



CORPORATE IDENTITY GUIDELINES

Introduction

Lekazi Fuel is not just a place to fill up your tank — it is part of the heartbeat of the community. Built on trust, hard work, and local pride, Lekazi Fuel is here to serve the people, support local journeys, and grow together with the community around it.

Every customer matters. Whether it's a daily commute, a long trip, or a quick stop, Lekazi Fuel is committed to providing reliable service with a friendly, familiar touch that feels like home.

These Corporate Identity Guidelines are here to keep that spirit strong and consistent. From the way the brand looks to the way it speaks, everything should reflect who we are — a business that is proud, approachable, and rooted in the community.

As Lekazi Fuel continues to grow, this identity will help ensure that no matter where you see the brand, it always feels local, trusted, and truly Lekazi.

Fueling journeys. Supporting community. Moving you forward

PRIMARY LOGO



The Lekazi Fuel logo is a bold symbol of energy, movement, and community. Inspired by the flow of fuel and the spirit of progress, the fluid flame design represents both power and reliability, while the vibrant yellow core reflects growth and the lifeblood of the communities we serve. The strong red “LEKAZI” wordmark stands for confidence and visibility, ensuring the brand is instantly recognizable, while the clean “FUEL” text reinforces professionalism and trust. Together, these elements create a modern identity that captures what Lekazi Fuel stands for — keeping people moving, supporting local journeys, and powering the future of our community.

SECONDARY LOGO



LOGO USE

Guidelines for the use of the logo

Rules:

- Always use the original vector logo (no distortion)
- Maintain clear space around logo (minimum = height of the “L”)
- Use full-colour logo on light backgrounds



LOGO VARIATIONS

A: Full colour (primary)

B: Full colour (for light backgrounds)

C: White (for dark backgrounds)

D: Sandblast or White Vinyl for Windows and glass

A



B



C



D



LOGO INCORRECT USE

- Do NOT stretch or skew
- Do NOT change colours
- Do NOT add shadows or effects
- Do NOT place on busy backgrounds



COLOUR PALLET



C: 93
M: 84
Y: 26
K: 68

R: 43
G: 46
B: 70

Hex:
#2B2E46



C: 0
M: 100
Y: 100
K: 0

R: 237
G: 50
B: 55

Hex:
#ED3237



C: 55
M: 5
Y: 0
K: 0

R: 98
G: 196
B: 244

Hex:
#62C4F4



C: 55
M: 5
Y: 0
K: 0

R: 98
G: 196
B: 244

Hex:
#62C4F4



C: 22
M: 12
Y: 100
K: 0

R: 210
G: 202
B: 58

Hex:
#D2CA3A



C: 0
M: 0
Y: 0
K: 100

R: 55
G: 52
B: 53

Hex:
#373435



R: 0
G: 0
B: 0

Hex:
#000000



From:



C: 100
M: 82
Y: 4
K: 0

Hex:
#2D559E

To:



C: 53
M: 4
Y: 0
K: 0

Hex:
#6DC6EF



From:



C: 100
M: 82
Y: 4
K: 0

Hex:
#2D559E

To:



C: 79
M: 47
Y: 0
K: 0

Hex:
#447FC0

THE SLOGAN

KEEPING YOU MOVING FORWARD



FONTS

Primary Font

Poppins Bold Italic

Secondary Font

BEBAS NEUE

Type face font family

Poppins medium

Poppins regular