

Lake Wilderness PTSA

Guidelines on Logo Use



About the Logo

The Lake Wilderness PTSA logo is a representation of not only our Parent Teacher Student Association, but also Lake Wilderness Elementary School.

Uses

The Lake Wilderness PTSA logo may be used by the PTSA and the school. The new logo(s) should be used in the correct format for the media and the correct coloring for the presentation and background. There are formats for both print and Web, for use in promotions, awards/recognition, signage, letterhead, etc. The cat head may be used alone or with the wording.

Colors

The logos are available in **dark blue (Pantone 2757; CMYK 100/91/31/27)**, **dark green (Pantone 349; CMYK 93/33/92/25)**, and **black**. The dark blue should be used except in black and white documents, or where the dark green would add contrast. The logos should not be used in any other color. There is no restriction on what color background may be used as long as there is significant contrast between the background and logo.

Formats

The logo is available in three formats:

\ JPEG (.jpg): for use on the Web

\ TIFF (.tif): for use in print

\ PNG (.png): for use on the Web or in print, with a transparent background

If you have questions or need special assistance with the use of the logo, please email info@lwptsa.org.