



LAHORE LITERARY FESTIVAL

Tehreem Waqas Mela



Logo Elements

Urdu

English



Primary Logo



Secondary Logo



Colors

Pantone 125 C



Pantone 1805 C

Pantone 402 C



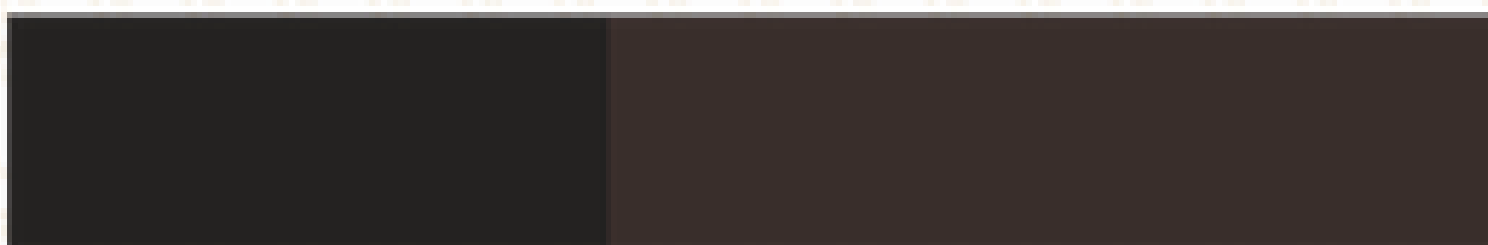
Pantone Black C

Pantone 417 C



Pantone Neutral Black C

Pantone 440 C



Logo Typeface

Heading:
Futura

ABCDEFGHIJKLMNOPQR
STVXYZ

SECONDARY HEADING:

BODONI 72

SMALLCAPS BOOK

ABCDEFGHIJKLMNOPQRSTVX
YZ

Sub heading: LTC

Bodoni Italic 175 It

ABCDEFGHIJKLMNOPQRS
TVXYZ

abcdefghijklmnopqrstuvwxyz

STATIONERY



Business Cards

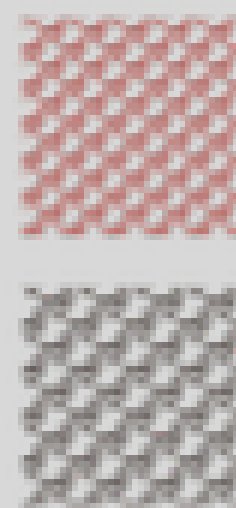
Letterhead



Envelope



Secondary Colors



BRANDED ITEMS

Branded Souvenirs



Billboard



T-shirt



Postcard



Front



Back



LAHORE LITERARY FESTIVAL

13-18TH APRIL,
2018

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