

Legacy Student Media

Branding Guide

Primary Logo



Social Media Logo



Colors

PRIMARY RED	R: 213 B: 38 G: 37 HEX: #D52526 C: 0 M: 100 Y: 0 K: 2
PRIMARY BLACK	R: 35 B: 32 G: 31 HEX: #231F20 C: 0 M: 0 Y: 0 K: 100
PRIMARY GRAY 1	R: 88 B: 91 G: 88 HEX: #58585B C: 5 M: 0 Y: 0 K: 80
PRIMARY GRAY 2	R: 128 B: 132 G: 130 HEX: #808284 C: 3 M: 0 Y: 0 K: 60

General Guidelines & Rules

- All promotional, recruiting, mailing and other materials must use the logo, fonts and colors.
- If a speciality font is used, branded fonts must be used for basic info.
- The department should always be referred to “Legacy Student Media” - not journalism, yearbook, newspaper or others
- Staff shirts should use fonts and colors.
- Photo Credits and bylines should be in Name Name, Legacy Student Media format

Fonts



Proxima Nova Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%\$^&*()?



Proxima Nova Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%\$^&*()?



Alianza
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#%\$^&*()?