Laioutr

Brand Guidelines

JULY 2025

VERSION 1.0

WWW.LAIOUTR.COM

Logo

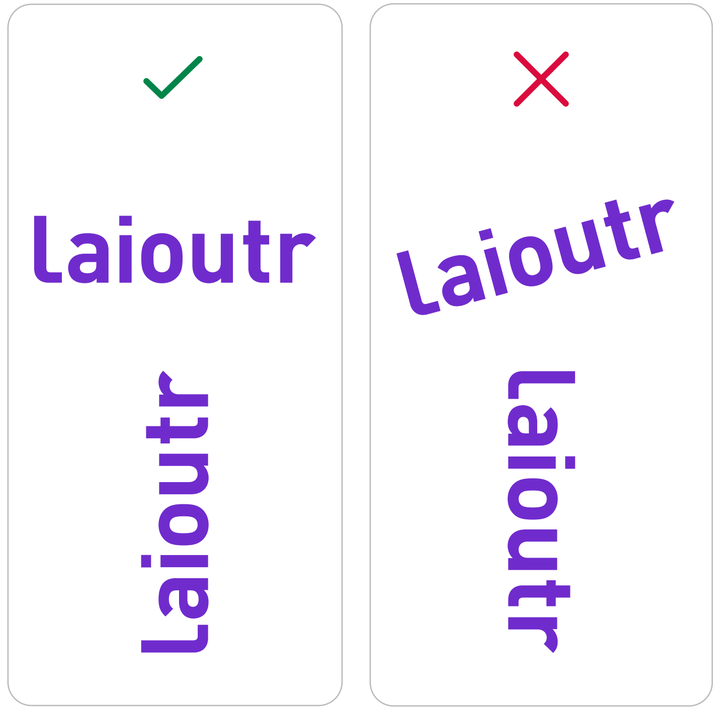
Laioutr

Color

The logo should be white on darker backgrounds and purple on lighter backgrounds

Usage

Orientation



Only use original orientation or 90° rotation as shown above.

Color

You may only use the defined brand color, a gradient from primary to accent color or white.

Styling

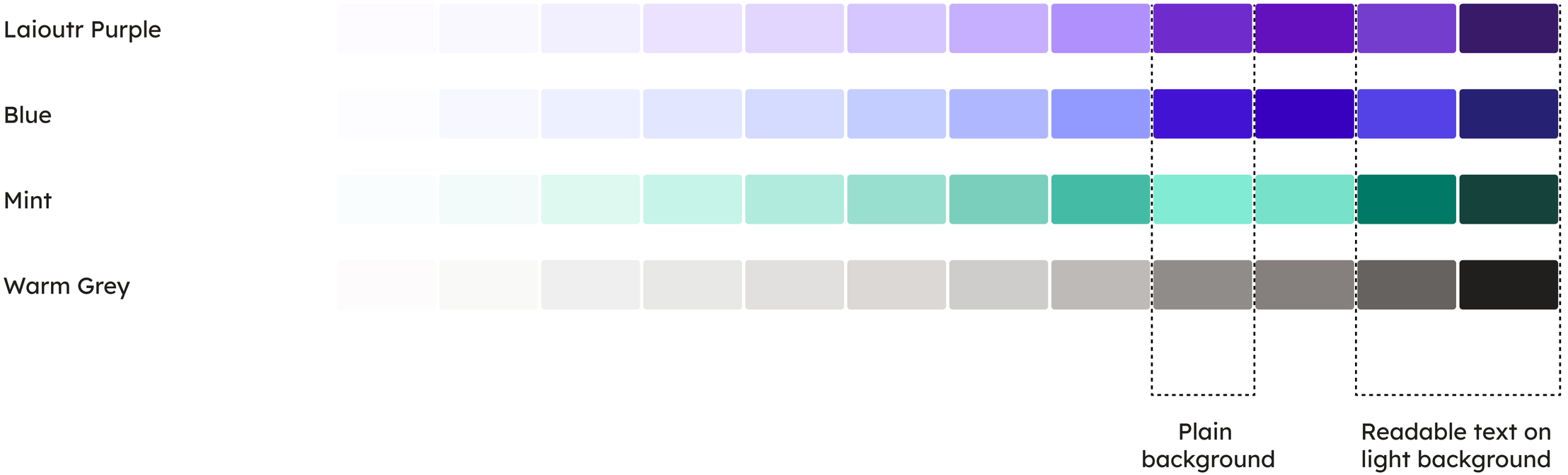
You should not change the logo with effects and different stylings.

Color

Definition

Purple	Blue	Mint	Warm Grey	Black
Primary #702CCE	Secondary #4313D3	Bright Accent #82EBD4	Backgrounds #F1F0EF	Text #221F1E

Shades

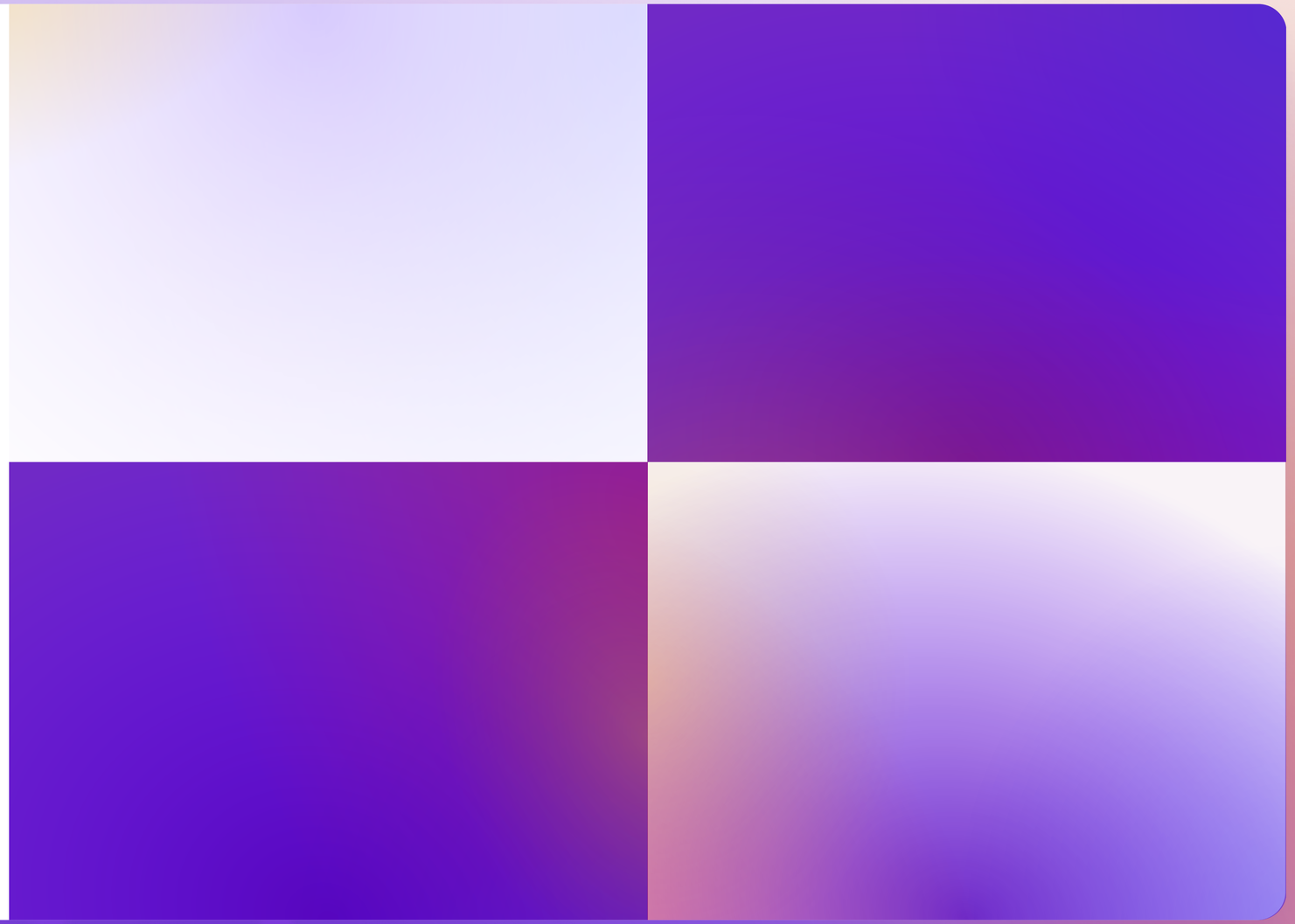


You may use light shades to create backgrounds or lighter lines. Headlines cand be colored, but should always be readable and be an exception.

Gradients

Together with this document you should have received a folder with gradients as SVG and PNG.

You can customize the gradients as you need them for your project. This means you can adjust the transparency, omit a color or move the individual positions of the gradient. **However, you may not change the color values.**



Typography

Font

Lexend

Download at Google Fonts

Hierarchy & Pairing

Heading	Lexend Medium
Subline	Lexend Regular
Body text	Lexend Regular
CAPTION	Lexend Regular

LAIOUTR STUDIO

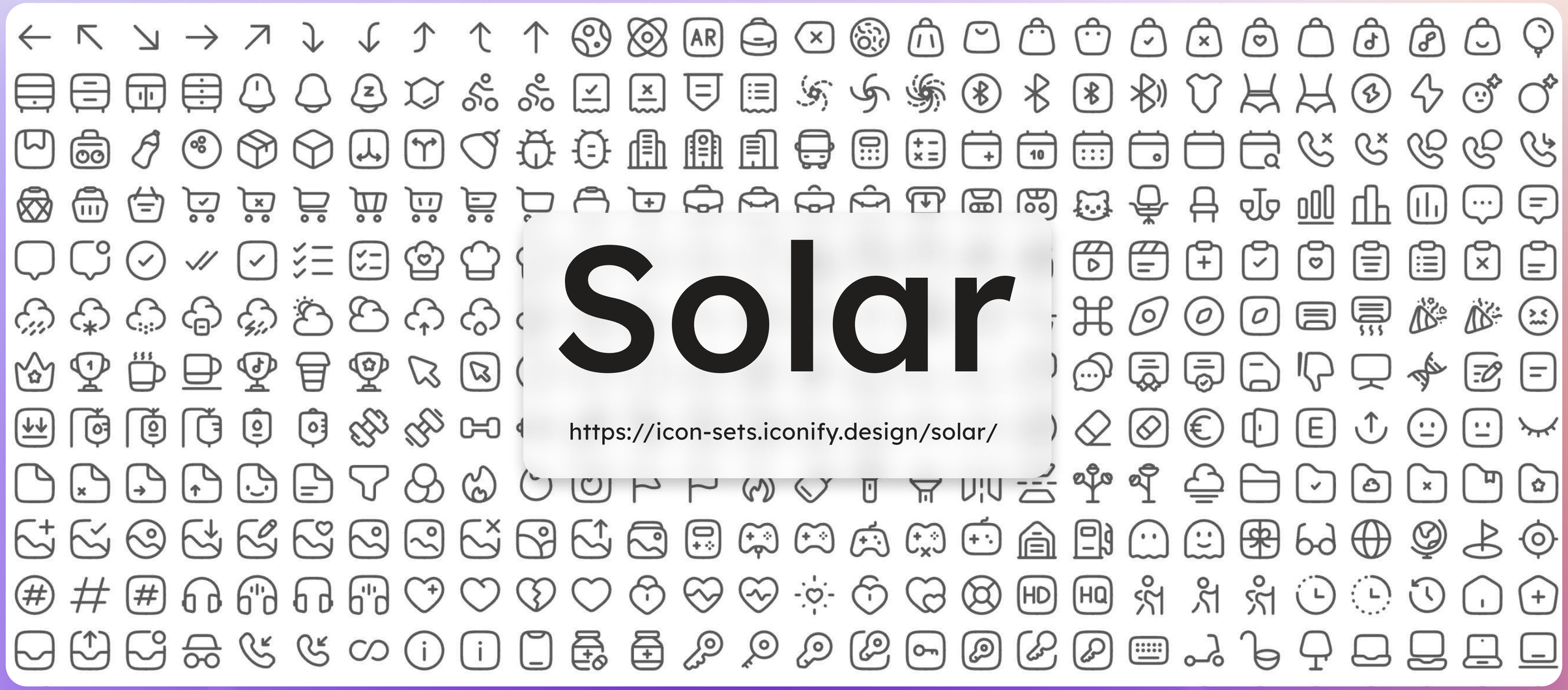
Fron-end styling as fast as lightning

Craft seamless, high-quality storefronts with ease.

Concentrate on the essentials and leave the technology to us. This will help you make progress with your business and save time and money. Then you can focus on what really matters: your satisfied customers.

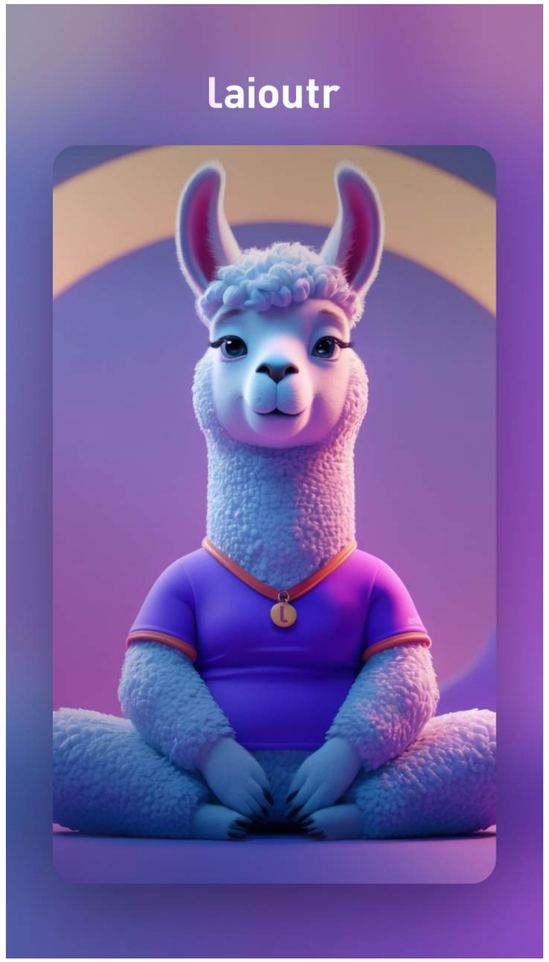
Iconography

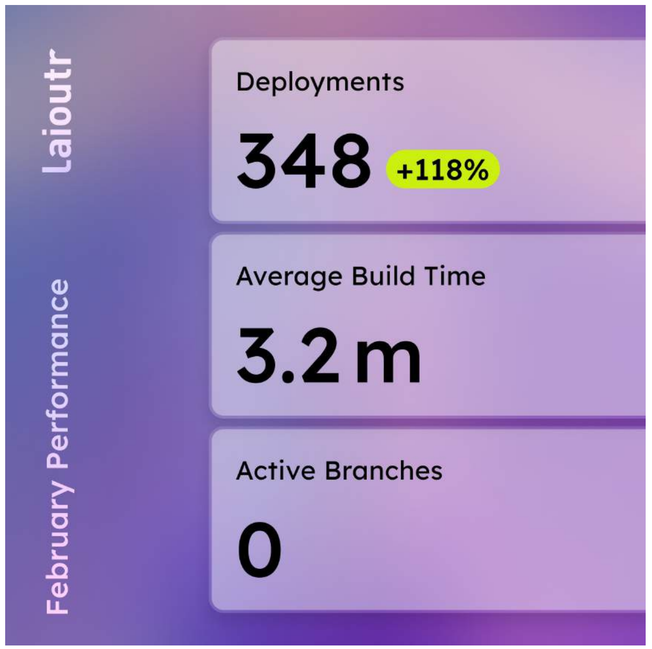
Iconset

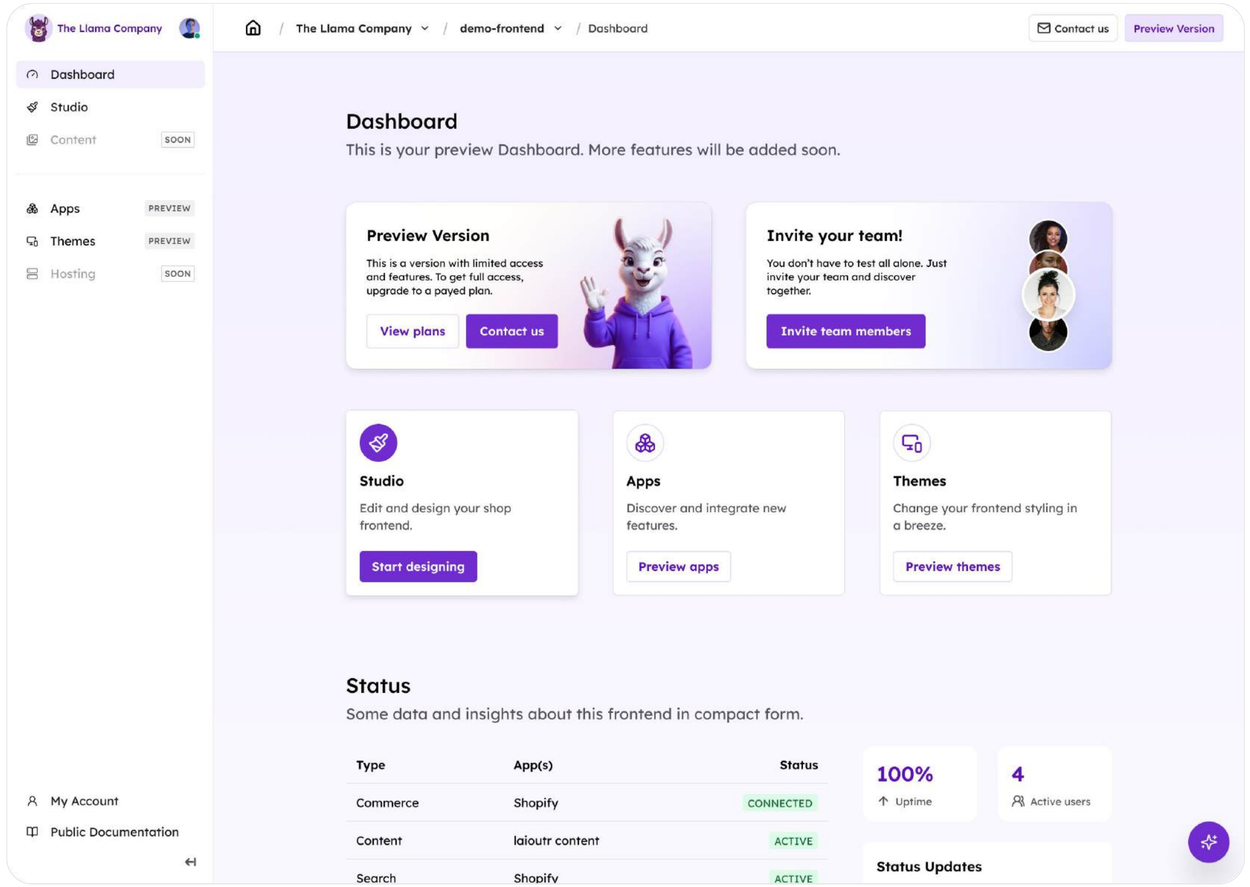


Application

Social media



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Preview Version
Dashboard
Studio
Content SOON
Apps PREVIEW
Themes PREVIEW
Hosting SOON
My Account
Public Documentation
Dashboard
This is your preview Dashboard. More features will be added soon.
Preview Version
This is a version with limited access and features. To get full access, upgrade to a payed plan.
View plans
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Invite your team!
You don't have to test all alone. Just invite your team and discover together.
Invite team members
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Edit and design your shop frontend.
Start designing
Apps
Discover and integrate new features.
Preview apps
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Preview themes
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Some data and insights about this frontend in compact form.
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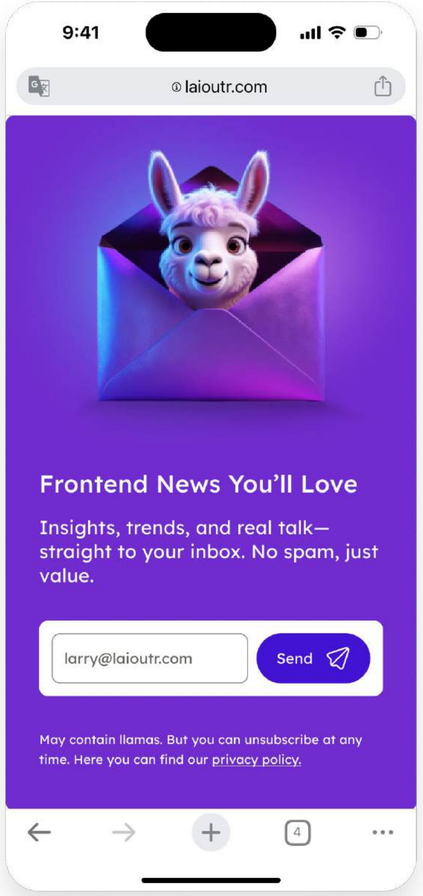
Search
Shopify
ACTIVE
100%
Uptime
4
Active users
Status Updates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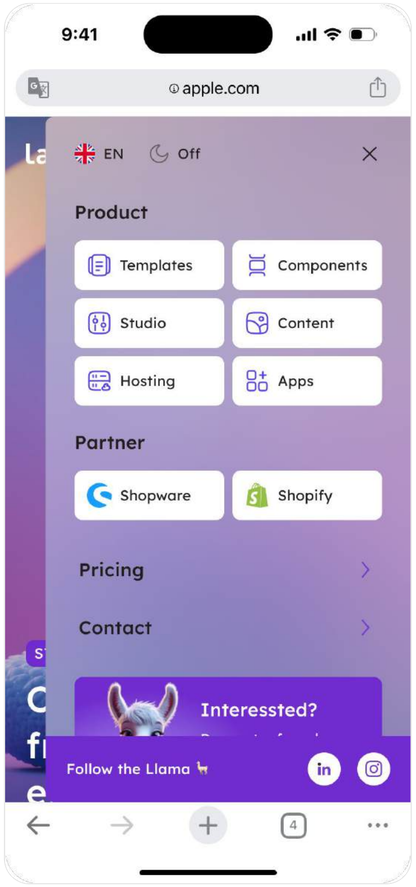
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