Questions regarding logo usage
If you have questions regarding the use of our logo, please contact Paula Rosine, Graphic Designer, at (217) 234-5265, prosine@lakeland.cc.il.us.

Proper use of the logo
To ensure the logo is used appropriately, the following guidelines must be followed:
- The logo must be reproduced from the authorized reproductions and cannot be redrawn, re-proportioned, or modified in any way.
- To change the overall size of the logo without affecting it proportionally, you must click on a CORNER of the logo and drag it while holding down your SHIFT button.
- Whenever possible, always use the two-color logo. If one-color use is necessary, please see one-color guidelines below.

Unacceptable uses
- Do not alter position of elements
- Do not change proportion of elements
- Do not alter approved color usage or palette
- Do not alter logo or use elements separately
- Do not use a drop shadow
- Do not make type different color than logo
- Do not change typeface
- Do not combine with another logo
- Do not use logo over a background that does not give it contrast
- Do not use logo on an angle
- Do not skew the logo

Print colors
TWO-COLOR
Whenever possible, the logo should always appear as a two-color logo:
PMS 186 (red)
Black

ONE-COLOR
If it is not possible to print in two colors, then the following one-color examples may be used:
White
Black
PMS 186 (red)
Note: If the logo is to appear as one color, it should be plainly visible against its contrasting background with no outlines.

Layout of the logo with words
- The logo will be used with the typeface which is also part of the graphic image
- There is a vertical logo and a horizontal version of the logo - the determination of which logo to use will depend on the individual piece.

Placement
- Regardless of what the logo is used on, nothing should touch, protrude from, or in any way alter the logo.

Size guidelines
- The size of the logo will be proportionate to the size of the item of apparel or premium.