While not applicable for every design or layout, preference should be given to Wisconsin Lutheran College’s main logo. Both the main logo and wordmark are acceptable for internal and external communications. Additional logo elements and formats are available through the Office of Marketing and Communication.

**PRIMARY COLOR PALETTE**
Green is WLC’s primary brand color and should be present in every layout with the exception of black and white media. Black, gray, and white may be used to complement WLC’s green.

- PMS 3425: 100C/10M/69Y/44K
- PMS Process Black: 0C/0M/0Y/100K
- Gray: 0C/0M/0Y/30K
- White: 0C/0M/0Y/0K

**EXTENDED COLOR PALETTE**
Five secondary colors have been chosen to complement the primary color palette in print and web applications. The secondary palette should be used sparingly and only with the permission of the Office of Marketing and Communication.

- PMS 369: 67C/0M/98Y/5K
- PMS 321: 100C/2M/32Y/12K
- PMS 125: 8C/31M/100Y/19K
- PMS 261: 62C/98M/9Y/45K
- PMS 188: 12C/95M/59Y/54K

To prevent a cluttered look, maintain a comfortable white space around the logo equal to the size of the capital “W” in Wisconsin. No graphic elements should be allowed within this area.

**DEPARTMENT LOGOS**
Sub-brand logos are available for departments to provide distinction within the logo parameters.

**Athletics Wordmarks**
The athletics wordmarks are for use on Athletics Department materials only.

**WISCONSIN LUTHERAN COLLEGE SEAL**
The official seal of Wisconsin Lutheran College is primarily used by the Office of the President and the Office of the Provost. Any other uses must be approved by the Office of Marketing and Communication.

**BRAND FONTS**
- Serif Face: Adobe Garamond Pro
- Sans Serif Faces: Helvetica Neue | Interstate | Josefin Sans

All communication published by Wisconsin Lutheran College (both print and electronic) must prominently display an approved logo. All communication going to an external audience must be approved by the Office of Marketing and Communication. Please contact the Office of Marketing and Communication if you have logo usage questions.