



# Brand Guidelines and Standards

Lansing Housing Products, Inc.  
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# Introduction

At Lansing Housing Products, Inc., our reputation and brand are extremely important to us. We want our customers to have rewarding experiences when they choose our products and we need to ensure that we protect our reputation and brand accordingly. The Lansing Housing Products, Inc. name, trademarks, service marks, signs, logos, icons, designs, photography, taglines, logotypes, domain name and other brand features are valuable assets to us and are protected by applicable trade mark, copyright and other intellectual property laws.

We created this Lansing Housing Products, Inc. Brand Guidelines and Standards to provide our employees, vendors, authorized contractors, customers, and other parties wishing to use the Lansing Housing Products, Inc. name and logo clear standards and guidelines for communicating about our company and our products. Our goal is consistent representation of our brand identity no matter where in the world we reach or what media we use to communicate. Let's work together to uphold these standards, and keep the Lansing Housing Products, Inc. brand strong.

It is important that we all embrace these standards when using the logo, as we are all brand ambassadors and a key part of our mission is to protect the integrity of the brand.

# Logo Family

The Lansing Housing Products, Inc. Logo Family



This is the proper graphic arrangement for the use of the Lansing Housing Products logo.



The secondary tagline for Lansing may be used in instances where it is clear to the customer that they are viewing Lansing Housing Products, Inc. materials, communications, and products.

As further outlined in this manual, there are no other versions of the Lansing Housing Products, Inc. logo, other than when color use is limited.

# Logo Usage

The following are **acceptable** ways of reproducing the logo:

Full Color on light background



Black and white (gray is 50% of black)



Full Color on dark background



Black and white (gray is 50% of black)



# Logo Usage

It is **acceptable** to remove the tagline from the logo in certain cases where reproduction size and/or application prevent it from being legibly read (such as embroidery). In such instances, the tagline is simply removed, no other logo elements are adjusted.



LANSING



LANSING



LANSING



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# Logo Usage

The following are **unacceptable** ways of reproducing the logo (the following guidelines apply to all versions of the logo).



Do not skew or distort the logo



Do not use unapproved colors in the logo



Do not overlap logos



Do not rescale individual elements of the logo



Do not use the logo over competing backgrounds



Do not place other graphics over the top of the logo



Do not add special effects to the logo or use logos of poor resolution (pixelated)





# Logo Specifications

## Minimum Size

The Lansing logo without the tagline should be used no smaller than 0.125" (1/8") in height, whereas the logo with the tagline should be used no smaller than 0.3125" (3/16") in height.

 .125"

 .3125"

# Logo Colors



Lansing Black  
CMYK: 100C, 100M, 100Y, 100K  
RGB: 0, 0, 0



Lansing Green  
PMS 370C  
CMYK: 65C, 26M, 100Y, 9K  
RGB: 100, 140, 26  
HEX: 648C1A



# Technical Questions

## **What is the difference between CMYK and RGB?**

CMYK refers to Cyan, Magenta, Yellow and Black. RGB refers to Red, Green, Blue. A commercial printer (not color copying or desk-top printing) needs CMYK versions of the logo in order to print in full-color process. RGB type files are used on-screen and when printing on a color copier or a desk-top printer.

## **What is the best format for images on the web?**

Generally .PNG and .JPG files are preferred for web and social media use. PNG files can have transparent backgrounds and use a lossless compression algorithm, meaning they can often be of better quality when edited and saved back to .PNG format.

## **Why can't I view an EPS file on my PC?**

Generally, you can't view an EPS file unless you have the appropriate software such as Adobe Illustrator or Adobe Photoshop.

## **DPI and PPI – What's the difference?**

DPI or "dots per inch" specifically refers to how many dots of ink will print per inch. The higher the number, the sharper the image will be. Most ink jet printers today are capable of printing 1200 to 4800 DPI; this means great results for images with 200-300 PPI. PPI or "pixels per inch" is the term you will see most often when selecting a resolution for your images in photo editing software. Pixel is an abbreviation for "picture element." Millions of pixels make up the images and text viewed on your screen.

# Technical Questions

## **So how do you best select a pixel resolution for photographs?**

First, you need to consider where you will use your pictures (in print or online) and how large they will appear. For best results, a good number to remember when printing an image is 300 pixels/inch at actual size. In other words, when you resize an image with photo editing software, set the dimensions of the image to the print size first (e.g., 5" x7") and then set the resolution to 300 pixels/inch. The lower the pixels per inch, the blurrier the image will appear on paper.

## **Raster Imagery**

Raster refers to an image built out of pixels (small blocks of color) which when reduced create an image. Pixel is an abbreviation for "picture element." A low resolution file is made up of less pixels per inch (PPI). Your computer screen shows images at a resolution of 72 PPI, so while sometimes an image looks crisp on screen, it might look blurry/pixelated when you print the image out since your printer prints things at 300 PPI to look crisp. Examples of raster files include .PNG, .JPG, and .TIF.

## **Vector Imagery**

Vector is a type of file that is built with solid lines and shapes – like a logo. The advantage is that you will never have to worry about resolution or the file getting blurry when you increase its size. A vector file, like a typeface, is scalable to any size and will stay crisp. .EPS files are considered a standard format for vector files.

# Typography

## Logo Font Selections

The Lansing logo utilizes two fonts. The LANSING word mark is Berthold Akzidenz Grotesk and a customized 'L' created by Franz Incorporated. The tagline font is Nexa Regular. The Berthold Akzidenz Grotesk font should not be used in communications other than the logo. The Nexa font family may be used for other communications.



## Fonts used in Marketing Materials

The following fonts are used in marketing and communications along with sans serif fonts for the web such as Arial family fonts.

**Aa** Nexa Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(,;?!@#\$%^&\*)0123456789

**Aa** Nexa Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(,;?!@#\$%^&\*)0123456789

**Aa** Nexa Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(,;?!@#\$%^&\*)0123456789

# Contact Us

## **Our Brand Identity is Important to Us!**

Please contact us if you have any questions about reproducing our logo.

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You may also contact our marketing agency:

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