

## LASCO® Bathware Identity Guidelines Overview

The LASCO Bathware identity is composed of a custom wordmark incorporating the company name with a graphic representation of water that relates to LASCO's business and products.

To promote LASCO Bathware consistently and effectively the identity should always be used as a complete unit as shown in the examples on the right. The elements of the identity mark **should never** be separated and used independent of one another.

### IDENTITY MARK COLORS

To achieve the strongest visual impact it is preferable to use the LASCO Bathware identity mark in a two color presentation using **both** LASCO Dark Blue and LASCO Light Blue.

PMS colors for printing are **PMS 294** and **PMS 2925**. In order to maintain consistency these should be **the only colors** used when reproducing the identity mark. When printing four color process the CMYK conversions shown at right should be used.

Certain circumstances may only permit a one color presentation of the identity mark. There are **four variations** that may be used, PMS 294 only, PMS 2925 only, Black, or reversed. Anytime the identity mark appears on a dark background it is preferable to use the reverse version.

The identity mark color variations shown at right are all provided in digital format to allow flexibility and ease of use while maintaining consistency across corporate communications.

### CLEAR SPACE

When using the identity mark it is preferable to give it a **prominent position**, not too large and not too small in relation to other design elements in the layout. It is also preferable to provide an **ample amount of clear space** around the identity in order to avoid clutter and set it off.

When placing the identity mark near or around other design elements a **minimum clear space** should always be maintained. The minimum clear space is equal to the height of the letter L in LASCO and is proportional at any size. The example at right shows the minimum clear space applied to all sides of the identity mark.



TWO COLOR: PMS 294 & 2925



LASCO DARK BLUE

PMS 294  
C:100 M:56 Y:0 K:18.5



LASCO LIGHT BLUE

PMS 2925  
C:85 M:24 Y:0 K:0



ONE COLOR: PMS 294



ONE COLOR: PMS 2925



ONE COLOR: BLACK



REVERSE



MINIMUM CLEAR SPACE