

# Logo Usage Quickguide

Our new logo is a visual representation of Langara – a bold vibrant statement about who we are and what we believe in. It's perhaps our most visible brand element so consistency is important.

Help us keep things consistent. Before using the new logo make sure you consider the following:

- Where possible, the logo should be placed on lower right-hand corner of your document. The secondary placement choice is the top right-hand corner of your document.
- Remember to leave whitespace all around the logo (see diagram below) to give it presence.



Which version of the logo should be used?

1. When printing on a white background use the Primary logo.
2. When printing black & white (photocopy or laser print) use the Solid Black logo. Ensure it prints solid black not grey.
3. When printing on a coloured background use the Secondary (Reversed) orange block logo

**Langara.**

THE COLLEGE OF HIGHER LEARNING.

1. Primary Logo

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2. Solid Black Logo

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3. Secondary (Reversed) Orange Block Logo

Can it be resized?

- Yes, but make sure the logo is not distorted, stretched, or skewed out of proportion.
- The minimum recommended logo size (including the whitespace) is 0.375 wide as any smaller and the tagline becomes difficult to read.

Why does the “shade” of orange matter?

- The Langara corporate colour is orange. The exact shade, in the Pantone Matching System, is PMS 166c. If you're using an orange version of the logo or accenting your layout, please check your printed piece and make sure that it matches.

Can a department/division/program name be added to the logo?

- The logo should not be altered in any way; this includes the addition of department, divisions, or program names.
- In the event that additional visual support is needed to differentiate departments, division, or programs within the College, please contact the Communications and Marketing Department to discuss possible options.

Communications & Marketing

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