

2018 LOGO STANDARDS



CAREFUL USE OF LOGOS
AND INSTRUCTIONS
ARE PROVIDED IN THIS MANUAL



2018 LOGO STANDARDS

LOGO REPRODUCTION

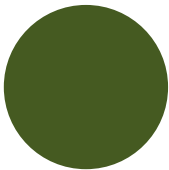
Following are guidelines for accurate usage and reproduction of the LOUISIANA DEPARTMENT OF WILDLIFE & FISHERIES logo—the most important graphic element of our departmental identity. Whenever possible, the Louisiana Department of Wildlife & Fisheries logo should be reproduced in Pantone® spot colors—Pantone® 574 and Pantone® 468. It is acceptable, and often necessary, to substitute CMYK process inks to simulate Pantone® spot colors. Use the CMYK formula listed below or use the CMYK logos for accurate conversion. For grayscale applications, please use the B&W logos provided.

TYPOGRAPHY

META BOLD

GOTHAM MEDIUM

PRIMARY COLORS



PANTONE® 574
 CMYK: 34 0 81 71
 RGB: 69 90 33
 WEB HEX #455a21



PANTONE® 468
 CMYK: 6 9 23 0
 RGB: 238 225 197
 WEB HEX #eee1c6



ONE COLOR

For use in single color (Pantone 574) applications



BLACK

For use in grayscale or solid black applications





2018 LOGO STANDARDS

SUGGESTED ACCENT COLORS

For use in general marketing material and collateral.



100% BLACK

CMYK: 0 0 0 100
 RGB: 35 31 32
 WEB HEX #231F20



SAGE GREEN

CMYK: 57 32 89 12
 RGB: 116 133 68
 WEB HEX #748544



DARK CREAM

CMYK: 9 15 34 0
 RGB: 231 210 173
 WEB HEX #F7D2AD



CREAM

CMYK: 4 6 11 0
 RGB: 241 234 223
 WEB HEX #F1EADF



BROWN

CMYK: 45 55 68 26
 RGB: 121 97 77
 WEB HEX #79614D



TAUPE

CMYK: 36 31 46 1
 RGB: 168 161 140
 WEB HEX #A8A18C



DARK BROWN

CMYK: 49 62 76 47
 RGB: 88 65 47
 WEB HEX #58412F



CHARCOAL GREY

CMYK: 53 50 56 19
 RGB: 115 106 98
 WEB HEX #736A62



ALMOND

CMYK: 28 36 66 2
 RGB: 185 156 106
 WEB HEX #B99C6A



BRICK RED

CMYK: 29 83 100 28
 RGB: 143 60 31
 WEB HEX #8F3C1F



PUMPKIN

CMYK: 11 64 100 1
 RGB: 218 118 39
 WEB HEX #DA7627



MUSTARD

CMYK: 29 30 100 2
 RGB: 187 163 48
 WEB HEX #BBA330



MIDNIGHT BLUE

CMYK: 76 56 43 20
 RGB: 71 93 108
 WEB HEX #475D6C



SMOKY BLUE

CMYK: 52 36 30 1
 RGB: 130 146 159
 WEB HEX #82929F



EGGPLANT

CMYK: 54 68 45 23
 RGB: 110 82 97
 WEB HEX #6E5261

PROTECTED SPACE

For optimum impact and legibility, the logo should have a minimum amount of space, free of other type or graphics surround it. This clear space, or "protected" space, is illustrated below.



"Y" is defined as the height of router ring.
 The logo should have a minimum protected space of "Y", as measured from the top, base, and sides of the logo.





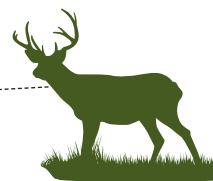
2018 LOGO STANDARDS

UNACCEPTABLE LOGO REPRODUCTION

Careful use of the logos and instructions provided with this manual and working closely with your vendors will prevent the following mistakes:

INCORRECT LOGO

Do not use old logo with incorrect deer.



INCORRECT DEER

(Note: antlers)



CORRECT DEER



INCORRECT ORIENTATION

Do not place the logo at an angle. Never, rotate, skew or distort.



INCORRECT PROPORTIONS

Do not stretch or squeeze the logo horizontally or vertically.



INCORRECT RESOLUTION

If the logo appears to have jagged edges do not use.



OFFICE OF FISHERIES

IMPROPER USAGE

Do NOT identify your division.



IMPROPER USAGE

Do not remove the white stroke around the logo, even if on light background colors.



INCORRECT COLOR

Do not change the colors of the logo. Always follow color guidelines.



2018 LOGO STANDARDS

LOGO FORMATS

Below are different variations of approved logos and how to use them on different applications.

PRINTING

Each logo is available in .ai/.eps (vector format), hi-res .pdf, and .png



ELECTRONIC

Web, Email, PowerPoint, Social Media



SIMPLE LINE ART



APPAREL

See following page for all direction





2018 LOGO STANDARDS

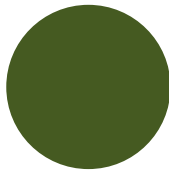
FOR ALL EMBROIDERY AND SILK SCREEN

3 COLOR LOGO FOR EMBROIDERY (includes white stitch)

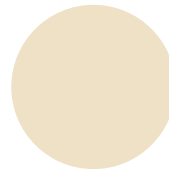
(LOGO MUST BE 2.5 INCHES IN DIAMETER)



3 COLOR LOGO
MUST BE USED ON
EMBROIDERED
APPAREL.
(Some apparel is
approved to use
simple 1 color logo -
see contract)



MADEIRA THREAD #1905
PANTONE® 574
CMYK: 34 0 81 71
RGB: 69 90 33
WEB HEX #455a21



MADEIRA THREAD #1072
PANTONE® 468
CMYK: 6 9 23 0
RGB: 238 225 197
WEB HEX #eee1c6

1 COLOR LOGO FOR SCREEN PRINTING

(LOGO MUST BE 3.5 INCHES IN DIAMETER)

ALWAYS USE WHITE INK
ON DARK APPAREL



USE GREEN LOGO ON ALL LIGHT APPAREL
(Black may be used as 2nd option)



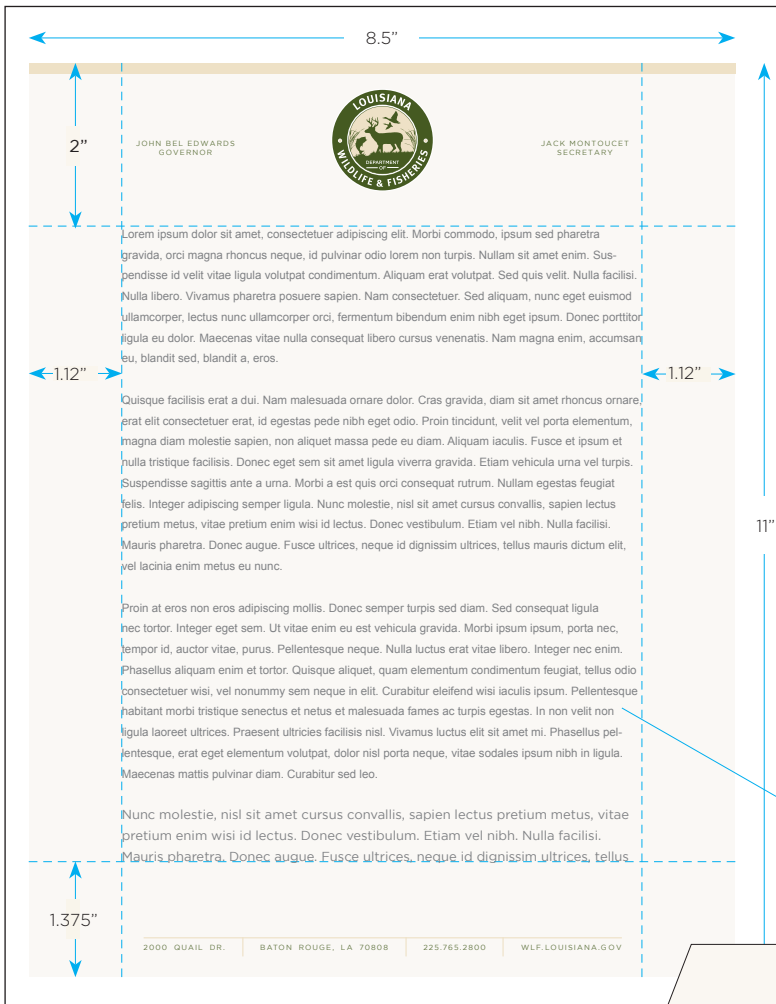
BACK OF APPAREL (optional)
LDWF in 3 inch letters



2018 LOGO STANDARDS

BUSINESS PAPERS

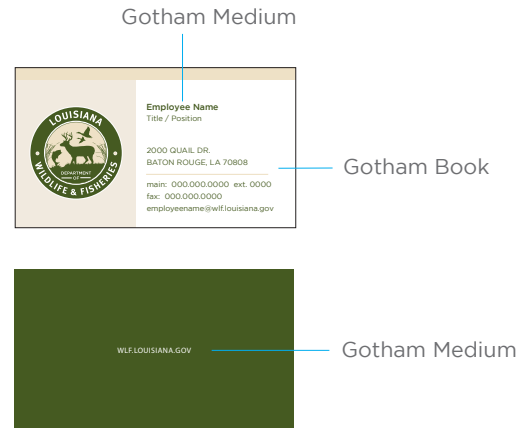
Careful use of the logos and instructions provided with this manual and working closely with your vendors will prevent the following mistakes:



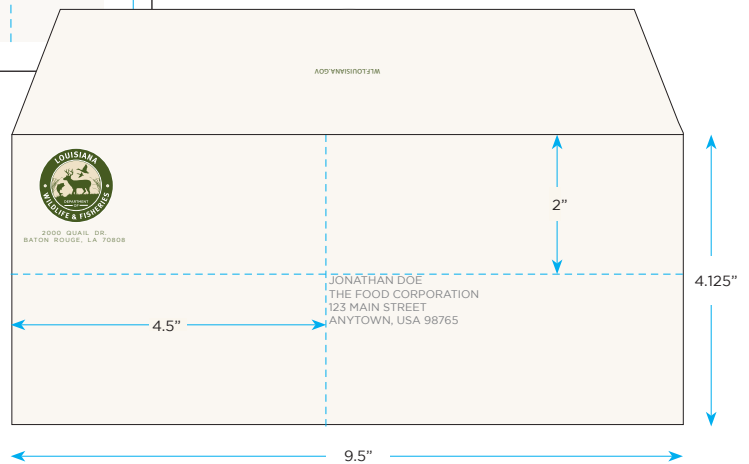
NOTE: The preferred paper stock for printed department stationery is Cougar Natural text

BUSINESS CARDS

All business cards should be printed on 100# Cougar Opaque White Cover 4C/4C, 2-sided with bleeds



Suggested typeface:
Arial 12pt.
Line spacing 15pt.

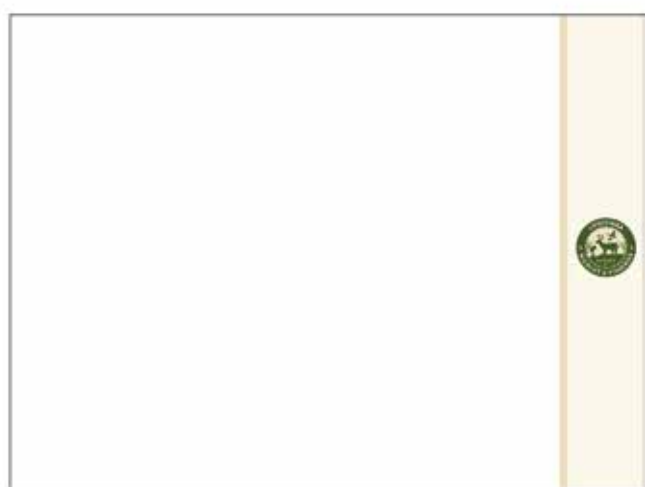
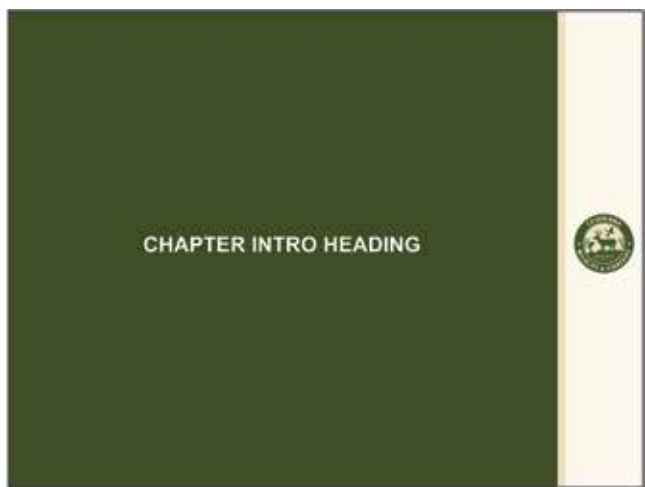




2018 LOGO STANDARDS

MICROSOFT POWERPOINT PRESENTATIONS

Recommended template for all department Powerpoint presentations.





2018 LOGO STANDARDS

SOCIAL MEDIA

Contact Ashley Wethey at awethey@wlf.la.gov for FB profile and cover photos.
Refer to LDWF Social Media Policy for more guidelines.

All cover profiles must have the LDWF logo on them.

Search: Louisiana Department of Wildlife and Fisheries, Natural Her...
Page Messages Notifications Insights Publishing Tools Settings Help

Louisiana Department of Wildlife and Fisheries, Natural Heritage Program @LNHP1

Home Posts Videos About Likes Manage Tabs

Write something...

Louisiana Department of Wildlife and Fisheries
January 7, 2017 at 1:26pm

Design Recommendations: Text: 90 characters
Last week, we awarded Louisiana National Guard Command Chief Warrant Officer Five Jack Mucha, Command Chief Warrant Officer Two Corey Sayer, SSgt. Chad McCann and Sgt. Aaron Adam, LDWF Enforcement Citiz2016 March floods in Winn Parish. Thank you for your bravery!

Share Image or Link
1200 x 630
(Posts at 487 x 255)
Your image should include minimal text

Headline: 25 characters
Link description: 30 characters
WLF.LOUISIANA.GOV

597 50 Comments 36 Shares

Like Comment Share

Contact Us

Government Organization in Baton Rouge, Louisiana
Open Now

Community

- Invite your friends to like this page
- 74,631 people like this
- 73,345 people follow this
- 2,268 people have visited

180 of your friends like this.

About See All

+1 234 5678
Typically replies within an hour
Message now
<http://www.wlf.louisiana.gov>

Cover Photo
820 x 312

Bottom green banner
with LDWF logo MUST be
on every cover photo.



2018 LOGO STANDARDS

EMAIL SIGNATURES

LDWF encourages all personnel to use the updated logo and format in their email signatures. A simple, consistent signature with our logo communicates professionalism and provides instant brand recognition.

How to use the Email signature:

Click here to find instructions for your version of Outlook to set your signature:

<https://support.office.com/en-us/article/Create-and-add-a-signature-to-messages-8ee5d4f4-68fd-464a-a1c1-0e1c80bb27f2>

To make the color in your email and website the same color as the logo:

1. Select the text in the signature.
2. Click on the drop-down menu for color options.
3. Select "More Options" at the bottom of this dropdown.
4. A pop-up window will appear and you'll be given the option to select a color on a screen or type in a series of numbers.
5. Under "Color Model" select RGB.
6. Next you'll type in the numbers descending in the boxes or use Hex Color #455A21:
 - a. Red: 69
 - b. Green: 90
 - c. Blue: 33
7. If you have trouble with this, please e-mail mfox@wlf.la.gov and ask her to reply with her e-mail signature. From there, you may copy and paste her signature with the image into the signature box and enter your contact information as a replacement. **(This is the simplest option.)**



← Logo: "LDWF_Logo_email_sig.png"

Edward Pratt - Press Secretary
Louisiana Department of Wildlife & Fisheries
epratt@wlf.la.gov
www.wlf.louisiana.gov
P.O. Box 98000, Baton Rouge, LA 70898-9000
2000 Quail Drive, Baton Rouge, LA 70808
(o) 225-765-3970
(m) 225-603-8691

Calibri Bold - 12 pt

Calibri Regular - 12 pt.



2018 LOGO STANDARDS

PUBLIC INFORMATION DEPARTMENT CONTACTS

- Ed Pratt..... Press Relations
- Rene LeBreton General agency communication, Conservationist articles, and Fisheries press release requests
- Trey Iles Conservationist articles, Wildlife press release requests
- Ashley Wethey Social Media and Fisheries press release requests
- Adam Einck Enforcement related press, video, and photography requests
- Joel Courtney..... Photography, video, and website requests
- Cassandra Washington Website and intranet requests
- Becky Chapman Graphic design requests
- Missy Fox..... Graphic design, branding, and LDWF digital library requests

PRINTING VENDOR CONTACTS (for printing services exempted from State Printing)

After receiving multiple quotes these vendors have consistently been the least expensive and provide the best quality. You are still free to choose an alternative vendor but please have all proofs go through Public Information.

Emprint/Moran Printing, Inc. (business cards)

Quote E68326: 250 cards/\$89.00 500 cards/\$119.00

Contact: Curtis Vann

cvann@emprint.com

225-923-2550 Ext. 3023

Contact: Adele Moore

amoore@emprint.com

225-923-2550 Ext. 3095

Picture This Advertising (outdoor signs, stickers, wraps, etc.)

Contact: Trey Matula

trey@picturethisad.com

504-684-1114