Brand Style Guide

Lulzbot_LogoTM_CMYK.eps

This logo is for use in four-color advertisements and marketing applications (i.e., brochures, magazine ads).

Lulzbot_LogoTM_RGB_WEB.jpg

This logo is for use on the web only.

Lulzbot_LogoTM_PANTONE_Solid_Coated.eps

This logo is for use in two-color advertisements and marketing applications (i.e., Offset printing, business cards). This version is ONLY to be used on coated paper stock.
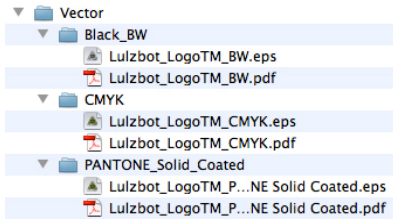Colors: **PMS 382 C** and **PMS Process Black**

Lulzbot_LogoTM_BW.eps

This logo is for use in black and white advertisements and marketing applications.

LULZBOT Logo Format Explanation

Vector Based Art

Vector based art should be used for print applications whenever possible. Vector based art can be scaled up or down without compromising image quality or greatly increasing file size.

▼ 📁 Vector
  ▼ 📁 Black_BW
    📄 Lulzbot_LogoTM_BW.eps
    📄 Lulzbot_LogoTM_BW.pdf
  ▼ 📁 CMYK
    📄 Lulzbot_LogoTM_CMYK.eps
    📄 Lulzbot_LogoTM_CMYK.pdf
  ▼ 📁 PANTONE_Solid_Coated
    📄 Lulzbot_LogoTM_P...NE Solid Coated.eps
   📄 Lulzbot_LogoTM_P...NE Solid Coated.pdf

High Resolution Raster

These files can be used for print applications when vector based art cannot be used. It cannot be scaled up without compromising image quality.

▼ 📁 High_Res_Raster
  📄 Lulzbot_LogoTM_BW.jpg
  📄 Lulzbot_LogoTM_CMYK.jpg
  📄 Lulzbot_LogoTM_RGB.jpg
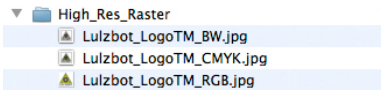
Web Based Art

Web art uses web safe colors in RGB (red, green, blue) color mode and is 72 DPI. Web art should only be used for web applications. Using web art for any print application will result in poor image quality and inaccurate color.

▼ 📁 Web
  ▼ 📁 Lo_Res
    📄 Lulzbot_LogoTM_WEB.gif
    📄 Lulzbot_LogoTM_WEB.jpg
    📄 Lulzbot_LogoTM_WEB.png
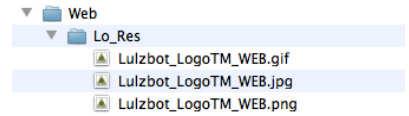
LULZBOT Logo Format Explanation

CMYK	Four color process/offset or digital printing
BW	Black & White
WEB	Web safe colors (RGB)
PANTONE	Spot Color/Precise Color Match

LULZBOT Common Misuses to Avoid

Do not change colors used in the logo.

Do not change typefaces used in the logo, or change any letterforms within the type.

The logo must not be out of proportion in any way.

LULZBOT Color Key

		PMS	C	M	Y	K	R	G	B
Green		382 C	29	0	100	0	193	216	47
Black		Process Black	0	0	0	100	0	0	0

CMYK for 4-color print jobs, RGB for web only.

*NOTE: When printing offset use 80# Prodigital Silk Text paper stock and the PANTONE color 381C

LULZBOT Corporate Typefaces

OUTAGE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUUWXYZ
1234567890!@#$%^&*[]_+={[}]:;"'<,>.?/