

# Latana

## Brand Guidelines



# Point of view

With our company's growth and new direction, we need a design language that is efficient to use, flexible across applications, and able to feature human-centred content in a globally consistent way.

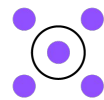
Given our scale and scope, 'good design' is not only a requirement, it's a deeper responsibility to relationships we seek to serve.

Our philosophy, principles and practices govern and guide every experience designed by Latana.

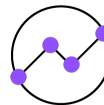
# Brand Statement

**We're here to help brands make better  
marketing decisions by delivering  
world-class, scalable insights.**

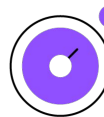
**Listening to the people  
who created, sold and  
used the product helped  
us define a direction for  
what would become the  
new brand.**



Intelligence



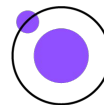
Prediction



Navigation



Insights



Curiosity

# Every Logo has a Story

At Latana, we are on a quest to understand human perception. We represent the flame which can navigate the complexity of Brand Driven Insights. The concept came from the story of Prometheus who stole fire and gave it to mankind. He was the wisest Titan who was praised for his intelligence. This intelligence is inherent in the meaning of his name - forethinker or foresight - the ability to predict the future. At Latana, our machine learning technology gives us the ability to understand consumer perception, and thus predict consumer behavior, the cornerstone of Brand Value.



# Logo Primary



The primary full color logo should only be used on white/very light background.



Please use the full color logo version with the white text on black/very dark background.

# Logo

## Monochrome



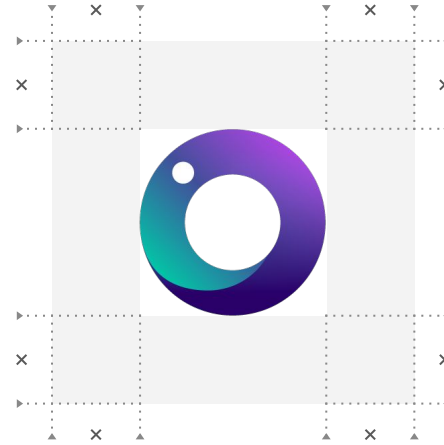
When the full color logo is not applicable, i.e. very small size or busy background, use the monochrome version.



# Logo Exclusion Zone



The logo and the icon's exclusion zone is equal to half the height of the icon (marked as x in the diagram).



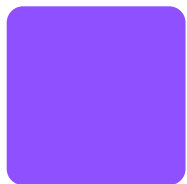
The Latana logo should never be smaller than 70px in digital or 20mm in print.



The Latana icon should never be smaller than 21px in digital or 6mm in print.



# Color Primary



**Light Purple**  
#8F50FF



**Dark Purple**  
#340E70



**Turquoise**  
#00C1B7

Our primary set of colors consists of Light Purple, Dark Purple, accompanied by Turquoise.

# Gradients



Primary set of gradients created from combination of the primary colors.



## We have great insights and we want to share them

Our press team loves working with journalists around the world to distribute our compelling data.

If you're a member of the media and would like to get in touch, please contact us at [press@latana.com](mailto:press@latana.com)