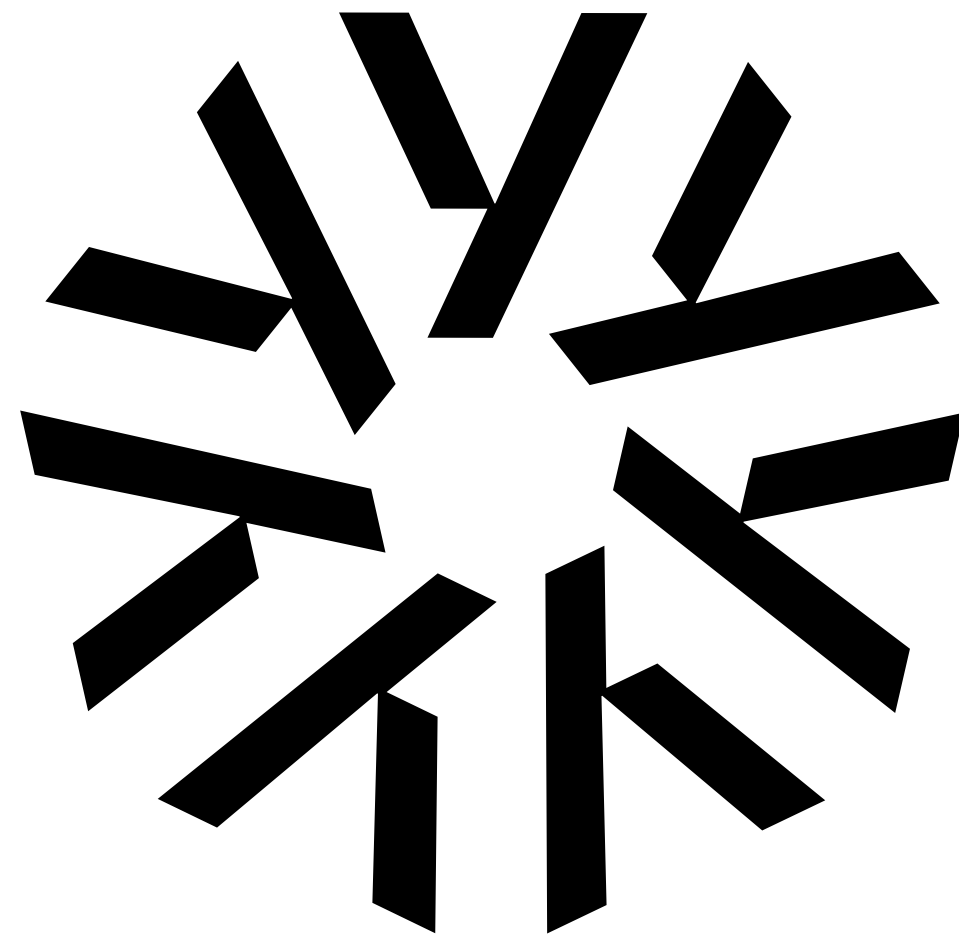




LYT GROUP

Branded by Yellow Creative

All right are reserved **Yellow Creative** 2025®



LYT GROUP ©

LYT is a brand identity and strategy company built on a foundation of collaboration and a shared vision for global connectivity. Born from **experience in diverse sectors**, including architecture, construction, and international trade, LYT was created to address the need for a structured, internationally scalable brand.

The name, a play on "light," reflects a commitment to clarity, structure, and innovation.

MISSION

LYT | SPACES

Furniture & Architectural Stone

FUGA

Furniture for private homes, offices, hotels, airports, and commercial spaces.

MODENA

Architectural stone for private homes, offices, hotels, airports, and commercial developments.

LYT | DESIGN

Digital & Creative Services

YELLOW CREATIVE

Branding, web, digital marketing & outsourced creative services.

BANNA DESIGN STUDIO

Architecture & interior design services for private clients & large firms.

2025

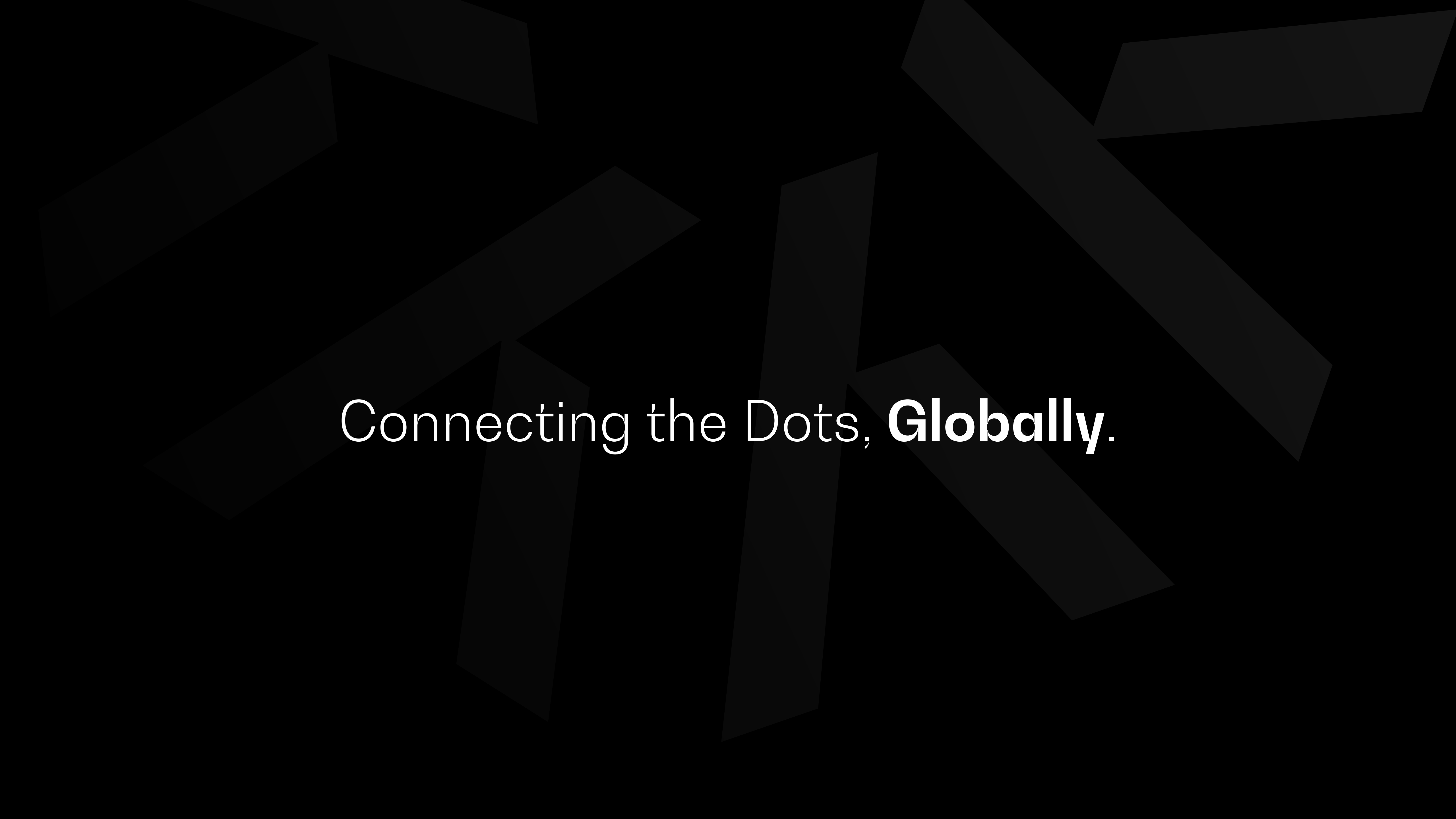


To be a globally recognized brand synonymous with innovative, purpose-driven business solutions that empower businesses to thrive in an interconnected world.

LYT GROUP ©

LYT brings clarity, structure,
and growth to your business.

Connecting the Dots, Globally.

The background features several dark gray, semi-transparent rectangular shapes of varying sizes and orientations, creating a layered, geometric effect against a solid black background. These shapes are scattered across the frame, some overlapping each other.

Connecting the Dots, **Globally.**

INTRODUCTION:

This guide will help everyone who works with the LYT brand communicate in a consistent, high-quality way. Whether you're a team member or a partner, following this guideline ensures that our brand always looks and sounds professional.

If you have any questions or need guidance, feel free to contact us at Philipcarter@lyt-group.co.uk

THIS GUIDELINE IS FOR:

- LYT team members, both new and current.
- Sales agents and dealers, internal and external.
- Marketing and design agencies, working with LYT.
- Clients and retail partners.

Since website, print formats and other communication tools differ and/or change with ongoing trends, it might be necessary to adapt the LYT brand communication to each media accordingly, while still following this general guideline.

DESIGN CHECKLIST

- Balance: Achieve visual harmony and equal distribution of design elements.
- Stability: Evoke dependability through consistent and structured visuals.
- Inspiration: Spark creativity and new ideas in the audience.
- Integrity: Honestly represents brand values through transparent designs.
- Social Responsibility: Reflect commitment to positive social and environmental impact.
- Morality: Adhere to strong ethical principles in all the contents.
- Expertise: Communicate deep knowledge through LYT's content.

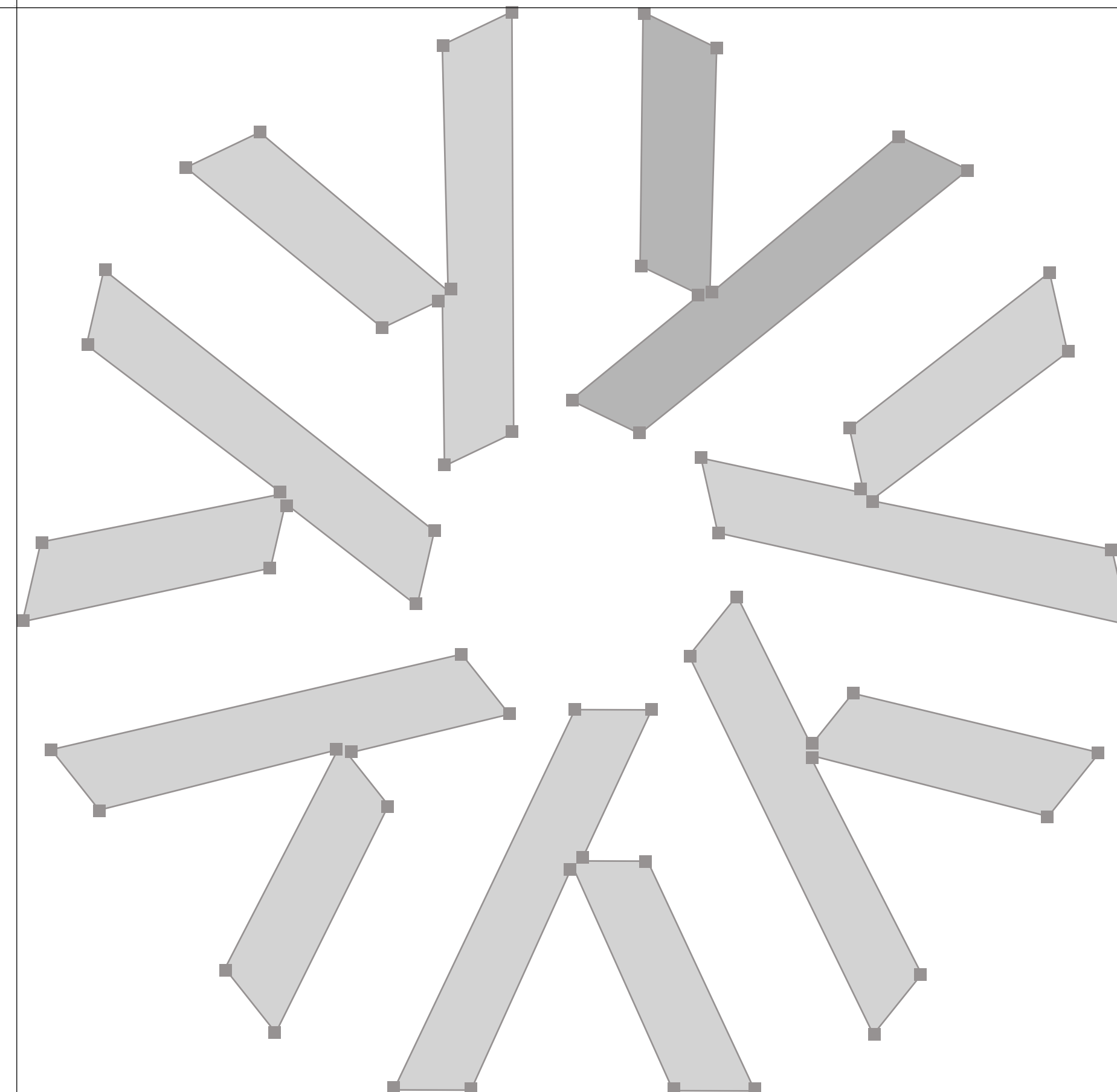


OUR LOGO

LOGO CONCEPT

The LYT logo is a dynamic and abstract representation rooted in the letter "Y," the foundational element of the brand's name. The central "Y" is stylized with bold, angular lines, conveying a sense of modernity and forward momentum. This core shape serves as a focal point, suggesting a central connection or point of origin, aligning with the brand's aim to connect the dots globally. The logo's clean and minimalist design reflects a commitment to clarity and structure, which are key values for LYT.





- DYNAMIC
- INTERCONNECTEDNESS
- MODERN
- CLARITY

COMBINATION

WORDMARK HORIZONTAL
CONSTRUCTION



LYT | GROUP

WORDMARK

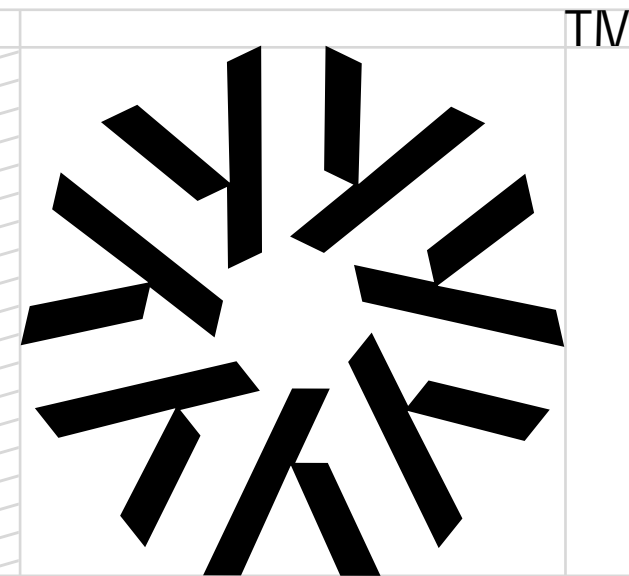
CLEAR SPACE

The image shows the wordmark 'LYT | GROUP' centered within a grid. The grid is composed of four columns and two rows. The central column contains the wordmark. The two side columns are filled with a light gray diagonal hatching pattern. The top row is white, and the bottom row is white. The wordmark 'LYT | GROUP' is in a bold, black, sans-serif font. The vertical bar between 'LYT' and 'GROUP' is a thin black line. The wordmark is positioned such that it is equidistant from the top and bottom edges of the central column and from the left and right edges of the central column.

LYT | GROUP

COMBINATION

WORDMARK VERTICAL
CONSTRUCTION

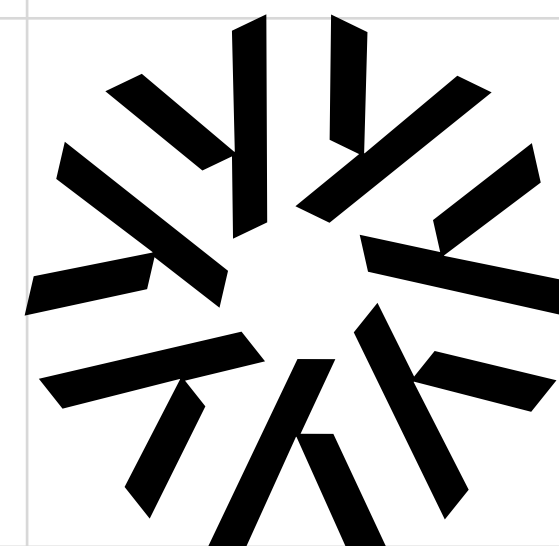


TM

LYT | GROUP

COMBINATION

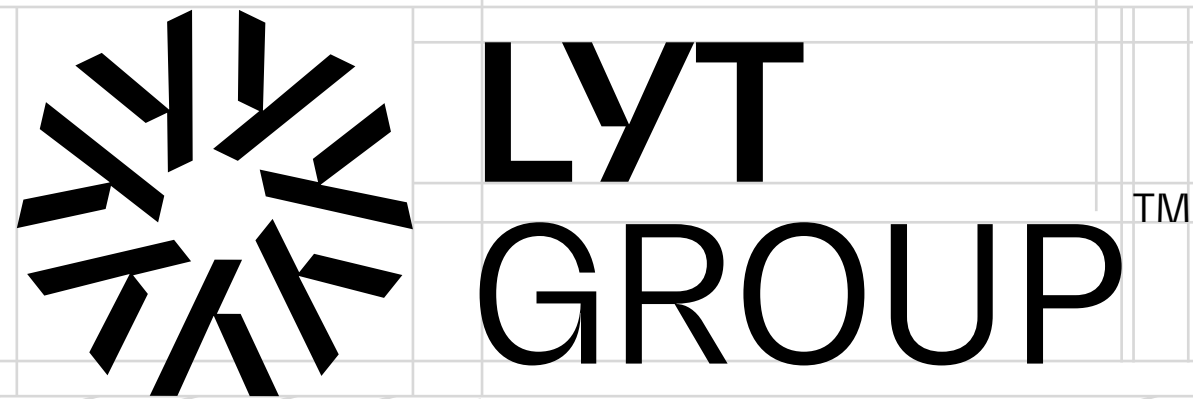
WORDMARK VERTICAL CONSTRUCTION



LYT
GROUP

COMBINATION

WORDMARK HORIZONTAL
CONSTRUCTION



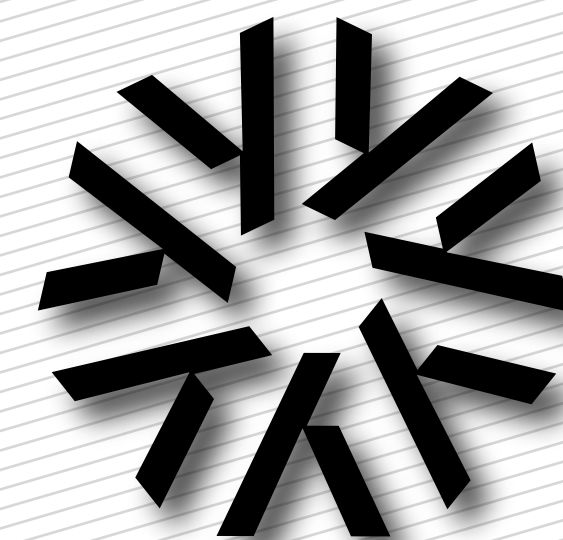
INCORRECT WAYS TO USE THE LOGO



Do not move the icon
into new places

LYT

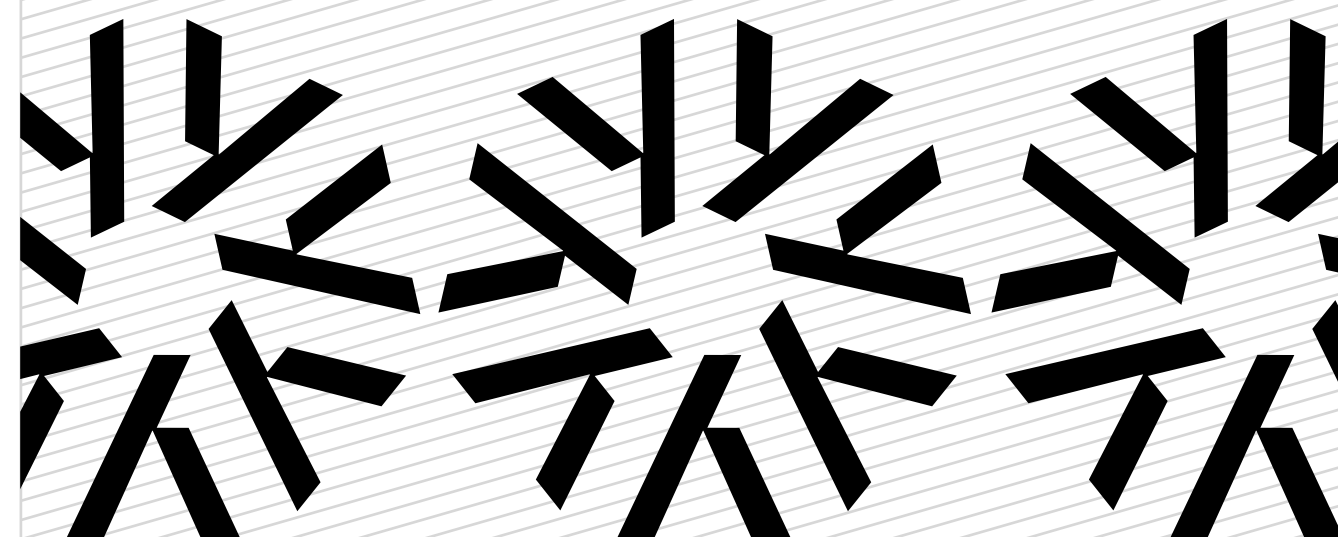
Do not use the **LYT** alone



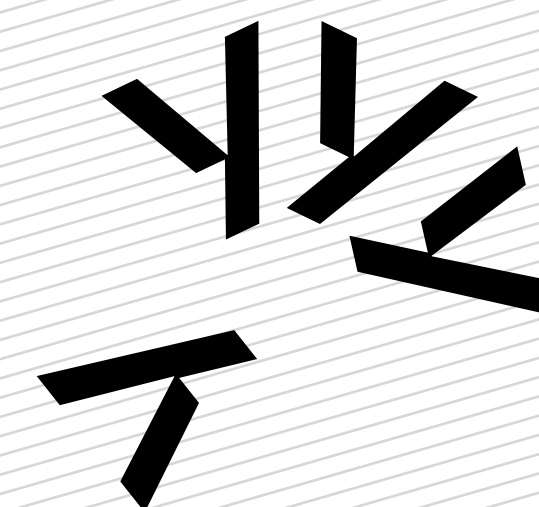
Do not add shadows



Do not compress or stretch



Do not repeat the logo
as a pattern



Do not edit the icon itself



LOGO PLACEMENT

Our logo represents LYT's identity and should always be placed correctly, here's how:

LYT GROUP ©
Connecting the Dots, Globally.

LYT brings clarity, structure,
and growth to your business.

BEYOND IDENTITY

2025







2025

Empowering businesses with identity solutions engineered for **international impact**

LVT GROUP ©

LVT brings clarity, structure,
and growth to your business.

Connecting the Dots, Globally.

United Kingdom | lytgroup.co.uk

United Kingdom | lytgroup.co.uk



ILLUMINATE CONNECT LEAD

LYT GROUP © 2025

Lyt brings clarity, structure,
and growth to your business.

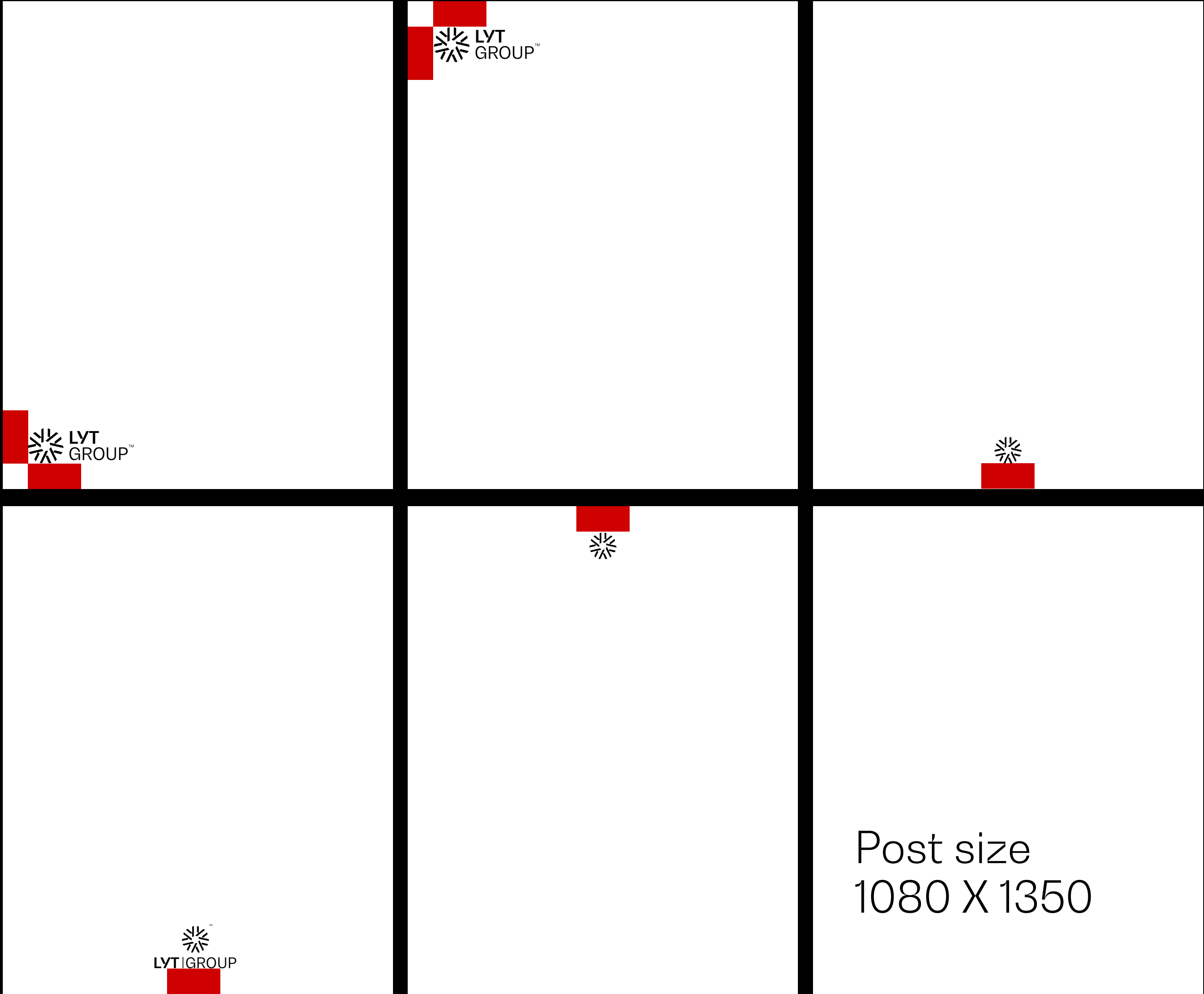
Connecting the Dots, Globally.





Social Media Mood:

The social media mood of LYT is vibrant, engaging, and collaborative. This tone evokes a sense of excitement while highlighting LYT's commitment to growth and global partnerships. The visual content showcases bold, modern aesthetics, ensuring the brand stands out with its high-quality imagery and videography. Social media posts are designed to connect with followers by sharing LYT's story, celebrating milestones, and encouraging engagement through interactive elements.



Social
Media



Story size
1920 x 1080

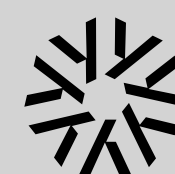
Social
Media





Crafting Scalable Brands for a Boundless World

DESIGNED TO SCALE **BUILT TO LAST**



CONNECTING THE
DOTS, GLOBALLY.

LYT GROUP

Social Media Mood:

- Posts are colourful and energetic, emphasising the personality behind the brand.
- Bold, modern design and high-quality visuals are central to the social media presence.
- Sharing LYT's journey, focusing on growth, innovation, and impactful moments.
- The audience should engage through behind-the-scenes content, Q&As, and polls that encourage participation and feedback.



COLOUR PALETTE

Red

RGB
206, 0, 0

CMYK
12, 100, 100, 4

HSB
0, 100%, 81%

HEX #CE0000

Blackout

RGB
0, 0, 0

CMYK
75, 68, 67, 90

HSB
0, 0%, 0%

HEX #000000

Bright White

RGB
255, 255, 255

CMYK
75, 68, 67, 90

HSB
0, 0%, 100%

HEX #FFFFFF

PRIMARY COLOUR RED

Red is a bold and dynamic color that evokes strong emotions and commands attention. It is often associated with:

- **Energy:** Red stimulates excitement, enthusiasm, and action.
- **Power:** It conveys strength, confidence, and leadership.
- **Urgency:** Often used in alerts and marketing to create a sense of importance.
- **Passion:** Associated with love, desire, and intensity.

Hex Code: #CE0000 | RGB: 206, 0, 0 | CMYK: 12, 100, 100, 4 |
Pantone: 186 C

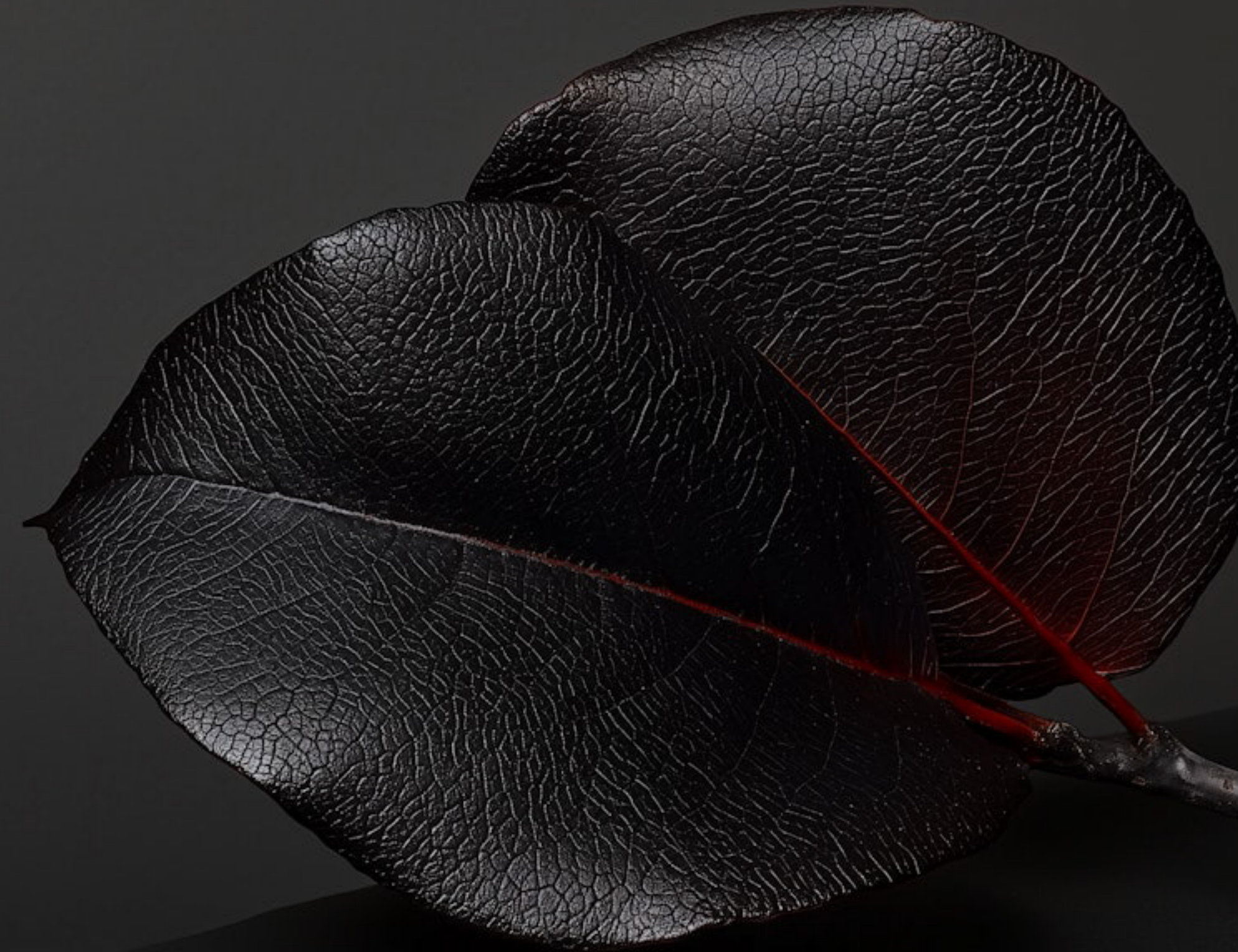


SECONDARY COLOUR BLACKOUT

Blackout is a deep, intense black that exudes mystery and sophistication. It is often associated with:

- **Elegance:** Blackout is considered timeless and classy, often used in luxury design and fashion.
- **Power:** It conveys authority, strength, and dominance.
- **Mystery:** It evokes intrigue, secrecy, and depth.
- **Intensity:** Blackout can create a dramatic atmosphere, adding a bold statement to any space.

Hex Code: #1D1D1D | RGB: 29, 29, 29 | CMYK: 0, 0, 0, 89 |
Pantone: Black 6 C



SECONDARY COLOUR BRIGHT WHITE

Bright White is a pure, clean color that represents clarity and simplicity. It is often associated with:

- **Cleanliness:** Bright White is seen as fresh, neat, and unblemished.
- **Purity:** It evokes a sense of innocence, new beginnings, and clarity.
- **Sophistication:** Bright White can convey elegance, luxury, and modernity.
- **Neutrality:** It serves as a balanced and versatile backdrop for other colors, allowing them to stand out.

Hex Code: #FFFFFF | RGB: 255, 255, 255 | CMYK: 0, 0, 0, 0 |
Pantone: 11-0602 TPX



SECONDARY COLOUR LIGHT GRAY

Light Gray is a soft, neutral tone that is subtle and versatile. It is often associated with:

- **Calmness:** Light Gray has a soothing effect, promoting relaxation and tranquility.
- **Balance:** As a neutral color, it helps to ground and balance other colors in design.
- **Sophistication:** It has an understated elegance and is often used in modern, minimalist settings.
- **Versatility:** Light Gray serves as an ideal backdrop, working well with both bright and dark tones.

Hex Code: #D3D3D3 | RGB: 211, 211, 211 | CMYK: 0, 0, 0, 17 |
Pantone: 428 C



TYPOGRA-
PHY

Primary Typeface

LYT GROUP ©

Bw Gradual is a contemporary sans-serif typeface that combines geometric precision with subtle contrast modulation. Designed for versatility, it transitions from a clean, low-contrast style in lighter weights to a more expressive, high-contrast look in heavier weights. This gradual shift enhances its adaptability, making it suitable for branding, editorial, and digital applications. Its modern yet approachable aesthetic balances functionality with a distinctive visual character.

Light Regular Medium **Bold**

BW —
GRADUAL

Aa

& #

Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper

Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper

Medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper

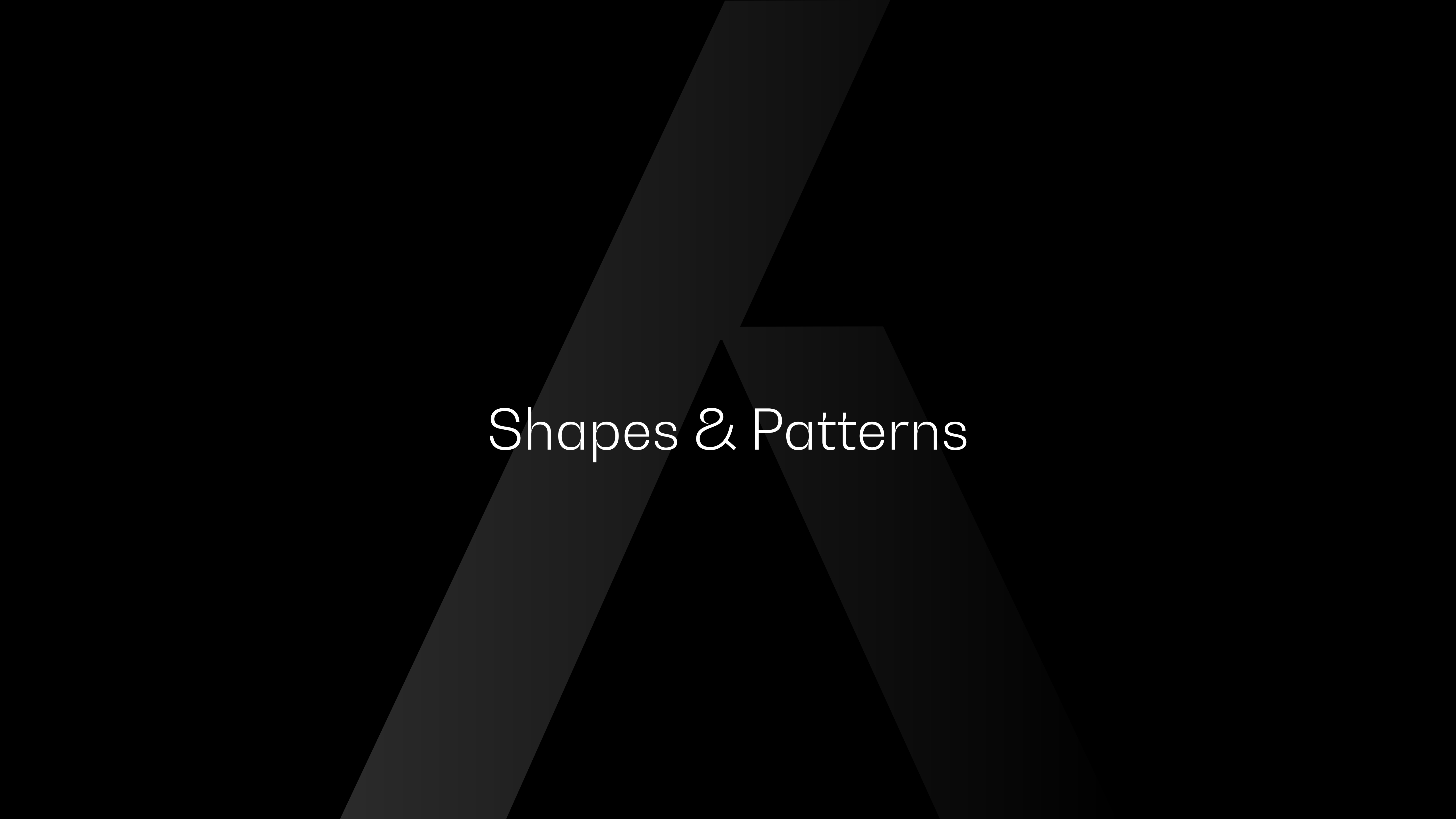
Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi

1234567890

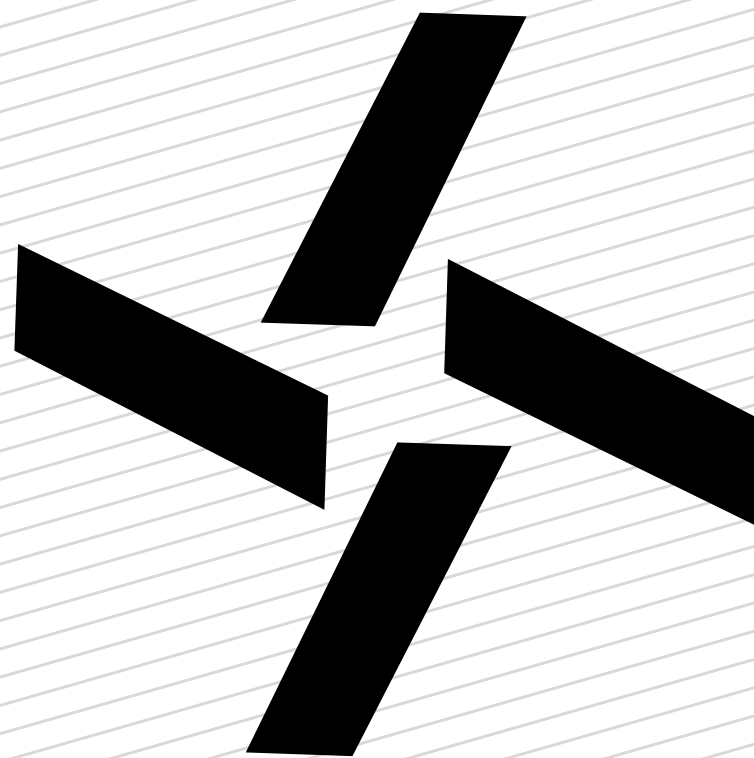
!@#\$%^&*()



Shapes & Patterns

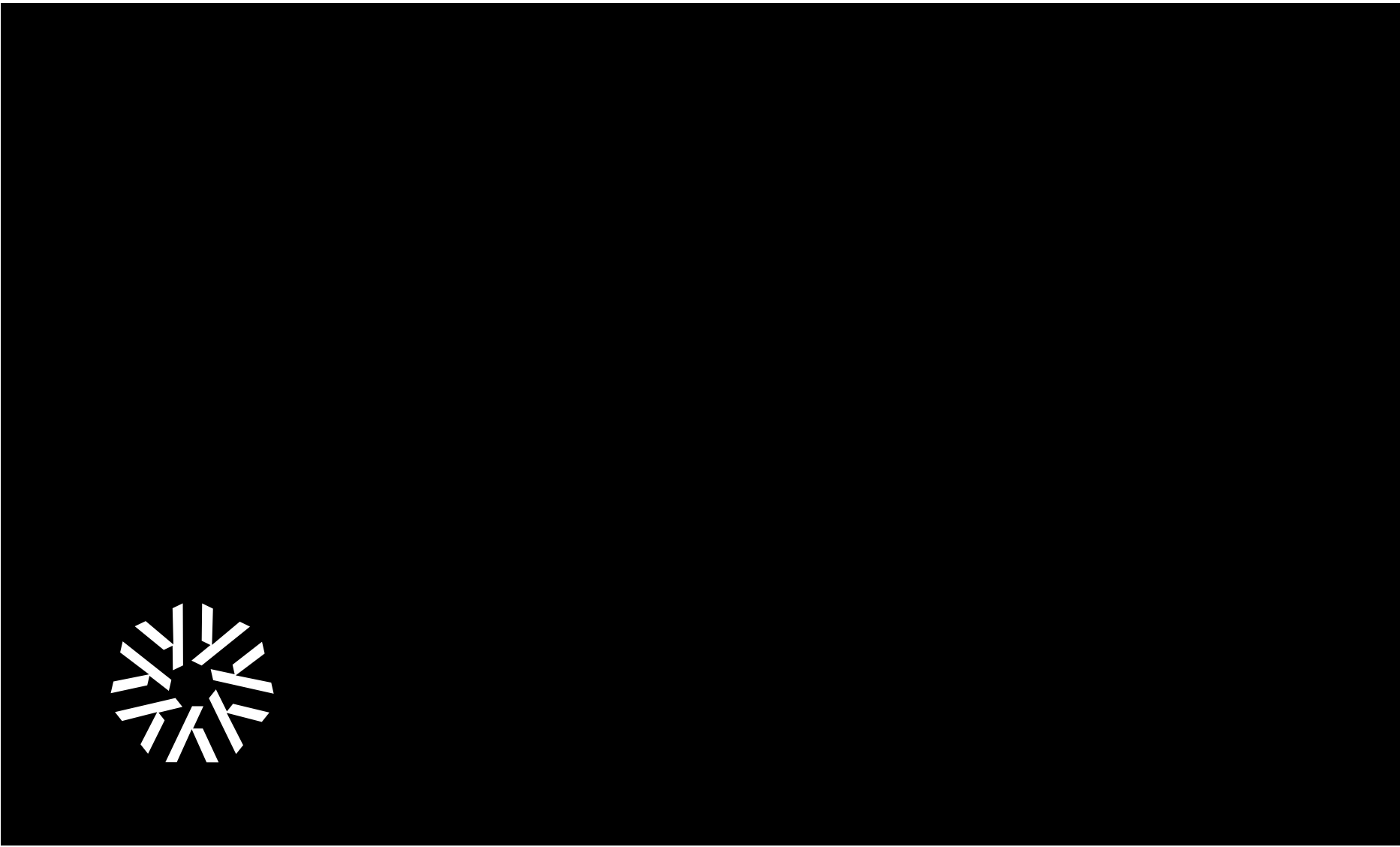
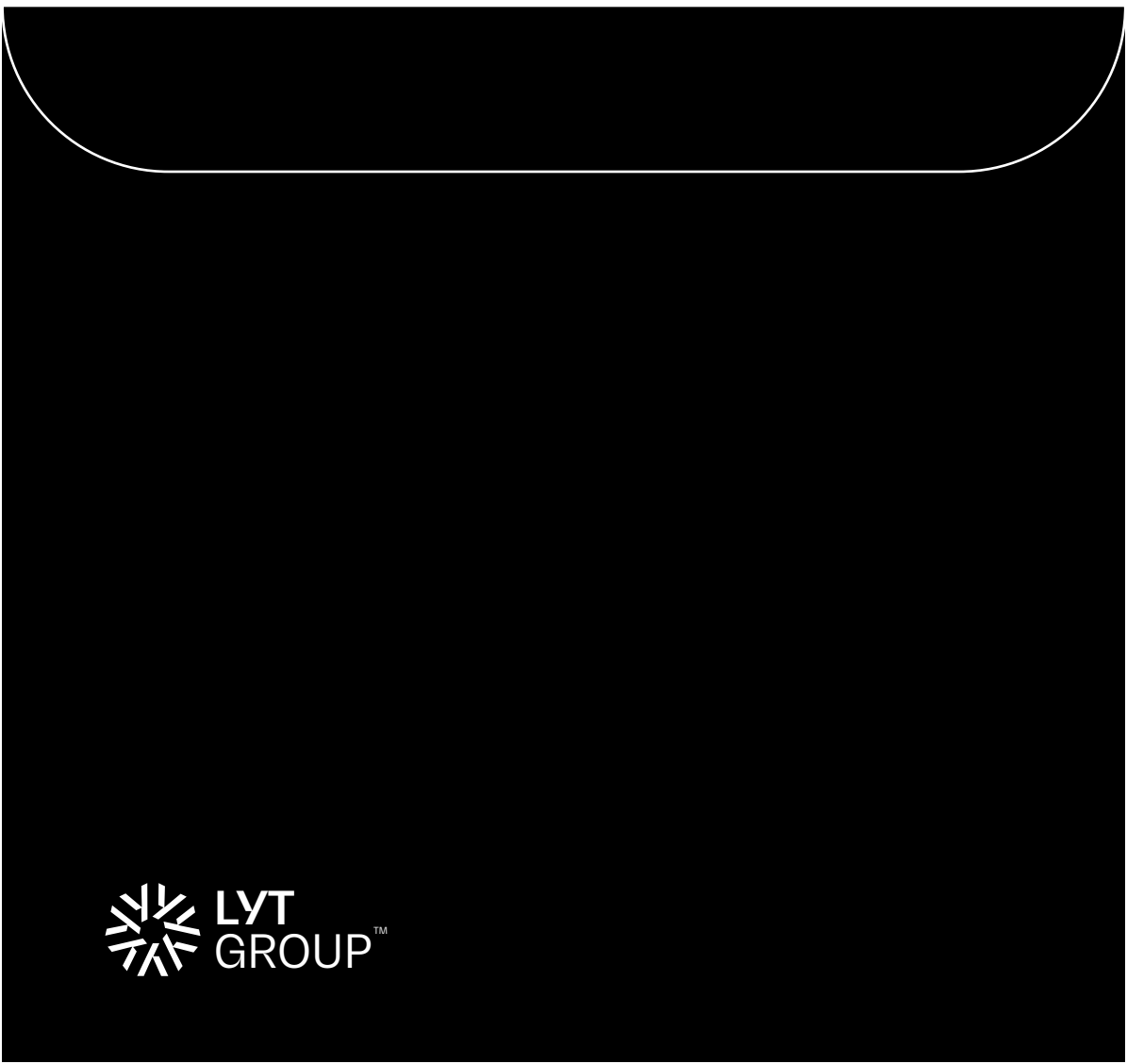
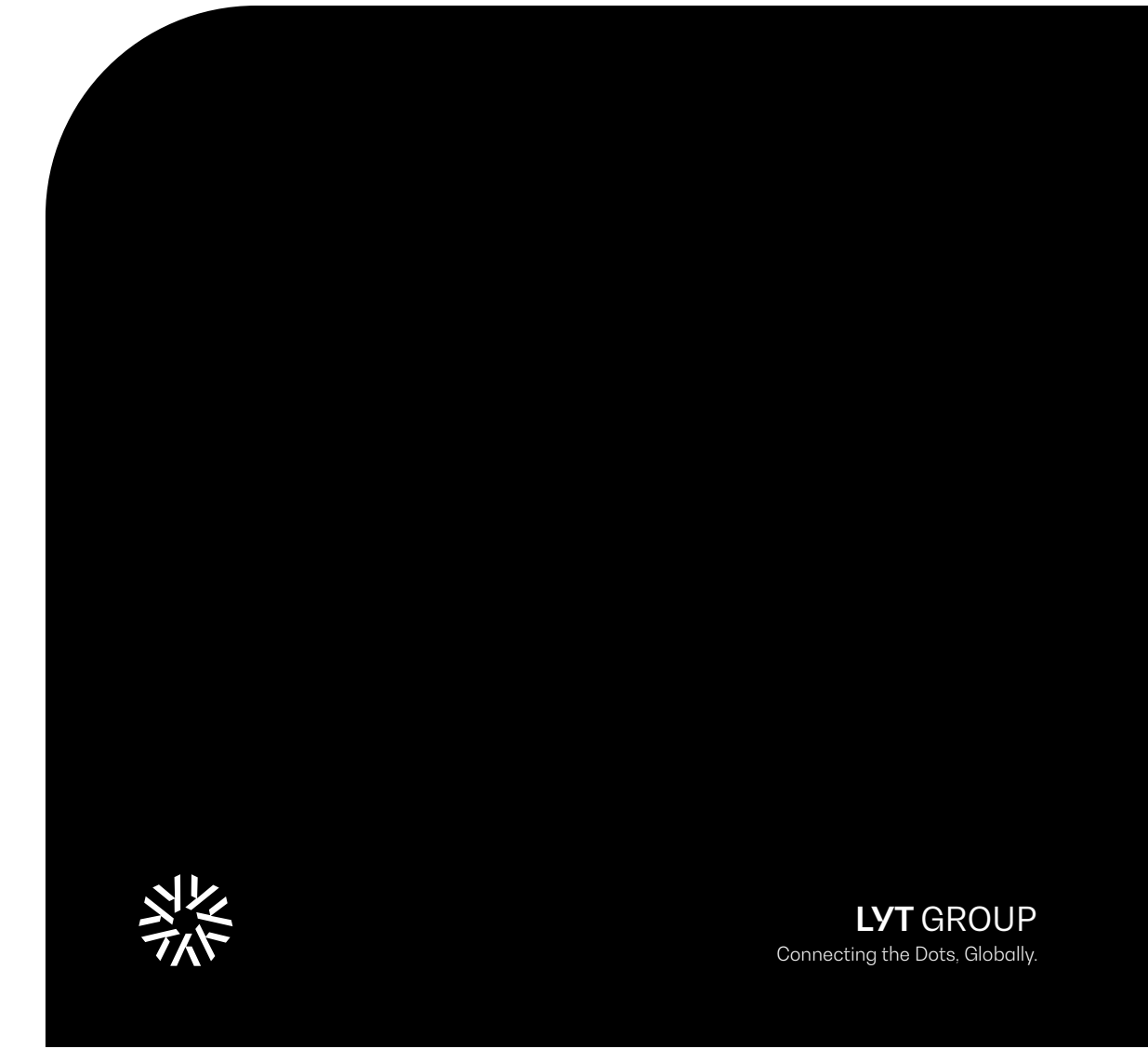
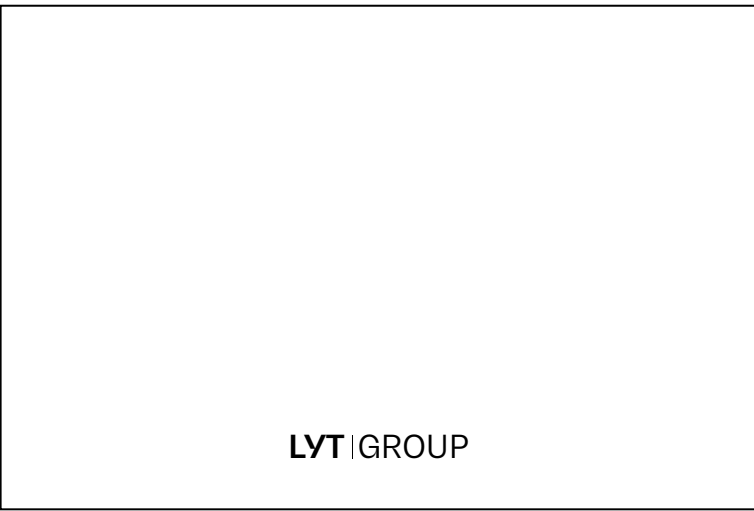
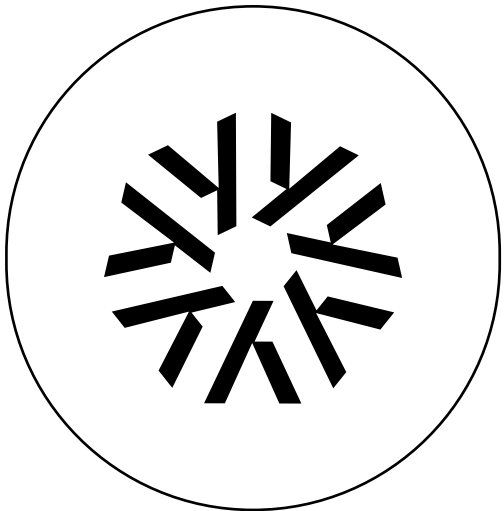
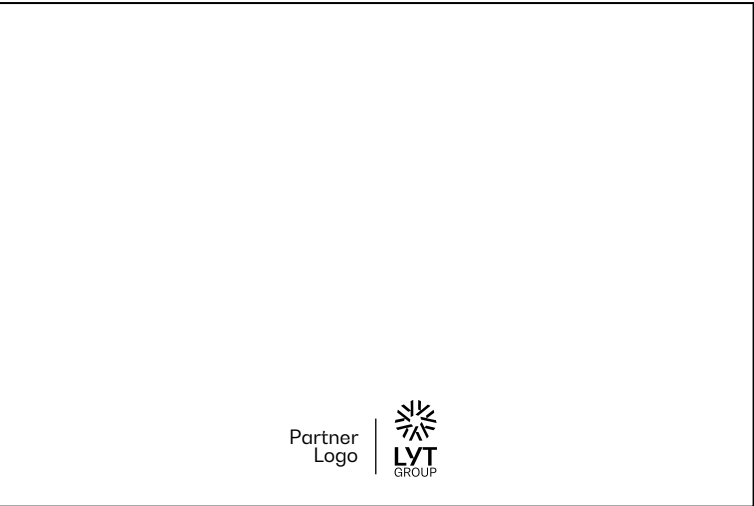
LOGO SHAPE INSPIRATION:

Beyond its direct connection to the letter "Y," the logo draws inspiration from the contemporary slang "lit," signifying something exciting, calm, and illuminating. The radiating elements surrounding the central "Y" evoke the dispersion of light, symbolising the brand's mission to help businesses "shine brighter." These dynamic lines also suggest interconnectedness and global reach, reflecting the brand's focus on international expansion and building strategic connections.



STATIONERY

LYT STATIONERY is a tangible extension of our brand identity. Consistent application of the LYT logo, our core color palette, and distinct typography reinforce brand recognition and communicate professionalism. Well-designed stationery from LYT leaves a lasting positive first impression, enhances the clarity of our communications, and elevates the perception of our innovative and purpose-driven approach. By adhering to these guidelines, we ensure all LYT stationery projects have a strong, cohesive, and impactful brand image in every interaction.

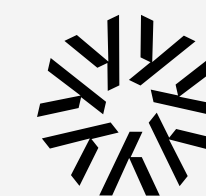


LYT GROUP









STRATEGIC BRANDING FOR A CONNECTED FUTURE

2025

United Kingdom | lytgroup.co.uk

LYT brings clarity, structure,
and growth to your business.

LYT GROUP ©
Connecting the Dots, Globally.



CONNECTING THE
DOTS, GLOBALLY.

LYT GROUP



LYT GROUP

Tom Wilson
General manager



+44 55898964784
United Kingdom
lytgroup.co.uk

Connecting the Dots, Globally.





LYT GROUP ©

Contract Detail

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum

Signature

Date
2025 \ \

United Kingdom lytgroup.co.uk

Lyt brings clarity, structure,
and growth to your business.

Connecting the Dots. Globally.

clarity, structure,
to your business.

LYT GROUP

Tom Wilson
General manager



+44 55888964784
United Kingdom
lytgroup.co.uk

Connecting the Dots. Globally.

BEYOND IDENTITY

2025

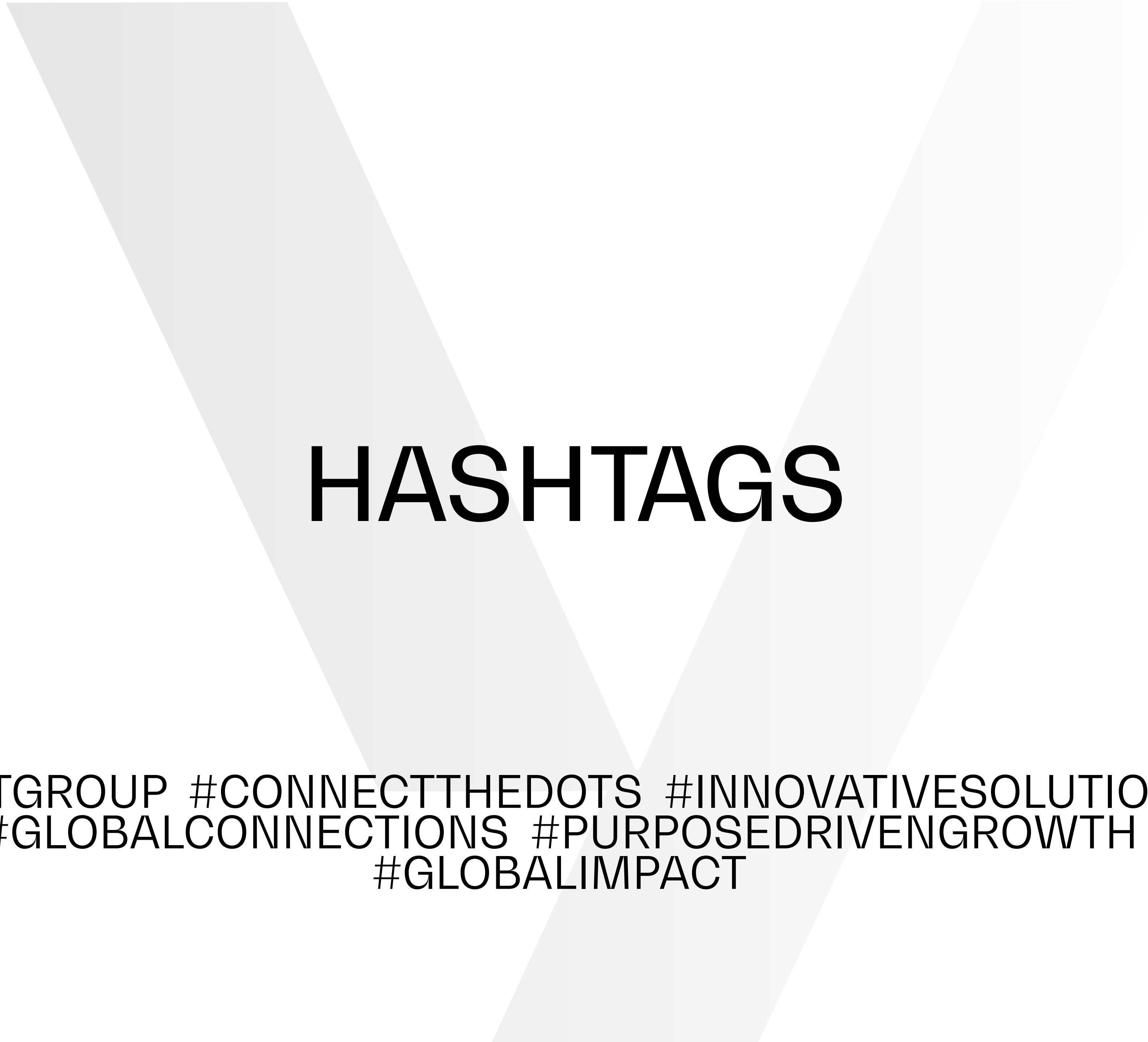
The background features several dark gray, semi-transparent geometric shapes, primarily parallelograms and rectangles, arranged in a dynamic, overlapping pattern. These shapes are oriented at various angles, creating a sense of movement and depth against the solid black background.

Photography Mood:

The photography mood is sleek, modern, and powerful, using the brand's primary colours (Bright White, Royal Blue, Blackout and Red) to create a dynamic visual story. Imagery focuses on bold lines, clean compositions, and an overall aesthetic that aligns with LYT's high standards. Each photo should capture a sense of clarity, structure, and elegance, striking a balance between visual simplicity and impactful design. The use of contrasts (such as Blackout against Royal Blue/Red) creates a sense of intensity and focus, while soft tones like Light Grey provide balance and subtlety in the background.

- Clean, minimalist photos with a focus on structure and clarity.
- High contrast and dynamic compositions communicate confidence and strength.
- Using high-quality, refined imagery to express LYT's commitment to excellence.





HASHTAGS

#LYTGROUP #CONNECTTHEDOTS #INNOVATIVESOLUTIONS
#GLOBALCONNECTIONS #PURPOSEDRIVENGROWTH
#GLOBALIMPACT

LYT GROUP ©

Connecting the Dots, Globally.

LYT brings clarity, structure,
and growth to your business.



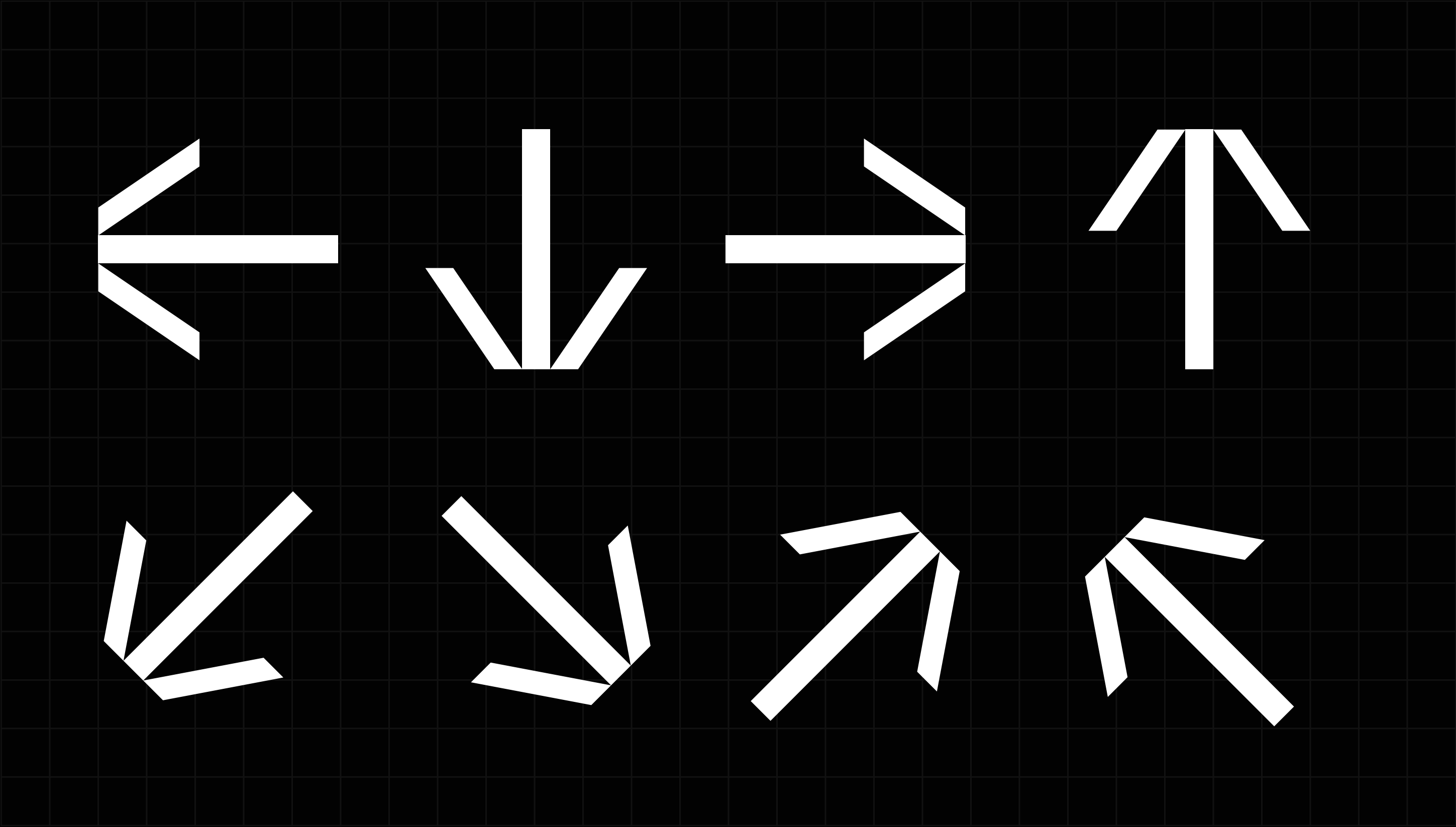
YOUR BRAND REWired FOR THE FUTURE

2025

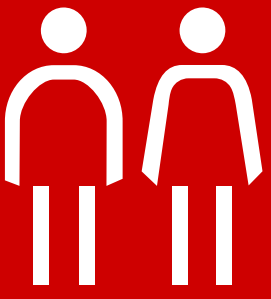
United Kingdom lytgroup.co.uk

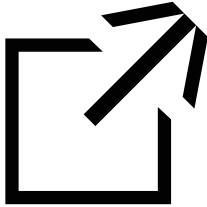
ICON & SIGN SYSTEM

GUIDING ARROW'S

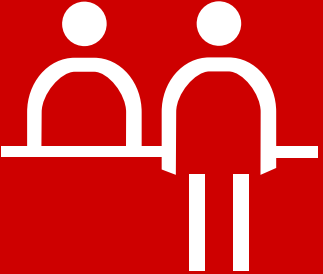


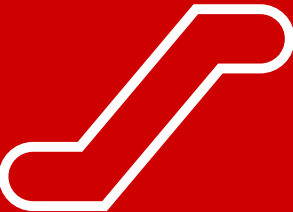
OFFICE SIGN



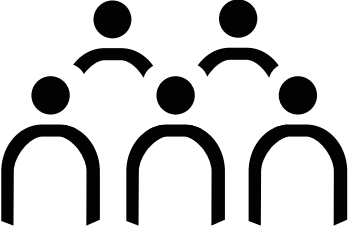


EXIT









MEETING ROOM



GROUND FLOOR

G

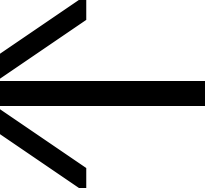


Reception
Kitchen
Exit



FIRST FLOOR

01



Meeting room
Kitchen
WC



SECOND FLOOR

02



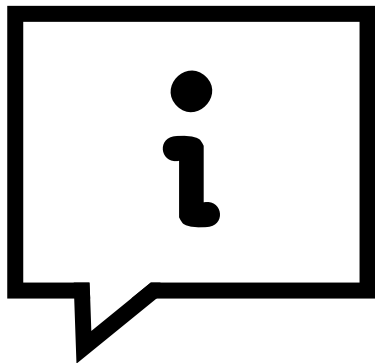
Upstairs
Exit



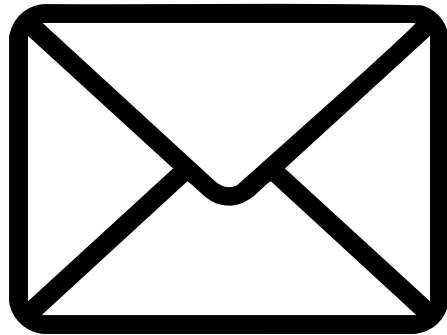
DIGITAL USE



HOME



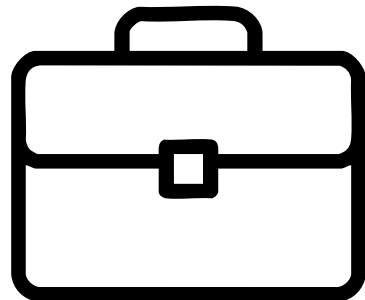
ABOUT



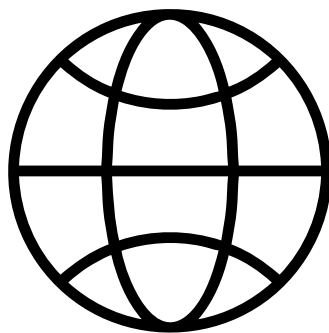
E-MAIL



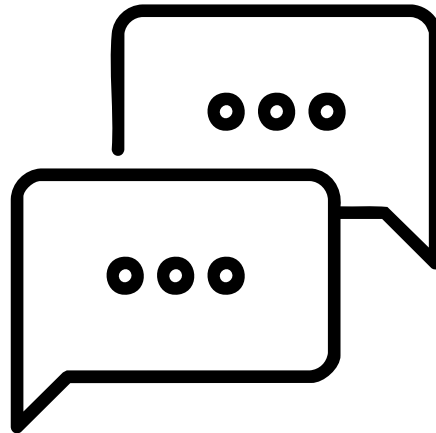
MENU



PROJECT'S



WEBSITE



CONTACT US

THANK YOU

All right are reserved - Yellow Creative 2025®

