



Logo Guidelines

The logo guidelines are to ensure consistent usage of the Lotus Income logo to present a unified brand to our customers and differentiate us from the competition.

This guide illustrates the design specifications and standards for the consistent application of the logo and essential design elements.



The Logo



Color

LOTUS  INCOME

LOTUS  INCOME



Pantone 293
HTML #2255AA
RGB 34, 85, 170



Pantone 2412
HTML #33CC99
RGB 51, 204, 102



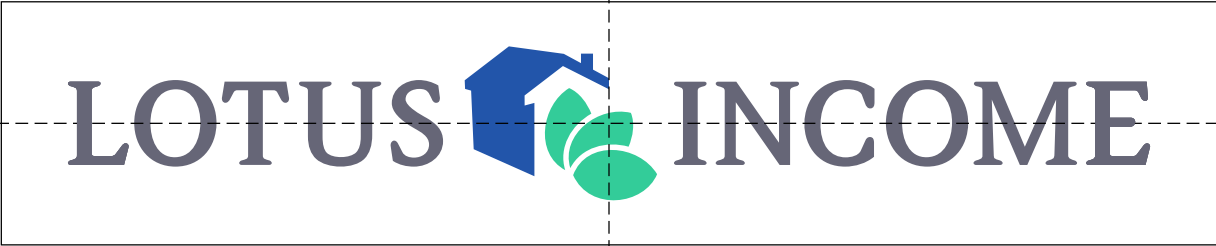
Pantone 2362
HTML #666677
RGB 102, 102, 119



Pantone 2380
HTML #223344
RGB 34, 51, 68



Lockup and Clearspace



Lotus Swag



Logos on Business Card

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**LOTUS
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Let us get you income.



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