



Style Guidelines

2020



The Primary Logo

The Limbitless logo is the representation of infinite possibilities within our technological innovations and the potential of our bionic kids and families. The infinite loop shape is actually the Möbius strip, also called the twisted cylinder. Unlike a regular loop, the möbius is a one-sided surface with *no boundaries*.



SECONDARY LOGO ON DARK

This logo is usually used on very dark backgrounds where the logo does not need to be completely white



SECONDARY LOGO ON LIGHT

This logo is usually used on white backgrounds where the logo can only be one to two colors or must be produced small scale (usually for print or cloth embroidery)



ALL WHITE LOGO ON DARK

This logo is usually only on semi-dark or complex backgrounds where the blue mobius cannot be seen



ALL BLACK LOGO ON LIGHT

This logo is usually used on white backgrounds in reduced-color settings (such as B&W printing)

The #3dHope Mobius



#3D HOPE MOBIUS FULL COLOR

This logo is usually used in medium to small space applications on white or very light backgrounds.



#3D HOPE MOBIUS ON DARK

This logo is usually used in medium to small space applications on white or very light backgrounds.



#3D HOPE MOBIUS FULL WHITE

This logo is usually used in medium to small space applications on semi-dark or complex backgrounds where the blue mobius is not visible.



#3D HOPE MOBIUS FULL BLACK

This logo is usually used in medium to small space applications on white or light backgrounds where no color can be used (such as B&W printing).

The Mobius Icon



MOBIUS FULL COLOR

This logo is used in very small space applications or in artistic graphic applications where full color is visible



MOBIUS SINGLE COLOR

This logo is used in very small space applications where blue can be visible but multiple colors cannot be used



MOBIUS FULL WHITE

This logo is used in very small space applications on dark backgrounds



MOBIUS FULL BLACK

This logo is used in very small space applications on white where color cannot be used


Do's & Don'ts for Logos

The Limbitless logo is best viewed in certain conditions and needs to be displayed specific ways for brand consistency and identity. Because of this, follow the rules below so that the logo is properly represented in all applications.

Do's




Keep all logo elements proportional to one another. Ensure that ample clear space exists around the logo.




You may use different color variations and versions of the logo that are within the brand.

Don'ts



Do not completely rearrange logo elements. Do not resize elements disproportionately. Do not transform logo elements in random orientations. Do not remove registered mark.



Do not change the logo to colors that are not listed in the logo section of the guidelines.

Do's



Use the proper version of the logo on the appropriate backgrounds so that the logo can be seen easily. (i.e. use the full white logo on the gradient background)



You may use the shape of the mobius as inspiration for artistic designs in external applications (such as a t-shirt design) apart from the use of the official logo itself.

Don'ts



Do not use a version of the logo on a background that blends with the logo, makes it very hard to see, or clashes with the colors of the logo. (i.e. do not use the full color primary logo on the gradient background)



Do not use heavily edited versions of the logo or artistic designs inspired by the logo in place of the official logo. Do not add excessive or jarring effects to the original logo. (i.e. a very dark drop shadow)

Colors

What is this color used for? (Key)

- For headings and titles
- For call-to-actions
- For paragraph text
- For backgrounds
- For icons

Limbitless’ color palette has a dominance of bright and dark blues with the support of various other secondary colors. The blue represents our technology and our spirit of innovation, while the other bright colors in our brand represent creative expression, empowerment, and our bright, family-friendly atmosphere: all very vital components of our mission.

Primary Blue Palette

RGB

700 200 246

CMYK

70 19 0 4

HEX

4AC8F6

RGB

6 167 226

CMYK

97 26 0 11

HEX

06A7E2

RGB

42 148 212

CMYK

80 30 0 17

HEX

2A94D4

RGB

2 66 115

CMYK

98 43 0 55

HEX

024273

Secondary Color Palette

RGB

252 168 42

CMYK

0 33 83 1

HEX

FCA82A

RGB

57 172 80

CMYK

67 0 53 33

HEX

39AC50

RGB

232 84 84

CMYK

0 64 64 9

HEX

E85454

RGB

121 70 173

CMYK

30 60 0 32

HEX

7946AD

Gradients

RGB

26 192 229

CMYK

89 16 0 10

HEX

1AC0E5

RGB

22 126 193

CMYK

89 35 0 24

HEX

167EC1

RGB

49 148 189

CMYK

74 22 0 26

HEX

3194BD

RGB

29 95 137

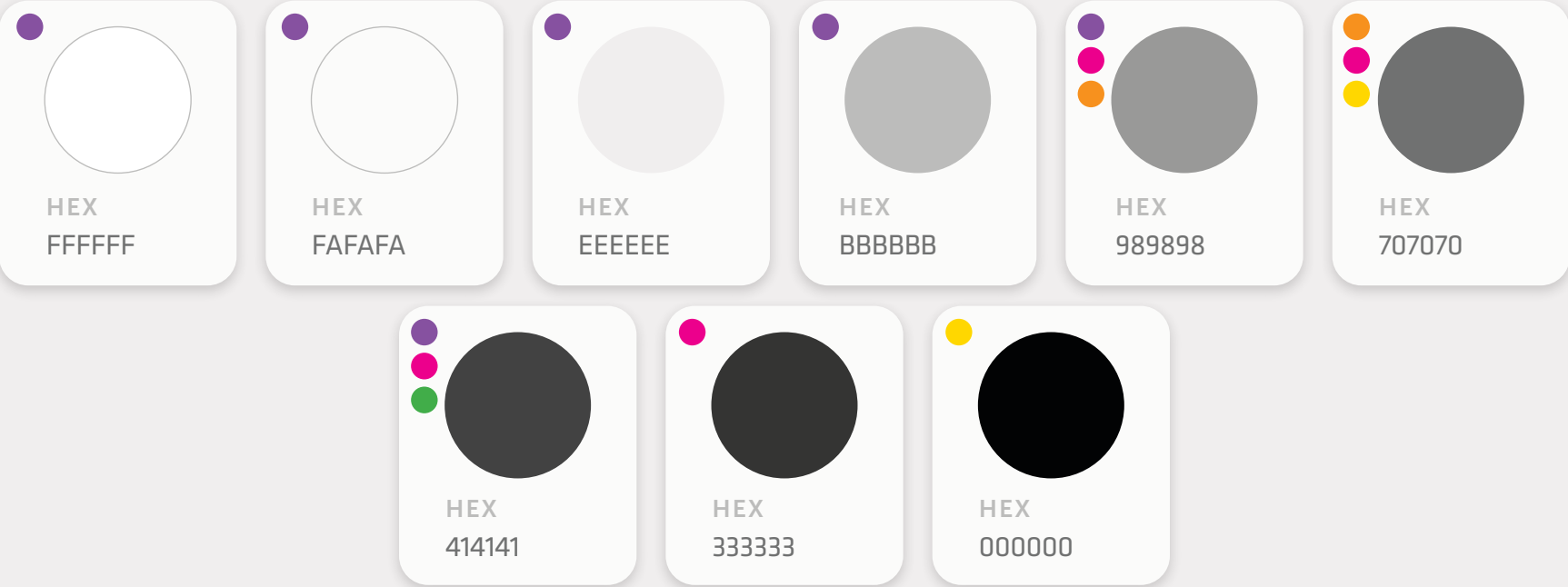
CMYK

79 31 0 46

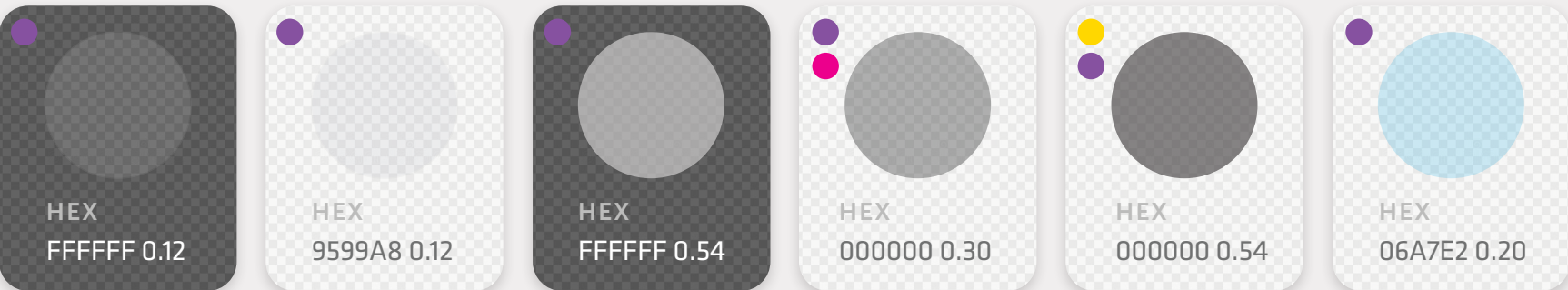
HEX

1D5F89

Neutral Colors



Semi-opaque Colors



Typography

The typefaces used in Limbitless’ brand have shapes and forms that symbolically represent those same aspects of our mission: using technological innovation to empower, inspire, and spread compassion.

Klavika Heading

BOLD | KERNING: -25

Klavika’s tall x-height and narrow rectangular forms mimic the appearance of monospace fonts, which are usually used for programming. This sans-serif typeface therefore represents our mission’s foundation in technological innovation.

Klavika Lead Paragraph

REGULAR, REGULAR ITALIC | KERNING: -10

Klavika’s tall x-height and narrow rectangular forms mimic the appearance of monospace fonts, which are usually used for programming. This sans-serif typeface therefore represents our mission’s foundation in technological innovation.

Heading I

Heading II

Heading III

Heading VI

Use this style for paragraph text if small amounts of information (~ 1 to 3 sentences) need to be called-out or highlighted. This text should *lead in to paragraph body copy.*

KLAVIKA HEADING

BOLD | ALL CAPS | KERNING: +150

This secondary version of Klavika is used for branding corresponding to Limbitless line of bionics supporting **Adults, Veterans, and First Responders**.

KLAVIKA HEADING

REGULAR | ALL CAPS | KERNING: +300

This secondary version of Klavika is used for branding corresponding to Limbitless line of bionics supporting **Adults, Veterans, and First Responders**.

MUSEO SANS SUBHEADING

700 | ALL CAPS | KERNING: +75

Museo sans is a typeface that borders in between a geometric and a humanist sans-serif. While it mimics circular shapes closely, making it appear minimal and modern, it also has slight serifs that make it appear a lot more friendly than a typical geometric typeface. Because of this, this typeface represent our friendly and open atmosphere, especially appropriate for our Bionic Kids.

HEADING I

HEADING II

HEADING III

HEADING VI

SUBHEADING I

SUBHEADING II

SUBHEADING III

CAPTION I

CAPTION II

BUTTON

Museo Sans Paragraph Body Copy for Digital

300, 300 ITALIC, 700 | KERNING: +25

Museo sans is a typeface that borders in between a geometric and a humanist sans-serif. While it mimics circular shapes closely, making it appear minimal and modern, it also has slight serifs that make it appear a lot more friendly than a typical geometric typeface. Because of this, this typeface represent our friendly and open atmosphere, especially appropriate for our Bionic Kids.

Tisa Pro Paragraph Body Copy for Print

REGULAR, REGULAR ITALIC | KERNING: 0

Tisa Pro is a serif typeface that is ideal to view and read on printed physical media. It is a transitional serif typeface since its contrast between thick and thin strokes is medium (not as much as a modern serif, but not as little as an old style serif). Because its contrast is right in the middle, and because of its narrow width and taller x-height, it pairs well with the sans serif, Klavika, which has similar characteristics in shape as well.

Use this typeface for **large sections of paragraph body copy** on *digital interfaces such as websites and apps*. DO NOT USE FOR PRINT MEDIA. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus vel sodales mauris, in aliquam elit. Suspendisse blandit erat *ullamcorper* libero posuere, auctor consectetur justo sodales.

Vestibulum quis nisi nec turpis ultricies cursus in et arcu. Lorem ipsum dolor sit amet, consectetur adipiscing elit. *Curabitur in nibh* pulvinar, rhoncus dui a, lobortis erat. Nunc sit amet diam ut est iaculis bibendum. Morbi sit amet mattis nulla. Nulla viverra tempus erat, gravida **commodo ipsum** ultricies eget.

Use this typeface for *large sections of paragraph body copy on printed physical media*. DO NOT USE FOR DIGITAL MEDIA or any media VIEWED ON A SCREEN. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus vel sodales mauris, *in aliquam elit*. Suspendisse blandit erat ullamcorper libero posuere, *auctor consectetur justo* sodales.

Vestibulum quis nisi nec turpis ultricies cursus in et arcu. *Lorem ipsum dolor sit amet*, consectetur adipiscing elit. Curabitur in nibh pulvinar, rhoncus dui a, lobortis erat. Nunc sit amet diam ut est iaculis bibendum. Morbi sit amet mattis nulla. *Nulla viverra tempus erat*, gravida commodo ipsum ultricies eget.

Images and Graphics

Limbitless' brand also has some recurring design motifs that should be followed for the most consistency in visual aesthetic across all of our media.

Bionics for Kids



Gradient curve
dividers that run off
of the screen/page
(Opacity = 100%;
Shapes mimic curves
in Mobius)

Gradient and dark blue
circles/bubbles (Opacity
= 100%; Blending mode
= Hard Light)

Fully masked, full color single
subjects with slight gradient
overlays, warm-toned (Iridescent
gradient photoshop color overlay;
Blending mode = Lighten)

Photography cropped
to circles/bubbles with
distant, highly-blurred
drop shadow (Blur = 30px;
Offset x= 0px, y=10px)

Imagery = Bold, high-
contrast colors, cool-toned,
no gradient overlay

Triangulated shapes
(Gradient blues; Blending
Mode = Soft Light)

Angular overlaid shapes
(Three primary brand colors;
Blending mode = Color Burn/
Dodge, Multiply, Overlay, or
Hard Light)

Gradient and dark gray
circles/bubbles (Opacity
= 100%; Blending mode
= Hard Light)



BIONICS FOR ADULTS

Style of Photography

Limbitless' photography encourages bright colors and expressive subject matter. Photography should inspire, create hope, and empower. Instead of encouraging somber tones or a sense of pity, the brand favors a bold, fun, colorful, happier atmosphere surrounding all of our "Bionic Moments".

✓ **Strong, clear focal point**

✓ **Softly blurred background
= short depth of field**

✓ **Prominent, bold display of
bionic arm**

✓ **Emotive and Expressive**

✓ **Saturated and colorful; high
brightness & high contrast**

