



LOYAL TECHNOLOGY  
AND GOVERNMENT  
SERVICES PLC

# LTGS\_OFFICIAL\_LOGO\_ BRANDING\_KIT\_GUIDE LINE

LTGS Rwanda Plc

To create a branding kit for the **LTGS RWANDA PLC** logo based on the image provided, here's a comprehensive guide that includes specifications on logo size, colors, and guidelines for its use, along with a legal framework to ensure protection.

This branding kit ensures consistent use of the LTGS logo across all media while protecting it legally from unauthorized changes.

For the **LOYAL TECHNOLOGY AND GOVERNMENT SERVICES PLC** logo branding kit, here's a detailed guideline that includes font family names, sizes, color codes, and legal protections.

## 1. LOGO ELEMENTS

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- 1.1. Main Text The central acronym: **LTGS**
- 1.2. Full Company Name: **LOYAL TECHNOLOGY AND GOVERNMENT SERVICES PLC.**
- 1.3. Tagline: **Collaboration | Innovation | Digitalization.**
- 1.4. Graphic Element: **The atom-like orange icon to the left of the acronym, symbolizing technology.**

## 2. FONT FAMILY AND SIZES

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### 2.1. Main Text (LTGS)

- a. Font Family: **Times New Roman (Serif)**
- b. Font Size: **90px (for high-resolution uses)**, adjustable for smaller formats but must maintain aspect ratio.
- c. Font Weight: **Bold**.

### 2.2. Full Company Name ( LOYAL TECHNOLOGY AND GOVERNMENT SERVICES PLC )

- a. Font Family: **Arial (Sans-serif)**.
- b. Font Size: **35px**.
- c. Font Weight: **Regular**.
- d. Alignment: **Right-aligned, positioned to the right of "LTGS"**.

## 3. TAGLINE (COLLABORATION | INNOVATION | DIGITALIZATION)

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- 3.1. Font Family: **Arial (Sans-serif).**
- 3.2. Font Size: **18px.**
- 3.3. Font Weight: **Regular.**
- 3.4. Text Alignment: **Left-aligned, positioned below the full company name.**
- 3.5. Text Color: **Colors align with each keyword, detailed below.**

## 4. COLOR NAMES AND CODES

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### 4.1. Blue (for LTGS acronym and Full Company Name) ( LOYAL TECHNOLOGY AND GOVERNMENT SERVICES PLC )

- a. Hex: **`#0056b3`**
- b. RGB: **`0, 86, 179`**
- c. Pantone: **293 C**

### 4.2. Orange (for the atom graphic and 'Innovation' in the tagline)

- a. Hex: **`#ff6600`**
- b. RGB: **`255, 102, 0`**
- c. Pantone: **151 C**

### 4.3. Green (for 'Digitalization' in the tagline)

- a. Hex: **`#00cc66`**
- b. RGB: **`0, 204, 102`**
- c. Pantone: **361 C**

### 4.4. Blue (for 'Collaboration' in the tagline)

- a. Hex: **`#3366cc`**
- b. RGB: **`51, 102, 204`**
- c. Pantone: **285 C**

## 5. LOGO SIZES (IN PIXELS)

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### 5.1. Standard Display Size

1000x350 pixels (for websites and digital platforms).

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## 5.2. Medium Display Size

500x175 pixels (for email headers, social media profiles).

## 5.3. Small Display Size

300x100 pixels (for smaller placements such as footers or smaller resolutions).

## 5.4. High Resolution for Print

Ensure that the logo is at least 300 DPI for print materials such as brochures and business cards.

## 5.5. Scalability

Maintain the aspect ratio when resizing to ensure no distortion occurs.

# 6. BACKGROUND VARIATIONS

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## 6.1. White Background

Default version with full colors for regular usage on websites and print.

## 6.2. Dark Background

Use white for the text elements, keeping the atom icon in orange for high contrast.

## 6.3. Transparent Background

The logo should have transparent background versions for placement flexibility on colored or image backgrounds.

## 6.4. Monochrome Version

A black or white variant for grayscale printing or minimalistic branding.

# 7. USAGE GUIDELINES

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## 7.1. Clear Space

Maintain a margin around the logo equal to the height of the "L" in LTGS.

## 7.2. Minimum Size

The logo should not be displayed smaller than 150 pixels wide for digital use or less than 2 inches in print to ensure clarity.

## 7.3. Do Not

Change or modify the colors outside the branding kit.

Distort or stretch the logo in any way.

Add filters, shadows, or outlines not specified in the branding guide.

Rotate or flip the logo unless specifically designed for animations or media.

## 7.4. Color Overlays

Ensure color overlays adhere strictly to the branding colors for consistency.

## 8. LEGAL PROTECTIONS AGAINST UNAUTHORIZED MODIFICATIONS

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### 8.1. Article for Legal Protection

This logo is protected under the **Rwandan Law on Intellectual Property**. Any unauthorized changes to the LTGS logo, including but not limited to color alterations, modifications to text or graphic elements, and distortion of proportions, are strictly prohibited.

**Violations** of this guideline will result in legal consequences. These include monetary fines, cessation of use of the altered logo, and potential lawsuits for damages caused by unauthorized branding.

**8.2. Authorized Use** Third-party use of the LTGS logo is only allowed with written consent from **LTGS RWANDA PLC**. Approved users must strictly adhere to the guidelines provided in the branding kit for any commercial, marketing, or promotional purposes

### 8.3. File Formats

The LTGS logo should be available in the following formats for flexible use:

- PNG** (For web use with transparent backgrounds).
- JPEG** (Standard format for digital and web use).
- SVG** (Scalable for websites or applications without losing quality).
- EPS** (For print materials and large formats such as billboards).

## 9. EXAMPLE OF USAGE

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9.1. Full Color Version on **White Background** (for most digital and printed uses).



9.2. Full Color Version on **Blue Background** (for most digital and printed uses).



9.3. Full Color Version on **Orange Background** (for most digital and printed uses).



9.4. Full Color Version on **Green Background** (for most digital and printed uses).



9.5. Full Color Version on **Black Background** (for most digital and printed uses).



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**Authorized by LTGS Management;**

**Last Update Date:** 26<sup>th</sup> February 2025

This branding kit provides a comprehensive guide for the proper use of the **LTGS** logo across all platforms, ensuring consistency and protecting the brand from unauthorized alterations. Let me know if further adjustments or additional details are needed!