















ACCEPTABLE USAGE

Luther College word marks	Helmet logo featuring word <i>Luther</i>	Helmet logos featuring word <i>Norse</i>
<p>Academics and administrative departments may use the Luther College word marks.</p>  	<p>Student organizations and the Admissions and Alumni offices may use the Luther word marks or the helmet logo featuring the word <i>Luther</i>.</p> 	<p>Varsity athletics teams only may use the helmet logos featuring the word <i>Norse</i>.</p>    
<p>MISUSE:</p> <p><i>The Luther College name and logos are owned and registered by the college and may be used only in accordance with the college's Logo Style Guide. The college reserves the right to confiscate items manufactured with designs that misuse the college logos.</i></p>		
<p>WHEN UNSURE, CALL OR EMAIL US:</p> <p>If you have a question about which logo to use or how to properly use it.</p> <p>Publications office: (563) 387-1350, publications@luther.edu</p>		
<p>LOGOS ARE ONLINE:</p> <p>Luther.edu/publications/resources/logo-style-guide/logos/</p>		<p><i>This is only logo where the Norse head and Luther College wordmark are to coexist in close proximity.</i></p>

BEST PRACTICES AND COMMON MISTAKES

Acceptable colors for the logo	Common Mistakes:
<p>Logos may be reproduced in Pantone 294 (blue), black, gray or white.</p> <div style="display: flex; align-items: center;">  <div> <p>Blue (Pantone 294) CMYK=100, 56, 0 18 RGB=0, 90, 156 HEX= 005a9c</p> </div> </div> <div style="display: flex; align-items: center; margin-top: 10px;">  <div> <p>Black</p> </div> </div> <div style="display: flex; align-items: center; margin-top: 10px;">  <div> <p>Gray</p> </div> </div> <div style="display: flex; align-items: center; margin-top: 10px;">  <div> <p>White</p> </div> </div>	<p>Stretching, adding to, modifying, or removing any portion of the logo is strictly prohibited.</p> <div style="display: flex; align-items: center; margin-top: 20px;">  <div> <p><i>Don't stretch the logo (To avoid this, hold down shift key when scaling logo.)</i></p> </div> </div> <div style="display: flex; align-items: center; margin-top: 20px;">  <div> <p><i>Don't modify the logo (such as changing the words).</i></p> </div> </div> <div style="display: flex; align-items: center; margin-top: 20px;">  <div> <p><i>Don't remove portions of the logo.</i></p> </div> </div>
<div style="background-color: #333; color: white; padding: 5px; margin-bottom: 10px;">Department logos</div> <p>Use a plain bold font such as Helvetica or Arial when associating text with the logo; Don't mimic the Luther College or Norse fonts.</p> <div style="text-align: center; margin-top: 20px;">  </div> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> </div>	<div style="display: flex; align-items: center; margin-top: 20px;">  <div> <p><i>Don't combine Luther logos or associate graphics with the logo.</i></p> </div> </div> <div style="display: flex; align-items: center; margin-top: 20px;">  <div> <p><i>Don't outline or add drop shadow to the logo.</i></p> </div> </div> <div style="display: flex; align-items: center; margin-top: 20px;">  <div> <p><i>Don't mimic the Luther College or Norse fonts (see Department logos)</i></p> </div> </div> <div style="display: flex; align-items: center; margin-top: 20px;">  <div> <p><i>Don't use the word marks as part of a sentence</i></p> </div> </div>