

Minne Lusa Elementary Branding

Minne Lusa Colors:



Minne Lusa Blue Blue:
C:94 M:61 Y:9 K:2



Dark Gray:
C:30 M:15 Y:15 K:30



Warm Gray:
C:20 M:15 Y:15 K:5



Black:
C:0 M:0 Y:0 K:100



Pink in logo:
C:4 M:59 Y:0 K:0



Primary Logo

Font used in logo:
Franklin Gothic



Branding Don'ts

DON'T

Stretch or scrunch.



DON'T

Change the fonts.



DON'T

Switch out colors.



DON'T

Place on top of photos or complex backgrounds.



DON'T

Tip, rotate or add extreme drop shadows.



DON'T

Crowd the logo.



DON'T

Make it so small that it is difficult to read.

1.25 inches wide



The minimum allowed length is 1.25 inches for both the horizontal and vertical logos. An example of the minimum length is shown here.