

# Latana Brand Guidelines

Angeley Mullins  
Katja Tuuri  
Niels van Beek



# The Insights Hub for Brands Across the World

Brand is Perception and Perception Drives Human Behaviour. If You Can Understand Human Behaviour, Then You Can Predict Consumer Behaviour.

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

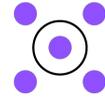
Latana's style guide makes sure its (robust) identity — logo, colors, typefaces, icons, shapes, and all the other little things — will continue to shine through consistently in every situation, from business card to social media ads.

## Brand Statement

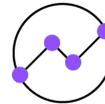
**We're here to help brands  
make better marketing  
decisions by delivering  
world-class, scalable insights.**

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

## The Keywords



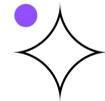
Intelligence



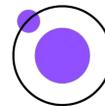
Prediction



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,  
use the monochrome version.

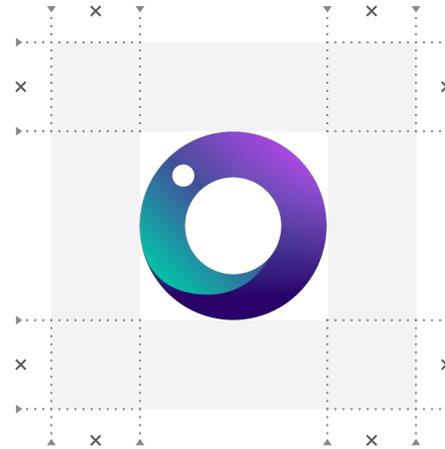


When the full color logo is not applicable,  
use the monochrome version.

# 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).

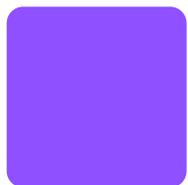


The Latana logo should never be smaller than 70px in digital or 20mm in print.

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



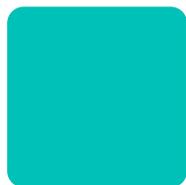
# Color Primary



**Light Purple**  
#8F50FF



**Dark Purple**  
#340E70



**Turquoise**  
#00C1B7

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



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)

