NEW LIBERTY RENTAL CO.

THE DETAILS

BUSINESS BLURB

New Liberty Rental Co. LLC. is a family owned and operated event rental business located in New Liberty, KY. servicing Owen, Carroll, Gallatin and Grant counties with event tables, chairs and tablecloths.

THE STORY

To Logan and Megan, tables and chairs are more than an event logistic, but are the things that help people gather. Wether you're sharing a meal with family, sitting for a wedding ceremony or celebrating a life event, with New Liberty Rental Co. you'll always have a place to sit and table to gather 'round.

VOICE

The voice of New Liberty Rental Co. is that of your trusty cousin, Kevin. Kevin is reliable, friendly and no frills. Kevin likes to spend time with his family, and is usually the "hey can you grab that guy?". He enjoys meeting the needs of others and usually responds with a jolly, "No Problem!". Kevin doesn't try to impress with his language but likes to be clear with what he says.

NEW LIBERTY RENTAL CO.

HEADINGS 1: NORWESTER

Headings 2: Lora (Bold)

Body: Lora

Papaya Whip
FDF0D5

Licorice
191516

Lais Lazuli
166088

Redwood
B26E63

Coyote
786F52

NEW LIBERTY RENTAL CO.

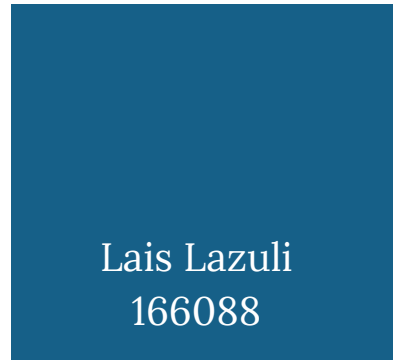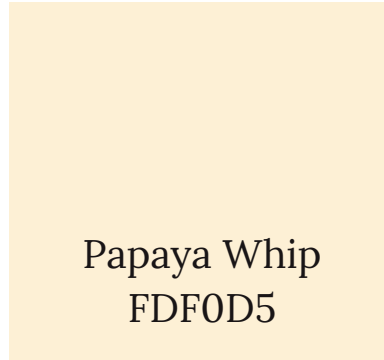| Papaya Whip	Licorice	Redwood	Lais Lazuli	Coyote
FDF0D5	191516	B26E63	166088	786F52

PRIMARY COLORS

These colors serve as the primary representation of the brand and should be used upon first reference when possible. All logo variations should include at least one primary color.
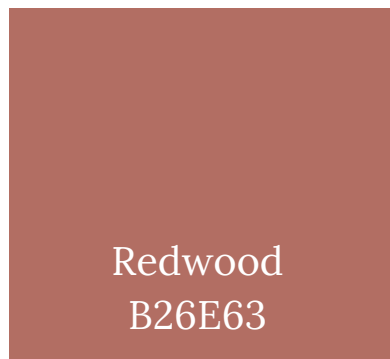
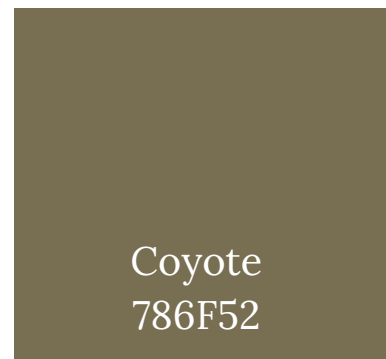| Lais Lazuli 166088 | Papaya Whip FDF0D5 | Licorice 191516 |

SECONDARY COLORS

The colors serve as accent colors, meant to enhance the primary color use. These colors should not appear independtly to represent the brand as a whole.

| Redwood B26E63 | Coyote 786F52 |

TYPOGRAPHY

HEADINGS 1: NORWESTER

All major headings should be IN ALL CAPITAL LETTERS to maintain cohesion with logo style. These headings should be styled in Norwester no matter their color.

Headings 2: Lora (bold)

Subheadings can appear in both IN ALL CAPITAL LETTERS or CAPTIAL/lowercase format but should appear the same way every time on a singular document. All subheadings should be styled in Lora (bold) no matter their color and be at least two points smaller than major headings.

Body: Lora (regular)

All body text should appear in Lora (regular).

Typography Don'ts

No text on a white background should ever appear in Papaya Whip, other than the logo.

No text on a Papaya Whip background should ever appear in White, other than the logo.

PREMIER LOGO VARIATIONS

These combos show the three premier colors in all acceptable variations.
The variations should be used most often when upon first reference.

SECONDARY LOGO VARIATIONS

These combos incorporate the secondary colors in all acceptable variations. These variations include at least one primary color but should not be used as a primary representation of the brand.

TWO-COLOR LOGO VARIATIONS

These color combos show all acceptable two-color variations. These variations include at least one primary color but should not be used as a primary a representation of the brand.

*Redwood and Coyote on Lais Lazuli respectively have been excluded from the two-color logo variations due to insufficient contrast.

SINGLE COLOR LOGO VARIATIONS

The single color logo omits the shape outline and should only be used in black and white versions. If possible, avoid using the black or white single color logo when overlaying a complex background or background of any color besides black or white.

*Shown here, it may look like the shape fill color is black or white, but when used the shape fill would be transparent and show whatever background the logo is overlaying.

PROMOTIONAL ONLY PURPOSE STAMPS

These stamps add onto the logo to accommodate essential business details when body copy is not possible to accompany the logo. (i.e. vehicles, sponsorship placements, apparel)

Event & Party
NEW LIBERTY RENTAL CO.
502-514-4824

Event & Party
NEW LIBERTY RENTAL CO.
502-514-4824

Event & Party
NEW LIBERTY RENTAL CO.
502-514-4824

COLOR COMBOS

When creating designs to represent the brand, always consider readability and visibility. All color combos should have sufficient contrast. The combos marked with X's do not have sufficient contract and should not be used in text formats. These combos can be used with color blocking and design elements but should be avoided if possible or used sparingly.
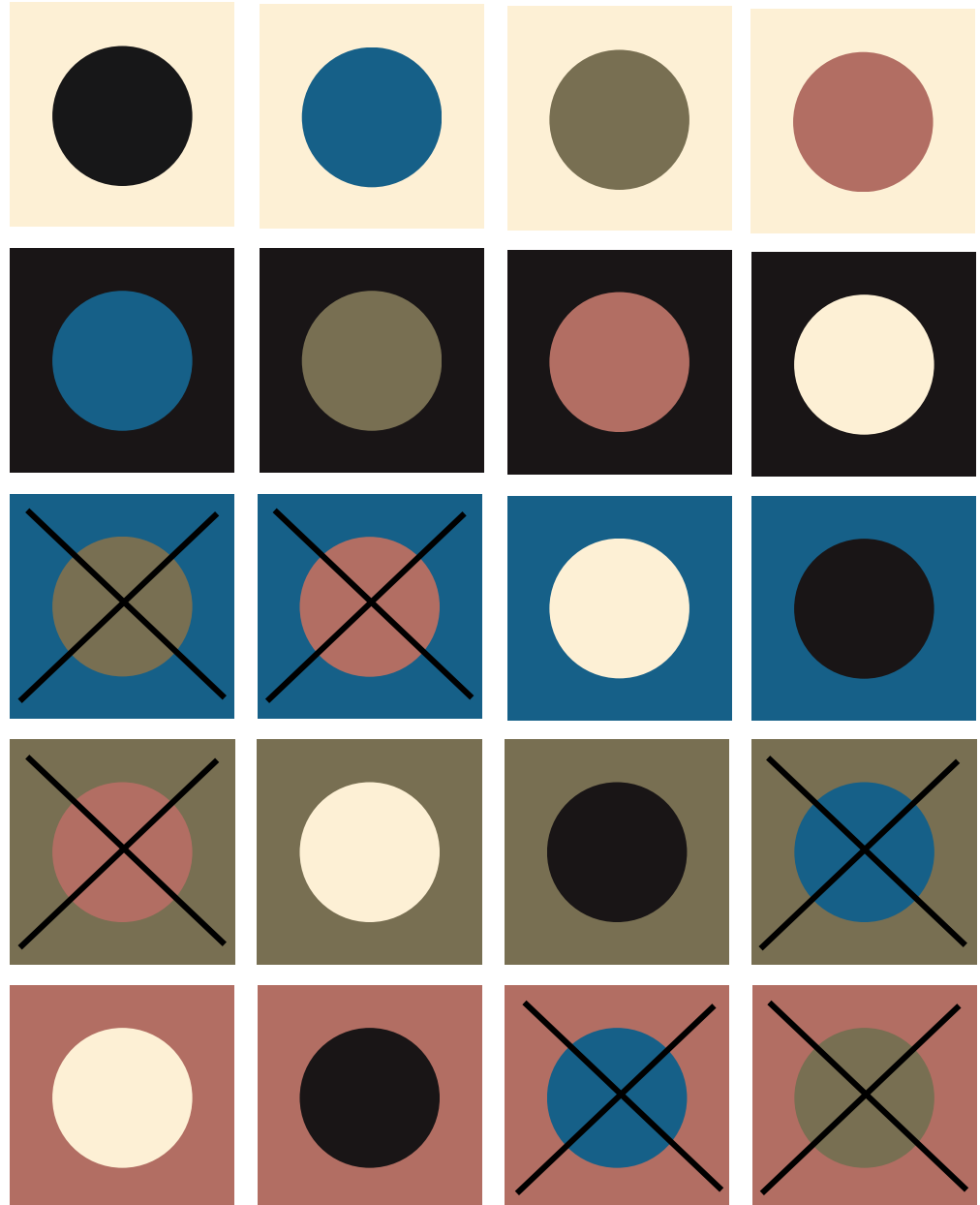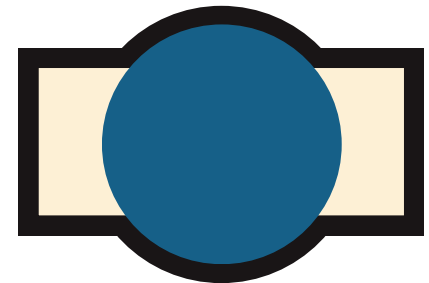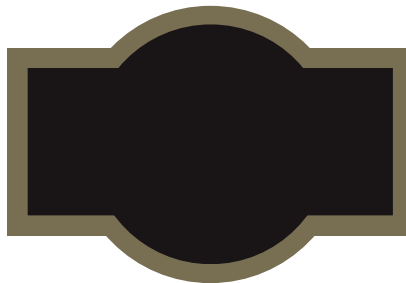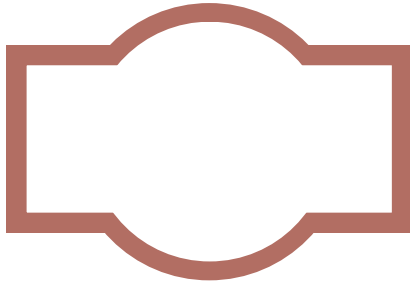
ELEMENTS

The element can be used in three variations:
- Outline only
- Solid fill with outline
- Circle highlight with outline.

The element can appear with any combination
of any colors from the palette but should
always appear with sufficient contrast.

*The element should never appear without the outline as it
would disrupt the integrity of the logo from which it is derived.