



# Communication & Business Institute

The Leading Graduate School of Communication & Business

## ***BRAND IDENTITY STANDARDS***

# The SHIELD & REGULAR Logo

## The Shield & REGULER Logo

The primary logo for the overarching Campus identity has been redesigned to combine the new LSPR with Lucida Sans wordmark and the shield.

Reguler – and small – use versions of both the shield and regular logos have been redrawn to ensure the best quality reproduction. Size restrictions for each are detailed beside.

The shield logo exists as part of the official college seal and will be used as an additional brand icon through formal events, ceremonies, or on special documents as in diplomas, special letter from upper management and others.



## SHIELD Logo

Is to be used for only SPECIAL occasions and very important documents (Transcript).



**Communication & Business Institute**  
The Leading Graduate School of Communication & Business



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## REGULER Logo (Landscape & Portrait)

Is to be used most often throughout LSPR publications and collateral.



**Communication & Business Institute**  
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## Bright Backgrounds

When the lockup appears on a white background it utilizes its original colour.

## Dark Backgrounds

When the lockup appears on a dark background the text reverses to white.

## Recommended Sizing

### CAMPUS SHIELD

A4



4 CM

MINIMUM SIZE



3 CM

### PROMOTIONAL LOGO

A3



9,5 CM

A5 / MINIMUM SIZE



6,5 CM

A4



6,5 CM

## Color

The official colors of LSPR, LSPR Red, LSPR Blue and LSPR Green, are equal in importance in identifying the campus. Precise matching of all LSPR colors applications. Correct and consistent use of LSPR's official colors helps reinforce the school's identity.

## LOGO COLOR



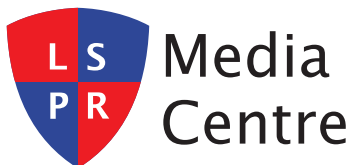
## BASIC COLOR



# Department & Clubs Unit Logo

## Department & Clubs Unit Logo

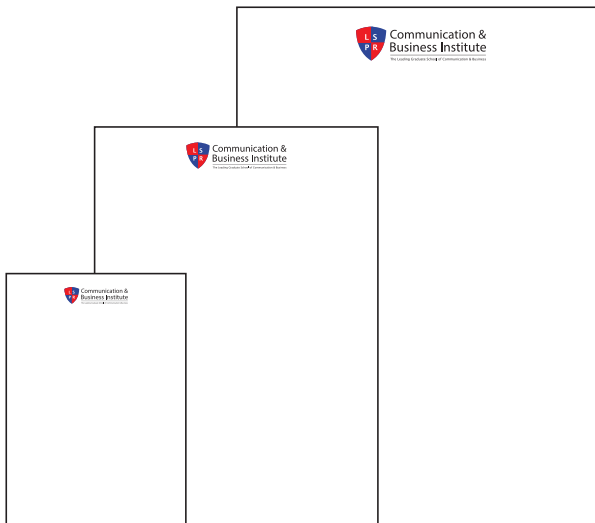
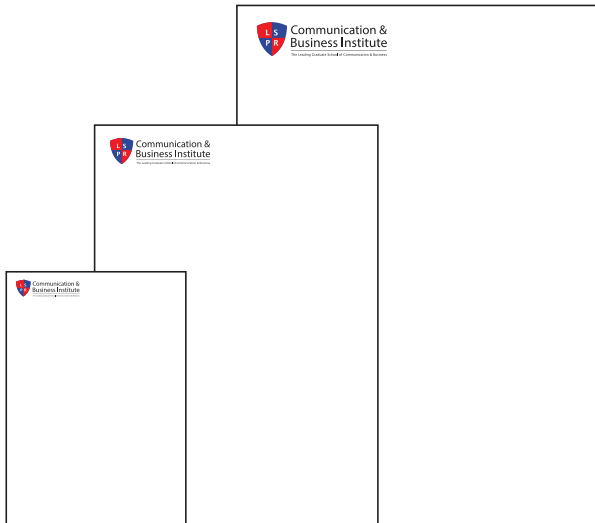
Logos have been created for each of LSPR Department as part of the Campus identify system. Always use approved artwork. Do not attempt to typeset or create any logos on your own.



# Logo Positioning

## Logo Positioning

Positioning top left. Consistent positioning of the logo is vital, it must always appear on the top left or centre.



## Margin



**A3**  
Logo : 9,5 cm  
Left margin : 2,5 cm  
Top margin : 2,5 cm

**A4**  
Logo : 6,5 cm  
Left margin : 1,5 cm  
Top margin : 1,5 cm

**A5**  
Logo : 4,5 cm  
Left margin : 1,5 cm  
Top margin : 1,5 cm

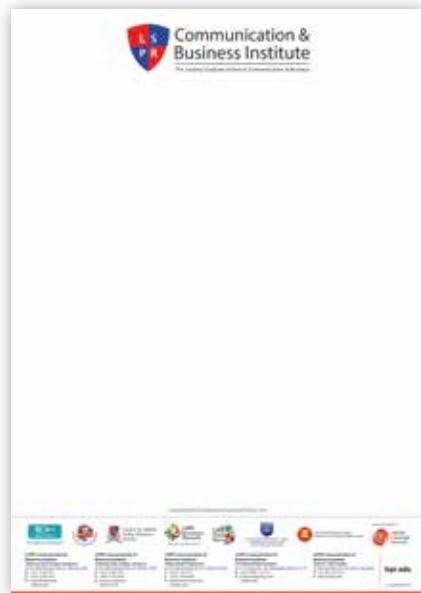
**Landscape formats**  
The top and left hand margins remain for the same for the corresponding landscape formats.

# Stationery Templates

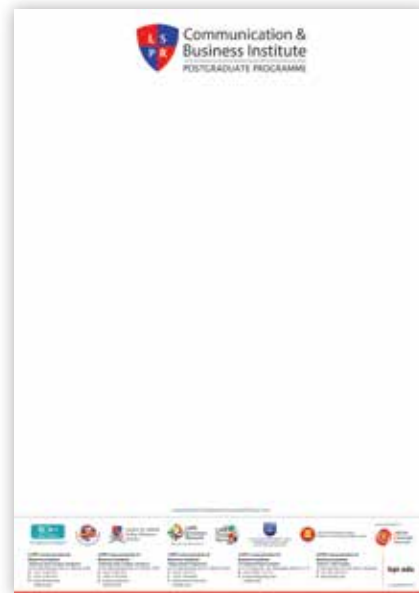
## Stationery Templates

The stationery templates shown here have been approved and should not be altered in any way. Body copy can be set at 12 point Book Antiqua or Myriad Pro – Regular weights.

### LETTER HEAD



UNDERGRADUATE PROGRAMME



UNDERGRADUATE PROGRAMME

### BUSINESS CARD



FRONT



BACK

### ENVELOPE



FRONT



BACK

## Typefaces / Font

The typefaces approved for use in LSPR publications and collateral are: Myriad Pro, Lucida Sans, DIN, Great Vibes, and Bird of Paradise.

Each typeface offers a range of weights, allowing for small and digital use without degradation.

The overall consistent application of these typefaces will establish a continuity of appearance that will support the effectiveness of the identity program.

Myriad Pro

DIN

Lucida Sans

*Great Vibes*

*Myriad Pro*

*DIN*

*Lucida Sans*

**Bird of Paradise**

**Myriad Pro**

**DIN**

**Lucida Sans**

*Myriad Pro*

*DIN*

*Lucida Sans*

**Myriad Pro**

**DIN**

*Myriad Pro*

*DIN*