

# WISCONSIN LUTHERAN COLLEGE

## Visual Identity Standards Quick Guide

### PRIMARY COLOR PALETTE

Green is WLC's primary brand color and should be present in every layout with the exception of black and white media. Black, gray, and white may be used to complement WLC's green.



PMS 3425  
100C/10M/69Y/44K  
0R/102G/67B  
HEX# 006643



PMS Process Black  
0C/0M/0Y/100K  
30R/30G/30B



Gray  
0C/0M/0Y/30K  
188R/190G/192B



White  
0C/0M/0Y/0K  
255R/255G/255B

### EXTENDED COLOR PALETTE

Five secondary colors have been chosen to complement the primary color palette in print and web applications. The secondary palette should be used sparingly and only with the permission of the Office of Marketing and Communication.



PMS 369  
67C/0M/98Y/5K  
88R/166G/24B



PMS 321  
100C/2M/32Y/12K  
0R/139G/149B



PMS 125  
8C/31M/100Y/19K  
184R/139G/0B



PMS 261  
62C/98M/9Y/45K  
90R/36G/90B



PMS 188  
12C/95M/59Y/54K  
119R/36G/50B

### ACCEPTABLE LOGOS

While not applicable for every design or layout, preference should be given to Wisconsin Lutheran College's main logo. Both the main logo and wordmark are acceptable for internal and external communications. Additional logo elements and formats are available through the Office of Marketing and Communication.



**WISCONSIN**  
LUTHERAN COLLEGE

Main Logo

**WISCONSIN LUTHERAN COLLEGE**

Wordmark

### LOGO SPACING

To prevent a cluttered look, maintain a comfortable white space around the logo equal to the size of the capital "W" in Wisconsin. No graphic elements should be allowed within this area.



### LOGO REVERSALS

When the logo is reversed out of a color background or placed on an image, make sure the logo is large enough to be clearly read.

**WISCONSIN LUTHERAN COLLEGE**



### DEPARTMENT LOGOS

Sub-brand logos are available for departments to provide distinction within the logo parameters.



**WISCONSIN**  
LUTHERAN COLLEGE  
SCHOOL OF NURSING

### ATHLETICS WORDMARKS

The athletics wordmarks are for use on Athletics Department materials only.



### WISCONSIN LUTHERAN COLLEGE SEAL



The official seal of Wisconsin Lutheran College is primarily used by the Office of the President and the Office of the Provost. Any other uses must be approved by the Office of Marketing and Communication.

### BRAND FONTS

**Serif Face:** Adobe Garamond Pro

**Sans Serif Faces:** Helvetica Neue | Interstate | Josefin Sans

All communication published by Wisconsin Lutheran College (both print and electronic) must prominently display an approved logo. All communication going to an external audience must be approved by the Office of Marketing and Communication. Please contact the Office of Marketing and Communication if you have logo usage questions.