



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.