Lantern Road Leopards Logo Guidelines

The Lantern Road Leopards' logo is the core of our visual identity, and should always be used consistently. The following guidelines will help you determine which version of the logo to use, how to measure logo clearance, and how to use our color palette.

Primary **Secondary**

Logo

The full-color logo should be used whenever 'Lantern Road Leopards' or 'Lantern Road Elementary' is not already implied.

You may use the secondary version if the leopard does not fit in a horizontal space.

Please note, the HSE district mark used within this framework should NEVER be used on its own. Greyscale is acceptable when color is not offered.

Mascot

The full-color mascot can be used interchangeably with the primary logo. It can be used as a social avatar or as a complementary design graphic.

The one-color mascot should ONLY be used in LRE Green or white.

Please note, greyscale is acceptable ONLY on the full-color mascot when color is not offered.

PTO Logo

The full-color PTO logo should ONLY be used on materials associated with the PTO.

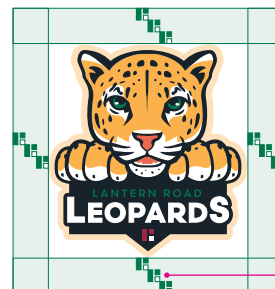You may use the PTO secondary version if the leopard does not fit in a horizontal space.

Please note, greyscale is acceptable when color is not offered.

Clearance

White Space

Always have the proper amount of breathing room to ensure maximum legibility. This should apply to all logos within this family.

clearance = HSE district mark x3

Color Palette

PMS
PMS (spot) colors should be used when printing spot colors.

CMYK
CMYK builds should be used for digital and process printing.

RGB
RGB builds should be used for on-screen applications (e.g. PowerPoint presentations).

HEX
HEX builds should be used for web.

LRE RED

PMS	194 C
CMYK	27, 96, 66, 18
RGB	159, 40, 66
HEX	#9F2842

LRE GREEN

PMS	7726 C
CMYK	89, 27, 86, 15
RGB	0, 123, 77
HEX	#007B4D

Examples

Please note, for all marketing and swag materials please ONLY use the logos on white, gray, LRE Red, LRE Green.