

Brand Guidelines

Logos

For Light Backgrounds







For Dark Backgrounds



Logo Usage Notes

- Logo should be used with “FOOD ROBOTICS” text whenever possible
- Use the mark alone only if “FOOD ROBOTICS” is illegible because of size or background pattern
- The line/dot trace should be transparent to the background color
- The logo can be used only in the above color combinations: no substitutions or overlays

Color Palette

	LBX Name	Hex	Pantone	CMYK	RGB
	Dark Blue	#0D4E76	7693 C	97/71/31/15	13/78/119
	LBX Blue	#0080BA	7461 C	85/42/6/0	4/128/187
	Light Blue	#85BBE0	278 C	24/2/0/0	189/225/247
	Accent Orange	#F1DECD	698 C	4/11/17/0	243/225/206

Naming Guidelines

LBX Food Robotics: the name the company is currently Doing Business As (DBA). This name should be used as default, but may be shortened to LBX after the full name is used once per document or discussion.

Bake Xpress: the primary product offered by LBX Food Robotics

Le Bread Xpress: the original company name, used only in legal documents or applications

Fonts/Color Usage

Headings: Montserrat, unbolded, LBX Blue. Title/primary heading is all caps. Subheads are initial cap. Title may be reversed out with white text on LBX Blue field

Body text: Calibri light, unbolded, Black

Accents/borders: Dark blue

Color fields: LBX Blue

Social Accounts/Hashtags

Facebook: [@lebreadxpress](https://www.facebook.com/lebreadxpress)

Twitter: [@lebreadxpress](https://twitter.com/lebreadxpress)

Instagram: [lebreadxpress](https://www.instagram.com/lebreadxpress)

LinkedIn: [LeBreadXpress](https://www.linkedin.com/company/LeBreadXpress)

YouTube: [LeBreadXpress](https://www.youtube.com/LeBreadXpress)

#LBXFoodRobotics

#BakeXpress

#WhatsInYourBakeXpress