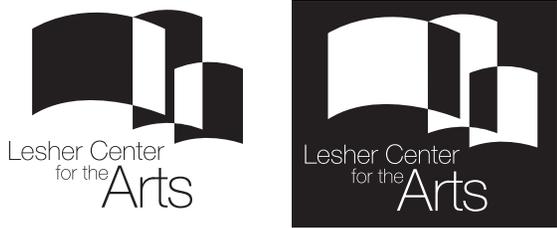# Lesher Center for the Arts
Logo Guidelines

Please use your best judgement when incorporating the Lesher Center logo into your designs. If you have any questions or require a different format of the logo, please contact the LCA main office at **925.295.1400**. Also, remember that all promotional materials using the LCA logo must be approved by the General Manager.

PLACEMENT

The logo is an important part of the Lesher Center for the Arts brand and should be used mindfully. The graphic element should NEVER appear without the type - both should appear together in all instances.

The logo may be used in color on a white background, or on a black background with white text. In black and white format, the logo may be used in black on a white background or in reverse on a black background. Always ensure ample space around the logo.

COLOR

The Lesher Center for the Arts color palette plays a role in communicating the brand. The core color palette consists of the following five logo colors:

Pantone 80
CMYK: 100, 72, 0, 18   RGB: 0, 73, 144
Web: 004990

Pantone 1585
CMYK: 0, 56, 90, 0   RGB: 246, 137, 51
Web: f68933

Pantone DS 142-1
CMYK: 0, 100, 20, 10   RGB: 215, 0, 109
Web: d7006d

Pantone 123
CMYK: 0, 24, 94, 0 RGB: 255, 196, 37
Web: ffc425

Pantone 241
CMYK: 60, 90, 0, 0   RGB: 127, 64, 152
Web: 7f4098

ADDITIONAL INFO

Minimum Logo Size
Do not size the logo smaller than 1/2 inch in width.

Avoid Distortion
Tip: Keep all proportions equal by holding down the Shift key while resizing

Use the Correct Resolution to keep the image as sharp as possible
Tip: The logo must have a resolution of 300 dpi for print purposes and 72 dpi for the web. Never copy an image from a website for print use.

Do Not Manipulate the Logo Orientation
Tip: Only use the logo provided by the LCA office. Do not change the orientation of the logo.