






## ACCEPTABLE USAGE

Luther College word marks	Helmet logo featuring word <i>Luther</i>	Helmet logos featuring word <i>Norse</i>
<p><b>Academics and administrative departments</b> may use the Luther College word marks.</p>  	<p><b>Student organizations and the Alumni office</b> may use the Luther word marks <b>or</b> the helmet logo featuring the word <i>Luther</i>.</p> 	<p><b>Varsity athletics teams only</b> may use the helmet logos featuring the word <i>Norse</i>.</p>  

### Department logos

Please contact the Marketing and Communications office. We will provide an academic or department logo upon request.

**LUTHER COLLEGE**

MARKETING AND  
COMMUNICATIONS

**LUTHER COLLEGE**

CHEMISTRY

### WHEN UNSURE, CALL OR EMAIL US:

If you have a question about which logo to use or how to properly use it.

Marketing and Communications office:  
(563) 387-1352, [publications@luther.edu](mailto:publications@luther.edu)


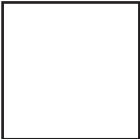








### LOGOS ARE AVAILABLE ONLINE:

[Luther.edu/publications/resources/logo-style-guide/logos/](http://Luther.edu/publications/resources/logo-style-guide/logos/)

### MISUSE:

*The Luther College name and logos are owned and registered by the college and may be used only in accordance with the college's Logo Style Guide. The college reserves the right to confiscate items manufactured with designs that misuse the college logos.*

## BEST PRACTICES AND COMMON MISTAKES

Acceptable colors for the logo	Common Mistakes:
<p>Logos may be reproduced in Pantone 2945 (blue), black, or white.</p> <div>  <p><b>Blue (Pantone 2945)</b> C100 M64 Y0 K16 R0 G76 B151 #004C97</p> </div> <div>  <p><b>White</b> C00 M00 Y00 K00 R255 G255 B255</p> </div> <div>  <p><b>Black</b> C00 M00 Y00 K100 R0 G0 B0</p> </div>	<p>Stretching, adding to, modifying, or removing any portion of the logo is strictly prohibited.</p> <div>  <p><i>Don't stretch the logo (To avoid this, hold down shift key when scaling logo.)</i></p> </div> <div>  <p><i>Don't modify the logo (such as changing the words).</i></p> </div> <div>  <p><i>Don't remove portions of the logo.</i></p> </div> <div>  <p><i>Don't combine Luther logos or associate graphics with the logo.</i></p> </div> <div>  <p><i>Don't outline or add drop shadow to the logo.</i></p> </div> <div>  <p><i>Don't mimic the Luther College or Norse fonts (see Department logos)</i></p> </div> <div>  <p><i>Don't use the word marks as part of a sentence</i></p> </div>
Fonts	
<p>These font families are preferred for creating materials.</p> <p><i>Cornerstore</i> (headlines)</p> <p>ROBOTO CONDENSED (subhead)</p> <p>Roboto (body copy sans serif)</p> <p>Meta Serif (body copy serif)</p>	