



# Visual Identity Guide

**LDS**  
BUSINESS  
COLLEGE





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Leave clear space around the logo matching the width and height of the 'L'.



One-color variation.



Grayscale variation.



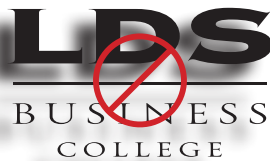
White variation.  
This logo variation should be used on images, only where it is still legible and not placed on competing elements (see example on right).

# Primary Logo

This is our primary logo. It should be included on all designs, documents, layouts, web pages, advertisements, and correspondence. Always leave space around the logo, so that it remains legibile and is easily spotted.



Do not apply an outline of any kind.  
Do not use any color besides the brand colors shown.



Do not stretch, warp, or apply effects such as drop shadows.



Do not place logo on an image with busy background elements and not enough contrast.





Leave clear space around the logo matching the width and height of the 'L'.



One-color variation.



Grayscale variation.



White variation.

This logo variation should be used on images, only where it is still legible and not placed on competing elements (see example on right).



# Secondary Logo

Our secondary logo is a horizontal version of our primary logo. The primary logo is always preferred, but this logo may be used whenever a layout or design is better suited for this horizontal variation.



Do not apply an outline of any kind.



Do not use any color besides the brand colors shown.



Do not stretch, warp, or apply effects such as drop shadows.



Do not place logo on an image with busy background elements and not enough contrast.





Primary Seal.



One-color variation.



Grayscale variation.



Grayscale variation.

# Official Seal

This mark is our official school seal. It's used to mark important documents, correspondence, and other official communications from LDSBC.

This seal should only be applied to official, approved documents and correspondence. Please do not use this mark without obtaining permission from the Creative Department by contacting [jmoore@ldsbc.edu](mailto:jmoore@ldsbc.edu).





# Typography

## Titles and Header

Montserrat *Semibold* 68pt

## Subtitles and Subheaders

Montserrat *Regular* 42pt

This size and font style should be used for statements, introductory paragraphs, quotes, callouts, and very important information.

Montserrat *Regular* 16pt

This size and font style can be used for regular-sized reading text, such as the main copy of an article, layout, PDF, letter, etc. It should remain black or 85% black if you'd like the design to have a slightly softer appearance.

Montserrat *Regular* 10pt

This size and font style can be used for regular-sized reading text, such as the main copy of an article, layout, PDF, letter, etc. It should remain black or 85% black if you'd like the design to have a slightly softer appearance.

Libre Baskerville  
*Regular* 10pt

Try using a type sizing scale, like the one used in this book (shown, right). It's a Fibonacci sequence so all the sizes relate to one another.

Use either of these typefaces (also called fonts) for body copy (on average, 10–12 pt. is best for general reading).

Both of these fonts are free for commercial use, and can be downloaded from [fonts.google.com](https://fonts.google.com).

6 pt.  
10 pt.  
16 pt.  
26 pt.  
42 pt.  
68 pt.  
110 pt.

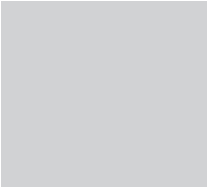




# Color

LDSBC’s primary brand color is Forest Green. Designs should use the white space of the page with forest green elements to visually organize information.

Secondary colors are light gray, black, and yellow-gold. Light gray should be used for tertiary design elements such as spacing lines. Black should be used for text, either as pure black or 85% percent black (shown here). Yellow-gold should be used very sparingly as light design accents.



**PMS** 427 C  
**CMYK** 0/0/0/10  
**RGB** 230/231/232  
**HEX** #e6e7e8



**PMS** Black 3 C  
**CMYK** 0/0/0/100  
**RGB** 0/0/0  
**HEX** #000000



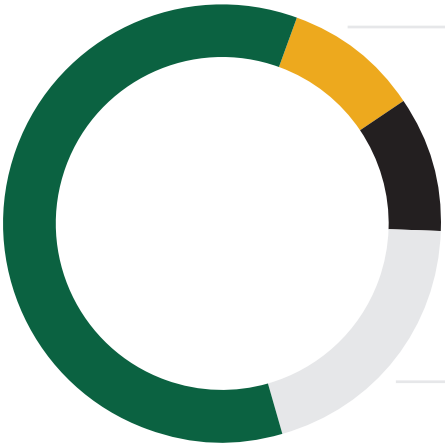
**PMS** 3425 C  
**CMYK** 90/36/84/30  
**RGB** 0/98/66  
**HEX** #006241



**PMS** 124 C  
**CMYK** 6/36/100/0  
**RGB** 237/169/32  
**HEX** #eca920

Primary Brand Color:  
Forest Green

Use green for headlines,  
large design elements,  
logo usage whenever  
possible, etc.



Tertiary Colors:  
Black and Yellow-Gold

Use sparingly.

Secondary Colors: Grays

CMYK 0/0/0/10 is used in  
this book for accents, and  
CMYK 0/0/0/85 for text.





# Imagery

Imagery should always reflect our values and Honor Code standards. Choose photography that shows students and faculty in positive, active learning environments, interacting with each other and exuding happiness and growth.

Photographs should feature bright, well-lit environments with clean colors (not over- or undersaturated colors) or black and white. Do not feature anyone with tattoos, multiple piercings, facial hair, clothes showing shoulders or above-the-knees outfits, low-cut tops, graphic or vulgar slogans or images, etc. (all individuals featured should adhere to LDSBC's Dress Code).





# Questions?

For any questions on the guidelines in this book, or to obtain official marketing and design assets (such as fonts, images, and templates), please contact the **LDSBC Marketing Department**.

