

brand guidelines

logo guidelines



lynda.com

logo variations

primary logo | logo 1

CORPORATE SIGNATURE

Graphic mark and logotype in vertical configuration and centered.

minimum height: 0.5 inch



alternate logo | logo 2

LOGOTYPE

Logotype without the graphic mark.

Use when space doesn't allow for the graphic mark, when reproduction quality fails at small sizes, for the web, or if the design calls for a simpler logo.

minimum height: ~0.07 inch, must be legible.

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alternate logo | logo 3

HORIZONTAL LOGO

Graphic mark to the left of the logotype.

Use this option when space doesn't allow for the primary logo's vertical configuration.

Ideal for placement on the left side in compositions.

minimum height: 0.375 inch



do not

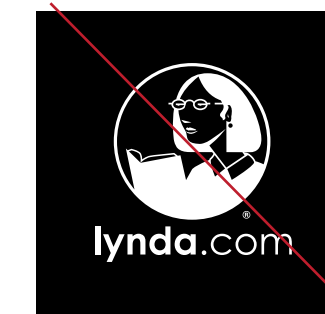
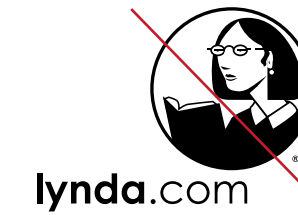
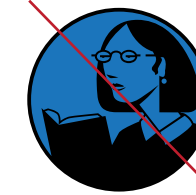
DESIGNS THAT DO NOT SUPPORT BRAND

LOGO: DO NOT

The lynda.com logo is designed for specific uses to maintain consistency and the integrity of our brand. Here are some examples of how not to use the logo.

DO NOT

- add a color other than white inside the graphic mark
- stretch or distort the graphic mark or logotype
- change the color of the logo
- change the size relationship between the logo elements
- no flopping the logo
- use negative version of the logo

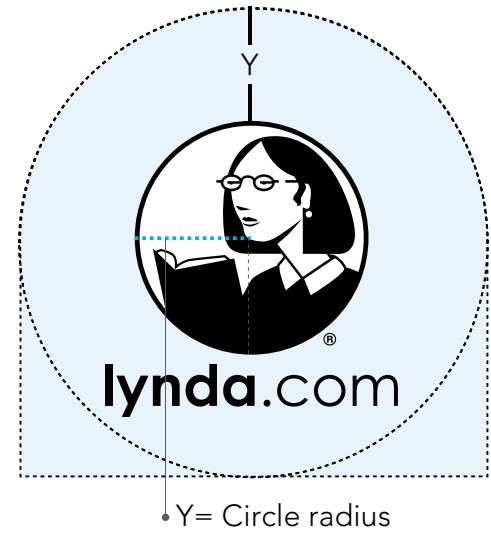


logo clear space

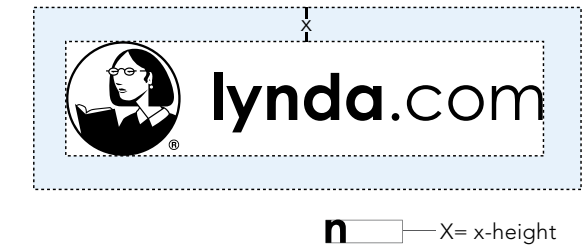
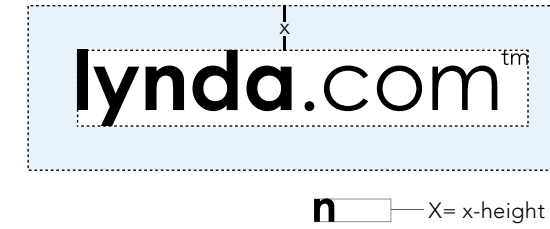
LOGO CLEAR SPACE

The clear space requirement is designed to maintain the integrity of the logo. This ensures visibility and legibility. These illustrations show the clear space around the approved logos. The clear space around the logo is equal to the circle radius of the graphic mark.

No graphic elements, including patterns, photos or colors (other than approved colors) can be used in the clear space.



logo clear space for alternate logos



do not

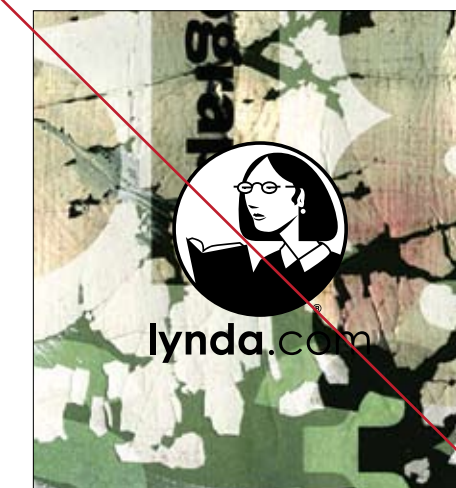
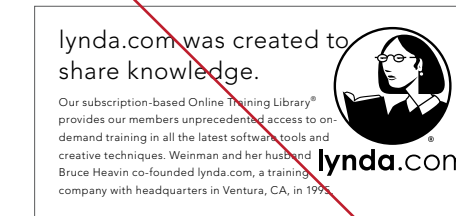
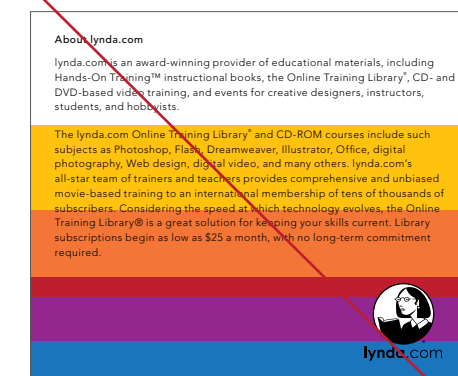
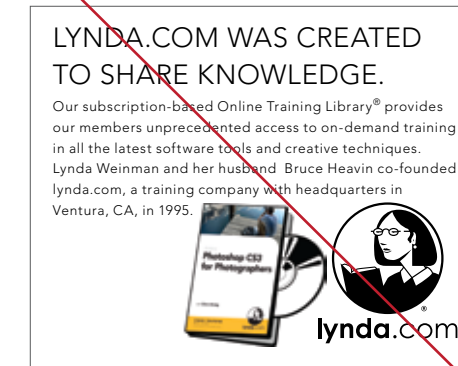
VIOLATION OF LOGO CLEAR SPACE

CLEAR SPACE: DO NOT

The clear space requirement is designed to maintain the integrity of the logo. This ensures visibility and legibility. These illustrations show violation of the clear space.

DO NOT

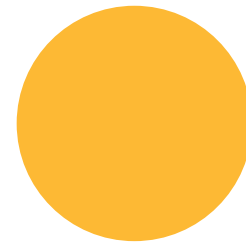
- use patterns in the clear space
- use off-brand colors in the clear space
- allow text inside the clear space
- use graphic elements inside the clear space



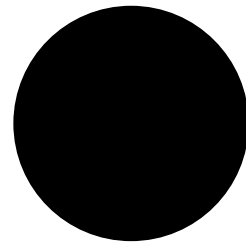
color palette

YELLOW & BLACK

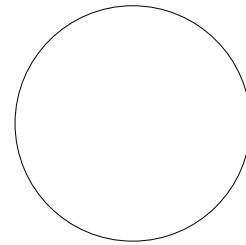
We use one of nature's most attention-getting color combinations, yellow and black. Our palette combines black's strength with yellow's warmth and energy.



lynda Yellow



Black



White



Supporting Grays








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color formula

Print

Digital

lynda.com Signature Colors	Pantone Color (use for color matching)	Process Color Equivalent				RGB Equivalent			HEX Equivalent
		C	M	Y	K	R	G	B	# _____
 lynda.com Yellow	122U (uncoated)	0	25	100	0	* 255	212	0	*#FFD400
	136C (coated)	0	30	90	0	** 255	186	0	** #FFBA00
 Black	—	• 0	0	0	100	0	0	0	#000000
 White	—	0	0	0	0	255	255	255	#FFFFFF
 Dark Gray	cool gray 9	0	0	0	80	88	89	91	#58595B
 Light Gray	cool gray 4	0	0	0	10	231	232	233	#E7E8E9

• professional printers please use rich black
 * digital yellow currently in use on the website
 ** revised digital yellow is more consistent with the desired yellow (Pantone 122U)

logo color use

CORPORATE SIGNATURE

The following represents the three color options for all of our logo options and background colors.

BLACK ON WHITE (POSITIVE)

BLACK ON LYNDA YELLOW

WHITE ON BLACK (REVERSED)

REVERSED LOGO

The reversed logo shown here is a unique logo specifically created for usage on black, not merely a reversed-out version of the standard logo.

Partners, vendors, and other third parties can use only this approved file when they need our logo on black (this logo is only provided on specific request for logo on black). **Attempting to reverse out our logo in any other way is not permitted.**



logo color options

LOGOTYPE

The following represents the three color options for all of our logo options and background colors.

BLACK ON WHITE (POSITIVE)

BLACK ON LYNDA YELLOW

WHITE ON BLACK (REVERSED)

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logo color options

HORIZONTAL LOGO

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BLACK ON LYNDA YELLOW

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