

THE LUKE COMMISSION'S **Branding Guide**



The
Logo



This is the primary TLC logo. Use this logo for all material representing TLC to apply a consistent recognizable identity. Here is an overview of usage:

- The TLC logo should NEVER be recreated.
- There should NEVER be any deletions or additions to the logo.
- The logo should NEVER be screened back to a percentage of its colors.

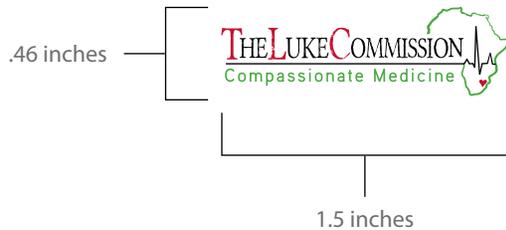


Pantone 187
C5 M100 Y71 K22
R167 G25 B48
HTML A71930



Pantone 362
C78 M2 Y98 K9
R63 G156 B53
HTML 3F9C35

H = clear space



Minimum Size

For the sake of legibility, never reproduce the TLC logo smaller than the minimum size shown.

Logo
 Details



No graphic elements other than a background color or texture may be placed inside the exclusion zone around the logo (as indicated by the gray solid line). Download the TLC logo and fonts at www.lukecommission.org/Media-Kit.



.....
The square logo



.....
The icon logo

Secondary Logos



The above logos are secondary logo options. *These logos should be used sparingly and only when it is impossible to use the primary logo.*



The full correct TLC logo colors.



The TLC logo can be reversed out but still keep it's primary colors when possible.



When reversed out fully and placed on a textured background it is important to use a slight drop shadow in order to create good contrast to keep the logo readable.



The full correct TLC logo colors on a color/textured background.



When reversed out fully and placed on a solid background it is not always necessary to add a drop shadow to the logo.



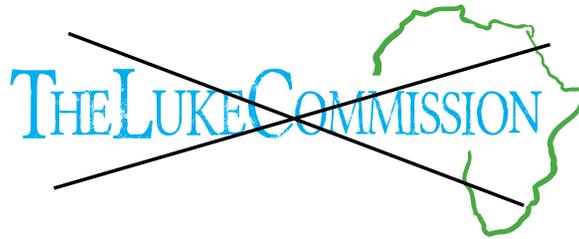
When reversed out and placed on a textured background it is important to use a slight drop shadow in order to create good contrast to keep the logo readable.



Logo
do's &
don'ts



Use the quick guides above to know the best use for placing the TLC logo on a colored or textured background.



Logo Misuse



The above represent misuse of the TLC logo. Avoid these mistakes to ensure readability and consistent recognition.

Primary Colors



Pantone 1815
C13 M96 Y81 K54
R120 G35 B39
HTML 782327



Pantone 362
C78 M2 Y98 K9
R63 G156 B53
HTML 3F9C35



Black

Color Balance: It is important to note that TLC prefers to use one main color, either red or green, along with the complementary colors seen on this page. TLC does not want to use red and green at equal amounts as to not give the "look of Christmas." Red is traditionally used followed by small amounts of green as a highlight color. This can be seen in the design examples on the following pages

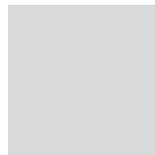
Complementary Colors } for printing



Pantone 1205
C0 M5 Y35 K0
R248 G228 B152
HTML F8E498



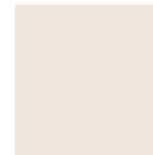
Pantone 551
C35 M3 Y5 K7
R161 G198 B207
HTML A1C6CF



Pantone Cool Gray 3
C8 M5 Y6 K13
R201 G202 B200
HTML C9CAC8



Pantone 7528
C5 M10 Y17 K15
R202 G192 B182
HTML CAC0B6



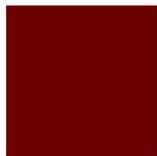
Pantone Warm Gray 1
C2 M3 Y4 K5
R224 G222 B216
HTML E0DED8

Complementary
Colors



To complement the TLC logo use the complementary colors suggested on this page.

Complementary Colors } for the web



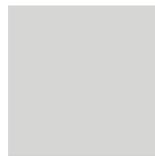
108/0/0
6C0000



255/247/151
FFF797



183/206/207
B7CECF



214/215/212
D6B7D4



221/218/199
DDDAC7



245/241/233
F5F1E9

Complementary
Colors



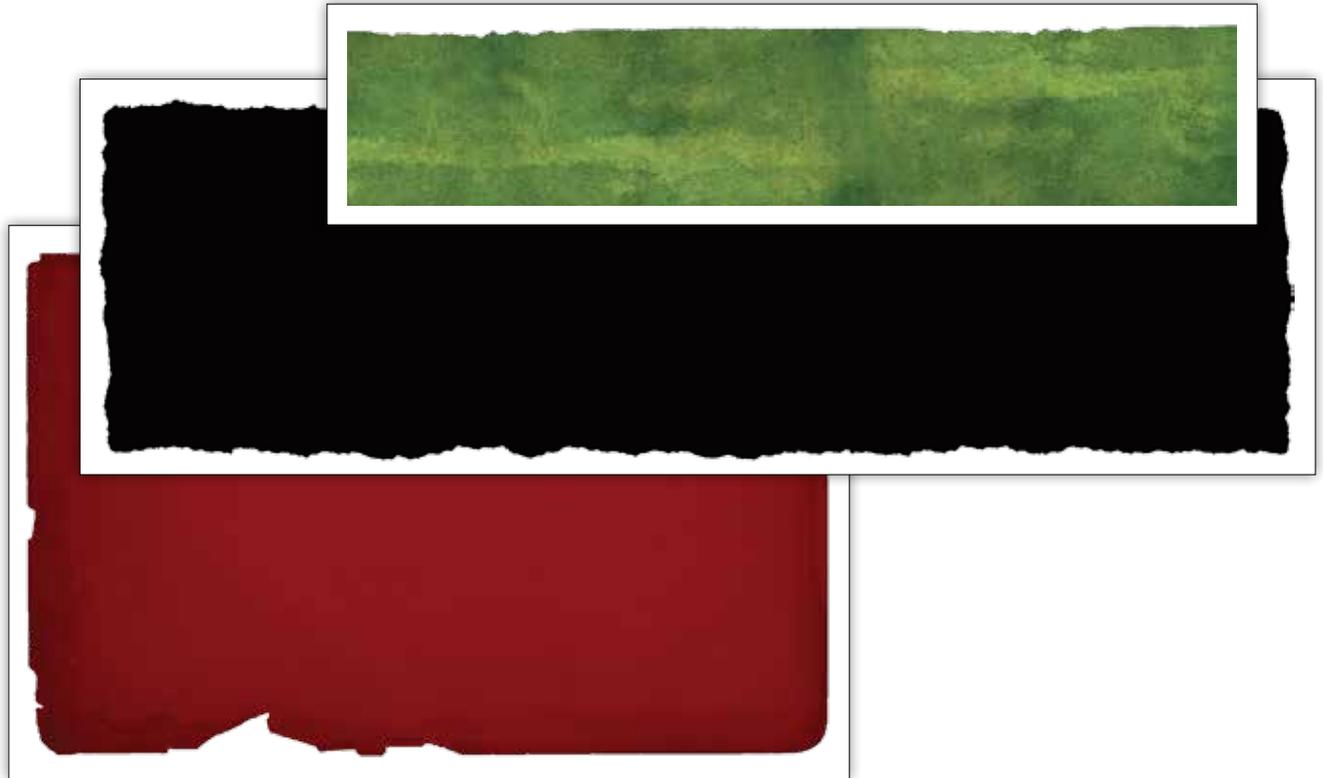
Use the above complementary colors for screen items such as web work, banner ads, wallpapers etc.



TLC
Pictures



TLC has a large collection of photos from Swaziland. These photos are regularly used in black and white or as a color photo that has been “de-saturizd” giving it a calmer rustic feel. You can download photos at www.lukecommission.org/Media-Kit.



Design Elements



TLC regularly uses the above design elements, and more, in their promotional material to maintain brand unity. These elements are available to download at www.lukecommission.org/Media-Kit.

Primary fonts

Font: Aaux

{ Body text font for print }

regular

abcdefghijklmnopqrstuvxyz
1234567890

medium

abcdefghijklmnopqrstuvxyz
1234567890

bold

abcdefghijklmnopqrstuvxyz
1234567890

Font: You Are Loved

{ Header text font for print }

abcdefghijklmnopq
rstuvxyz

1234567890

TLC
Fonts



These primary TLC fonts can be downloaded at www.lukecommission.org/Media-Kit.

Secondary fonts

Font: Times

{ Title text font for web }

regular

abcdefghijklmnopqrstuvwxy

1234567890

bold

abcdefghijklmnopqrstuvwxy

1234567890

Font: Myriad

{ Body text font for web }

regular

abcdefghijklmnopqrstuvwxy

1234567890

bold

abcdefghijklmnopqrstuvwxy

1234567890

TLC
Fonts



These secondary TLC fonts can be downloaded at www.lukecommission.org/Media-Kit.

Putting it all together

(address)	(phone)	(email)	 <p>THE LUKE COMMISSION Compassionate Medicine</p>
P.O. Box 1335 Sagle, Idaho 83860	866.351.1254 (cell)	info@LukeCommission.org (website)	
	208.290.6172	LukeCommission.org	

THE LUKE COMMISSION
Compassionate Medicine

Founders/Executive Directors: Harry VanderWal, MD
Echo VanderWal, PAC



THE LUKE COMMISSION
Compassionate Medicine
P.O. Box 1335, Sagle, ID 83860

Mission } To deliver compassionate comprehensive healthcare to the most isolated and underserved populations of Swaziland in partnership with the Swazi people and the Ministry of Health.

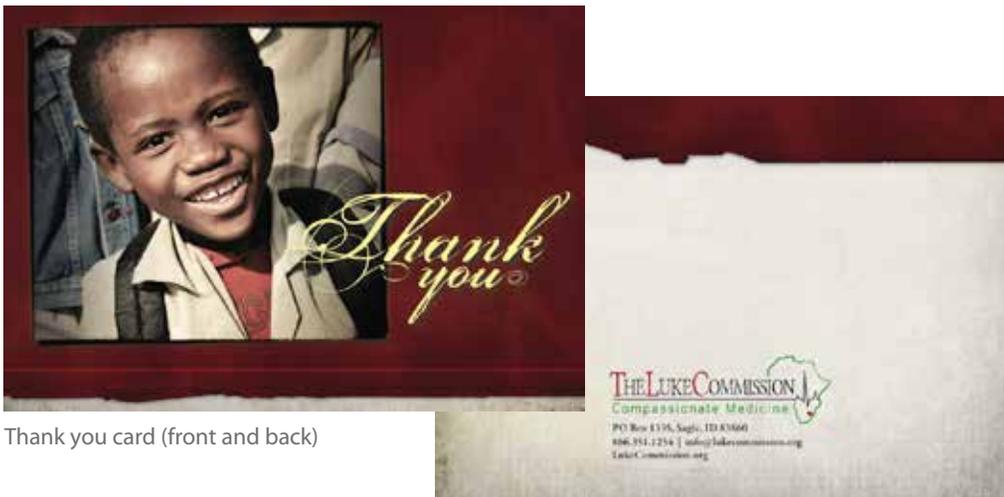
Compassionate Medicine

(Swaziland address)	(Swaziland phone)
Box 7333, Manzini, Swaziland M200	+268.7641.7297
(USA address)	(USA phone)
P.O. Box 1335, Sagle, ID 83860	866.351.1254
(email)	(social media)
vanderwal@LukeCommission.org	 
(website)	(hashtag)
www.LukeCommission.org	#the.luke.commission

Brand
Applied
(ID set) }



Event postcard invitation

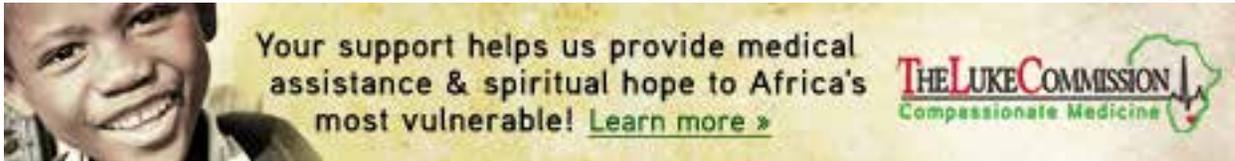


Thank you card (front and back)

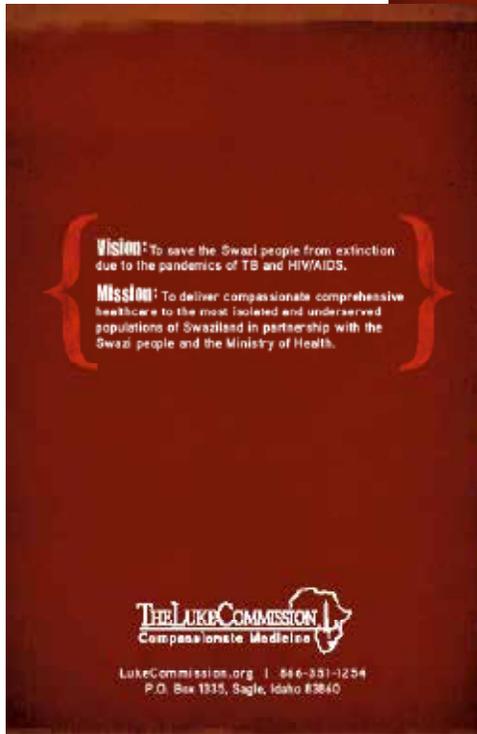
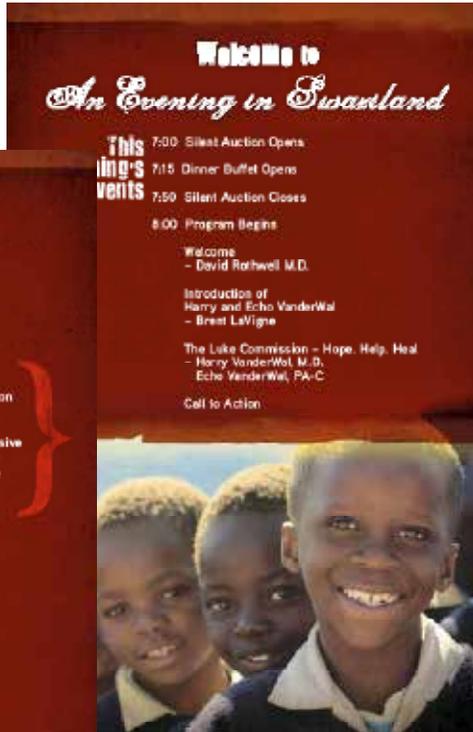
Brand
 Applied



Event Poster



468x60 web banner ad



Event Program (back and front)



425x425 web banner ad



Event tickets (1 sided)



160x600 web banner ad

Brand Applied

