



LOGO GUIDE

The logo files can be found on
livesunsmart.org/library

Suggested applications:
uniforms, signage, communication
materials & website.

04/12/2015

LOGO VARIATIONS

Standard Logo

To be used in most instances, the alternate logos have been created to use when it is not reasonably feasible to use the Standard Logo.



Black Logo

There are times when the logo must be reproduced in Black. Use this option only when necessary.



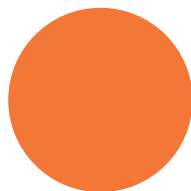
Knock-Out Logo

The logo may be reversed out of black or other dark colors. The logo should never have a box around it—this image is for illustration on dark backgrounds only.



THE COLOR PALETTE

The colors are listed below. If you are using a program that does not allow for the use of specific Pantone colors, use the CMYK or RGB mixes indicated below to simulate the correct shade. These mixes are to be used for substitutions only.



PMS 172C Solid Ink
C 0% M 66% Y 88% K 0%
Hex F47735



Black 100%

LOGO VARIATIONS

Horizontal Alternate



Vertical Alternate



INCORRECT LOGO USAGE

In order to retain our identity, every aspect of the logo must be preserved. Samples of incorrect logo usage are indicated below.

Do not replace the logo color. Use indicated colors, or use black and white.

Do not add additional color to the logo, it will never be represented in 2-color.

Do not put a drop-shadow behind the logo.

Do not distort dimensions of the logo.
When sizing the logo in a document, use the corner picture handles to size evenly. Using the center handles causes the picture to stretch horizontally or vertically resulting in the distorted (incorrect) view shown at right.

Do not attempt to recreate logo with different font.

Do not put the logo in a colored box or other enclosed shape

