LOUISIANA

CULTURAL DISTRICTS

BRAND STYLE GUIDE

The Louisiana Office of Cultural Development provides these graphic standards that guide outside vendors to maintain consistency when acknowledging the support of its divisions and programs, strengthen the office's brand, and increase communication efficiency.

LOGO VERSIONS: LOUISIANA CULTURAL DISTRICTS

PRIMARY LOGO
MOST USES: Full color, light background
Minimum size: 1.75” or 200 pixels wide

PRIMARY LOGO - ALTERNATE
USE FOR: Full color, dark background
Minimum size: 2” or 240 pixels wide

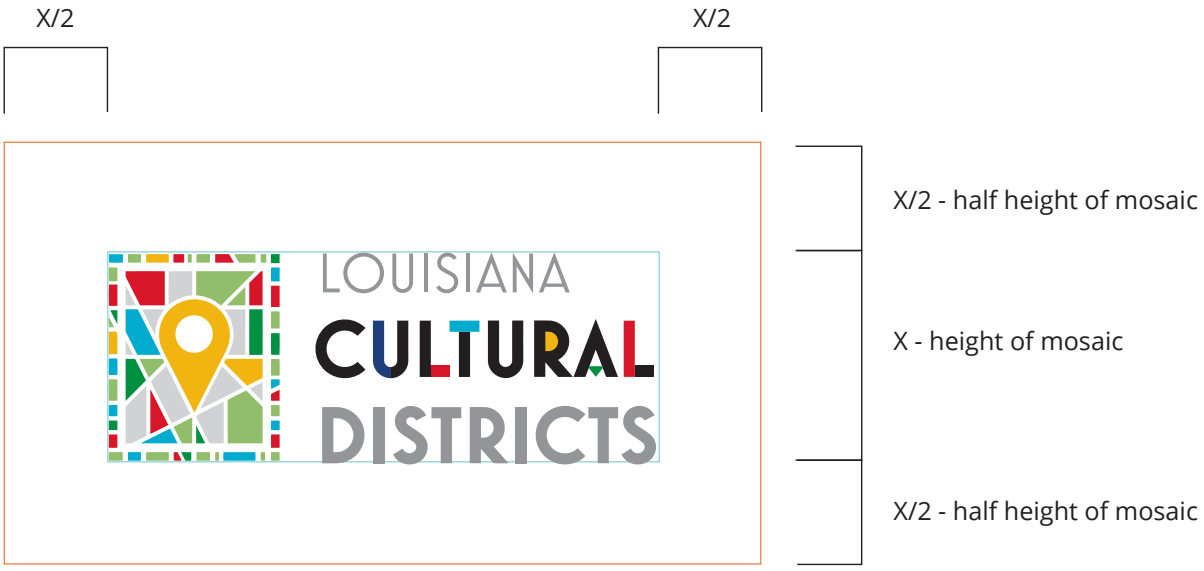
SECONDARY LOGO - SPECIAL USES
USE FOR: Reproduction less than than 1.75” or 200 pixels wide
Minimum size: 1.5” or 150 pixels wide

ONE COLO LOGO GRAYSCALE
USE FOR: One color grayscale
Minimum size: 1.5” or 200 pixels wide

ONE COLOR LOGO BLACK
USE FOR: One color line art
Minimum size: 1.5” or 200 pixels wide

ONE COLOR REVERSE LOGO
USE FOR: Dark color backgrounds
Minimum size: 1.5” or 200 pixels wide
The black background is not part of the logo

LOGO SIZE AND CLEARANCE: LOUISIANA CULTURAL DISTRICTS



SIZE REQUIREMENTS

Care must be given that the logo is reproduced in sizes that will be easily readable. Minimum sizes are listed with each version for usage in both print and digital media.

MINIMUM LOGO CLEARANCE

In usage, the logo should always have enough space around it to stand out in layouts. The guidelines above provide basic rules for minimum clearance. The clear space surrounding the logo in each version needs to be equal to or greater than one half the height of the mosaic. No other graphic should appear in this area. Wherever possible, give the logo space to “breathe” and attract the eye of the reader.

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PMS 312
C:100 M:0 Y:20 K:0
RGB: 0, 172, 204
HEX: 00ABCC

PMS 356
C:90 M:0 Y:100 K:20
RGB: 9, 144, 66
HEX: 099042

PMS 124
C:0 M:27 Y:100 K:5
RGB: 238, 169, 4
HEX: F0B310

PMS 186
C:0 M:100 Y:90 K:10
RGB: 215, 24, 42
HEX: D71729

PMS 367
C:40 M:0 Y:70 K:10
RGB: 146, 189, 109
HEX: 92BD6D

PMS 287
C:100 M:75 Y:15 K:0
RGB: 33, 67, 147
HEX: 214393

Gray 20%
C:0 M:0 Y:0 K:20
RGB: 209, 211, 212
HEX: D1D3D4

Gray 50%
C:0 M:0 Y:0 K:50
RGB: 147, 149, 152
HEX: 939598

In order to maintain a consistent style, the selected type families for the Louisiana Office of Cultural Development Divisions and various programs are Arial and Garamond. Each font is available in a wide variety of widths and/or weights in order to offer flexibility within this identity system.

SANS SERIF: ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SERIF: GARAMOND

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CONTACT INFORMATION

For questions regarding logos, images, or any information contained within this document, please contact:

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