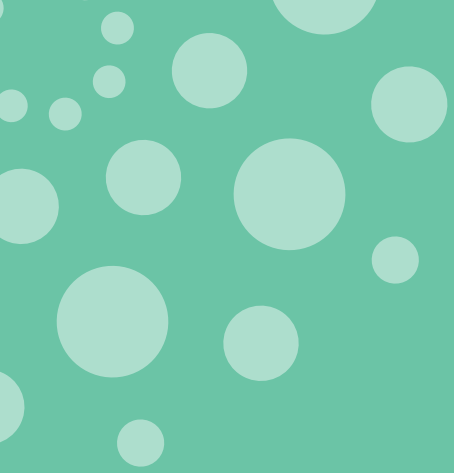# Invest in Louisiana

BRAND GUIDE

09/19/23

Welcome to our brand!

These guidelines provide detailed instructions for expressing the Invest Louisiana brand. When used consistently and effectively, they will maintain the integrity and presentation of Invest Louisiana across all communications.

LOGO

The Logo:
Primary Lockup

This is the preferred logo lockup and should be the primary logo that is used before any other options.

Icon   **Logo Type**

The Logo:
Secondary Lockup

This is the logo lockup is to be used in applications that require a more compact design.

The Logo:
Primary Lockup
(Dark Background)

This is the preferred logo lockup when the logo is on a dark background.

The Logo:
Clear Space

The logo is most effective when it is displayed in a clear way with room to breathe. Having the proper amount of space around the logo ensures the logo doesn't run into graphics or other text.

The minimum perimeter of safe space around the primary lockup logo should be 1/4" all the way around.

The Logo:
Minimum Size

To ensure quality reproduction and
legibility, please follow the following
minimum reproducible sizes:

Primary Lockup print minimum width:
1.5"

Primary Lockup digital minimum width:
140px @ 72ppi

1.5" print minimum width

COLORS
& PATTERNS

Color Palette

The color palette embodies the core values of Invest Louisiana — Fairness, Equity, and Diversity.

TEAL

R/G/B: 107/196/166
C/M/Y/K: 57/0/44/0
Hex: #6BC4A6

GREEN

R/G/B: 0/82/54
C/M/Y/K: 90/40/85/41
Hex: #005236

CHARCOAL

R/G/B: 56/56/56
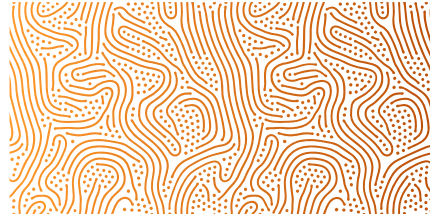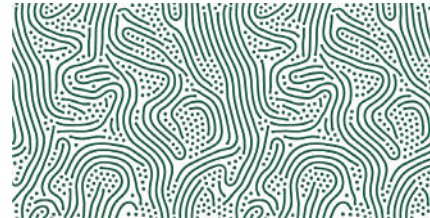C/M/Y/K: 69/62/61/54
Hex: #383838

GOLDEN YELLOW

R/G/B: 255/153/43
C/M/Y/K: 0/47/92/0
Hex: #FF992B

BURNT ORANGE

R/G/B: 187/79/7
C/M/Y/K: 20/79/100/9
Hex: #BB4F07

Patterns

Patterns

Icon as Pattern

TYPOGRAPHY

Fonts

*Header font should never be used smaller than 11 pt in size.

*Subheader should never be displayed smaller than 9 pt in size.

*Body text should never be displayed smaller than 8.5 pt in size.

Header*

Antonio

ABCDEFGHIJKLMNOPQRSTUVWYXZ
1234567890

SubHeader*

Mr Eaves XL Mod Nar OT Bold

ABCDEFGHIJKLMNOPQRSTUVWYXZ
1234567890

Body*

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWYXZ
1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWYXZ
1234567890