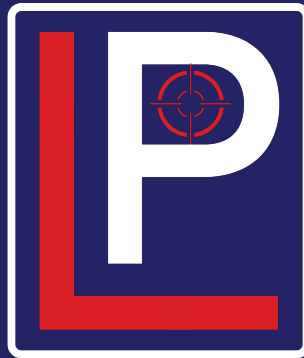




Lemco
Precision

BRAND GUIDELINES

Logo system, color, and usage standards

Version 1.0 · 2026



A mark built on precision

The Lemcoe Precision identity locks an interlocking “L” and “P” monogram inside a precision reticle — a direct nod to marksmanship, machining tolerance, and exacting craft.

The red “L” and navy “P” carry the two brand colors; the centered crosshair sits in the counter of the P, framed by a rounded register border.

Always reproduce the mark from these master files. Never recreate, redraw, or re-typeset it.

Logo Presentations

03



Horizontal (primary)



Lemcoe
Precision

Vertical (stacked)



Iconmark only

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Textmark only

Colorways

04

Choose the colorway that gives the strongest contrast on its background.



Full-color · light bg



Navy monochrome



Red monochrome



Black · 1-color print



Reversed · dark bg



White · dark bg

Color Palette



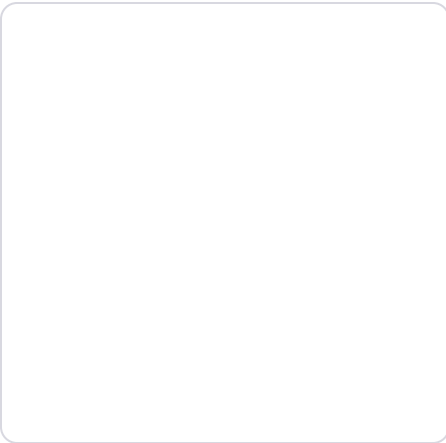
Precision Red

HEX	#D81F26
RGB	216 31 38
CMYK	C0 M100 Y95 K2
PANTONE	PMS 186 C



Lemcoe Navy

HEX	#242366
RGB	36 35 102
CMYK	C95 M96 Y22 K10
PANTONE	PMS 2755 C



Paper White

HEX	#FFFFFF
RGB	255 255 255
CMYK	C0 M0 Y0 K0
PANTONE	—



Ink Black

HEX	#1A1A2E
RGB	26 26 46
CMYK	C82 M78 Y52 K66
PANTONE	Black 6 C

Red and navy are the core brand colors. Use white and ink black for backgrounds, type, and UI surfaces.

Clear Space & Minimum Size

06

Clear space



Keep clear space on all sides at least “X” — the height of the navy “P” in the mark. Never crowd the logo with type, edges, or other graphics.

Minimum size



Horizontal: 1.0 in / 96 px wide



Iconmark: 0.25 in / 24 px

Below these sizes the reticle detail is lost.

For tiny uses (favicons), use the iconmark only.

Logo Misuse

07

Do not alter the logo. Every example below is wrong.



Don't stretch or distort



Don't recolor off-palette



Don't rotate the mark



Don't add shadows or effects



Don't rearrange the lockup



Don't use on low contrast

Aller

The brand typeface — a humanist sans with rounded, precise terminals.

Aller Bold

Lemcoe Precision

Aller Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Usage

Headlines & wordmark: Aller Bold. Body & captions: Aller Regular / Light.
System fallback when Aller is unavailable: Verdana, then Arial / sans-serif.

File Formats & Usage

09

Format	Best for	Scalable	Background
SVG	Web, apps, responsive UI	Yes	Transparent
PDF	Print, office docs, sharing	Yes	Transparent
EPS	Pro print, signage, embroidery	Yes	Transparent
AI	Editing in Adobe Illustrator	Yes	Transparent
PNG	Email, web images, slides	No (raster)	Transparent

PNG raster files ship at 256 / 512 / 1024 / 2048 / 4096 px widths — pick the size closest to (and larger than) your placement, never scale a small PNG up.

For any new print or large-format work, prefer the vector files (SVG / PDF / EPS / AI).