

These standards are meant to be used as a tool in the application of the DELUXE BY LORREN BELL logo in print and electronic media.

Every application of the DELUXE BY LORREN BELL logo should strengthen the company's image and must be done with care and with the highest quality standards. Applied in a professional manner and used consistently, the DELUXE BY LORREN BELL logo is a valuable communication and business tool. A strong identity that is unified provides DELUXE BY LORREN BELL with a positive image in the eyes of employees, clients and the public.

The logo in all of its forms are the exclusive property of DELUXE BY LORREN BELL. The logo may not be reproduced nor altered in any way.

LOGO ELEMENTS



LORREN BELL

DELUXE BY LORREN BELL

The DELUXE BY LORREN BELL logo consists of a graphic element and two lines of text. The font used to create the logo is Cincin Regular. Under no circumstances should the elements of the logo be divided or used separately.

LOGO COLORS



PANTONE® 476 U
C=57 M=80 Y=100 K=45
R=83 G=48 B=26



PANTONE® 1395 U
C=0 M=41 Y=100 K=37
R=170 G=113 B=10

When using spot colors, the DELUXE BY LORREN BELL logo should be shown in PANTONE® 476 U and PANTONE® 1395 U. If spot colors cannot be used, the CMYK color combinations shown should be used. For web or digital media, use the RGB color combination shown.

MONOCHROMATIC LOGOS

Monochromatic Logo



Reverse Monochromatic Logo



A monochromatic version of the logo should be used when four-color process printing is not available and the logo colors are not being used as spot colors. If the logo is being used in a 1-color print job that does not use black ink, the 1-color can be applied to the logo. When shown in one color, the logo should be shown at 100% of that color. If the logo is shown on a background that does not allow sufficient contrast to either or both of the logo colors, the reverse monochromatic logo should be used.

LOGO PROPORTION & LIMITATIONS



A protection zone equal to the height of the "L" in LORREN is required around all sides of the logo. When the logo is resized, the protection zone should be resized proportionally.



0.6 inches (43 pixels)

The minimum size the logo may be shown at is 0.6 inches wide for printing. For screen use, it may be no smaller than 43 pixels wide.

IMPROPER USE

Never use anything for logo placement except the approved and provided DELUXE BY LORREN BELL logo. Never attempt to create your own.



CORRECT



INCORRECT
Never reproduce the logo with incorrect colors.



INCORRECT
Never stretch the logo nor alter its proportions.



INCORRECT
Never place the logo on a background that does not provide sufficient contrast to the logo colors.



INCORRECT
Never adds parts to or crowd the logo. There should always be a protection zone around the logo.



INCORRECT
Never tilt the logo.



INCORRECT
Never use elements of the logo separately.

Contact Info@LorrenBell.com for questions about the DELUXE BY LORREN BELL logo not covered in these standards.