






LUTHER COLLEGE LOGO STYLE GUIDE

For Luther faculty, staff, and students

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6.24

ACCEPTABLE USAGE


Luther College word marks	Helmet Head logo featuring word <i>LUTHER</i>	Athletics logos featuring word <i>NORSE</i>
<p>Academic and administrative departments may use the Luther College word marks.</p>  	<p>Student organizations and the Alumni office 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 logo or the word mark featuring the word <i>NORSE</i>.</p>  

Department logos

Please contact the Marketing and Communications office. We will provide the department logo upon request.



MARKETING AND COMMUNICATIONS



CHEMISTRY

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

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.


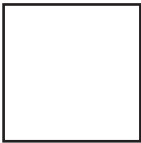








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BEST PRACTICES AND COMMON MISTAKES

Acceptable colors for the logo	Common Mistakes:
<p>Logos may be reproduced in Pantone 2945 (blue), black, or white.</p> <p> Blue (Pantone 2945) C100 M64 Y0 K16 R0 G76 B151 #004C97</p> <p> White C00 M00 Y00 K00 R255 G255 B255</p> <p> Black C00 M00 Y00 K100 R0 G0 B0</p>	<p>Stretching, adding to, modifying, or removing any portion of the logo is strictly prohibited.</p> <p> Don't stretch the logo (To avoid this, hold down shift key when scaling logo.)</p> <p> Don't modify the logo (such as changing the words).</p> <p> Don't remove portions of the logo.</p>
<h3>Fonts</h3>	
<p>These font families are preferred for creating materials.</p>	
<p><i>Cornerstone</i> (short headline, large size)</p>	<p> Don't combine Luther logos or associate graphics with the logo.</p>
<p>ROBOTO CONDENSED (headlines)</p>	<p> Don't outline or add drop shadow to the logo.</p>
<p>Roboto (body copy sans serif)</p>	<p> Don't mimic the Luther College or Norse fonts (see Department logos)</p>
<p>Meta Serif (body copy serif)</p>	<p> Don't use the word marks as part of a sentence</p>