

LOUISIANA LONESTAR BRAND



LSE-LA-PRIMARY-CIRCLE-BLUE



LSE-LA-PATCH-BLUE



LSE-LA-STATE-OUTLINE-BLUE



LSE-LA-STATE-SOLID-BLUE

COLORS



PMS 193
CMYK 17, 100, 76, 7
RGB 192, 20, 60
HEX #C0143C



PMS 281
CMYK 100, 89, 31, 30
RGB 0, 38, 99
HEX #002663

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-BLUE-REV



LSE-LA-PATCH-BLUE-REV



LSE-LA-STATE-OUTLINE-BLUE-REV



LSE-LA-STATE-SOLID-BLUE-REV



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