

LOGO USAGE

The logo is presented in two forms: preferred and alternate. Always try to use the preferred form. The alternate forms are for use only where size and placement orientation constraints dictate their use.

PREFERRED LOGO



SIEBERT
LUTHERAN FOUNDATION

ALTERNATE LOGO



SIEBERT
LUTHERAN FOUNDATION

LOGO VERSIONS

Preferred



SIEBERT
LUTHERAN FOUNDATION

TWO-COLOR SPOT

For special applications, such as corporate stationery, screen printing and promotional products, where colors cannot blend. Blue: PMS 7545, Tan: PMS 454.

CMYK

For print applications where professional printing using Pantone inks is not necessary. Blue: C-55, M-30, Y-17, K-51 Tan: C-7, M-4, Y-22, K-8

RGB

For use in email correspondence, web pages and other internet applications. Blue: R-81, G-98, B-111 Tan: R-208, G-209, B-180

Alternate



ONE-COLOR, BLACK

For applications where multiple colors are not possible, or for non-printed applications like debossing and engraving.

ONE-COLOR, BLUE

For applications where multiple colors are not possible, or for non-printed applications like debossing and engraving.

ONE-COLOR, REVERSE

For use on dark colors or backgrounds.

LOGO ACCEPTABLE “CLEAR ZONE”

It is highly recommended that the logo be reproduced on a solid background of light or dark (for maximum contrast) and that a “clear zone” be maintained around it, free from distracting graphic elements and trim.



INCORRECT APPLICATIONS OF THE LOGO

Even when the size and shape of the logo are not altered, other incorrect applications of the logo can impact the professional display of our foundation’s name. The following uses violate our approved logo rules in subtle and not-so-subtle ways.



SIEBERT

NEVER USE INCOMPLETE LOGO.



SIEBERT
LUTHERAN FOUNDATION

NEVER SCREEN THE LOGO BACK.



SIEBERT
LUTHERAN FOUNDATION

DO NOT USE ANY COLOR COMBINATIONS ON THE LOGO OTHER THAN THOSE LISTED AS APPROVED STANDARDS.



SIEBERT
LUTHERAN FOUNDATION

NEVER RESET TYPE.



SIEBERT
LUTHERAN FOUNDATION

NEVER USE THE LOGO ON A VISUALLY COMPETING BACKGROUND.



SIEBERT
LUTHERAN FOUNDATION

NEVER STRETCH THE LOGO.



SIEBERT
LUTHERAN FOUNDATION

NEVER NARROW THE LOGO.



SIEBERT
LUTHERAN FOUNDATION

NEVER DISTORT THE LOGO.



SIEBERT
LUTHERAN FOUNDATION

NEVER ALTER THE RELATIONSHIP OF ELEMENTS.