

## BASIC GUIDELINES FOR PROPERLY IMPLEMENTING THE LUS IDENTITY

**General Guidelines:** These specific guidelines have been developed to maintain a consistent implementation of the Lafayette Utilities System (LUS) logo and tagline. The logo is the primary graphic for LUS and should be used for all corporate or primary communications. This logo has been customized specifically for LUS; official graphics files should always be used.

Usage of the LUS logo must be approved by LUS at (337) 291-8930 or [pio@lus.org](mailto:pio@lus.org). Any approved vendor must conform with the graphic standards exhibited in these guidelines.



If reproducing the LUS logo on a dark background such as blue, the typography of the logo should be reversed to white. The fleur-de-lis should remain Pantone 485, or in its CMYK, or RGB red equivalents (preferred) or reversed to white.



The LUS blue is Pantone 280.  
The CMYK values for this color are C:100 M:72 Y:0 K:18.

The RGB values for this color are R:12 G:37 B:119.



The LUS red is Pantone 485.  
The CMYK values for this color are 0C, 95M, 100Y, 0K.

The RGB values for this color are 255R, 17G, 0B.



The LUS gray is 80% black.  
The CMYK values for this color are 0C, 0M, 0Y, 80K.  
The RGB values for this color are 51R, 51G, 51B.



When the LUS logo cannot be used in color, a B&W version may be used. In this case, the typography should be 100% black and the fleur-de-lis should be 50% black (preferred) or 100% black.



The LUS logo may also be reversed out of black. If doing so, the fleur-de-lis should be 35% black (preferred) or reversed to white.

**Taglines:** The color palette described above applies to usage of the LUS logo with a tagline as well, with the tagline color being the same color as the fleur-de-lis.

If reproducing the logo with tagline on a dark background, the typography of the tagline should be reversed to white.



**Printing Guidelines:** For any printed applications, the LUS logo should be provided to the printer in .eps format. This format is created specifically for printing. The quality of the final output will be greatly reduced if another format, such as .jpg, .tif, .bmp, etc., is used for printing.

**Electronic Applications:** The LUS logo should be provided for output in either .jpg or .png format. These formats are created specifically for electronic media and should never be used for any printed materials. If you do not have a copy of the logo in one of these formats, please contact the LUS Public Information Specialist for the proper file.

**Manipulation or Recreation:** To ensure consistency, the logo should never be manipulated, recreated or otherwise tampered with – this includes changing any aspect of the LUS logo, stretching the logo in any way, changing the colors or typeface, and attempting to redraw any element of the logo.



**Complementary Typography:** The logo consists of characters that do not exist in a font family. The logo should be considered illustrated art. Substituting fonts for the logo is unacceptable. The Helvetica Neue LT Std family of fonts (see below) are to be used to complement the logo in all applications.

Helvetica Neue LT Std 37 Thin Condensed

*Helvetica Neue LT Std 37 Thin Oblique*

Helvetica Neue LT Std 47 Light Condensed

*Helvetica Neue LT Std 47 Light Oblique*

Helvetica Neue LT Std 57 Condensed

*Helvetica Neue LT Std 57 Condensed Oblique*

Helvetica Neue LT Std 67 Medium Condensed

*Helvetica Neue LT Std 67 Medium Condensed Oblique*

Helvetica Neue LT Std 77 Bold Condensed

*Helvetica Neue LT Std 77 Bold Condensed Oblique*

Helvetica Neue LT Std 87 Heavy Condensed

Helvetica Neue LT Std 87 Heavy Condensed Oblique

TYPICAL EXAMPLE —

**Dedicated to improving the way you live.**

Lafayette Utilities System is proud to be a part of this community and the people we serve. We strive to provide dependable, affordable **electric** energy, safe, clean drinking **water** and environmentally sound **wastewater** treatment. We deliver the services you depend on with a high standard of customer service to improve the way you live. As a publicly owned and operated utility, LUS invests in the community, through the support of local organizations and an annual payment to Lafayette Consolidated Government's general fund of over \$22 million. We're not only dedicated to improving the way of life in Lafayette, we're dedicated to improving the way you live.

<b>Connects/Disconnects/Billing</b> 337.291.8280 or 800.935.2LUS	<b>Power Outage</b> 337.291.8200	<b>LUS Fiber</b> 337.993.4237
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**LUS**  
LAFAYETTE UTILITIES SYSTEM

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