

LOUISIANA LONESTAR ALT BRAND



LSE-LA-PRIMARY-CIRCLE-GOLD



LSE-LA-PATCH-GOLD



LSE-LA-STATE-OUTLINE-GOLD



LSE-LA-STATE-SOLID-GOLD

COLORS



PMS 872
CMYK 40, 47, 77, 17
RGB 141, 116, 74
HEX #8D744A

PMS BLACK 6
CMYK 83, 70, 59, 73
RGB 17, 28, 36
HEX #111C24

FONTS

TRADE GOTHIC LT STD
BOLD CONDENSED NO. 20

FILE FORMATS

PRINT (.EPS, .PDF)

- Use this version for digital printing or offset printing
- Can be enlarged without compromising image quality
- .eps – transparent background
- .pdf – transparent background

DIGITAL (.PNG)

- Use this format in digital applications (powerpoint, email, websites, social media, etc.)
- Do not enlarge – up-scaling will diminish image quality
- .png – transparent background



LSE-LA-PRIMARY-CIRCLE-GOLD-REV



LSE-LA-PATCH-GOLD-REV



LSE-LA-STATE-OUTLINE-GOLD-REV



LSE-LA-STATE-SOLID-GOLD-REV



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