

LA SALLE LOGO

ACCEPTABLE COLOR BREAKS AND BASIC GUIDELINES

PRIMARY 2 COLOR LOGO:
540 BLUE AND 7406 GOLD INK ON WHITE BACKGROUND



If you will be
printing in full Color
[CMYK] or 2-color
[Blue and Gold], use

REVERSE 2 COLOR LOGO:
WHITE AND 7406 GOLD INK ON 540 BLUE BACKGROUND



PRIMARY 1 COLOR BLUE LOGO:
540 BLUE INK ON WHITE BACKGROUND



If you will be
printing in blue
and white only, use

REVERSE 1 COLOR BLUE LOGO:
WHITE INK ON 540 BLUE BACKGROUND



PRIMARY 1 COLOR BLACK LOGO:
BLACK INK ON WHITE BACKGROUND



If you will be
printing in black
and white only, use

REVERSE 1 COLOR BLACK LOGO:
WHITE INK ON BLACK BACKGROUND



LA SALLE LOGO – BASIC GUIDELINES

1) The primary logo [A, C, E,] must always appear on a white background. It should not appear on any other color, pattern, or photograph. If need be, it can be placed within a white band that spans the image area.

It is acceptable to use the reverse versions when the logo will appear on a blue [B, D] or black [F] background.

2) The logo should not be skewed, stretched, rotated, or otherwise altered in any manner. It is expected that every effort will be made to accurately replicate these colors.

3) The colors of the logo are Pantone 540 blue and 7406 gold.

4) The logo may not be reduced to any size smaller than 1.5 inches wide.

5) A safe zone of roughly one half of the diameter of the circle should be left free on all four sides of the logo.

6) The official University typefaces are Goudy and Frutiger.