



BRAND IDENTITY AT A GLANCE

LOGOS & MARKS

Equal margin should surround logos on all sides, as indicated by the pink line. This margin is easy to maintain, as it is part of the logo files already.

Full Color Logos

Only for use on a solid white or light grey background.
Should not be used smaller than .65" tall.
No areas in the logo are transparent.



1-Color Logos

Only printed as LBC Charcoal or white.
Should not be used smaller than .65" tall.
Areas that appear white are transparent.



Circle Marks

Only printed as WEST Red, LBC Charcoal or white.
Should not be used smaller than .5" tall.
Areas that appear white are transparent.



COLOR BREAKDOWN

Primary

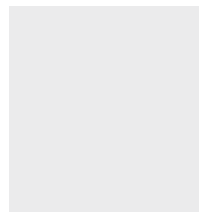


WEST Red
PMS 187
CMYK - 13:83:70:0
RGB - 193:39:45

Secondary



LBC Charcoal
PMS Cool Gray 11
CMYK - 0:0:0:75
RGB - 30:30:30



LBC Light Gray
PMS Cool Gray 2
CMYK - 0:0:0:60
RGB - 204:204:204

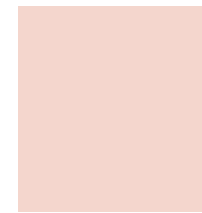
Tints



65% Tint
CMYK - 8:54:45:0
RGB - 257:139:125



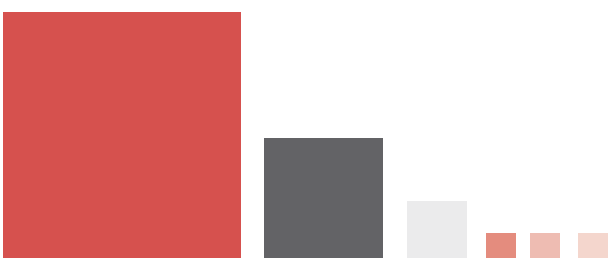
35% Tint
CMYK - 5:29:24:0
RGB - 238:188:177



20% Tint
CMYK - 3:17:14:0
RGB - 244:215:206

COLOR PROPORTION

Although pieces will vary,
the overall brand color balance
should be as shown below.



TYPOGRAPHY

HEADINGS : GOTHAM BOOK, ALL CAPS, 16PT
Subheadings are Gotham Bold : Titlecase : 12pt

The body copy for print materials should be typeset as Times New Roman,
titlecase at 11pt, 1.5 line spacing in microsoft word, or 11pt / 17pt when
using a design program.



BRAND IDENTITY AT A GLANCE

LOGOS & MARKS

Equal margin should surround logos on all sides, as indicated by the pink line. This margin is easy to maintain, as it is part of the logo files already.

Full Color Logo

Only for use on a solid white or light grey background.
Should not be used smaller than 1.75" tall.
No areas in the logo are transparent.



1-Color Vertical Logo

Only printed as LBC Navy, LBC Gold, LBC Charcoal or white.
Should not be used smaller than 1.75" tall.
Areas that appear white are transparent.



1-Color Horizontal Logo

Only printed as LBC Navy, LBC Gold, LBC Charcoal or white.
Should not be used smaller than .75" tall.
Areas that appear white are transparent.



Circle Marks

Only printed as LBC Navy, LBC Gold, LBC Charcoal or white.
Should not be used smaller than .5" tall.
Areas that appear white are transparent.



Square Marks

Only printed as LBC Navy, LBC Gold, LBC Charcoal or white.
Should not be used smaller than .75" tall.
Areas that appear white are transparent.



COLOR BREAKDOWN

Primary



LBC Navy
PMS 533
CMYK - 85:65:33:23
RGB - 34:43:59

LBC Gold
PMS 7406
CMYK - 10:32:97:0
RGB - 232:174:42

Secondary



LBC Charcoal
PMS Cool Gray 11
CMYK - 0:0:0:75
RGB - 30:30:30

LBC Light Gray
PMS Cool Gray 2
CMYK - 0:0:0:60
RGB - 204:204:204

Highlight



LBC Light Gold
PMS 7402
CMYK - 1:5:37:0
RGB - 255:232:141

COLOR PROPORTION

Although pieces will vary,
the overall brand color balance
should be as shown below.



TYPOGRAPHY

HEADINGS : GOTHAM BOOK, ALL CAPS, 16PT
Subheadings are Gotham Bold : Titlecase : 12pt

The body copy for print materials should be typeset as Times New Roman,
titlecase at 11pt, 1.5 line spacing in microsoft word, or 11pt / 17pt when
using a design program.



BRAND IDENTITY AT A GLANCE

LOGOS & MARKS

Equal margin should surround logos on all sides, as indicated by the pink line. This margin is easy to maintain, as it is part of the logo files already.

Full Color Logos

Only for use on a solid white or light grey background.
Should not be used smaller than .65" tall.
No areas in the logo are transparent.



1-Color Logos

Only printed as LBC Charcoal or white.
Should not be used smaller than .65" tall.
Areas that appear white are transparent.



Circle Marks

Only printed as INTL Orange, LBC Charcoal or white.
Should not be used smaller than .5" tall.
Areas that appear white are transparent.



COLOR BREAKDOWN

Primary



INTL Orange
PMS 715
CMYK - 0:47:70:0
RGB - 72:135:57

Secondary



LBC Charcoal
PMS Cool Gray 11
CMYK - 0:0:0:75
RGB - 30:30:30

LBC Light Gray
PMS Cool Gray 2
CMYK - 0:0:0:60
RGB - 204:204:204

Tints



65% Tint
CMYK - 0:31:45:0
RGB - 251:188:141

35% Tint
CMYK - 0:16:24:0
RGB - 254:217:141

20% Tint
CMYK - 0:9:14:0
RGB - 254:232:214

COLOR PROPORTION

Although pieces will vary,
the overall brand color balance
should be as shown below.



TYPOGRAPHY

HEADINGS : GOTHAM BOOK, ALL CAPS, 16PT
Subheadings are **Gotham Bold** : Titlecase : 12pt

The body copy for print materials should be typeset as Times New Roman,
titlecase at 11pt, 1.5 line spacing in microsoft word, or 11pt / 17pt when
using a design program.



BRAND IDENTITY AT A GLANCE

LOGOS & MARKS

Equal margin should surround logos on all sides, as indicated by the pink line. This margin is easy to maintain, as it is part of the logo files already.

Full Color Logos

Only for use on a solid white or light grey background.
Should not be used smaller than .65" tall.
No areas in the logo are transparent.



1-Color Logos

Only printed as LBC Charcoal or white.
Should not be used smaller than .65" tall.
Areas that appear white are transparent.



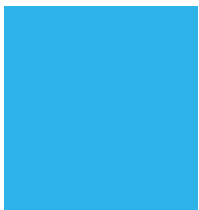
Circle Marks

Only printed as KC Blue, LBC Charcoal or white.
Should not be used smaller than .5" tall.
Areas that appear white are transparent.



COLOR BREAKDOWN

Primary

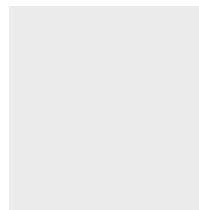


KC Blue
PMS 2925
CMYK - 67:10:0:0
RGB - 72:135:164

Secondary

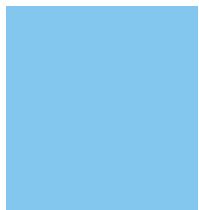


LBC Charcoal
PMS Cool Gray 11
CMYK - 0:0:0:75
RGB - 30:30:30

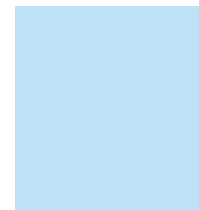


LBC Light Gray
PMS Cool Gray 2
CMYK - 0:0:0:60
RGB - 204:204:204

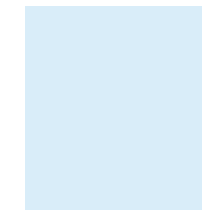
Tints



65% Tint
CMYK - 44:7:0:0
RGB - 135:200:238



35% Tint
CMYK - 23:3:0:0
RGB - 190:222:245



20% Tint
CMYK - 13:2:0:0
RGB - 216:235:249

COLOR PROPORTION

Although pieces will vary,
the overall brand color balance
should be as shown below.



TYPOGRAPHY

HEADINGS : GOTHAM BOOK, ALL CAPS, 16PT
Subheadings are **Gotham Bold** : Titlecase : 12pt

The body copy for print materials should be typeset as Times New Roman,
titlecase at 11pt, 1.5 line spacing in microsoft word, or 11pt / 17pt when
using a design program.



BRAND IDENTITY AT A GLANCE

LOGOS & MARKS

Equal margin should surround logos on all sides, as indicated by the pink line. This margin is easy to maintain, as it is part of the logo files already.

Full Color Logos

Only for use on a solid white or light grey background.
Should not be used smaller than .65" tall.
No areas in the logo are transparent.



1-Color Logos

Only printed as LBC Charcoal or white.
Should not be used smaller than .65" tall.
Areas that appear white are transparent.



Circle Marks

Only printed as Greenwood Green, LBC Charcoal or white.
Should not be used smaller than .5" tall.
Areas that appear white are transparent.



COLOR BREAKDOWN

Primary

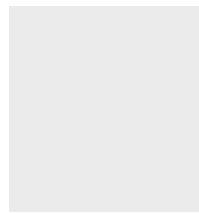


Greenwood Green
PMS 370
CMYK - 63:29:89:11
RGB - 109:135:57

Secondary



LBC Charcoal
PMS Cool Gray 11
CMYK - 0:0:0:75
RGB - 30:30:30



LBC Light Gray
PMS Cool Gray 2
CMYK - 0:0:0:60
RGB - 204:204:204

Tints



65% Tint
CMYK - 41:19:58:7
RGB - 149:167:123



35% Tint
CMYK - 22:10:31:4
RGB - 192:200:174



20% Tint
CMYK - 13:6:18:2
RGB - 216:220:2014

COLOR PROPORTION

Although pieces will vary,
the overall brand color balance
should be as shown below.



TYPOGRAPHY

HEADINGS : GOTHAM BOOK, ALL CAPS, 16PT
Subheadings are Gotham Bold : Titlecase : 12pt

The body copy for print materials should be typeset as Times New Roman,
titlecase at 11pt, 1.5 line spacing in microsoft word, or 11pt / 17pt when
using a design program.



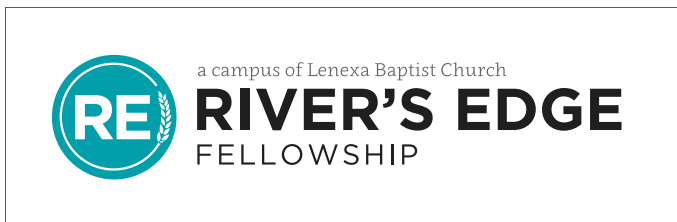
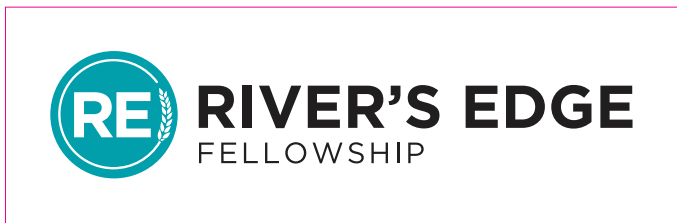
BRAND IDENTITY AT A GLANCE

LOGOS & MARKS

Equal margin should surround logos on all sides, as indicated by the pink line. This margin is easy to maintain, as it is part of the logo files already.

Full Color Logos

Only for use on a solid white or light grey background.
Should not be used smaller than .65" tall.
No areas in the logo are transparent.



1-Color Logos

Only printed as LBC Charcoal or white.
Should not be used smaller than .65" tall.
Areas that appear white are transparent.



Circle Marks

Only printed as RE Teal, LBC Charcoal or white.
Should not be used smaller than .5" tall.
Areas that appear white are transparent.



COLOR BREAKDOWN

Primary

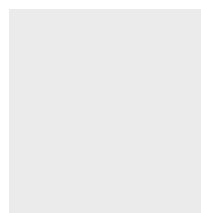


RE Teal
PMS 320
CMYK - 92:12:35:0
RGB - 0:166:156

Secondary



LBC Charcoal
PMS Cool Gray 11
CMYK - 0:0:0:75
RGB - 30:30:30

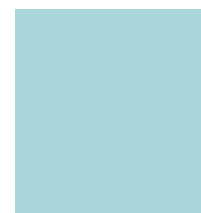


LBC Light Gray
PMS Cool Gray 2
CMYK - 0:0:0:60
RGB - 204:204:204

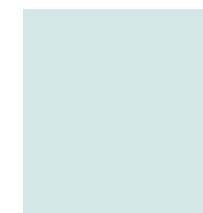
Tints



65% Tint
CMYK - 60:8:23:0
RGB - 96:185:195



35% Tint
CMYK - 32:4:12:0
RGB - 170:212:219



20% Tint
CMYK - 16:2:9:0
RGB - 212:230:229

COLOR PROPORTION

Although pieces will vary,
the overall brand color balance
should be as shown below.



TYPOGRAPHY

HEADINGS : GOTHAM BOOK, ALL CAPS, 16PT
Subheadings are Gotham Bold : Titlecase : 12pt

The body copy for print materials should be typeset as Times New Roman,
titlecase at 11pt, 1.5 line spacing in microsoft word, or 11pt / 17pt when
using a design program.