



**VISUAL IDENTITY GUIDELINES**

## LOGO USAGE - SPACING



Always preserve a space around the logo equal to the space between the mark and the type. This will never be a fixed numerical amount, it will be in proportion to the size the logo is being used.

Nothing should encroach this space, including: type, imagery, another logo, or any positioning line or tag line. The only element that is allowed to encroach this space is any legal mark; such as an ®, © or ™, as required.

## LOGO USAGE - SPACING

### UNACCEPTABLE USES



Mark is to the right of the type.



**LA CENSE BEEF**

Space between logo and Mark has been encroached.

Also, The Mark should never be enclosed in a square or rectangle separately from the logo.

## LOGO USAGE - HORIZONTAL

### ACCEPTABLE USES



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### UNACCEPTABLE USES



Mark or type scaled out of proper proportion.



Type aligned to top or bottom of mark.



Type used on top of mark.

## LOGO USAGE - VERTICAL / STACKED

### ACCEPTABLE USES

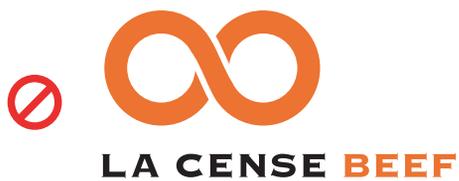


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### UNACCEPTABLE USES



Mark or type scaled out of proper proportion.



Type aligned to left or right of mark.



Type used on top of mark.

## LOGO USAGE - COLOR



PMS 1665

C - 0  
M - 68  
Y - 100  
K - 0

R - 255  
G - 82  
B - 0

WEB  
Hex# - FF5200

## LOGO USAGE - COLOR



The Mark and the word "BEEF" should always be the same color. The word "BEEF" should never be the same color as "LA CENSE" unless the usage is b&w.

"LA CENSE" Should always be in black or white.

A box should never be used as a graphic element, such as a box. The logo should only be used on a solid field of color.

## LOGO USAGE - COLOR

### UNACCEPTABLE USES



**LA CENSE BEEF**

"BEEF" is different color than mark.



**LA CENSE BEEF**

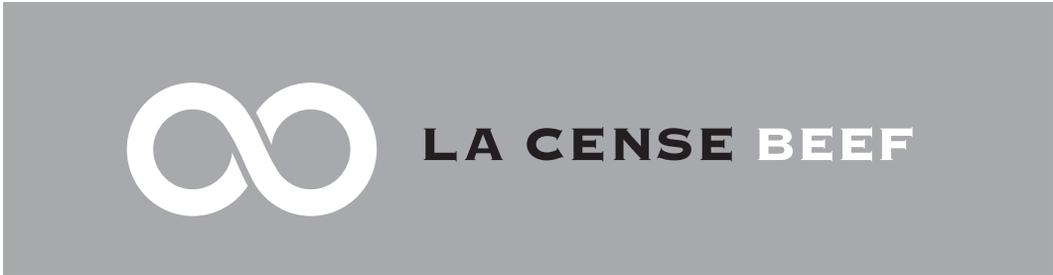
"LA CENSE" is a color other than black or white.



**LA CENSE BEEF**

A non-brand color is being used.

**LOGO USAGE - GRAYSCALE**



 - 40% Gray

**LOGO USAGE - BLACK & WHITE**

