

### Identity Importance

A strong visual identity projects a distinctive look and creates a lasting impression. For any logo to be impactful, it must be used repeatedly and consistently in all communications.

The following guidelines illustrate and explain how to use the Parents LEAD logos.

For more information about Parents LEAD, visit: [parentslead.org](http://parentslead.org)



### Clear Space Requirements

A minimum amount of space must always surround the Parents LEAD logos. Other graphic elements or text must not intrude. This minimum amount of space surrounding the logo must be equal to the height (x) of the logotype. The diagram below illustrates the area of minimum clear space required.

Full Logo



Logo without .ORG



FOR PROFESSIONALS Logo



### Digital Logo Files

Contact Parents LEAD for a CD containing digital logos. Do not redraw, reposition, or modify the logos in any way. Use original art to ensure high-quality reproduction. Use the Adobe Illustrator ai files provided to reduce or enlarge the logo without a notable loss in quality. File types contained on CD include::

- vector ai
- pdf
- jpg
- png

### Size Requirements

The Parents LEAD logos should be no smaller than 2 inches wide.



## Color Standards

One color identifies Parents LEAD: blue. Color helps establish a recognizable look and increases the memorability of Parents LEAD's identity.



PMS 294 U

CMYK: 87C 68M 23Y 6K  
RGB: 55R 89G 137B



Process Blue U

CMYK: 84C 40M 1Y 0K  
RGB: 0R 130G 195B

Use the full-color option whenever possible (A). Other acceptable reproductions include the logo in grayscale (B); the logo in black (C); reversed on colored background that isn't blue (D); or completely reversed on any colored background (E).

(A)



(B)



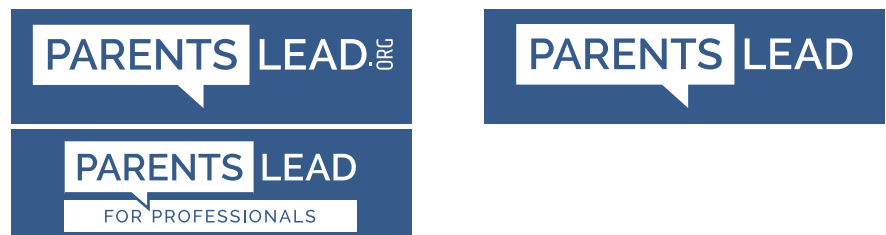
(C)



(D)



(E)



## Unacceptable Use

Consistent use of the Parents LEAD logos are essential. Any variation is forbidden. Here are a few examples of what not to do with the logo.

Do not allow other graphic elements or names to encroach on the logo.



Do not alter colors.



Do not change the typeface.



Do not compress, stretch or distort the elements.

