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: "**one-on-one brain training.**"

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.

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

SECONDARY COLORS

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

For interior paint colors for a LearningRx center, refer to: E-51 Startup Equipment in the LearningRx Operations Manual

Which Logo Should I Use?

We know there are a lot of logos to choose from, and you might not know where to start. The easiest way to decide which logo to use is to follow this guide, then search for the right logo based on keywords. Here are a few tips to help you choose the right logo:

1. Go to the Resource Library and navigate to **Gallery > Graphics > LRx Logos**

2. Decide whether or not you want the logo to include the tagline "one-on-one brain training." Depending on your decision, go to **Gallery > Graphics > LRx Logos> LRx Logos With Tagline** or **Gallery > Graphics > LRx Logos> LRx Logos Without Tagline**.

3. Determine if this logo will be used in **print, web or signage**, then follow the directions below:

Print Logos:

EPS file extension – .eps is the best file format for print. This logo format is scalable (meaning it can be shrunk down or enlarged without loss of quality).

CMYK color format – CMYK (which stands for Cyan, Magenta, Yellow, Black) is the most common color format used in print.

In a Hurry? If you want the most common files for **print**, you'll want to choose one of these:

LearningRx Logo-CMYK-with tag.eps

LearningRx Logo-CMYK-no tag.eps

OTHER OPTIONS FOR PRINT:

Outlined – this logo has a white outline, and is best used on colored backgrounds where the background might compete with the logo.

Shadowed – this logo is similar to the outlined logo, but also adds a shadow for a dimensional effect.

White – a white logo is a great choice if you have a dark single-color background, or other dark background where the colored logo wouldn't look good (i.e., a purple background with a clashing purple color).

Grayscale / Black – We also have grayscale and black versions of all logos.

The easiest way to find these various options is to search for it, for example, search for: "logo eps cmyk outlined" to get that logo.

Web Logos:

JPG file extension – .jpg is the *most common* file format on the web. .jpg files have a white background, so keep that in mind. Also, they do *not* look good if stretched larger than their original size.

PNG – these are similar to .jpg, but they do have a transparent background, so are suitable for using on top of different colored backgrounds.

RGB – RGB stands for Red, Green, Blue and is the color format that *all* computers and websites use. If this is for web/email/anything on a computer, you want to use an RGB logo.

OTHER OPTIONS FOR THE WEB:

Outlined – this logo has a white outline, and is best used on colored backgrounds where the background might compete with the logo.

In a Hurry? If you want the most common files to use on the **web**, you'll want to choose one of these:

LearningRx Logo-RGB-with tag.png

LearningRx Logo-RGB-no tag.png

Shadowed – this logo is similar to the outlined logo, but also adds a shadow for a dimensional effect.

White – a white logo is a great choice if you have a dark single-color background, or other dark background where the colored logo wouldn't look good (i.e., a purple background with a clashing purple color).

Grayscale / Black – We also have grayscale and black versions of all logos.

The easiest way to find these various options is to search for it, for example, search for: "logo jpg rgb outlined" to get that logo.

Signage:

Signage is the easiest to choose from. You'll find all signage under Graphics > Signage. There are only three options. The best approach is to ask the sign company which format they need, and use the appropriate one:

LearningRx Signage-CMYK-Brain Training Center.eps
This is an .eps file with CMYK color format (this is the *most common* format and most likely what you need).

LearningRx Signage-RGB-Brain Training Center.eps
This is an .eps file with RGB color format (less common).

LearningRx Signage-PMS-Brain Training Center.eps
This is an .eps file with PMS colors (this might be requested by the sign vendor instead of CMYK).