



Keep
LOUISIANA
Beautiful

KEEP AMERICA BEAUTIFUL AFFILIATE



BRAND IDENTITY STYLE GUIDE

This is a basic guide to understanding the Let Louisiana Shine brand by Keep Louisiana Beautiful. Last updated 2024.09.20.

LOGO

The Let Louisiana Shine logo should be used for all printed campaign collateral, including reports, timelines, publications, advertising, posters, flyers, and product packaging pertaining to the Let Louisiana Shine brand. It should also be used for all relevant campaign screen work, including websites, banners, presentations, and on social media channels. Do not alter, distort, or rebuild the logo in any case.

On a light background:

Horizontal



Vertical



LOGO

On a dark background:

Horizontal



Vertical



LOGO

One color on a dark background:

Horizontal



Vertical



CO-BRANDING

When using the Let Louisiana Shine logo, we require the Keep Louisiana Beautiful logo to also be used when possible. When co-branding, place the KLB logo next to your organizational logo. Reference KLB brand identity style guide for additional information on KLB logo.

Horizontal



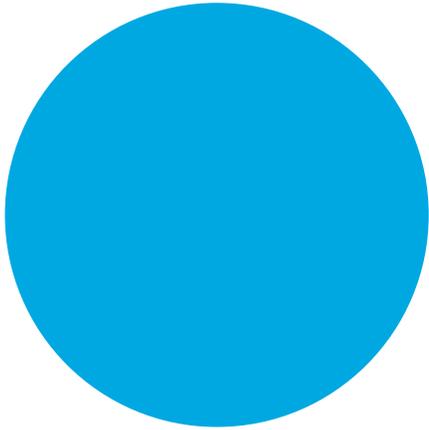
Vertical



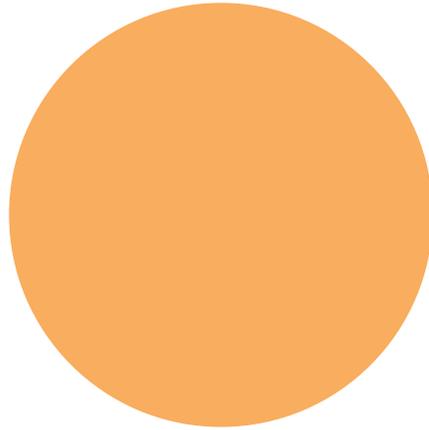
Note co-branding with logos



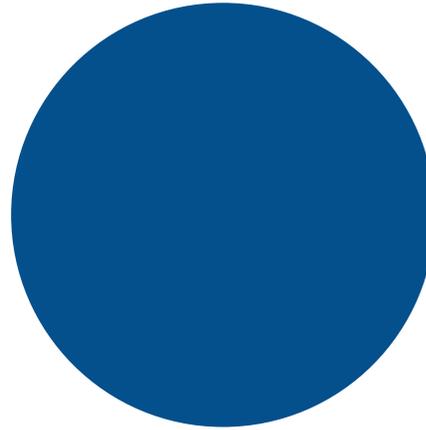
PALETTE



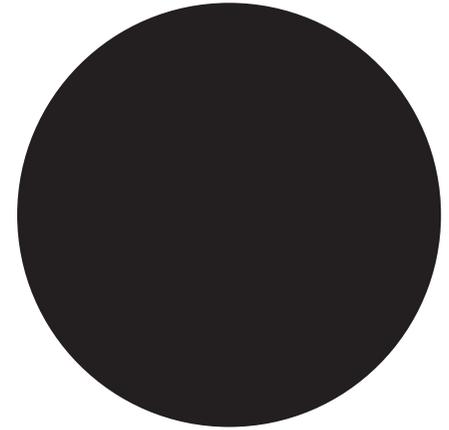
CMYK 73/16/0/0
RGB 6/167/224
PANTONE 2995 C



CMYK 1/37/70/0
RGB 249/173/94
PANTONE 1365 C



CMYK 100/76/18/4
RGB 3/80/140
PANTONE 2388 C



CMYK 0/0/100
RGB 0/0/0

HEADLINE TYPOGRAPHY

DIN OT Bold or DIN OT Bold Condensed

DIN OT Bold or DIN OT Bold Condensed can be used for headlines and to make text stand out. Headlines should be capitalized unless lengthy.

BODY COPY TYPOGRAPHY

Archer Bold

Archer Bold can be used for subheadings. It is recommended to use Archer Bold for body copy on a dark background.

Archer Semibold

Archer Semibold can be used for body copy. It is recommended to use Archer Bold for body copy on a dark background.

LET LOUISIANA SHINE

We need your help keeping litter out of our Sportsman's Paradise.

1. Tie your garbage bags tight and put a lid on your trash can to help prevent litter.
2. Organize a community cleanup or volunteer.
3. When you see litter, pick it up and dispose of it properly.

ACCENT TYPOGRAPHY

Fieldfare

Fieldfare can be used sparingly to add flare to marketing materials. Shine is all lowercase.

LET LOUISIANA *shine!*

We need your help keeping litter out of our Sportsman's Paradise.

1. Tie your garbage bags tight and put a lid on your trash can to help prevent litter.
2. Organize a community cleanup or volunteer.
3. When you see litter, pick it up and dispose of it properly.

FULL COLOR TYPOGRAPHY ON LIGHT

LET LOUISIANA *shine!*

We need your help keeping litter out of our Sportsman's Paradise.

1. Tie your garbage bags tight and put a lid on your trash can to help prevent litter.
2. Organize a community cleanup or volunteer.
3. When you see litter, pick it up and dispose of it properly.

FULL COLOR TYPOGRAPHY ON DARK

LET LOUISIANA *shine!*

We need your help keeping litter out of our Sportsman's Paradise.

1. Tie your garbage bags tight and put a lid on your trash can to help prevent litter.
2. Organize a community cleanup or volunteer.
3. When you see litter, pick it up and dispose of it properly.

DESIGN SAMPLES



**COVERED LOADS
= CLEANER ROADS**

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 **Keep LOUISIANA Beautiful**

 **STATE OF LOUISIANA**
LIEUTENANT GOVERNOR
BILLY NUNGESSER



**DON'T THROW TRASH
OUT YOUR WINDOW**

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**KEEP YOUR TRUCK
BEDS CLEAN** **STOP LITTERING**

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