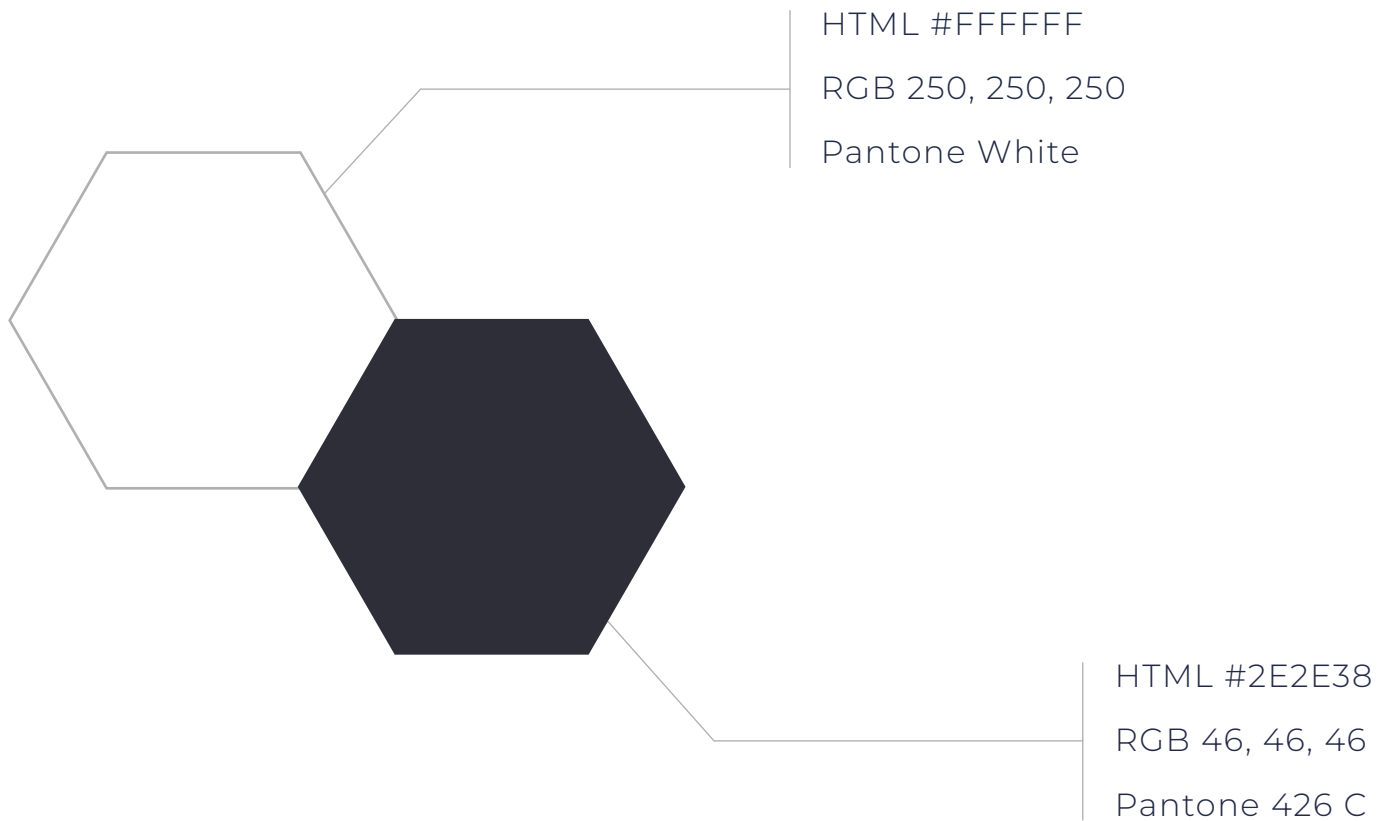
**Section 2.**

# **COLOURS**

# Main colours



# Secondary colours



# Combinations



**Section 3.**

# **TIPOGRAPHY**

# Montserrat

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ

abcdefghijklmnopqrstuvwxyzæøå

123456789¿?!!@#€\$%&.,;(){}[]\|+~\*/=

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ

abcdefghijklmnopqrstuvwxyzæøå

123456789¿?!!@#€\$%&.,;(){}[]\|+~\*/=

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ**

**abcdefghijklmnopqrstuvwxyzæøå**

**123456789¿?!!@#€\$%&.,;(){}[]\|+~\*/=**

**Section 4.**  
**USES**

# Corporate stationery

Corporate stationery is a vital component of brand identity, encompassing items like letterheads, envelopes, and business cards. Its design, featuring logos and colors, not only serves practical functions but also communicates the company's values and professionalism. Consistency in design and materials builds trust and recognition among clients and partners. Beyond its utilitarian purpose, it acts as a potent marketing tool, reinforcing brand image. In essence, corporate stationery visually represents a company, facilitating effective communication and leaving a lasting impression.



## Business Card



Mirelia Klinik  
Horner Landstraße 74  
22111 - Hamburg

Sehr geehrte Freunde der Mirelia Klinik,

Ich freue mich, Ihnen die erfolgreiche Fertigstellung Ihres Branding-Projekts mitteilen zu können. In den letzten Wochen haben wir intensiv daran gearbeitet, eine visuelle Identität zu entwickeln, die das Wesen und die Werte der Mirelia Klinik widerspiegelt. Wir sind überzeugt, dass das neue Logo, die Farbpalette und das Werbematerial nicht nur attraktiv und modern sind, sondern auch Ihrer Mission, Gesundheitsversorgung von höchster Qualität anzubieten, treu bleiben.

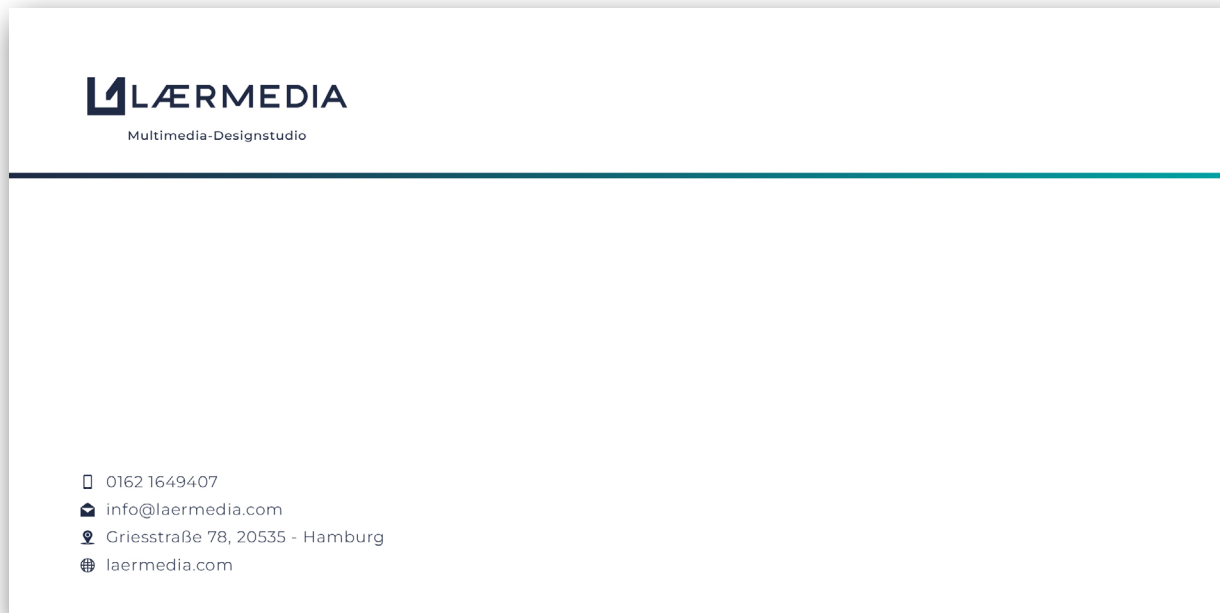
Der kollaborative Prozess war entscheidend, um dieses Ergebnis zu erreichen. Von den ersten Meetings bis hin zu den finalen Überarbeitungen hat Ihr Team wertvolle Beiträge geleistet, die das Projekt bereichert und sichergestellt haben, dass jedes Element perfekt mit der Vision der Klinik übereinstimmt. Wir sind sicher, dass das neue Image nicht nur Ihre Marktpräsenz stärkt, sondern auch Vertrauen und Loyalität bei Ihren Patienten inspiriert.

Wir danken Ihnen herzlich für das in uns gesetzte Vertrauen, dieses wichtige Projekt durchzuführen. Wir hoffen, dass das neue Branding ein effektives Werkzeug auf Ihrem Weg zum Erfolg sein wird und dass Sie auch in Zukunft weitere Erfolge erzielen.

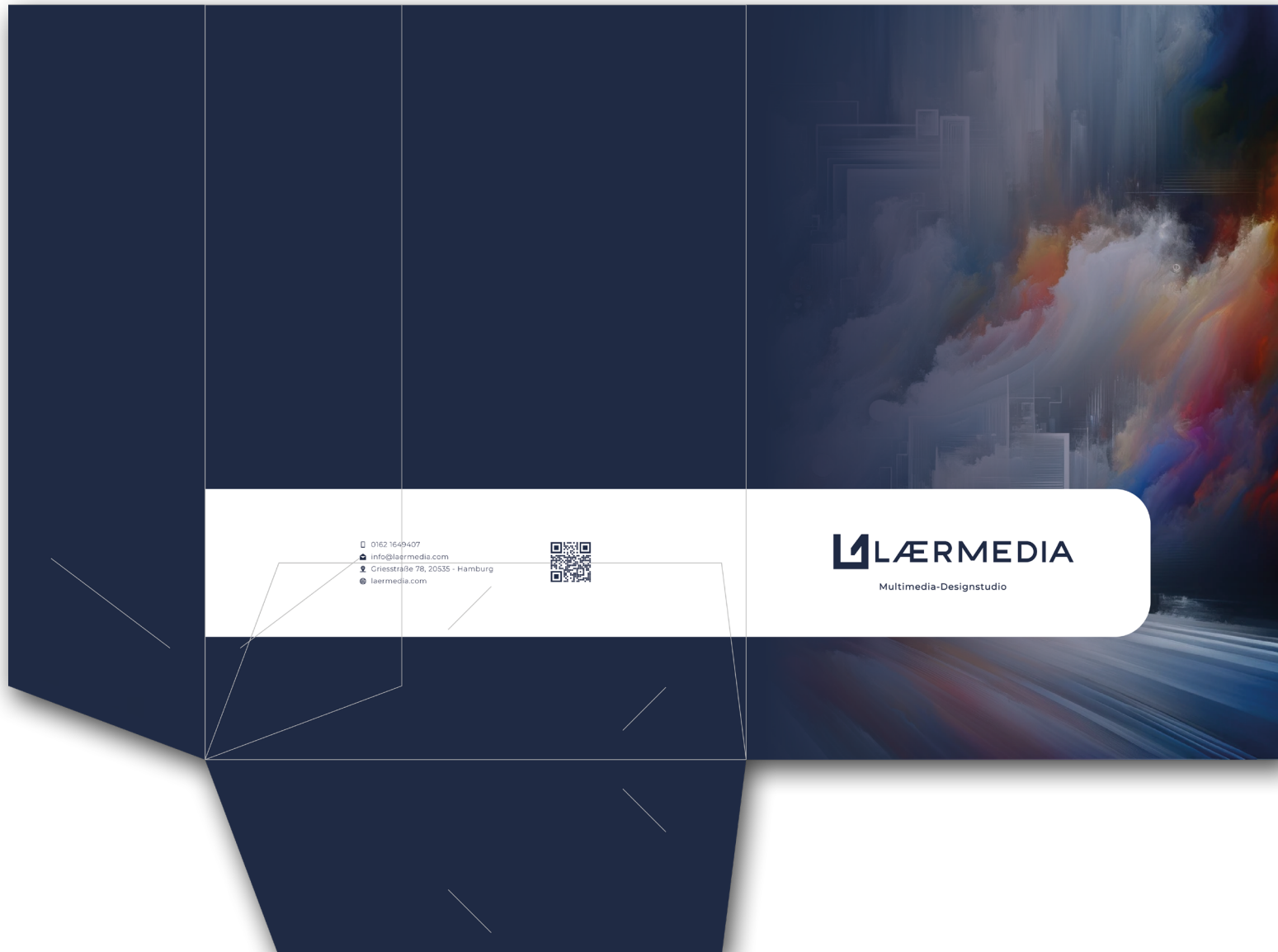
Mit freundlichen Grüßen,

Germán Abril Valencia  
CEO & Designer

## Envelope



Folder



# Promotional merchandise

LAERMEDIA Macro Lens



