

BRAND IDENTITY GUIDE

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LOGO COLORS

THE PRIMARY AND COMPLEMENTARY COLORS OF THE LP BRAND ARE BLUE (PMS 302) AND ORANGE (PMS 158) AND HAVE NOT CHANGED. HOWEVER, IN A MORE DRAMATIC FASHION, THE BLUE NOW ASSERTS AND ENCASES THE “WHO WE ARE” WHILE THE ORANGE ENCASES THE “WHAT WE DO.”



LOGO COLORS: PRIMARY

LP'S SIGNATURE COLOR PALETTE CONSISTS OF PMS 158 ORANGE AND PMS 302 BLUE, WITH BLUE BEING THE DOMINANT COLOR AND ORANGE THE SUPPLEMENTAL. IT IS A COMBINATION THAT REFLECTS LP'S RESOURCEFUL BRAND PERSONALITY — ONE THAT'S PROFESSIONAL, HARD-WORKING YET APPROACHABLE AND FLEXIBLE. THIS SECTION PROVIDES PANTONE® MATCHING SYSTEM (PMS) NUMBERS AND FORMULAS FOR 4-COLOR PROCESS, RGB AND WEB-SAFE RGB EQUIVALENTS.

		
Pantone®	PMS 302	PMS 158
4-color process	100 cyan 25 magenta 0 yellow 50 black	0 cyan 61 magenta 97 yellow 0 black
RGB	0 red 79 green 109 blue	232 red 117 green 17 blue
Web-safe RGB	0 red 79 green 111 blue	255 red 111 green 0 blue

VERSIONS AND USAGE

THE PRIMARY CONSIDERATION WHEN SELECTING A LOGO VERSION IS FUNCTIONALITY WITHIN ITS ENVIRONMENT. IN RECOGNITION OF THE SUBJECTIVE NATURE SURROUNDING THIS DECISION, THE FOLLOWING GUIDELINES ARE OFFERED TO MAXIMIZE LEGIBILITY AND APPEAL.



(1) PREFERRED

THE FULL-COLOR LOGO⁽¹⁾ LOOKS BEST WHEN USED AGAINST A CRISP, WHITE BACKGROUND. THIS VERSION AND USE IS PREFERRED OVER THE OTHERS SHOWN ON THIS PAGE.



(2) When two-color printing is unavailable

A BLACK LOGO⁽²⁾ MAY BE USED FOR BLACK & WHITE APPLICATIONS WHERE PROCESS COLOR INKS ARE NOT AN OPTION OR WHEN IT IS NOT POSSIBLE TO USE A COLOR LOGO AGAINST A WHITE BACKGROUND. IT IS ACCEPTABLE TO USE THE LOGO OVER A PHOTOGRAPH WHEN THE IMAGE IS SUBSTANTIALLY LIGHT ENOUGH AND FREE FROM DISTRACTING ELEMENTS SUCH AS PATTERNS OR VISUAL CLUTTER.



(3) Black or primary color



(3) White or light background



(4) Tone on tone

WHEN USING AN OUTLINE⁽³⁾ VERSION OF THE LOGO, IT IS ACCEPTABLE TO USE IT ON WHITE, BLACK OR PRIMARY CORPORATE COLORS AS DETAILED BELOW. NOTE THAT IT IS ACCEPTABLE TO USE THE LOGO REVERSED OUT OF A PHOTOGRAPH AS LONG AS THE IMAGE IS SUBSTANTIALLY DARK ENOUGH AND FREE FROM DISTRACTING ELEMENTS SUCH AS PATTERNS OR VISUAL CLUTTER.

SPACING REQUIREMENTS

A LOGO NEEDS FREE SPACE AROUND IT TO ENSURE THAT OTHER GRAPHIC ELEMENTS DO NOT COMPETE WITH IT. NOTE THAT THIS IS A GUIDE FOR THE ABSOLUTE MINIMUM DISTANCE. A MORE GENEROUS BUFFER OF FREE SPACE IS ALWAYS RECOMMENDED WHENEVER POSSIBLE.



Use the height of the orange bar to keep the logo free from conflict with other graphic elements.



Desired minimum distances shown to the left and below demonstrate the minimum area of free space needed to prevent other elements from competing with the logo.

SIZING GUIDELINES

ALL LOGOS ARE AVAILABLE IN JPG FORMAT ON THE LP INTRANET HOME PAGE. FOR ALL OTHER LOGO FORMATS (FOR EXAMPLE, EPS), PLEASE CONTACT YOUR CORPORATE MARKETING CONTACTS AS REFERENCED ON PAGE 7. LOGOS HAVE BEEN SAVED IN 4-COLOR PROCESS AND BLACK & WHITE FILE FORMATS TO SUIT VARIOUS NEEDS, AMONG THEM THE NEED TO SCALE APPROPRIATELY TO THE GIVEN MEDIUM.



THE RECOMMENDED SIZE FOR MOST PRINT APPLICATIONS AND METHODS SHOWS THE LP LOGOTYPE AT 0.75" WIDE.



THE RECOMMENDED MINIMUM SIZE, USUALLY RESERVED FOR QUALITY OFFSET OR DIGITAL PRINTING, SHOWS THE LP LOGOTYPE AT 0.5" WIDE. THIS SIZE IS NOT RECOMMENDED FOR WEB DESIGN OR EMBROIDERY, OR FOR WEB PRESS, FLEXO OR SCREEN PRINTING.



SIZING EXCEPTION: FOR PROMOTIONAL ITEMS THAT REQUIRE A TINY LOGO, (I.E., CARPENTERS' PENCILS), THE LP LOGOTYPE MAY BE USED WITHOUT THE LINE GRAPHIC OR THE WORDS BUILDING PRODUCTS. RECOMMENDED COLOR IS BLACK, WITH PMS 302 AS BACKUP.

NOTE: New production technologies are always being developed and may offer capabilities that these guidelines cannot predict. Therefore, always provide a copy of these guidelines to your production vendors.

RESTRICTIONS - “DONT’S”

DO NOT ALTER THE LOGO IN ANY WAY. THE FOLLOWING LIST ILLUSTRATES EXAMPLES WHERE THE LOGO IS USED INCORRECTLY TO ACCOMMODATE A LAYOUT. COMMUNICATIONS SHOULD ONLY BE CREATED AROUND THE LOGO AND NOT VICE VERSA.



A. Do not use the logo without the ® registration mark.



B. Do not change the font of the BUILDING PRODUCTS descriptor line.



C. Do not crop out the descriptor or the line graphic. Exception: when logo is less than .5" (see “Sizing Guidelines” Page) or used in product stamping (see “Product Stamping” Page).



D. Do not stretch the logo horizontally.



E. Do not squeeze the logo.



F. Do not warp the logo.



G. Do not alter the corporate colors in ways other than described in these guidelines.



H. Do not use the logo in a different color—even in all-orange or all-blue.




I. Do not add a drop shadow.



J. Do not use in outline form.



K. Do not superimpose an image or apply any graphics onto the logo

L. Finally, do not use the logo in body copy  as has been done here.

LOGO/TAGLINE LOCKUP INTEGRITY

IT IS IMPERATIVE TO OUR BRANDING SYSTEM THAT THE INTEGRITY OF THE LOGO AND TAGLINE LOCKUP MUST BE MAINTAINED AT ALL TIMES.

WHILE THIS SYSTEM ALLOWS FOR THE LOGO AND TAGLINE TO BE PRESENTED TOGETHER OR SEPARATELY, THE INTEGRITY OF THE COMBINED UNIT MUST BE PROTECTED, WITH NO PERMITTED EXCEPTIONS OR ALTERATIONS.

THEREFORE, SPECIFIC ALTERNATIVES TO THAT DESIGN, AS DETAILED BELOW, **WILL NOT BE ALLOWED**.

IF YOU HAVE ANY QUESTIONS ON LOGO/TAGLINE PRESENTATION, PLEASE CONTACT THE CORPORATE MARKETING GROUP. SEE PAGE 7.

NOT PERMITTED

