



Branding Guidelines

Why Rebrand?

LakshHR

is now

The LHR Group

After been almost 2 decades in business, LakshHR is re-branding itself as The LHR Group.

The new name has a more global appeal - in line with our ambition to grow our company internationally.

The LHR Group is leveraging all its expertise to position itself as a thought-leader in the recruitment industry, sharing our learnings of all these years with you. Hence, it became crucial to have design new branding elements, representing professionalism and timelessness.



VISION

To be the most trusted and innovative recruitment partner, setting new standards for talent acquisition globally.

MISSION

To empower organizations to build world-class teams through expert recruitment and cutting-edge talent acquisition strategies.

CORE VALUES

Ownership

We take accountability for our outcomes and our decisions, and respect those who take theirs.

Integrity

We uphold honesty and transparency in all our interactions and processes.

Relationships

We value and respect the people we associate with and build relationships through meaningful interactions.

Passion

We love our work, bringing enthusiasm and energy to every engagement.

Commitment to Growth

We strive for the highest standards in client service, supporting the professional development of our team and clients.

Impact

We make a meaningful difference in the businesses and careers we touch.



Logo

The primary logo consists of a logomark and a logotype having the company name and tagline. Logomark significance:

- Indicates four humans in **collaboration and team spirit**.
- Symmetric from all sides, representing a **balanced and methodological approach**.



Logomark

THE LHR
GROUP

Company Name

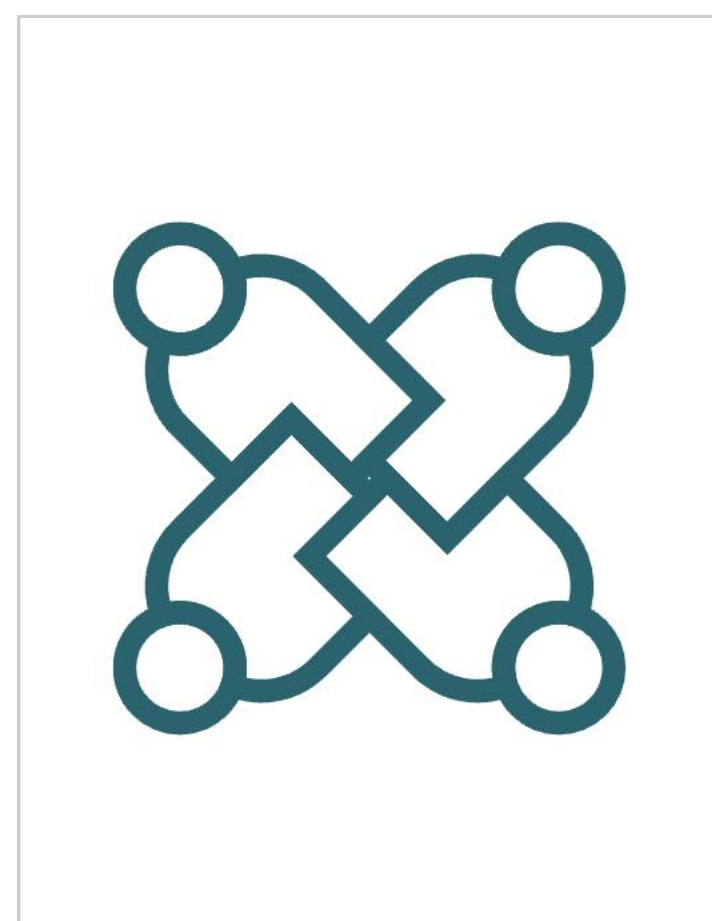
LEADERS IN LEADERSHIP HIRING

Tagline

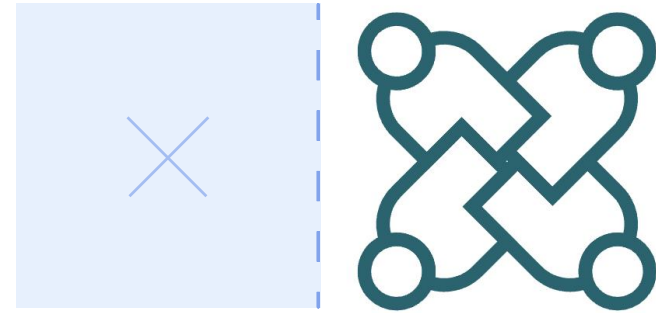
Overview

Correct logo usage has been shown on different backgrounds. White logo on green background is the standard template.

The logomark can be used separately, but the same is not true for the logotype.



Logo Safezone



The logo safezone is a required amount of space that needs to be around the logo or the symbol to ensure legibility. The zone defines the minimum spacing distance from the page edge, object, text or image. There should always be clear space worth the height of the symbol around the logo.



Misuse

The logo must not be altered in any manner in terms of shape, size, colour, form, line thickness, proportions or placement.

No boxing in



No rotating



No rearranging



No skewing



No layering



No using only logotype



Font Type

Montserrat

Regular

Medium

Bold

Font Type

Montserrat - Modern & Sophisticated

- Montserrat is modern, clean, and elegant design.
- It enhances readability, and makes the final output appear polished and professional.

Montserrat

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

&!@?%

Lorem ipsum dolor sit amet,
consectetur adipiscing
elit, sed do eiusmod tempor
incididunt

Aa

Primary Palette

Our primary colour palette consists of two colours - Blue Lagoon and White.

Blue Lagoon

056570

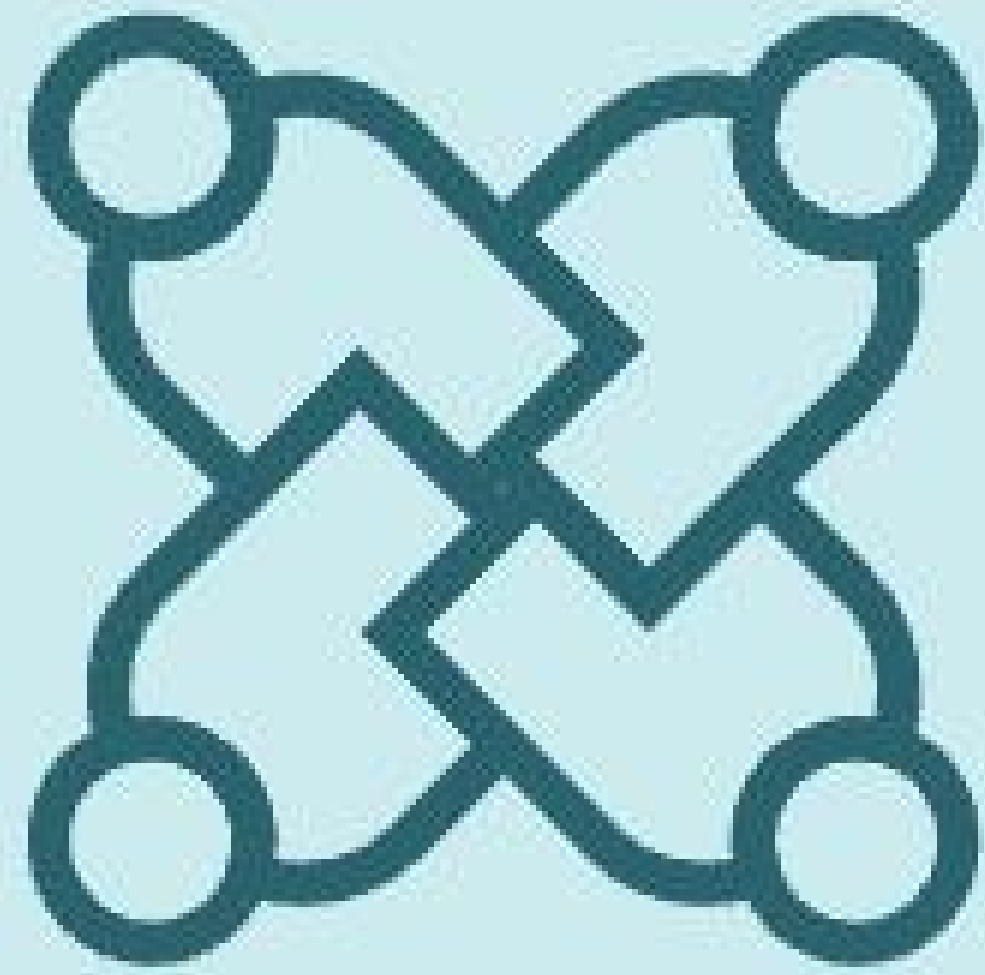
White

FFFFFF

Secondary Palette

Sea Green and Diamond colours, along with their various tints and the tints of Blue Lagoon, comprise our secondary palette. They are for making graphic content.

| Blue Lagoon | 056570 | Sea Green | 099FB0 | Diamond | C3ECF0 |
|--------------------|---------------|------------------|---------------|----------------|---------------|
| | 80% | | 80% | | 80% |
| | 60% | | 60% | | 60% |
| | 40% | | 40% | | 40% |
| | 20% | | 20% | | 20% |



THE LHR

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