



Immaculata - La Salle

Brand Guidelines

Academic Logo Variations

Primary Logo

Secondary Logo

Submark Logo

Color Palette

#004B23

#FFC20E

#000000

#FFFFFF

#C3B99D

Athletics ONLY

Fonts & Typography

Gelica

Title Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ? ! @ % \$ () * < >

BEBAS

Title Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
1234567890 ? ! @ % \$ () * < >

SOCCER LEAGUE

Title Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ
1234567890 ? ! @ % \$ () * < >

Poppins

Secondary & Body Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
? ! @ % \$ () * < >

Montserrat

Secondary & Body Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
MNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
? ! @ % \$ () * < >

RACE SPORT

Title Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
MNOPQRSTUVWXYZ
1234567890
? ! @ % \$ () * < >

Billy Ohio

Legacy Title Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
4567890
abcdefghijklmnopqrstuvwxyz
1234567890 ? ! @ % \$ () * < >

Correct Ways Our Font & Color Palette Are Used

Cheer Uniforms
Race Sport Font
Vegas Gold

ILS Uniforms
Lao Font
Green

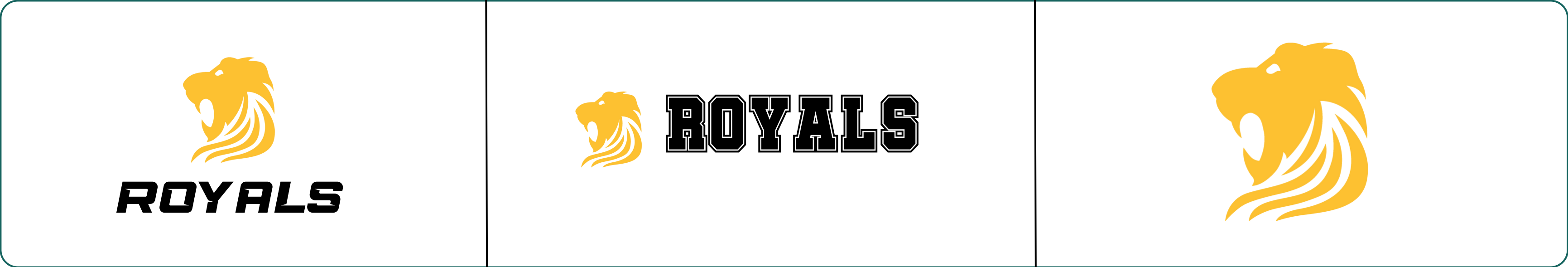
Gym Floor
Race Sport Font
Black

Printed Material
Soccer League Font
Green & Gold

Correct Lion Logo Colors



Lion Logo Variations



Primary Logo

Secondary Logo

Submark Logo

Improper Use of Logos



Don't use old lion with whisker



Don't use stock pictures of lion



Do not use realistic lions



Do not add drop shadows or effects



Do not stretch, squeeze, rotate or change aspect ratio



Do not flip



Do not place text or graphics on logo



Do not stretch, squeeze, rotate or change aspect ratio



Don't alter lettering or apply as transparency.



Anniversary/ Special Occasion

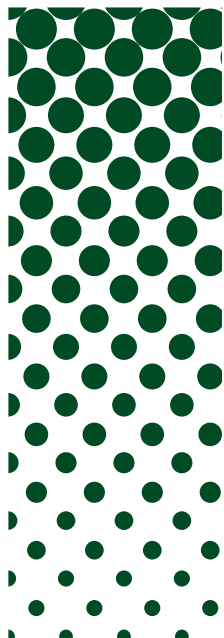


Do not flip



Don't change any color given.

Other Accepted Secondary Graphic Elements



Half Tone



Tropical Notes



Waves or Swirls

Photography and Element Applications



Text or graphic should not cover faces or overpower images