



*Here for good.*TM

Approved Branding Guidelines

Table of Contents

Forward	1.1	Table of Contents
	1.2	Glossary of Terms
Basic Logo Standards	2.1	Logo Design, Variations, Color & Black/White
	2.2	Logo Design Clear Zone & Minimum Sizing
	2.3	Logo Misuse Examples
	2.4	Logo Colors
	2.5	Core Colors
Branded Message	3.1	Tagline

Glossary of Terms

Brand	A promise wrapped in an experience.
Branding	The integration of the brand promise in all aspects of the organization.
Bleed	When any printed imagery on a page continues off the edge of the sheet or to the centerfold.
Cap Height	The measurement from the baseline to the top of a capital letter.
Clear Zone	A specific area surrounding a logo to be kept clear of any distracting imagery. An area not to be infringed upon.
Organization Signature	The logo used to identify The Luzerne Foundation. It consists of the logotype, symbol (crescent), color and name of the organization.
Organization Color	Pantone - #2607C
Flush Left, Rag Right	A typographic specification where copy will appear aligned on the left margin and will break naturally between words on the right.
Grid	An invisible structural framework divided into vertical columns which is designed to facilitate production and create fundamental consistency among print materials.
Initial Caps	The Luzerne Foundation logo is always presented in small caps when used in the logo.
Kerning	A term used to specify the spacing between typeset letters. This includes tracking.
Leading	The vertical spacing between lines of copy that is measured in 'point' increments.
Line Screen	A photomechanical method of reproducing continuous tone artwork by converting it to dots of varying sizes. Line screens are calibrated by lines per inch.
Logotype	A specific graphic rendering of The Luzerne Foundation name using custom letterforms.
Masthead	The graphic representation of a print document at the top of a page.
Pica	A typesetter's measure of length. One pica is approximately equal to 5/32" (6 picas to the inch) or 4.25 mm.
Point	A typesetting unit of measure used in specifying type size. There are 12 points to 1 pica (approximately 72 points per inch) or 28 points to 1 cm.
Positive	When the printed image appears darker than the surrounding field.
Trademark	The "TM" located at the end of the logo. This is referred to as a "trademark."
Return	The side thickness of a dimensional letter.
Reveal	The recessed area separating panels on some signs.
Reverse	When the printed image appears lighter than the surrounding field.
Sans Serif	A contemporary typestyle with no serifs and little contrast between thin and thick strokes.
Serif	A typestyle having a protruding shape appearing at the end of the main stroke of a type character.
Secondary Signage	Signage serving a directional, regulatory, or informational capacity.

Logo Design, Variations, Color and Black/White

The components that make up the logo are the logotype, The Luzerne Foundation symbol (crescent), the surrounding field and the trademark symbol.

The logotype is the graphic representation of “The Luzerne Foundation” typeface.

Because every aspect of the logo is custom generated and refined, no attempt should be made to reproduce a logo from anything other than approved artwork. A logo should never be outlined, embellished or altered in any way. When using a logo on a computer, use only approved computer generated versions of the logo. Do not attempt to electronically reproduce the logo yourself as it may be inadvertently modified or distorted.



Logo Design Clear Zone & Minimum Sizing

The field surrounding a logo is a component of the logo and the appearance of the field determines legibility. For this reason, a certain minimum area of the field in print applications is considered to be property of the logo and is to be kept blank. This area is referred to as the “clear zone.” It is to remain free of trim edges, typography, rule lines or any other distractive imagery at all times.

The clear zone is determined by using a unit of measure equal to the height of the letterform in whatever logotype size is being used. The clear zone is a surrounding imaginary rectangle measured, on all sides, by the height of the “L” in The Luzerne Foundation logo. This is the minimum area to be kept clear. A generous amount of additional space is preferred, whenever possible, to enhance visibility.

Clear Zone



Minimum Sizing

The minimum size for The Luzerne Foundation logo is 1.5". It is important to not reduce the logo smaller than the minimum size as it will become indecipherable.



Logo Misuse Examples

Logos must communicate clearly and consistently with dignity. Reliability and public recognition are reinforced by repeating the same visual impression over and over. Errors, gimmicks or creative enhancements to a logo are counterproductive and are; therefore, not allowed. The examples shown here are predictable misuses of the logo which are to be avoided. If there is a question or doubt regarding a particular logo application, contact The Luzerne Foundation's Director of Operations:

Diane Dutko - Director of Operations

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Do not alter scale of logo.



Do not alter the color scheme or typeface of the logo.



Do not alter the size relationship of the logo components.



Do not alter the spacial relationship of the logo components.



Logo Colors

The Luzerne Foundation logo must always appear in either The Luzerne Foundation (Pantone 3425C) or black and white. The examples shown here demonstrate the only approved color options for positive logos. It is preferred that The Luzerne Foundation colors be created with a single ink rather than with four color process inks when possible. Logo color is vitally important to strengthen recognition of The Luzerne Foundation. In addition, the logo should always be presented over a white field or The Luzerne Foundation Green or Black to maintain the integrity of the design.



Color Version



Black & White Version

When The Luzerne Foundation logo appears above The Luzerne Foundation (Pantone 3425C) or Black, the entire logo must be reversed to white. At no time is another color, other than noted above, to be introduced to the original color design, nor align up against it. The clear zone area should be consistent with the white field area if used with a background.



Core Colors

Primary Color

The Luzerne Foundation green (Pantone® 3425C), shown below, should dominate all other colors. The green is the key identifying color for The Luzerne Foundation and should be used, when possible, to maintain the integrity of the brand.



Pantone® (PMS):
3425U (Uncoated)
3425C (Coated)

4- Color Process Equivalent:
93% Cyan
13% Magenta
85% Yellow
44% Black

RGB Color Process Equivalent:
0% Red
99% Green
65% Blue

Web Hex Number Equivalent:
#006341

Highlight Color

Use the highlight color in combination with our primary color to build the brand.

This color adds depth, but is to be used sparingly so it does not dominate the primary color.



Pantone® (PMS):
433U (Uncoated)
433C (Coated)

4- Color Process Equivalent:
90% Cyan
68% Magenta
41% Yellow
90% Black

RGB Color Process Equivalent:
29% Red
37% Green
45% Blue

Web Hex Number Equivalent:
#1D252D

One Word On Color Matching

PANTONE® Color matching is crucial to the success of any print project. While visual differences in printing can't be eliminated completely, they can be minimized. Remember:

- The appearance of our brand colors will differ from spot-color to a fourcolor process
- There will be slight color variances when printing on different paper stocks
- Always minimize visual differences by matching to PANTONE® color swatches
- Ask the printer to adjust the four-color process formula to the paper (and other printing conditions)

Tagline

The Luzerne Foundation tagline “Here for good.™” represents their commitment to the fundholders and community. This tagline will appear on all communication pieces to strengthen the core-values of the company.

The Luzerne Foundation tagline must use the font Palatino Italic. The correct format for the wording will include a capital “H” for the “here” followed by all lowercase letters for the remainder of the tagline and includes a period at the end. The tagline must also include the trademark (TM) symbol after the period. Acceptable color for the tagline The Luzerne Foundation green (full color), black (black and white) or reversed out in white when used on top of a solid color.

Here for good.™