



THE
Luzerne
FOUNDATION
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BRAND STYLE GUIDE

PRIMARY LOGO

The Luzerne Foundation's logo combines an icon and wordmark. The icon represents the Northeastern Pennsylvania area with the river and riverbanks. The diamond shape also represents the mountains surrounding the valley.

This is the main logo that will be used across primary brand applications. This trademark helps audiences easily identify The Luzerne Foundation. It is essential of the brand that the logo always be applied with care and respect in every application to these guidelines



MINIMUM SIZE

The smallest this logo should be represented is 1 inch high.

LOGO VARIATION

The Luzerne Foundation's logo can be used in a horizontal format when necessary. The icon is located on the left side of the word mark. The size relationship between the icon and word mark will not change when used horizontally.



MINIMUM SIZE

The smallest the horizontal version of the logo should be represented is 2 inches wide.

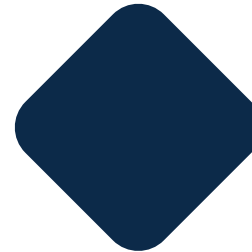
COLOR USAGE

The Luzerne Foundation logo consists of 3 colors. The bright green and dark blue colors are the dominate colors used in the logo and, the grey is used as an accent to the two other colors.

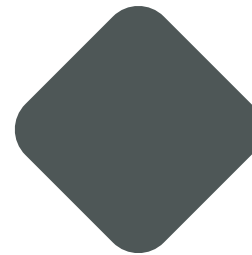
When possible, the full color version of the logo will be used like in example A. Example B will be used whenever a black and white version is to required. The logo can also be used on solid backgrounds. Examples C and D illustrate how to properly use the logo on a solid background color.



PMS: 7488C
CMYK: 56, 0, 93, 0
RGB: 124, 194, 77
HEX: #7cc24d



PMS: 7463C
CMYK: 100, 82, 43, 44
RGB: 9, 43, 73
HEX: #092b49



PMS: 445C
CMYK: 69, 54, 55, 29
RGB: 78, 88, 89
HEX: #4e5859

A



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B



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C



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D



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CLEAR SPACE

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, and lessen the impact of the mark.

The minimum clear space is defined as the height of the L. This minimum space should be maintained as the logo is proportionally resized.



LOGO TYPOGRAPHY

Typography is a powerful brand tool when used consistently. This typeface represents the bold feel of the brand and should be used across all print & web applications.

TAGLINE SETUP

The tagline will always be set in Poppins regular. The first letter of the tagline will be capitalized followed by lowercase letters and a period. The “TM” symbol will also accompany the tagline as in the example below.

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POPPINS

Use for “Luzerne”

POPPINS

Use for “The” &
“Foundation”

POPPINS

Use for Tagline

MEDIUM

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

LIGHT

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

REGULAR

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

UNACCEPTABLE USAGE

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by rotating, skewing, or distorting in any way — that includes adding unnecessary and unattractive text decorations like drop shadows and outlines. Here are a few examples of some ways you should NEVER ever consider using the logo.

- A. Don't rotate the logo.
- B. Don't squash or stretch.
- C. Don't place elements in the logo clear space.
- D. Don't resize any part.
- E. Don't rearrange parts or create compositions that are not already provided.
- F. Don't use logo variations next to the primary logo in the same design.
- G. Don't use off-brand colors. Reference the Color Usage section.
- H. Don't add dropshadows or other text styles.



COLOR PALETTE

Color is an integral part of brand identity.

Consistent use of color palette will not only reinforce the cohesiveness of the brand, but color also serves a psychological purpose by communicating a certain feeling to your audience.

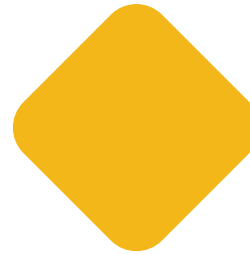
The red, teal, yellow, and orange color palette creates a strong, energetic, and friendly emotion for The Luzerne Foundation brand.



CMYK: 13, 96, 63, 2
RGB: 207, 45, 79
HEX: #cf2d4f



CMYK: 0, 75, 100, 0
RGB: 242, 101, 34
HEX: #f26522



CMYK: 4, 29, 100, 0
RGB: 243, 183, 26
HEX: #f3b71a



CMYK: 80, 30, 36, 2
RGB: 42, 140, 153
HEX: #2a8c99



CMYK: 10, 0, 0, 85
RGB: 67, 74, 79
HEX: #434a4f

SECONDARY TYPOGRAPHY

Typography is a powerful brand tool when used consistently. These typefaces should be used when possible to keep with branding specifications. Typefaces have been selected for headlines, body copy, and photo captions and should be used accordingly.

GILROY

Use for headlines.

EXTRA BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

POPPINS

Use for body copy.

REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SORTS MILL GAUDY

Use for photo captions.

REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

WORKING TOGETHER TO BUILD A BETTER COMMUNITY

We are "Here for good." The Luzerne Foundation supports donors with their charitable giving, helping them invest strategically in causes they care about and in ways that make a difference in our community.

We are a philanthropic leader, a community resource and a financial steward.

Photo captions text will be designed to appear smaller than the body copy and uses the Sorts Mill Gaudy type face.



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