

OFFICIAL PLU SIGNATURE guidelines

The official Pacific Lutheran University signature can not be cropped, distorted or colored in any way that does not adhere to the following guidelines:

- 1) Note that the words "Pacific Lutheran University" are a graphic element, inseparable from the symbol. The words may not be recreated with any font, nor resized, nor rearranged for any reason.
- 2) The official primary university colors for the signature are PMS 188 (CMYK build 106-1), black and reverse white. It is strongly recommended that these color palettes be adhered to in order to maintain a consistent university brand identity on all publications and advertising.
- 3) The preferred background colors for the PLU logo are white and black. However, when a design features a dominant color other than white, PMS 188 or black, the logo may be "reversed out" of that color if the paper color is white or almost white. This option is acceptable only for items that do not meet the criteria mandating the primary use of PMS 188 and black.
- 4) Please allow a minimum of two times the height of the letter "P" in "Pacific" in clearance around all sides of signature.

SPACING SAMPLE



BLACK AND WHITE VERSION



PMS 188 (CMYK BUILD 106-1)



TWO COLOR PMS 188 (CMYK BUILD 106-1) AND BLACK



REVERSE OUT OF BLACK AND NON-PRIMARY COLOR SAMPLES

