



**Our
Brand
Guide**







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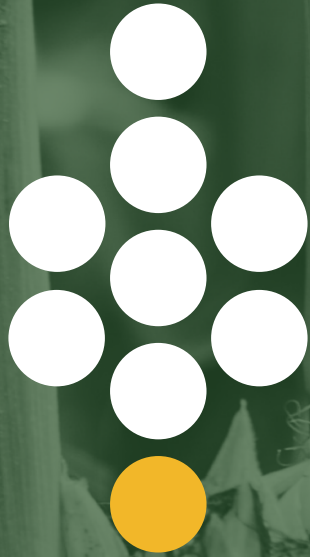
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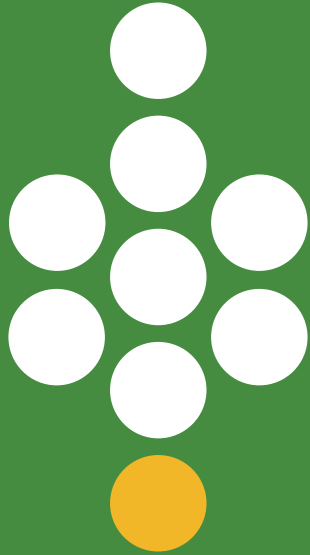
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**Our
Company**



Our Company

Our Company

Licell is an ethanol production company for biofuel that uses corn as its primary source for the process. Our company also specializes in research and development for a cellulose-based process of producing ethanol. Even though a starch-based process is currently used, plans to transition to a purely cellulose-based process are in the works. Switchgrass is the leading plant being used in this research, with tree bark and corn stalks as secondary materials.

Our Goals

By furthering our development and research for a cellulose-based ethanol process, we aim to prevent more greenhouse gases from being expelled into our environment. Upon refining this process, we will take the necessary steps to implement this into our own production of ethanol, and from there, to our gas stations.

Our Processes: Traditional Ethanol

The traditional method of producing ethanol begins with the simple sugars and starches found in a plant. These materials are chemically broken down by way of Fermentation, thus producing ethanol.

Our Processes: Cellulose Ethanol

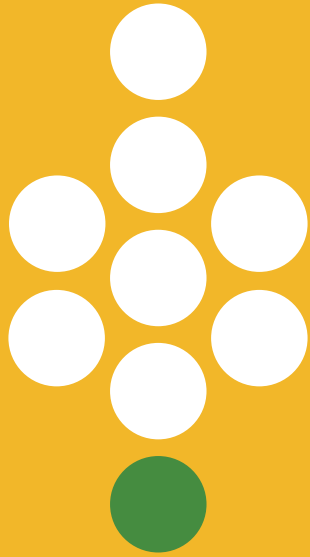
The cellulose-based process starts with the Lignocellulose structure of the plant rather than starches or simple sugars used to begin the traditional process. The Lignocellulose is broken down into starches and sugars by Cellulolysis or Gasification. Once this happens, the same process of Fermentation occurs to produce ethanol. By switching to this process, we can cut back on the release of greenhouse fumes by 30% more than the traditional process.

Our Values: Customer

Licell aims to provide gas stations that are both environmentally friendly, and consumer friendly. In order to provide the best experience for our customers, we will offer pump assistance and excellent customer service.

Our Values: Environment

We are conscious of the types of materials used at our gas stations. Biodegradable cups, bags, and containers are used rather than plastic and Styrofoam. CFL and LED light bulbs are present inside and outside in order to be most efficient with our energy usage. On-site recycling bins will be provided as well.



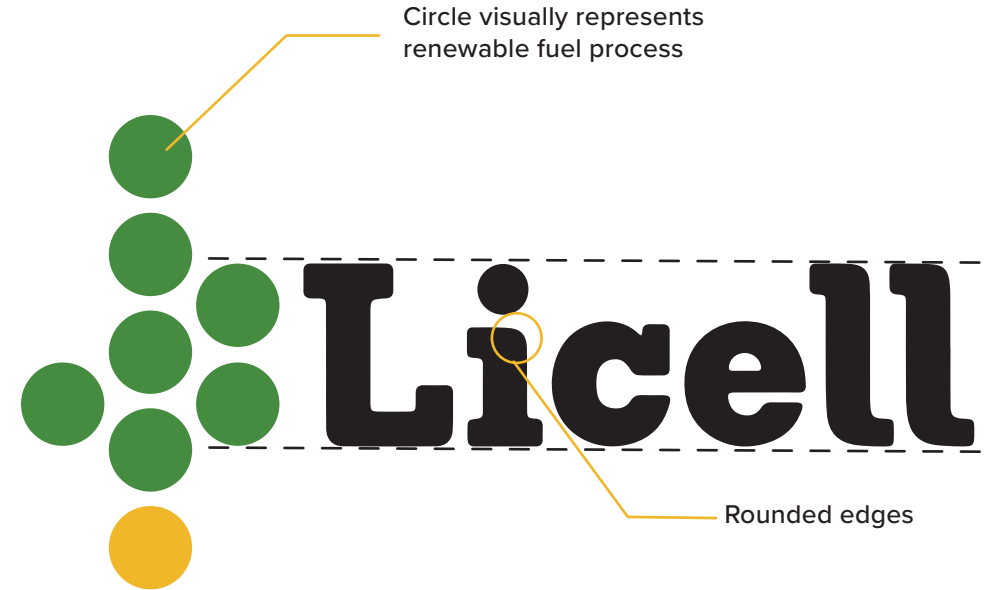
**Our
Logo**

Our Concept

The primarily circular shapes used in the Logo Icon are derivative of the process of ethanol. The production and combustion of ethanol creates a cycle since the amount of CO₂ released does not exceed the plant's original intake amount.



Our Logo Breakdown

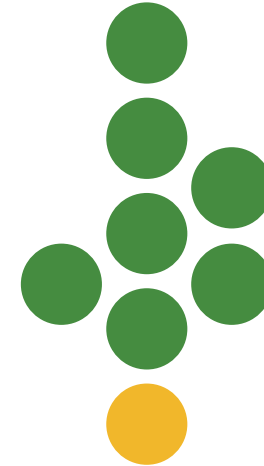


Our Full Logo

Our Full Three-Color Logo should be used whenever possible. Use this version as long as there is a strong contrast between the logo and background.



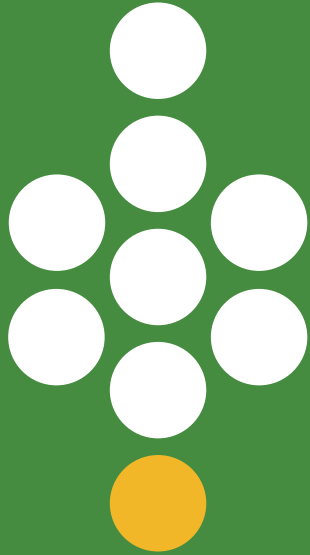
Our Alternative Logos



Our duotone yellow and green Logo Icon should be used only where there is a strong contrast between the Logo Icon and the background.

Licell

Logo Type: Our Logo Type can only be used where the Logo Icon is also present on the page.



Our Color Variants

Our Full Logo: Duotone

*Duotone: Green Background +
White and Yellow Logo*



*Duotone: Yellow Background +
Green and White Logo*

Our Full Logo: Monotone

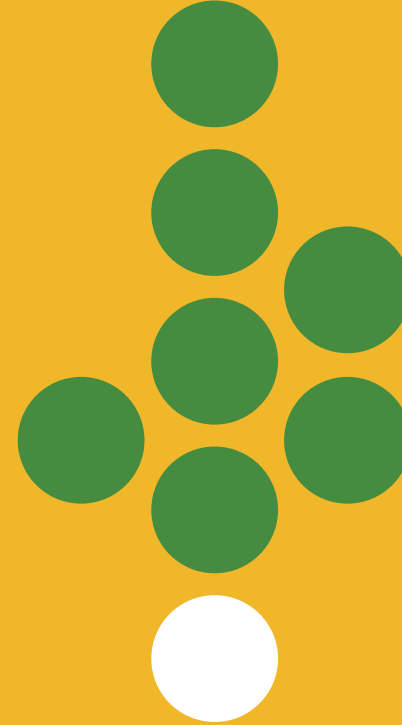
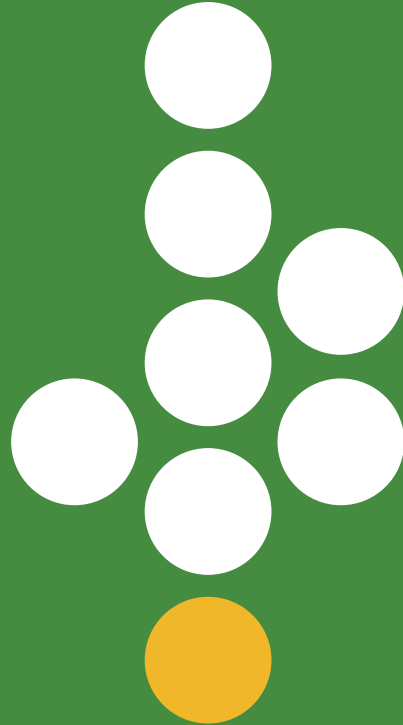
*One Color: White or Light
Background with Black Logo*



*One Color: Black or Dark
Background + White Logo*

Our Logo Icon: Duotone

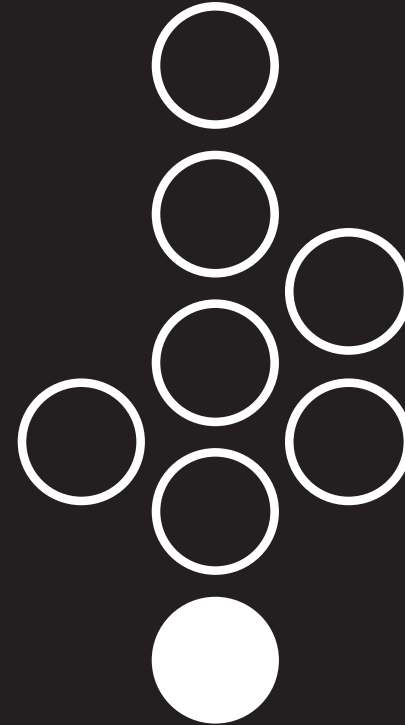
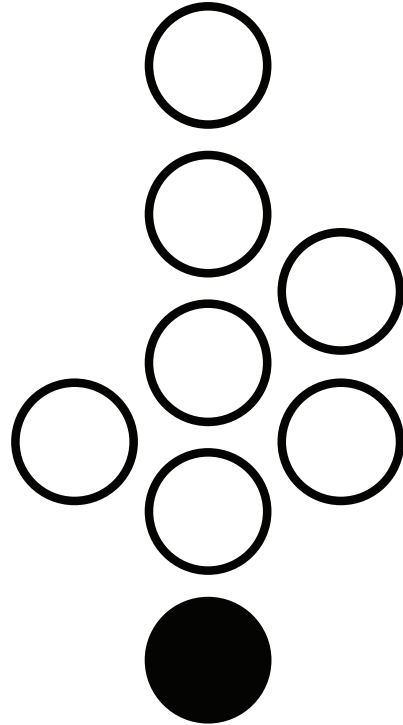
*Duotone: Green Background +
White and Yellow Logo*



*Duotone: Yellow Background +
Green and White Logo*

Our Logo Icon: Monotone

*Monotone: White or Light
Background with Black Logo Icon*



*Monotone: Black or Dark
Background + White Logo Icon*

Our Logo Type: Monotone

*Monotone: Green Background +
Yellow Logo Type*

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Licell

*Monotone: Yellow Background +
Green Logo Type*

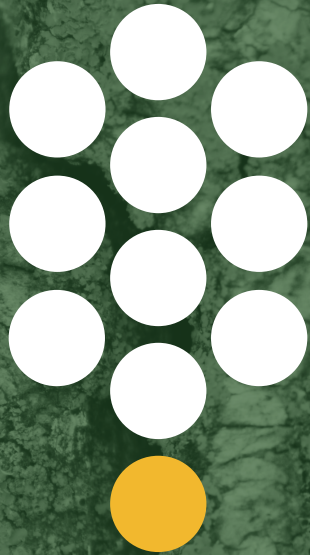
Our Logo Type: Monotone

*Monotone: White or Light
Background + Black Logo Type*

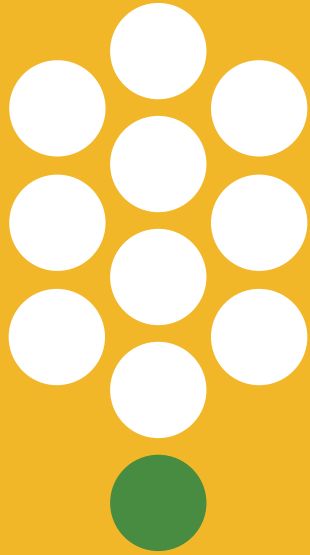
Licell

Licell

*Monotone: Black or Dark
Background + White Logo Type*



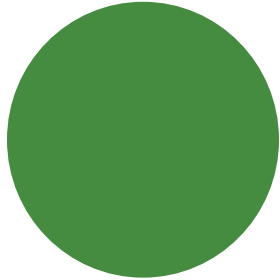
**Our
Elements**



Our Colors

Our Colors

Although the original logos colors are green, yellow, and black, there are situations where white can also be used. In any, case, no more that three colors may be used at one time.



CMYK

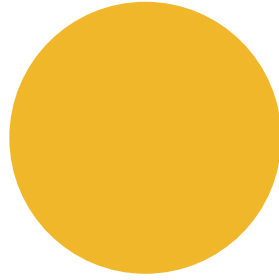
76%, 23%, 100%, 8%

RGB

70, 140, 65

HEX

#468C41



CMYK

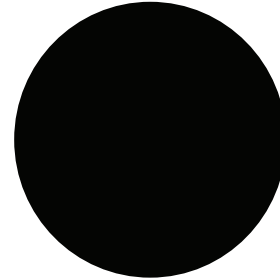
5%, 29%, 93%, 0%

RGB

241, 183, 47

HEX

#F1B72F



CMYK

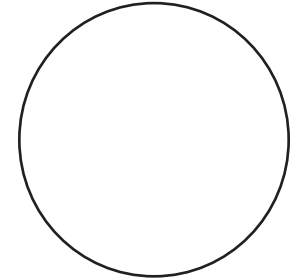
0%, 0%, 0%, 100%

RGB

0, 0, 0

HEX

#000000



CMYK

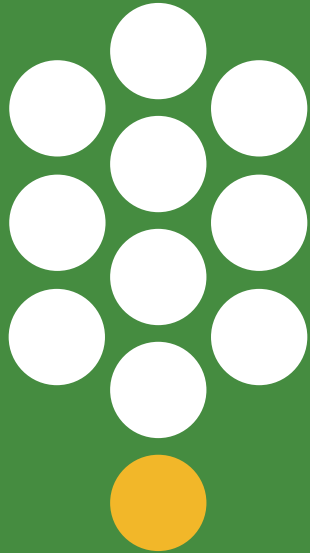
0%, 0%, 0%, 0%

RGB

255, 255, 255

HEX

#FFFFFF



Our Typefaces

Our Logo Typeface

Our Logo uses Emy Slab Alt Black as the typeface; however, this typeface is not meant for body text. When necessary, use one of our secondary typefaces, Proxima Nova Medium or Adobe Garamond Pro. Different font variations for either typeface can be used if necessary.

Licell

**ABCDEFGHIJ
KLMNOPQRST
UVWXYZ**

**abcdefghijklmn
opqrstuvwxyz**

!/?/\$@#&%

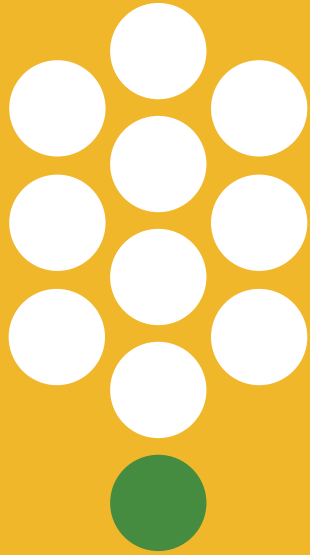
Our Secondary Typefaces

Secondary Sans Serif
Typeface: Proxima Nova
Medium 40pt.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz !?/@#&%

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz !?/@#&%

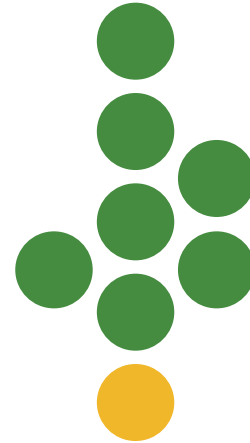
Secondary Serif Typeface:
Adobe Garamond Pro 39pt.



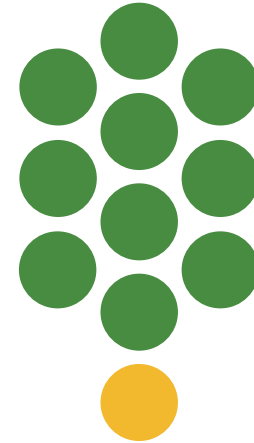
Our Icons

Our Icons

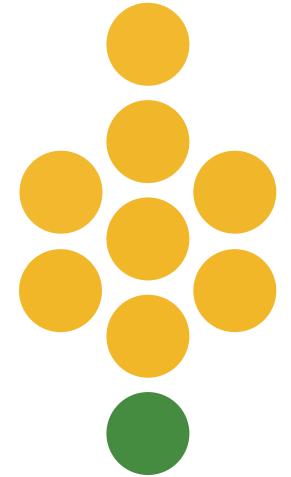
We have created icons to symbolize the different kinds of plants used in our processes. These icons may not be used to replace our Logo Icon in the Full Logo version, but may be used in promotional and advertisement materials. Our Icons can also appear in the color variants listed on pages 22-25.



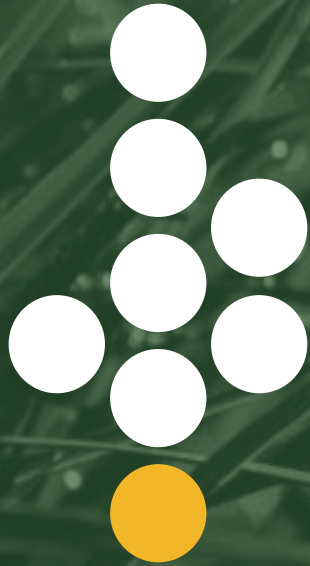
*Switchgrass (Original
Icon Logo)*



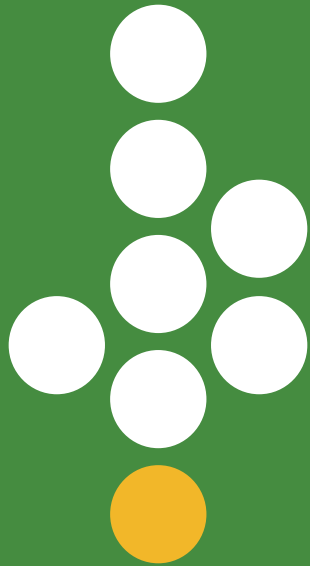
Tree



Corn



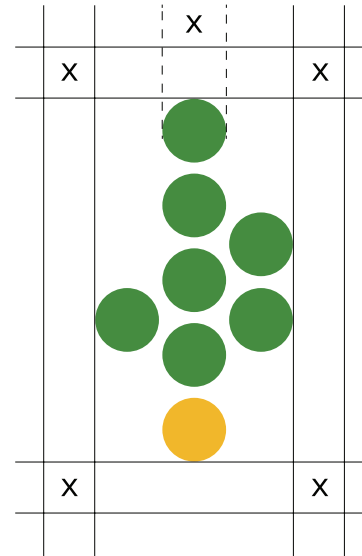
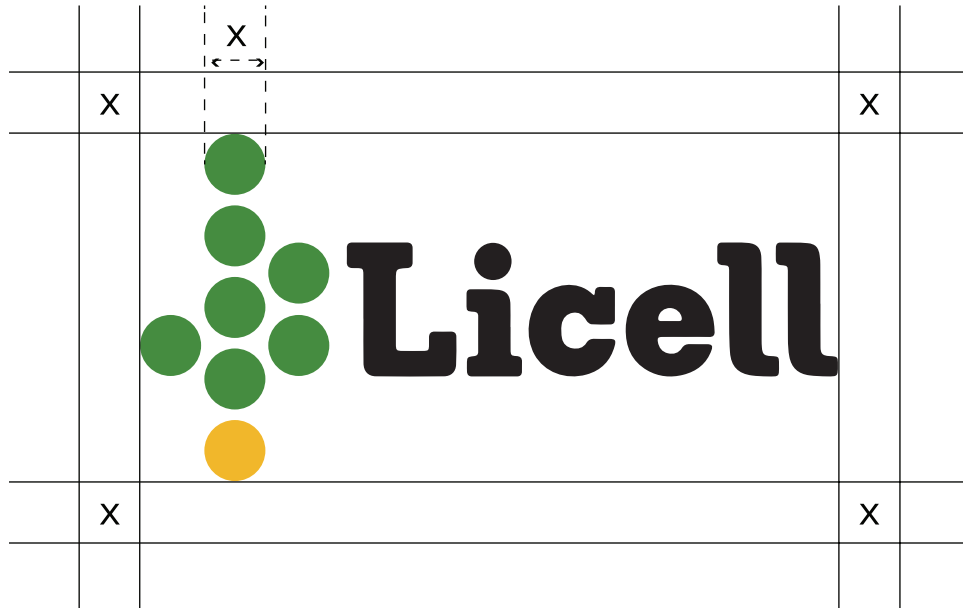
**Our
Usage**



Our Usage

Our Clear Space

To maximize our Logo's presence and visual standout, there is a defined minimum clear space area. This space is the area in which no other elements may exist. "x" is the diameter of the Logo Icon circle.



Our Usage

Our Logo is a visual representation of our brand, and its integrity must be maintained at all times. Our Logo may only be used in the orientation and color variants listed on pages 15-22. The proportions and clear space must always be maintained. There must always be a strong contrast between our Logo and the background. Our Logo Type may only be used where our Logo Icon is also present; however, our Logo Icon may appear without our Logo Type.

Our Usage: Inappropriate

Never redraw, stretch, squeeze or distort our logo in any way. Our logo should never be reproduced as a grayscale logo. Use the one-color variants. Never display our logo smaller than 0.75 inches. Never use more than three designated colors in our Logo at all times.

Our Usage: Inappropriate



Never stretch or distort our Logo.



Never change our Logo to colors outside of the color palette.



Never reproduce our Logo in grayscale.



Never alter the orientation or proportions of our Logo.



Never put our Logo on a solid color outside of the color palette.



Never put an effect on our Logo.



Never allow parts of our Logo disappear into the background.

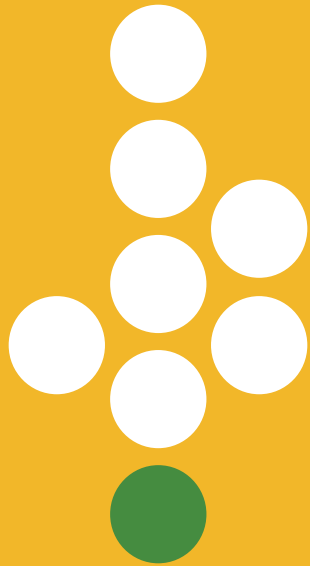


Never use a different typeface/ font in our Logo.

Our Image Usage

Images can be used in conjunction with our Logo and our Icons. An image must have good contrast between elements and is visually pleasing. In order to assure this is true, the image should be taken into Photoshop and edited. While in Photoshop, use a gradient map to transform the photo into a monotone color palette. Remember: only use our Logo or our Icons on an image or background that has a strong contrast between the two.





Our Examples

Fuel for the future.



Licell

The **FUEL-TURE** is coming.





Licell

Marni Smith
Licell CEO

Licell.com
309. 832. 3823
m_smith@licell.com

110 Grass Ln.
Normal, IL 61761



Marni Smith
Licell CEO

September 17, 2019

Licell.com
309. 832. 3823
m_smith@licell.com

John Doe
Street Address
City, State 00000

110 Grass Ln.
Normal, IL 61761

Dear John Doe,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ut ipsum eget massa hendrerit vestibulum vel in velit. Donec pretium neque velit.

Morbi imperdiet neque vehicula nunc convallis gravida. Vestibulum laculis pretium placerat. Integer consequat, est sit amet facilisis eleifend, nibh nibh varius orci, eget dapibus arcu du non purus. Pellentesque in magna mauris. Duis enim sapien, dictum vitae condimentum a, pulvinar vel lacus. Mauris et molestie nibh. Vestibulum vitae nulla at metus elementum porta sit amet interdum elit. Nulla sollicitudin neque eu nulla volutpat congue.

Etiam pellentesque, velit id dapibus fermentum, turpis sapien ornare du, ac trincidunt ligula odio congue purus. Nunc sed ante du, in porta lectus. Cras nec sem lorem. In hac habitasse platea dictumst. Maecenas id diam quis du porta tristique. Sed id egestas felis. Donec ullamcorper mattis posuere. Phasellus fermentum eleifend tortor vel dapibus. Vestibulum ante ipsum.

Vestibulum laculis pretium placerat. Integer consequat, Etiam pellentesque, velit id dapibus fermentum, turpis sapien ornare du, ac trincidunt ligula odio congue purus. Nunc sed ante du, in porta lectus. Cras nec sem lorem. In hac habitasse platea dictumst. Maecenas id diam quis du porta tristique. Sed id egestas felis. Donec ullamcorper mattis posuere. Phasellus fermentum eleifend tortor vel dapibus. Vestibulum ante ipsum.

Etiam pellentesque, velit id dapibus fermentum, turpis sapien ornare du, ac trincidunt ligula odio congue purus. Nunc sed ante du, in porta lectus. Cras nec sem lorem. In hac habitasse platea dictumst. Maecenas id diam quis du porta tristique. Sed id egestas felis. Donec ullamcorper mattis posuere. Phasellus fermentum eleifend tortor vel dapibus. Vestibulum ante ipsum.

Sincerely,

Marni Smith
Licell CEO



