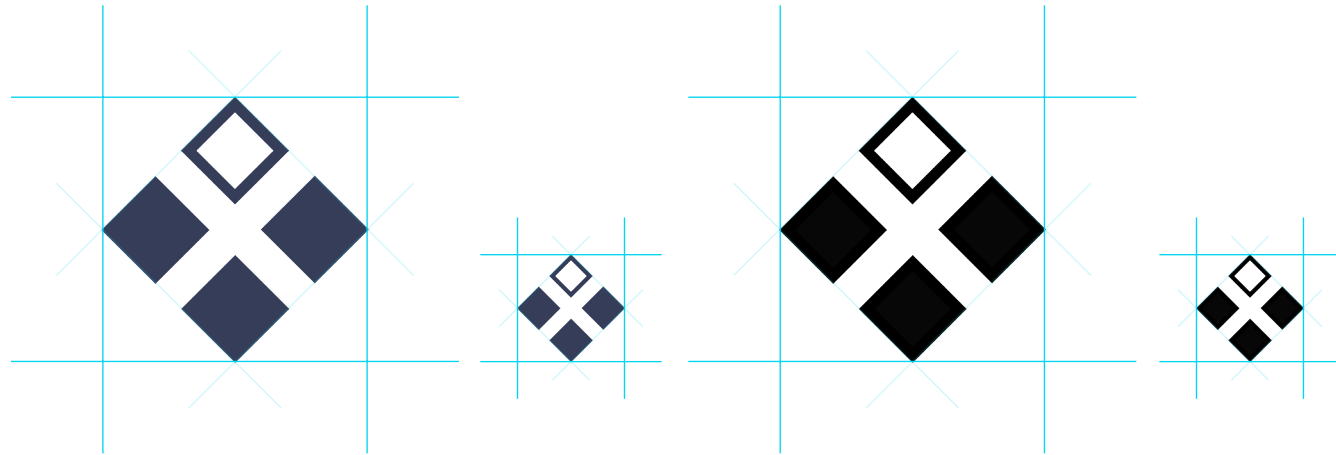


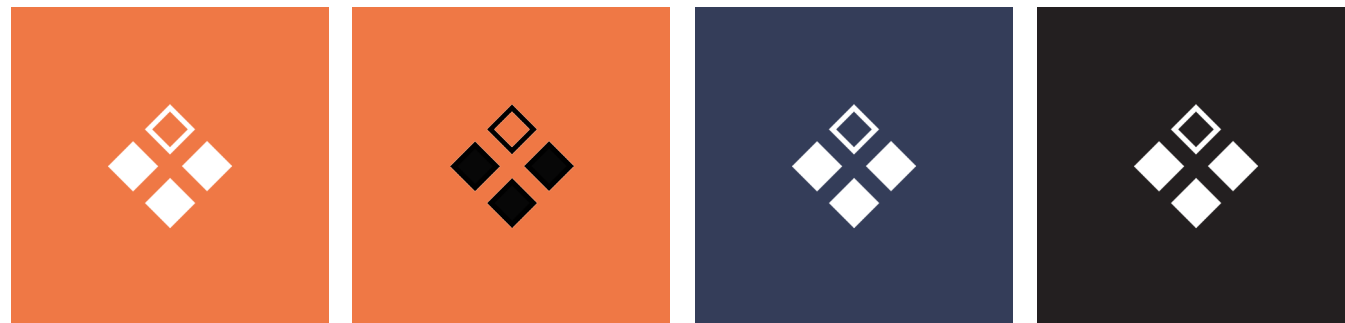
## SECTION 02 LOGO AND MARKS

The Lionfish Data logo is representative of Lionfish Data, and should be used only to represent the product. The rotated squares become diamonds that refer to abstract scales, and the filled diamonds follow the shape of an L. It is best used with padding separation from elements around it, and looks exceptionally well as a small to medium icon.



The only color variations of the logo should be using **#343D59**, **#000000**, or **#FFFFFF** unless placed on a colored background (see **Alternative Color Backgrounds**).

## ALTERNATIVE COLOR BACKGROUNDS



Background: **#EF7845**  
Content: **#FFFFFF**

Background: **#EF7845**  
Content: **#000000**

Background: **#343D59**  
Content: **#FFFFFF**

Background: **#000000**  
Content: **#FFFFFF**

## TITLE BLOCK

This style and type is to be used where the name of the company is desired instead of, or in addition to the branding. It is best used with padding separation from elements around it and with the Heading 1 font weight. Refrain from using the accent color, **#EF7845**, in the title block. See **The Font** in 03 Typography for font styles.

**LIONFISH DATA**  
**LIONFISH DATA**

**LIONFISH DATA**

**LIONFISH DATA**

