

# **Ladies Only Sample Tour™**

## **Logo Standards**

### **Background**

The Ladies Only Sample Tour™ (LOST) is a branded event designed to bring female shoppers to your local merchant area. LOST strategy creates a night out event during a normally slow shopping period where the target group is allowed to create a social event within their own personal group of friends or family. It is designed to introduce and familiarize shoppers with dining, retail and services available in your area and then brings them back to help establish a buying habit.

### **Logo Standards**

Marketing On Demand, Inc., the trademark owner, developed this logo standards information to produce professional quality communications that reflect LOST. This information provides a starting point for any project involving use of the LOST logo. Whether you are creating publications, novelty items, banners or building an Internet page, this document provides essential logo information.

The positive image of LOST is important to everyone associated with the event. While the marketing of the event involves many things, a person's first contact with the event usually occurs in the form of printed materials or online. In today's marketplace, an image is increasingly dependent on visual communication and "branding." Maintaining a strong, consistent image reinforces the event reputation. A strong and consistent visual identity system serves to unify the event and eliminates the confusion caused by the use of different logos and typefaces.

Information in this document should be used and adhered to by anyone using the LOST logo. It is recognized this document cannot cover every design situation that may occur. Any questions regarding logo use should be directed to Marketing On Demand, Inc.

## Main Logo

The Ladies Only Sample Tour logo consists of three elements: (1) the “Ladies Only Sample Tour” text, (2) the image of three ladies and, (3) the trademark symbol - <sup>TM</sup>.



## Color Palette

The color palette reinforces the brand by capitalizing on the colors associated with women. LOST colors are bright pink, white or black. Whenever possible, the logo should be reproduced in black on a bright pink background. The white or black should be 100% saturation. The bright pink should be as follows:

- Pantone 232
- CMYK 6, 69, 0, 0
- RGB 234, 59, 174
- HSL 227, 206, 147
- Hex Web FF3 3CC

## Logo on Dark Background

If the logo is reversed on a dark background, Marketing On Demand, Inc. must approve it before use.

## Minimum Size

The minimum size recommendation to ensure clarity for the logo is 1" wide x 1-1/8" tall. Text may not be removed if logo is reduced in size.

## Use of Space

The LOST logo should be isolated from distracting graphic and typographic elements. The logo should be surrounded by sufficient space to allow it to be the focal point. Backgrounds must not interfere with or become part of it. Clear space of double the height of the "L" in the logo should be left around the logo. This protects the logo from distractions within the layout.



## Logos Do's and Don'ts

DO NOT stretch the logo or alter its proportions.

DO NOT alter the typography.

DO NOT alter the logo by repositioning the elements.

Do NOT USE the logo on top of complex elements such as a photo or patterned backgrounds.

DO use primary logo colors of white, black and pink.

DO NOT use the logo at other than a right angle.

## Typography

Below is the suggested font list to be used in conjunction with the logo. The font list is designed to support the logo design and maximize communication.

Headlines: **We Suggest Century Schoolbook Bold for LOST Headlines.**

Body Copy: We suggest Century Schoolbook for LOST body copy.

Standard version of logo using a  
black image on a pink background



Alternate version using black and white

