



BRAND IDENTITY STYLE GUIDE

This is a basic guide to understanding the Keep Louisiana Beautiful brand. Last updated 2023.03.24.

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LOGO

The Keep Louisiana Beautiful logo should be used for all printed collateral, including reports, timelines, publications, advertising, posters, flyers, and product packaging. It should also be used for all screen work, including websites, banners, presentations, and on social media channels. The logo mark should be used as an indicator when the full logo cannot be used. Do not alter, distort, or rebuild the logo in any case. **DOWNLOAD LOGOS.**

Vertical



Horizontal



Logo Mark



ONE-COLOR LOGO

The etched Keep Louisiana Beautiful logos should only be used when a one-color option is necessary. This includes when an image competes with the colors of the logo.



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SPACING & SIZING

Minimum clear space

The minimum clear space around the logo is equal to one-half the height of the Keep Louisiana Beautiful logo, measured from the top to the bottom. To create the greatest impact, allow even more space around the logo. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.

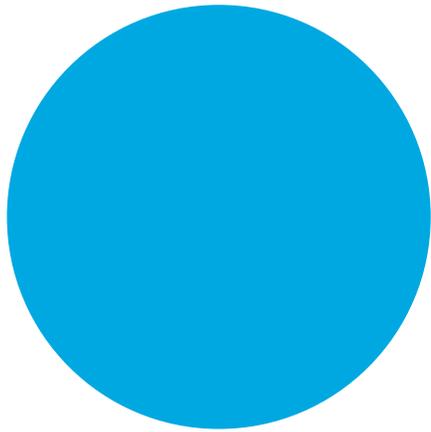
Minimum size

The minimum signature size should be used only when layout space is extremely limited. In this application use the version without the "Keep America Beautiful Affiliate" endorsement. Use the logo at a larger size whenever possible.

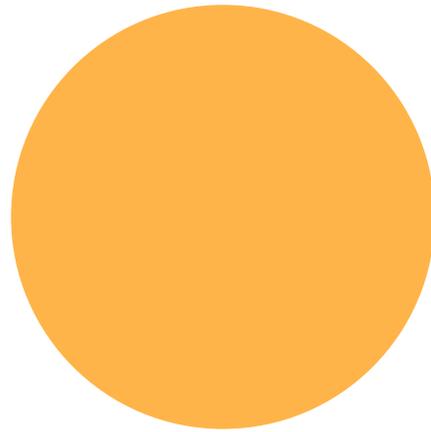
Whenever possible, the logo should be placed on a white background. The logo may be placed against a light colored background, provided the background color is appropriate when matched with logo colors and provided that the logo clearly stands out against the background. When used against a dark colored background, the one-color logo should always be used (page 4).



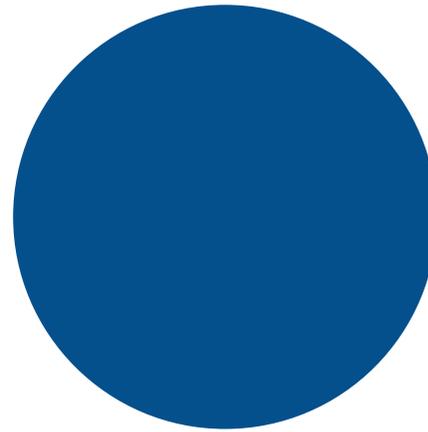
PALETTE



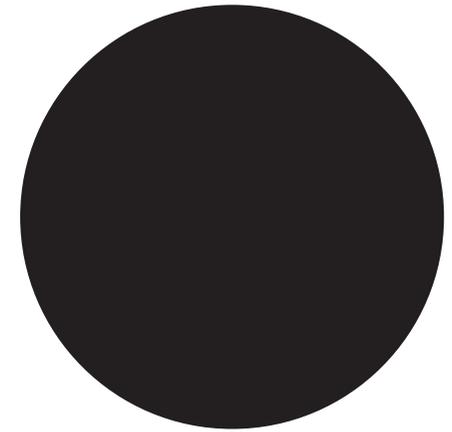
CMYK 73/16/0/0
RGB 6/167/224
PANTONE 2995 C



CMYK 0/33/82/0
RGB 252/180/71
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

Helvetica Bold & Helvetica Neue Bold

Helvetica Bold and Helvetica Neue Bold may be used for headlines and to make text stand out in a document.

Helvetica Neue Condensed Black

Alternatively, Helvetica Neue Condensed Black may be used for headlines and to make text stand out in a document.

BODY COPY TYPOGRAPHY

Helvetica Regular & Helvetica Neue Regular

Helvetica Regular and Helvetica Neue Regular may be used for body copy.

Helvetica Light & Helvetica Neue Light

Alternatively, Helvetica Light and Helvetica Neue Light may be used for body copy, as long as the background is light. This typography may be difficult to see on dark backgrounds.

HELP CLEAN UP LOUISIANA!

We need your help to keep litter out of our Sportsman's Paradise.
Do your part to Keep Louisiana Beautiful. #LovetheBoot

ACCENT TYPOGRAPHY

DIN Condensed

Fieldfare

Market

DIN Condensed, Fieldfare, and Market are accent typographies used sparingly to add flare to marketing materials.

Help *clean up* Louisiana!

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