ACCEPtable Usage

<table>
<thead>
<tr>
<th>Luther College word marks</th>
<th>Helmet Head logo featuring word LUTHER</th>
<th>Athletics logos featuring word NORSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic and administrative departments may use the Luther College word marks.</td>
<td>Student organizations and the Alumni office may use the Luther word marks or the helmet logo featuring the word LUTHER.</td>
<td>Varsity athletics teams only may use the helmet logo or the word mark featuring the word NORSE.</td>
</tr>
</tbody>
</table>

LUTHER COLLEGE

Helmet Head logo featuring word LUTHER

Athletics logos featuring word NORSE

MISUSE:
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.

TO REQUEST APPROVAL, ACCESS A LOGO, OR FOR QUESTIONS ABOUT USAGE CALL OR EMAIL:
Michael Bartels, Creative Director
Marketing and Communications office
(563) 387-1352, bartmi03@luther.edu

TO LEARN MORE ABOUT MARKETING AND COMMUNICATIONS AT LUTHER, VISIT OUR WEBSITE:
luther.edu/offices/marketing-and-communications

- Find the full trademark usage and licensing policy
- Request creative work
- Order a Luther name tag
### Acceptable colors for the logo

Logos may be reproduced in Pantone 2945 (blue), black, or white.

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK Values</th>
<th>RGB Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue (Pantone 2945)</td>
<td>C100 M64 Y0 K16</td>
<td>R0 G76 B151</td>
</tr>
<tr>
<td>White</td>
<td>C00 M00 Y00 K00</td>
<td>R255 G255 B255</td>
</tr>
<tr>
<td>Black</td>
<td>C00 M00 Y00 K100</td>
<td>R0 G0 B0</td>
</tr>
</tbody>
</table>

### Common Mistakes:

- Stretching, adding to, modifying, or removing any portion of the logo is strictly prohibited.

### Fonts

These font families are preferred for creating materials.

- **Cornerstore** (short headline, large size)
- **ROBOTOTO CONDENSED** (headlines)
- **Roboto** (body copy sans serif)
- **Meta Serif** (body copy serif)

### Best Practices and Common Mistakes

- Don't stretch the logo (To avoid this, hold down shift key when scaling logo.)
- Don't modify the logo (such as changing the words).
- Don't remove portions of the logo.
- Don't combine Luther logos or associate graphics with the logo.
- Don't outline or add drop shadow to the logo.
- Don't mimic the Luther College or Norse fonts (see Department logos)
- Don't use the word marks as part of a sentence