

# LearningRx Logo and Color Standards

Here are basic guidelines for how the LearningRx company logos can be used most effectively. Please pass this information on to your local marketing and service providers.

## LOGOS

Logos come with or without the tagline. Use at your discretion, but please do not use the tagline versions for very small spaces. Also, adding your own tagline, wording or text is not allowed. Use only the approved files. The only approved LearningRx tagline says: **"train the brain. get smarter. guaranteed."**

## LOCATION

Approved logo files can be downloaded by authorized users within the LearningRx Resource Library (<http://resources.learningrx.com>) at: **Albums > Graphics > LRx Logos.**

## FORMATS

Files are available in multiple formats. Any files with a **"-p"** are for printing purposes; filenames with **"-w"** are for email, web or PowerPoint use. **.eps** files are the best files to use for print. These files are vector artwork with transparent backgrounds and can be infinitely enlarged without quality loss. **.jpg** and **.png** files are usually used for web. You will also see color format options in some logos: **CMYK** colors are generally used for print. **RGB** colors are usually used for the web. See page 2 for more information on selecting the right logo.

## NAME FORMAT

To maintain brand integrity, the company name should always use a capital "L" and "R" *only* with the remaining letters all lower case and *no* spaces: LearningRx.

## RULES

Please keep the original aspect ratio when resizing; do not stretch or compress the logos. .tif, .jpg or .png files should not be enlarged beyond their original size as this will cause low resolution results.



## SPECIAL

We have three specialized versions of our logos that can be used in unique circumstances (see samples below): **Outlined** – this is a color logo outlined with a white border for use where the background behind the logo might compete. **Shadowed** – this is similar to the outlined logo, but also adds a shadow which creates a dimensional effect. **White** – This is an all-white logo and is great to use on a solid, dark-colored background or possibly a photo. *Find these by searching "logo outlined," "logo shadowed" or "logo white" in the Resource Library.*



OUTLINED, NO TAG



SHADOWED, WITH TAG












WHITE, NO TAG

## COLORS

Please do not accept substitutes for the LearningRx logo colors. Secondary colors are recommended as complementary or background colors only for use in marketing materials or displays, but are not to be used for logo colors. You may screen tint all colors to get the look you want for non-logo elements.

|   |   |   |  |
|---|---|---|--|
| <b>LEARNINGRX<br/>PURPLE</b>                | <b>LEARNINGRX<br/>GREEN</b>                 | <b>COLOR<br/>(Black)</b>                  | <b>COLOR<br/>(45% Black)</b>             |
| <b>SPOT COLOR</b><br>Pantone® 268 C         | <b>SPOT COLOR</b><br>Pantone® 7495 C        | <b>COLOR</b><br>(Black)                   | <b>COLOR</b><br>(45% Black)              |
| <b>PROCESS BUILD</b><br>C:80 M:100 Y:0 K:10 | <b>Process Build</b><br>C: 25 M:0 Y:80 K:30 | <b>Process Build</b><br>C:0 M:0 Y:0 K:100 | <b>Process Build</b><br>C:0 M:0 Y:0 K:45 |
| <b>HEX: 4a2886</b>                          | <b>HEX: 93a445</b>                          | <b>HEX: 000000</b>                        | <b>HEX: 979797</b>                       |

## SECONDARY COLORS

|   |                                 |   |                                 |   |                                 |
|---|---------------------------------|---|---------------------------------|---|---------------------------------|
|  | C: 0<br>M: 95<br>Y: 100<br>K: 0 |  | C: 5<br>M: 80<br>Y: 100<br>K: 0 |  | C: 0<br>M: 30<br>Y: 95<br>K: 0  |
|  | C: 15<br>M: 30<br>Y: 0<br>K: 0  |  | C: 5<br>M: 10<br>Y: 0<br>K: 0   |  | C: 25<br>M: 80<br>Y: 15<br>K: 5 |
|  | C: 85<br>M: 40<br>Y: 85<br>K: 0 |  | C: 20<br>M: 0<br>Y: 55<br>K: 0  |  | C: 0<br>M: 0<br>Y: 65<br>K: 3   |