

# Long Island Sound Partnership Logo Style Guide

## PRIMARY LOGO



The primary version of the logo should be used in most instances. (Minimum Size: 2" W x 0.4" H)

## STACKED LOGO



The stacked logo can be used when horizontal space is limited. (Minimum Size: 1.25" W x 0.75" H)



## LOGO SYMBOL

The logo symbol can be used without text for social media icons or avatars.

## BLACK AND WHITE LOGOS



In color-limited situations, such as black and white ads or imprinted premium items, the Black or White logos may be applied.

## LOGO SEAL



The logo seal can be used in special instances such as promotional materials, or when the primary logo and stacked logo will not fit. (Minimum Size: 0.75" W x 0.75" H)

## LOGO COLORS



LIGHT BLUE



DARK BLUE

PMS.....	2925	PMS.....	300
CMYK.....	75, 25, 0, 0	CMYK.....	100, 62, 7, 0
RGB.....	25, 152, 613	RGB.....	0, 100, 167
HEX.....	# 1998D5	HEX.....	# 0064A7

**PMS:** Professionally printed offset applications  
**CMYK:** Printed applications or professional digital printing  
**RGB:** On-screen applications  
**HEX:** Online applications

## LOGO FILE TYPES

**EPS** – Vector files can be scaled to any size and are used in professional printing.

**JPG** – This file type can be used for printing or web. It should be used at the size in which it was saved or smaller.

**PNG** – This file type is used mainly for web. It has a transparent background. It should be used at the size in which it was saved or smaller.